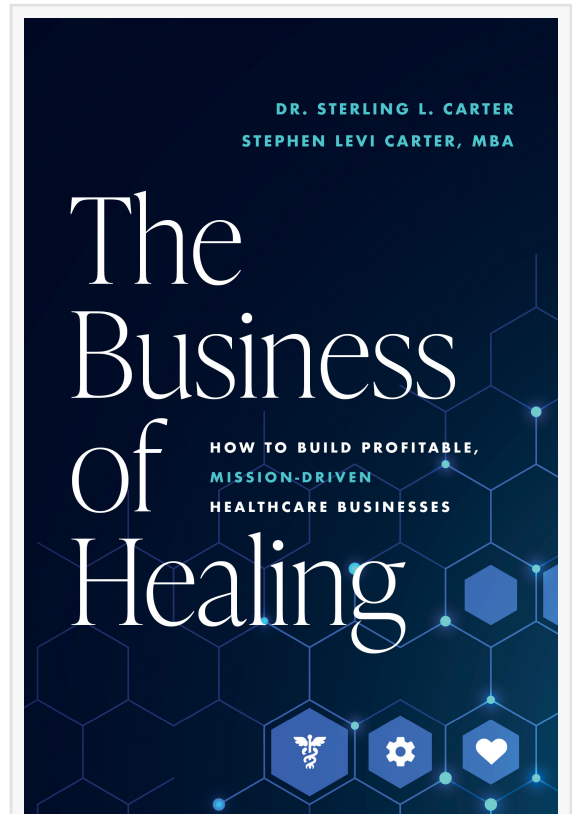


New Book 'The Business of Healing' Helps Healthcare Professionals Build Profitable Businesses Without Losing Compassion

CHARLESTON, SC, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Twin brothers, veterans and healthcare entrepreneurs Stephen Levi Carter and Dr. Sterling L. Carter offer a practical framework for clinicians and healthcare professionals ready to move from provider to CEO in their new book, "[The Business of Healing](#): How to Build Profitable, Mission-Driven Healthcare Businesses." Published by Advantage Books and distributed by Simon & Schuster, the book is now available through major book retailers nationwide.

Stephen and Sterling address a fundamental gap in healthcare entrepreneurship: Healthcare professionals master patient care but often struggle to master the comprehensive business acumen necessary to expand their impact. "The Business of Healing" is a transformational guide designed for those who possess the vision and passion to dominate the healthcare industry not just for profit but also for profound social impact and a commitment to a mission. The book is especially intended for healthcare professionals who have clinical skills but lack formal business training.



The Business of Healing by Dr. Sterling Carter and Stephen Carter, MBA.

The Carter brothers argue that healthcare professionals do not have to choose between compassion and profitability. Instead, financially healthy healthcare businesses are better positioned to deliver exceptional patient care, empower their teams, expand access and create lasting impact. Drawing from their decades-long journey scaling multimillion-dollar therapy, hospice and staffing businesses, the Carters deliver real-world lessons, raw truths, and high-performance strategies essential to building sustainable and impactful companies.

"The primary misconception is that if they're a really good healthcare provider, they assume they can also excel as a healthcare professional business owner — but it's not the same skill set," the Carter brothers write. "The mindset shift required is profound: You must transition from being

solely a clinician, focused on individual patient care, to a CEO whose primary goal is to ensure the success of the entire team and the enterprise itself. This means learning to delegate, empower, and lead rather than trying to do everything yourself.”

At the center of the book is the transition from clinician to CEO. Stephen and Sterling show readers how to move beyond founder dependency and build companies that can operate through strong teams, clear systems and disciplined leadership. Their HEAL Framework — Hire, Empower, Automate and Lead — gives healthcare entrepreneurs a simple operating model for growing without losing the culture and care quality that made the business meaningful in the first place.

The book addresses the financial realities of healthcare entrepreneurship — including delayed reimbursements, cash-flow management and maintaining adequate reserves — the risks of scaling without strong systems, the importance of legal and compliance discipline, and the role technology and automation play in reducing administrative burden.

“The Business of Healing” is designed for clinicians, practice owners, healthcare executives, therapists, nurses, physicians, dentists, home health leaders, hospice operators and aspiring healthcare entrepreneurs. The Sterling brothers challenge readers to stop seeing business discipline as separate from patient care and instead view it as the structure



Dr. Sterling Carter and Stephen Carter, MBA, co-authors of *The Business of Healing*.

Advantage | Books

Published by Advantage Books.

that allows care to scale.

About Stephen Levi Carter

Stephen Levi Carter, co-author of "The Business of Healing: How to Build Profitable, Mission-Driven Healthcare Businesses," brings over two decades of experience in leadership, working in finance in managerial and executive-level positions for consulting firms, medical insurance companies, oil and gas companies, and technology firms. He is a U.S. Army veteran who served as a combat medic during Desert Storm before earning his Bachelor of Business Administration in accounting from Langston University and an MBA in change management and finance from the University of Houston — Clear Lake. A certified Project Management Professional (PMP), entrepreneur and business strategist, Stephen focuses his work on financial discipline, capital strategy, risk management and scalable business growth.

About Dr. Sterling L. Carter

Dr. Sterling L. Carter, co-author of "The Business of Healing: How to Build Profitable, Mission-Driven Healthcare Businesses," is a physical therapist, a decorated U.S. Army Major, healthcare operator and entrepreneur whose work focuses on clinical leadership, systems, care quality and operational excellence. His experience as both a clinician and business owner gives him a practical understanding of the challenges healthcare professionals face when moving from direct patient care into leadership and ownership. Dr. Carter earned his Bachelor of Science in biology from Langston University, his Master of Science in physical therapy, with a focus on orthopedics, at Texas Woman's University, and his Doctorate of Physical Therapy from Simmons College.

About Advantage Books

Advantage Books is an imprint of the publishing arm of Advantage Media. For two decades, Advantage Books has helped CEOs, business leaders, entrepreneurs and other professionals share their expertise and build their Authority by writing a book. Over the years, Advantage has given these authors an alternative to traditional nonfiction publishing. Advantage authors are leaders who have credentials and expertise to share, combined with a strong reputation in their industry. Advantage Books provides these authors with a team of experts to assist in such areas as book concept and developmental writing, editorial and design, printing and distribution, and promotions.

Julie McClellen

Advantage | The Authority Company

jmcclellen@theauthoritycompany.com

This press release can be viewed online at: <https://www.einpresswire.com/article/938556102>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

