



JAMES PINCKNEY II, M.D.

Founder & CEO Diamond Health, Inc.
Board Certified Family Medicine Physician

Dr. James believes that integrity and hard work are critical to building customer loyalty. A visionary, he founded Diamond Physicians in 2012, a membership medicine practice that focuses on the patient-physician relationship. This healthcare niche has gained momentum in response to sprawling waste and frustrations with healthcare delivery systems and is now known as Direct Primary Care. Diamond bypasses cumbersome and inefficient “middle men” to deliver personalized, high-quality medical care directly to their valued clients.

Diamond has expanded into five companies and Dr. James incorporate Diamond Health in 2018 to solidify his vision of transforming healthcare delivery in America. Diamond Health is the parent company of Diamond Physicians, Diamond Franchising, DrLink a HIPAA complaint telemedicine app, and Diamond Health MSO consulting firm.

Prior to founding Diamond, Dr. James studied general surgery at the prestigious Cedars-Sinai Medical Center in Los Angeles after graduating from Baylor College of Medicine in Houston. He switched from general surgery to family medicine in order to pursue his dream of developing a free market primary care system. Dr. James completed his training in family medicine at Methodist Charlton Medical Center in Dallas. He is a board-certified family physician licensed in the state of Texas and California.

Dr. James endorses a holistic approach to medicine and incorporates nutrition and fitness into the lifestyle of his clients. This well-rounded conviction was influenced by Dr. James’ undergraduate liberal arts education at Wake Forest University, which also led him towards medical journalism. Dr. James recently joined the revolutionary national television program Chasing the Cure Live with Ann Curry as a medical host. The opportunity to help solve the most challenging medical mysteries of his career and shed light on healthcare disparity has helped him become a better doctor, and more importantly a better person.

Dr. James also holds a United States patent for an innovative surgical gown which he developed while in medical school. He has received accolades from the Jackie Robinson Foundation and Super Doctors recognizing him as a top leader in the country as well as D CEO’s Excellence in Healthcare Award for outstanding healthcare practitioner in 2019. Dr. James routinely appears on nationally syndicated radio and news programs as a medical expert. When he isn’t tending to the needs of his clients, appearing on Chasing the Cure or presenting medical topics to the media, Dr. James enjoys spending quality time with his wife Quiana, son James III, golf, attending sporting events, and civic philanthropic ventures.

Professional Associations

Equinox National Healthcare Advisory Board; Jackie Robinson Foundation Scholar Selection Committee; Michael Finley Foundation Board Member; American Academy of Family Physicians; Dallas County Medical Society

Awards & Achievements

- D CEO Excellence in Healthcare: Outstanding Healthcare Practitioner (2019)
- Top Doctors (2015, 2019)
- Super Doctors Texas Rising Stars (2015, 2016, 2017, 2018)
- Jackie Robinson Foundation “42 Under 40” National Award (2014)
- Project Access Dallas: Compassionate Care for Our Community’s Uninsured Award (2011)
- Dallas Observer: Future Leaders of Dallas (2011)
- Reflective Surgical Gown Patent No: US 7,627,908 B1 (December 8, 2009)
- Baylor College of Medicine Merit Scholar (2004-2008)