

# **Representation of Racially Minoritized Patients on Dermatology Private Practice Websites**

Jewell Dinkins, Megan Aguilera, Samantha Bothwell MS, Sarah Schmiege PhD, Kate Hwang, Antara Afrin MD, Neil Prose MD, Lucinda L. Kohn MD MHS

## **Abstract**

This study explored if patient imagery on private practice dermatology websites accurately reflects the racial and ethnic population of the metropolitan area where each practice is located. Homepages from the top ten websites from each metropolitan area were analyzed for images of patients and providers, use of non-English language, and mention of the terms “Skin of Color” or “Ethnic Skin.” Ninety-seven websites were included. A significantly lower percentage of non-White patients ( $p < 0.001$ ) and providers ( $p = 0.022$ ) were pictured on the selected dermatology websites than reported in the Census (Table 1 and Figure 1). Our findings suggest that the images on the homepages of private practice dermatology websites do not reflect the racial diversity of the metropolitan area in which each practice is located.