Introspective inquiry is a methodological approach utilized within cross-cultural marketing in order to gain understanding of artifacts, symbols, socialization and underlying assumptions. We employed this method to contrast the medical systems within the Russian Federation and the United States in terms of medical care, service delivery, and nutritional guidance. Both researchers are bicultural and went through birthing processes within Russia and the United States over a 2-year period. Each system is built on culturally-embedded tradition, provides striking contrasts in terms of prenatal and natal nutrition, and treats cultural outsiders uniquely. We aim to contrast the advantages within each structure to guide public policy and medical service strategy and recommend how each system may become more culturally-sensitive.

The researchers faced the following challenges: within Russia interactions with physicians and other healthcare providers are based upon culturally-hierarchical connections. Thus, they are often unwilling to disclose to minorities or “outsiders.” Such challenges were circumvented by utilizing a bicultural research team to provide insider contact and triangulated insight. Within the United States, physicians appeared to treat ethnic minorities and people from other cultures differently by providing shallower feedback when explaining medical conditions. Thus, as cultural outsiders, researchers are provided more superficial data and patients with a more cursory explanation of treatments. The Russian system stresses better prenatal nutrition and essentially demands that all mothers breastfeed. The United States tends to provide emergent technology for treating complications and Russia utilizes a holistic approach. The paper describes an array of focal contrasts between the two medical systems.

Conflict of Interest
None of the authors report a conflict of interest.

Authors' Affiliation:
- Biology and Marketing, Northeastern State University, Broken Arrow, OK.