



January 1999

Dear Colleague:

Today, physicians across the nation face a greater number of liability sources than ever before. Certainly, the increasing number of outrageous malpractice awards is the most obvious concern. Beyond this, however, are a host of "business type" claims, which are often brought against physicians with little or no merit, such as those alleging sexual harassment or wrongful termination. Frequently, doctors involved in these cases feel that they are being harassed into a settlement because they are perceived as "Deep Pockets."

The concern over liability and the protection of personal, family and practice assets is well founded. It is distracting, and potentially ruinous, to patient care. It can go to the very core of a physician's ability to provide care for patients and security for the physician's family.

Physicians can deal with this through "defensive practice" or by obtaining higher limits (and higher premiums) for liability insurance. Another way is to build an asset protection plan for true financial security.

Conomikes Associates, Inc., a firm specializing in consulting services for medical practices, has worked with David Mandell, JD, to develop *The Doctor's Asset Protection Kit*. This kit consists of (1) a 300+ page book detailing how physicians can protect their practices and personal assets, (2) a 40-minute audiotape on wealth protection strategies, (3) client assessment worksheets, (4) a special report on the 10 greatest threats to financial security, (5) a Texas-specific exemption report, and (6) a Category I CME, risk management monograph providing 5.5 Hours of CME credit.

The Texas Medical Association has negotiated a special saving for members who order *The Doctor's Asset Protection Kit*. The enclosed brochure will give you more information on its contents and features. Conomikes Associates offers a money-back guarantee. So, if you are not completely satisfied with the kit, you may return it for a full refund.

*The Doctor's Asset Protection Kit* from Conomikes Associates serves as a useful resource tool for all physicians who are concerned with protecting their family's assets.

Sincerely,

Stuart A. Shapiro, MD  
Chair, Council on Member Service