







Usually we have 80 conversations a month, but we did 60 in a week!

I turned the ads off because [REDACTED] is completely booked up and our team is swamped.

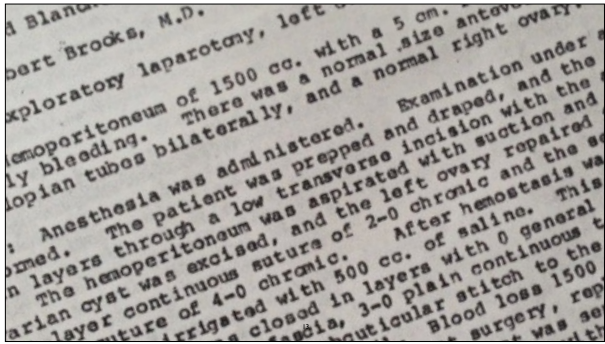
Exciting times.....but now to figure out next level.

***How do I get a doctor's
attention?***

***How do I inspire doctors
to meet with me?***

***How do I inspire
a doctor
to take action?***

**How to acquire doctor clients without
wasting your time, your money
and your effort—
even if you've had
disappointing results
in the past**





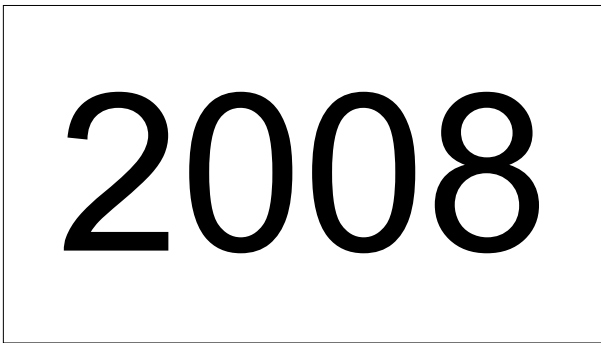
















"I went from struggling to the Million Dollar Round Table in less than a year thanks to your strategies."

Franklin Allakpo

"Dr. Vicki Rackner is a person of integrity who walks her talk and offers solutions."

Howard Putman, Former CEO Southwest Airlines



"I've spent countless hours canvassing medical offices. Following Dr. Rackner's advice, we were able to set up and hold a financial services seminar for Registered Nurses."

Rommel S. Naraval

Doctors are wired differently











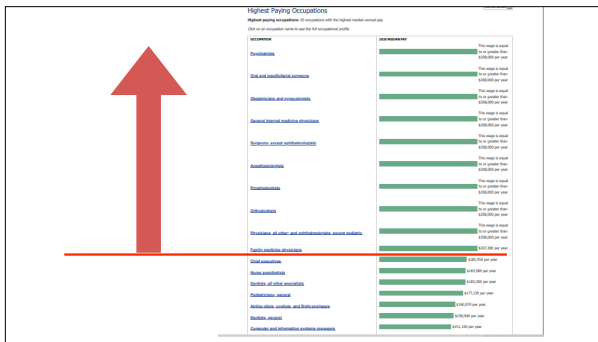
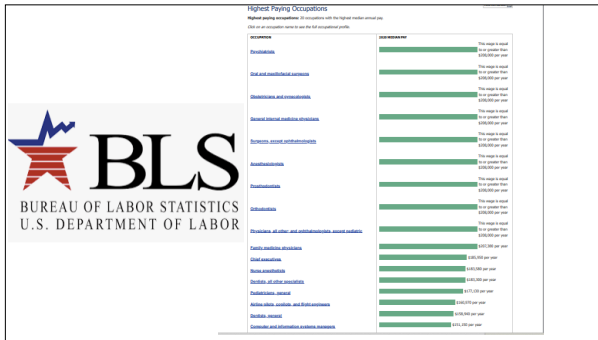
B2B
B2C

B2B
B2C
B2D

*Conducting business
with doctors*

Why Work with Doctors?

Sutton's Law



The Numbers

1,000,000
40%

50%

What industries will survive the COVID-19 pandemic? Experts weigh in

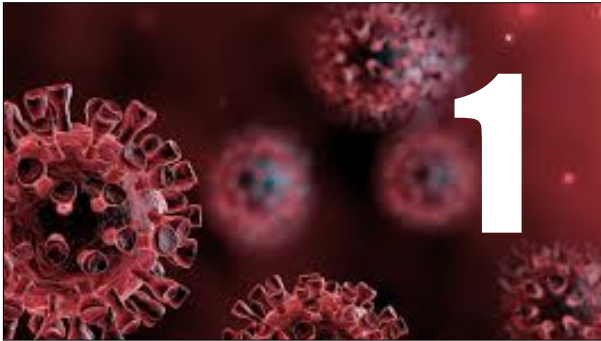
by Abby Acone, KOMO News meteorologist/reporter | Wednesday, May 13th 2020

AA





Why is Physician Engagement Different NOW?



The New York Times

Two E.R. Workers Worry: If They Died, Who'd Take Care of Their Son?

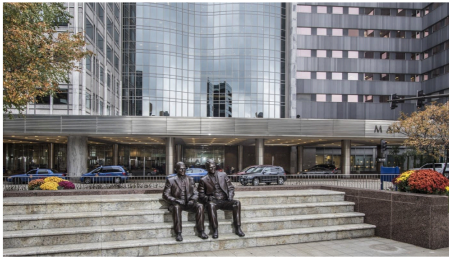
A couple who both work in New York City public hospitals are facing unimaginable strain as they fight the coronavirus pandemic.





Mayo Clinic announces sweeping pay cuts, furloughs

Catharine Richert Rochester, Minn. April 10, 2020 12:00 p.m.



Medscape Physician Compensation Report 2021: The Recovery Begins

[Read Comments](#) [f](#) [t](#) [in](#)

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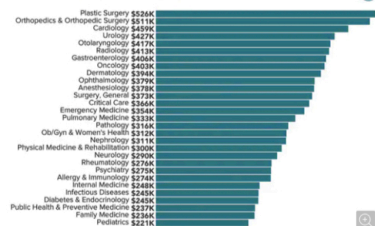


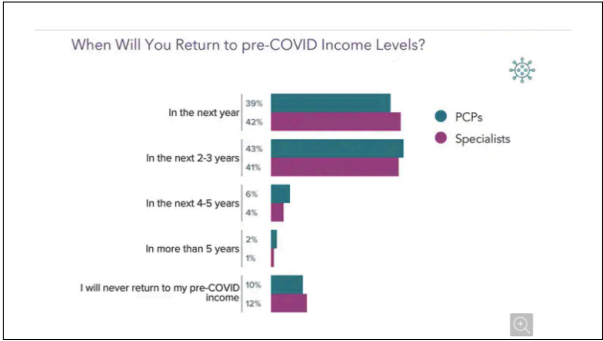
Medscape Physician Compensation Report 2021: The Recovery Begins

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Average Annual Physician Compensation









Physician Side Gigs

4 Closed group

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Nisha Mehta, MD's post

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NETWORK. MOTIVATE. SHARE. CREATE.

PHYSICIAN SIDE GIGS

FOR PHYSICIANS LOOKING TO PURSUE PASSION PROJECTS OR ALTERNATE INCOME STREAMS.

Joined ▾ Notifications ▴ Share ▴ More ▴

Nisha Mehta, MD

December 26, 2018 at 9:40 AM

Like Page

GROUP BY

Nisha Mehta, MD

4,548 See this

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Enter name or email address...

28,866 Members

MEMBERS

Anonymous post:

I have a question about Sole proprietor vs. S Corp/C Corp. My primary job pays 280k as w2. I don't pay any social security tax on this income as my employer does not participate in the SS program (government hospital with their own pension plan). I will also have about 190k of additional 1099 income for 2018. Located in California.

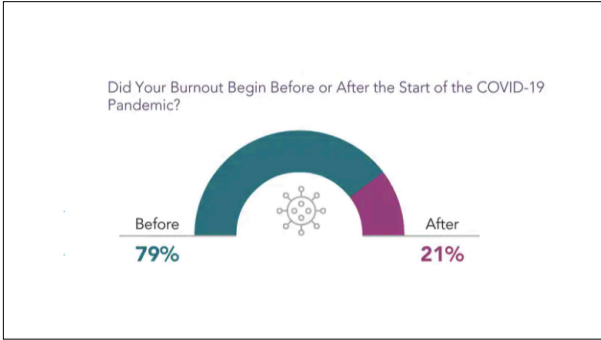
Based on these numbers is there an advantage to forming an S corporation? I know having w2 income makes the S Corp less favorable, but in my case I wouldn't have social security tax as a sole proprietor as I don't pay any through the w2 job. I've also been reading up on the new tax laws with the 199A deduction for qualified business income but I

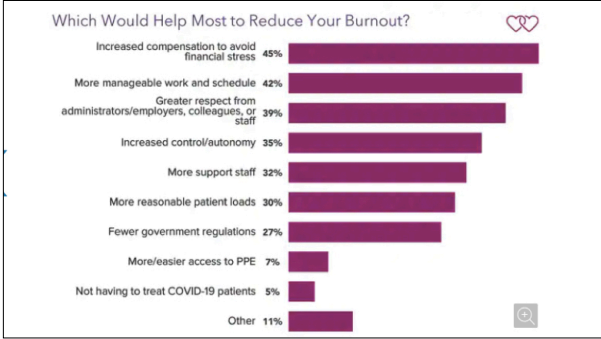


Medscape

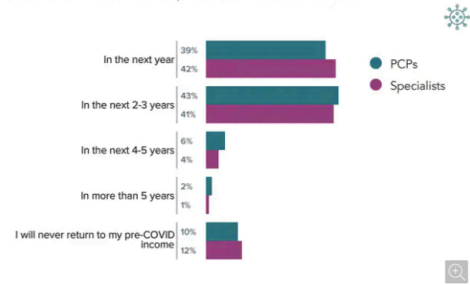
'DEATH BY 1000 CUTS'

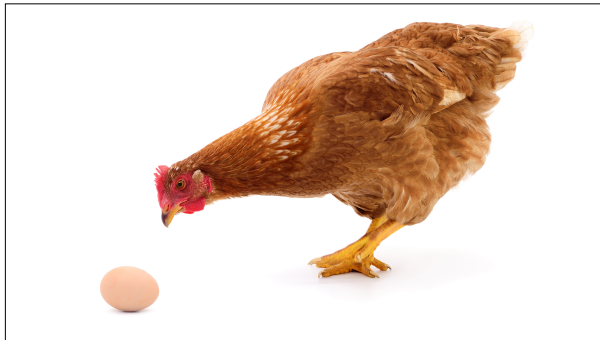
**2021
PHYSICIAN
BURNOUT &
SUICIDE REPORT**



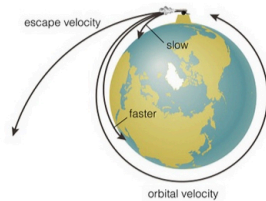


When Will You Return to pre-COVID Income Levels?





Escape Velocity



5 Practices for Success

- Harness the Power of Story



5 Practices for Success

- Harness the Power of Story
- Harness the Power of Peers and Influencers

“Fish-icians”





The 10 Laws of Physician Engagement Vicki Rackner MD FACS Founder of Engaging Doctors and the Academy of Physician Engagement		
Law of Physician Engagement	Lesson for Financial Advisors	Action Steps
1. If you want to conduct business with doctors, conduct yourself as one.	People want to work with people they know, like and trust.	Conduct yourself as the "wealth doctor."
2. Doctors manage their wealth as patient manage their health.	Understand "patient" behavior.	Be aware that emotions drive motion.
3. Doctors believe they have unique financial needs.	Perception is reality.	Demonstrate your working knowledge.
4. Doctors intrige and delegate.	Solve doctors' urgent problems.	Address "hot topics" like tax planning and, accelerating retirement.
5. Doctors behave like tropical fish-- or "fish-cicles"	Your top priority is to be seen as "one of them" who knows the secret handshake!	Gather intelligence to be at the right place and the right time with the right
6. Doctors want to work with experts-- not sales reps.	Master the mental handshake; show you're not armed with a sales pitch	Establish expertise by delivering value AT EVERY ENCOUNTER.
7. The most influential person is a doctor's life is another doctor.	Get doctors to open the red velvet rope.	Create a doctor advisory board, and inspire doctors to "test your horn."
8. Doctors need repeated exposure to a message before they take action.	Be patient. Doctors will move forward at their own pace.	Implement smart automated drip marketing.
9. "Doctors like bosses."	Break through complexity and keep things simple.	Tell doctors what they need to know to inspire them to take action.
10. Doctors are people.	Once you successfully build relationships with doctors, they're just like any other	Become more skilled at engaging doctors in initial conversations and building trust.



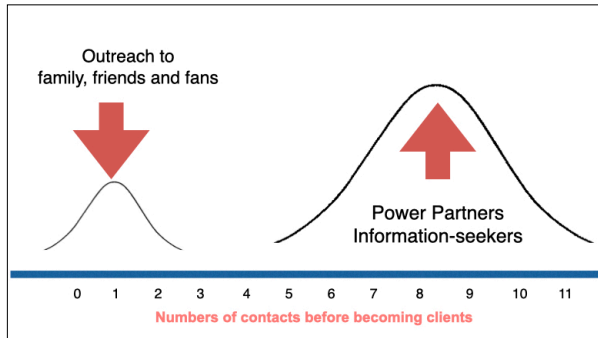
5 Practices for Success

- Harness the Power of Story
- Harness the Power of Peers and Influencers
- Harness the Power of Place



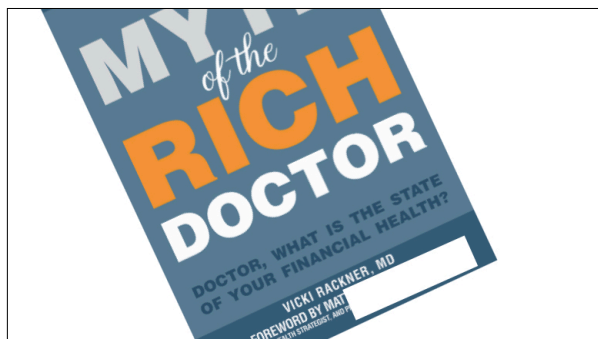
5 Practices for Success

- Harness the Power of Story
- Harness the Power of Peers and Influencers
- Harness the Power of Place
- Harness the Power of Perseverance

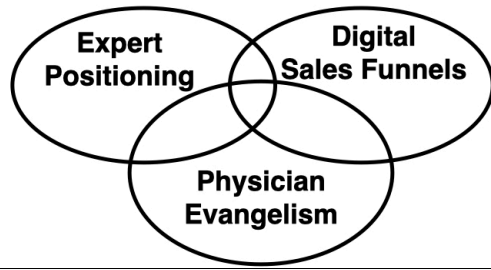


5 Practices for Success

- Harness the Power of Story
- Harness the Power of Peers and Influencers
- Harness the Power of Place
- Harness the Power of Perseverance
- Harness the Power of Expert Positioning



SUCCESS TRIAD



**Show you can
help doctors by
helping doctors**

**This is a time of
HUGE OPPORTUNITY**

**This is a time of
HUGE OPPORTUNITY**

