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RE: Bob Zinner and Medical Consulting Services

Bob Zinner and his associates provide a valuable service to physicians and residents in training. I would like to express my strong support for his continued involvement in physician financial and career-related matters.

I first met Bob during my residency. He had been invited to speak to the residents in our program to help get us thinking about organizing our future financial matters. His entire approach was a highly individualized one, with focus on the continual development and pursuit of career goals. He also spoke of future practice and hospital negotiation - matters that I had assumed would eventually take care of themselves. This aspect of career development was new to me, and it was this that interested me in seeking his advice.

Bob impressed me with a very personal and 'whole person' approach to my financial future, when I first met with him. Every aspect of my financial portfolio - past, present and anticipated future - was discussed and plans made to improve my existing strategies. I kept in close contact with Bob, regarding my educational and career plans.

When I began to negotiate my first job contract, Bob was able to put me in contact with a medical consultant, Dr. Jim Tomarken, who helped me through the process. There were issues and principles of negotiating that I would never have heard or known about, being a physician in a highly structured and salaried educational system. I strongly feel that doctors entering the real world after their residencies are not only the most ignorant people when it comes to thinking about job practicalities, but they have no idea that they are at such a disadvantage. Without the help of mentors and the generous advice of other colleagues who may be able to assist in the transition from training to work, most physicians stumble through their first locum or appointment and learn through their own experience.

It is because of Bob's practical advice, access to resources, and attentiveness to the management of my financial affairs with his knowledge of my personal values and goals that I would strongly support the service that Bob provides to the medical community.

Sincerely



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