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Brookshire Wealth Management Practicum

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Brookshire Wealth Management

BEN BEACHY



- ▶ Paul Guerra, AIF, CFS, FRP, Licensed Health and Life Insurance Agent, West Point Graduate
- ▶ Canton, OH
- ▶ 9 Weeks, April- June
- ▶ Small Scale, 3 employees
- ▶ Money Management, Investing, Research, Insurance

BROOKSHIRE

WEALTH MANAGEMENT

My Role

- ▶ Mr. Guerra's right-hand man, emphasis on healthcare sector
- ▶ Investment research
- ▶ Healthcare Company stock organization
- ▶ Insurance policy reading and research
- ▶ Mutual Funds/Options/Bonds
- ▶ Management
- ▶ Client specific investment work
- ▶ Misc. jobs (paying bills, portfolio management, note taking, etc).

General Takeaways

- ▶ Exposure to new field of research and healthcare
- ▶ Importance of skilled communication
- ▶ Management styles change
- ▶ Simple business task completion
- ▶ Keys to Functional organization
- ▶ Fluidity of business (especially from Covid)

Good Investment Opportunity: Biosig Technologies

- ▶ Medical Devices company from Los Angeles
- ▶ Electrophysiological devices
- ▶ Small operation with large scale production
- ▶ Fits well with new medical trends
- ▶ Works to provide software and devices to increase accuracy while decreasing invasiveness and cost for screenings, tests, and scans
- ▶ Actively involved in COVID-19 related studies and aid
- ▶ Technology lowers the need for person to person contact

Bad Investment Opportunity: Healthpeak Properties

- ▶ Healthcare Real Estate Company from Irvine, California
- ▶ Owns and operates more than 800 senior living centers, medical offices, and life science buildings across the country
- ▶ Good leadership and history
- ▶ COVID-19 impact on real estate could cause setbacks
- ▶ Potential for loss of business and properties due to closures or reorganization
- ▶ Poor choice in investment based on present circumstances
- ▶ Potential for investment in the future
- ▶ Uncertainty

Portfolio Management

- ▶ Client specific research and work
- ▶ Indirect impact
- ▶ Importance of keeping up with market and client concerns
- ▶ Another big emphasis on communication

Key Insurance Information

- ▶ 5 online courses
- ▶ Key Points
 - ▶ 1. Senior market is growing and becoming more valuable in terms of asset value and income.
 - ▶ 2. The ACA created Insurance exchanges, or marketplaces, in order to provide one stop for easily accessible healthcare insurance for any party or individual.
 - ▶ 3. The ACA mandated that most individuals have, and certain employers offer health insurance.
 - ▶ 4. Importance of ethics and having a solid ethical mindset when dealing with health insurance.
 - ▶ 5. Health Reimbursement Arrangements were created to provide small employers a means of giving health insurance benefits and cost assistance to their employees. Businesses can provide alternatives to traditional group health insurance plans.

Misc. Tasks



Learned about paying office bills



Operating payroll



Learning proper phone calling etiquette



Office Organization system

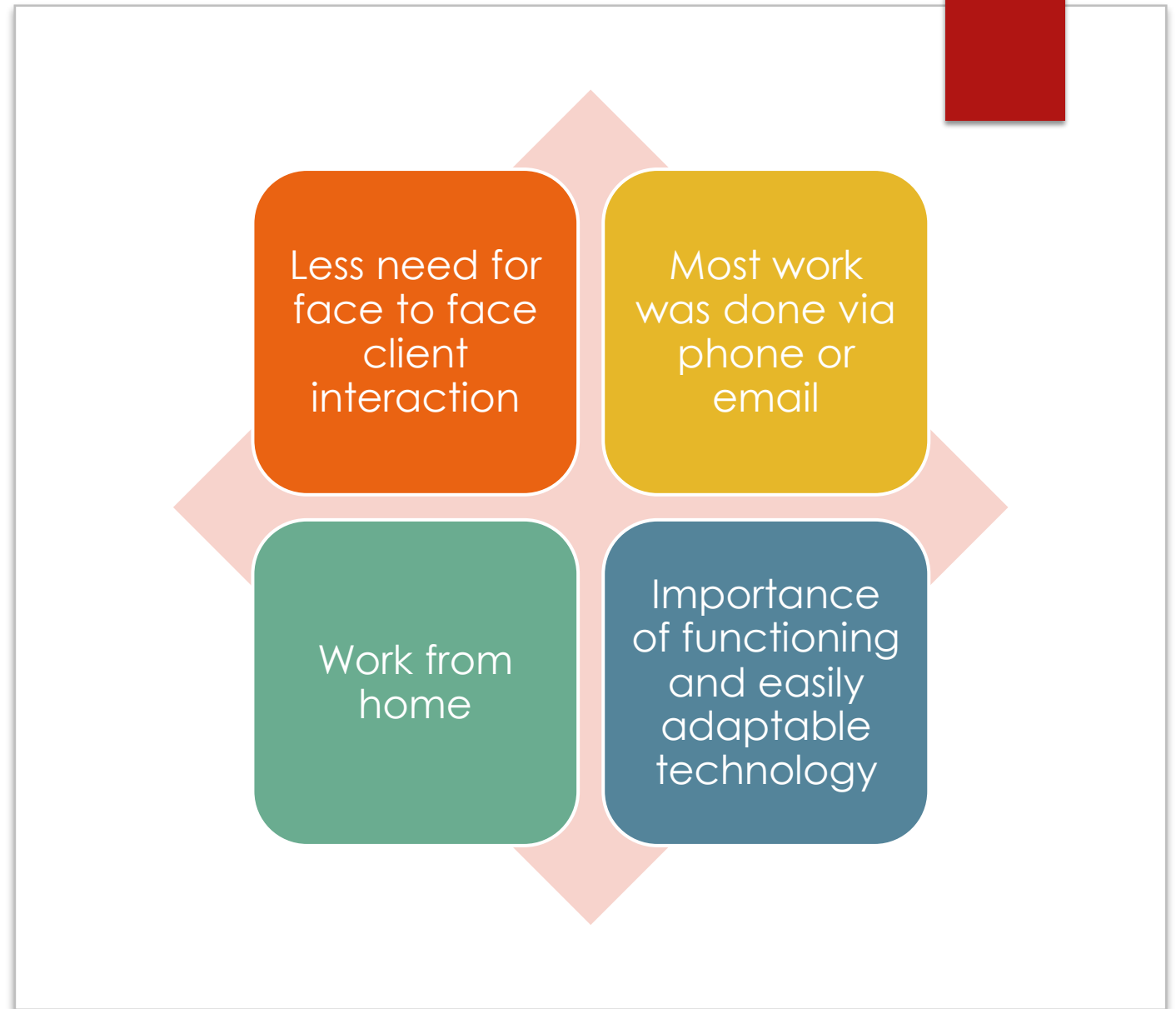


Drafting Monthly Newsletters



Exposure to basic professionalism in a new environment

COVID-19 Impact (Office)



COVID-19 Impact (healthcare)

Less emphasis on face to face interaction

Importance of organization and communication

Patient Protection

Manufacturing and demand

Emphasis on Telehealth

New Trends: Telehealth

- ▶ Many new companies emerging and gaining footholds during COVID
- ▶ Teledoc, MeMD, IclinIQ, Amwell, Mdlive
- ▶ Less need for traditional in person visits and consultation
- ▶ Technology allows for virtual screenings and consultation
- ▶ Still a need for in person medical care, but growing understanding of what can be done online, via phone, facetime, etc.

Final Thoughts

- ▶ Similarities to Dental field
- ▶ Learned many skills I will use throughout my time in school and business
- ▶ Healthcare will likely enter a stage of adaption in many fields

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