Financial Wellness for Women Physicians

BONNIE KOO, MD

Disclosures

Owner & Founder, Wealthy Mom MD


Bonnie Koo, MD
Dermatology


B
BARNARD


COLLEGE OF PHYSICIANS AND SURGEONS
SCHOOL OF MEDICINE · COLUMBIA UNIVERSITY
A·D·1767
A·D·1926

What is financial wellness?

What is financial wellness?

- Knowing your money is working for you, not just funding your lifestyle.
- Feeling secure no matter what happens—whether it's a lawsuit, divorce, or career shift.
- Understanding how to build wealth in a way that aligns with your goals (and not just what traditional financial advice tells you).
- Having the freedom to work because you want to, not because you have to.
- Breaking free from the limiting beliefs that keep women playing small when it comes to money.

The time is now

Financial Freedom

Time Freedom

Location Freedom

Health Freedom

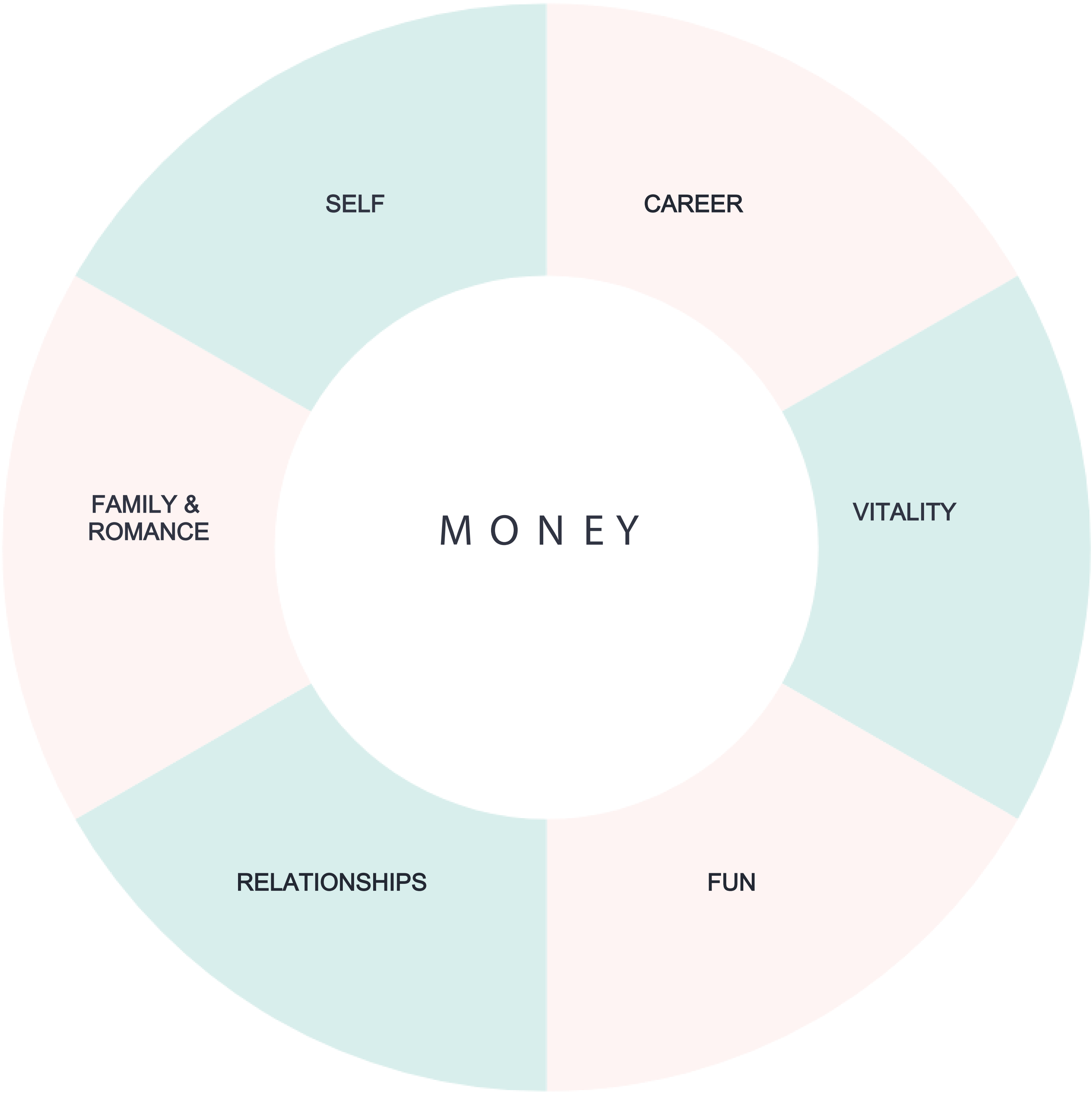
Lifestyle Freedom

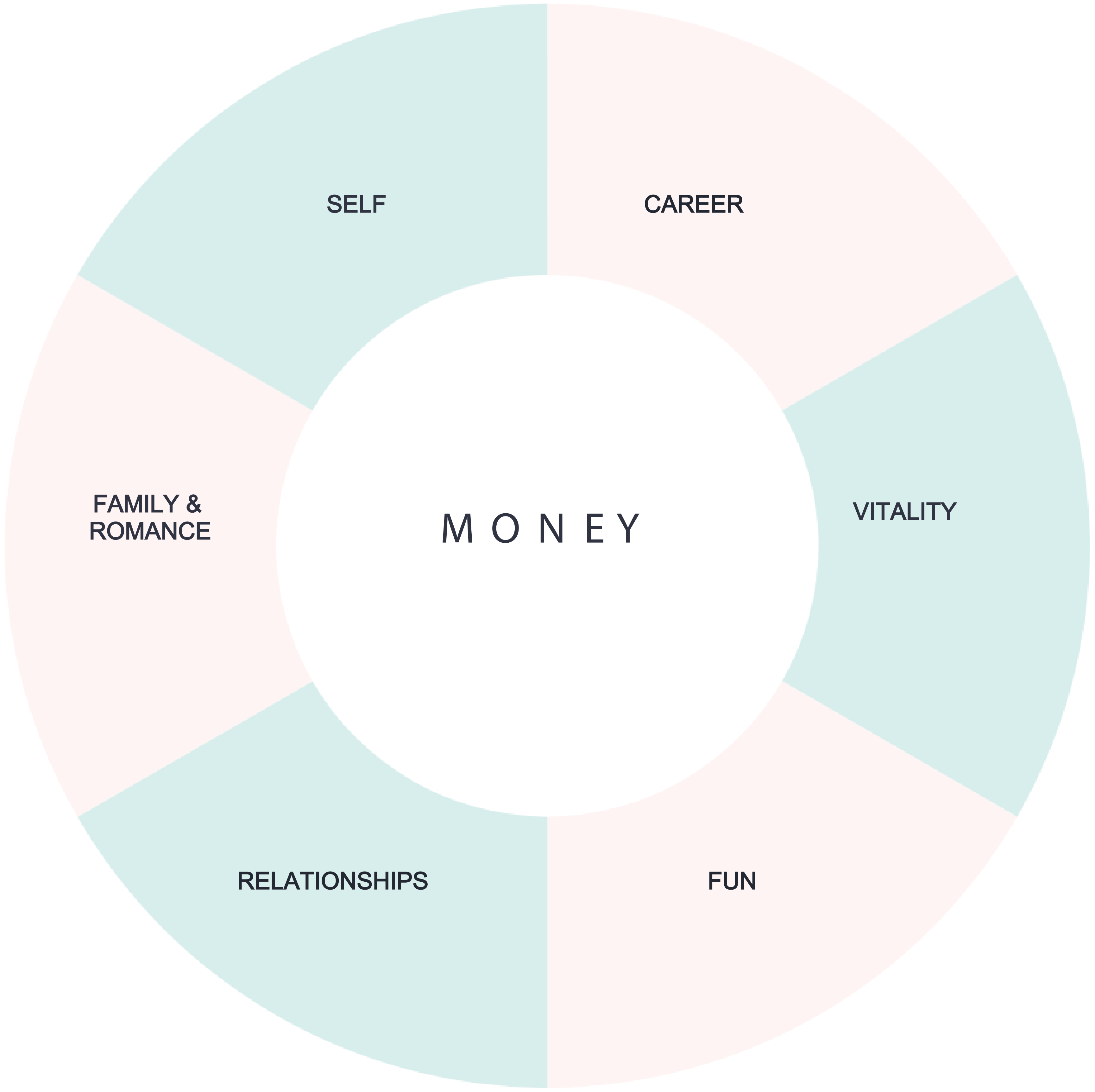
Career Freedom

Family Freedom

Relationship Freedom

Money is the Tool, Not the Goal





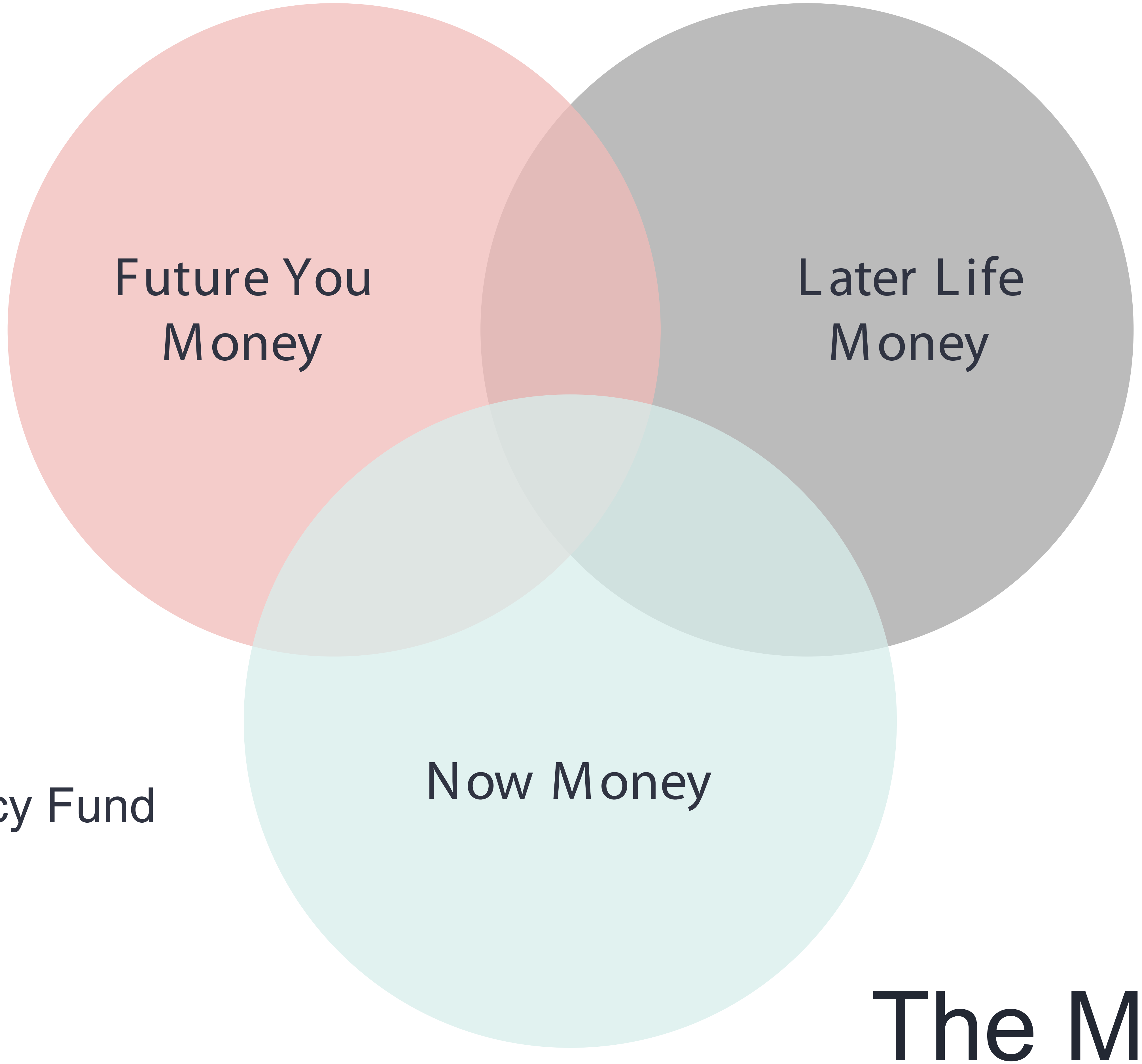
Rate: 1-4

What would it take to move it by ONE point?

What's one thing that stands in your way?

The Money Cycle

Real Estate
Alternatives
Brokerage



Retirement Funds
Social Security
Pension

Cash
Emergency Fund
Paycheck

Penthhouse

Financial Independence

Enjoy your Money

Wealth Building

Investing

Enjoy your Money

Foundation

Emergency Fund, Cash

Asset Protection

Estate Planning

Enjoy Your Money

Wealth Table

Cashflow that has flexibility, control, and leverage

Investing Trifecta

Stable

- Cash & Cash based
- Bonds & Notes
- Whole life insurance
- Precious Metals
- Social Security

Market

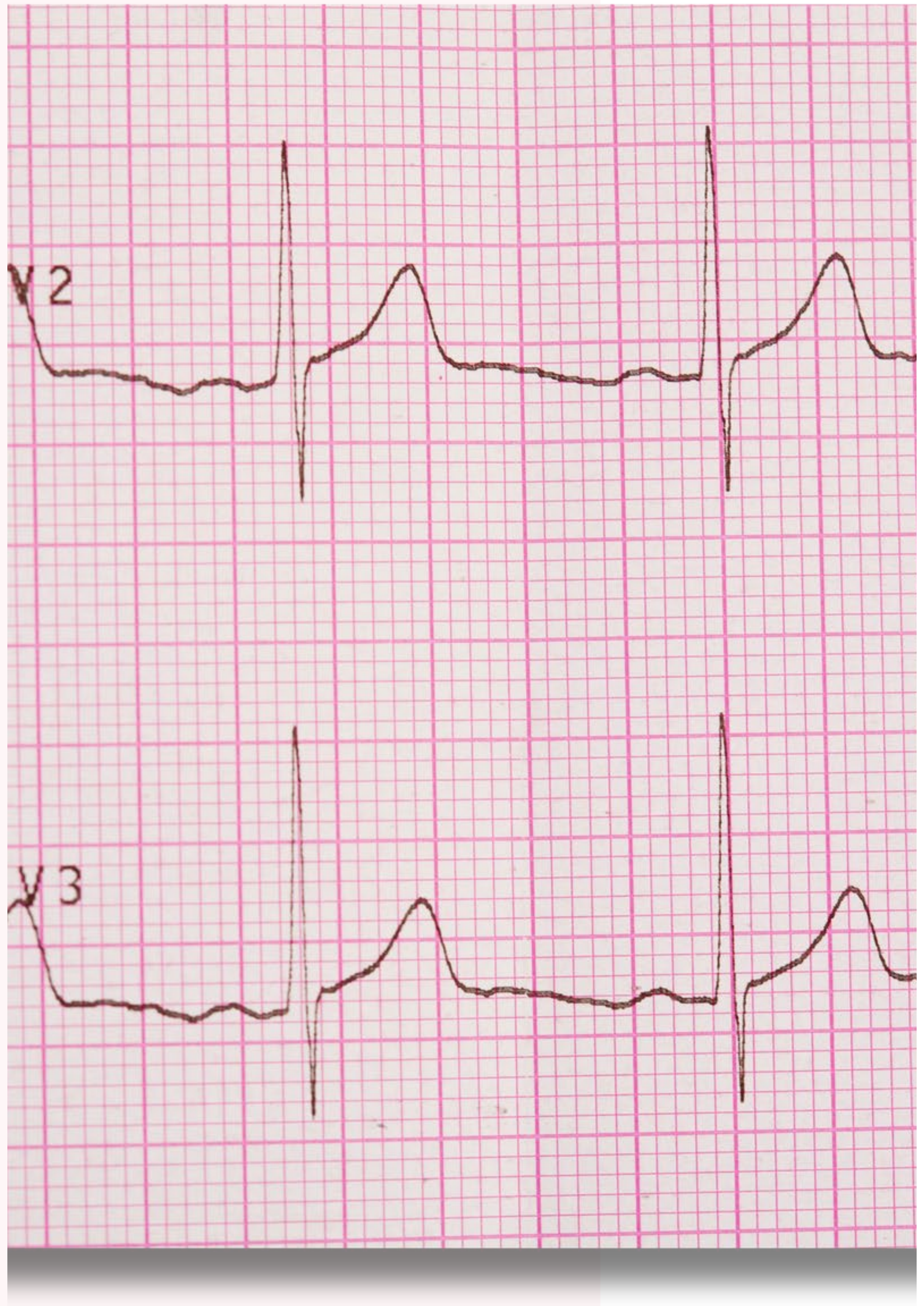
- Mutual Funds
- Individual stocks

Alternatives

- Real Estate
- Crypto
- Business Ownership
- etc

Top Barriers

1. “Money is hard”
2. “I’m not good with money”
3. “Wanting more money is selfish & greedy”
4. Many more!



“Money is not med school hard”

~~“Money is hard”~~

Top Barriers

1. “Money is hard”
2. **“I’m not good with money”**
3. “Wanting more money is selfish & greedy”
4. Many more!




Top Barriers

1. “Money is hard”
2. “I’m not good with money”
3. **“Wanting more money is selfish & greedy”**
4. Many more!

How Women Allocate Their Wealth

Prioritize Health

Women make over 80% of household health care decisions and drive 57% of all healthcare spending in the US.

Invest In Education

Women prioritize education, boosting spending on children's schooling by 75% when managing finances.

Impact

Women contribute 57% more to charity than men, with a strong focus on community and social causes

The Economic Ripple Effect

- Women are better borrowers
- We create jobs
- Break poverty cycle in their families
- Reduce domestic violence
- Investing in women’s health and education has has created ~$13 billion in economic returns.

Start Simple

Get Fancy Later

Penthhouse

Financial Independence
Enjoy your Money

Wealth Building

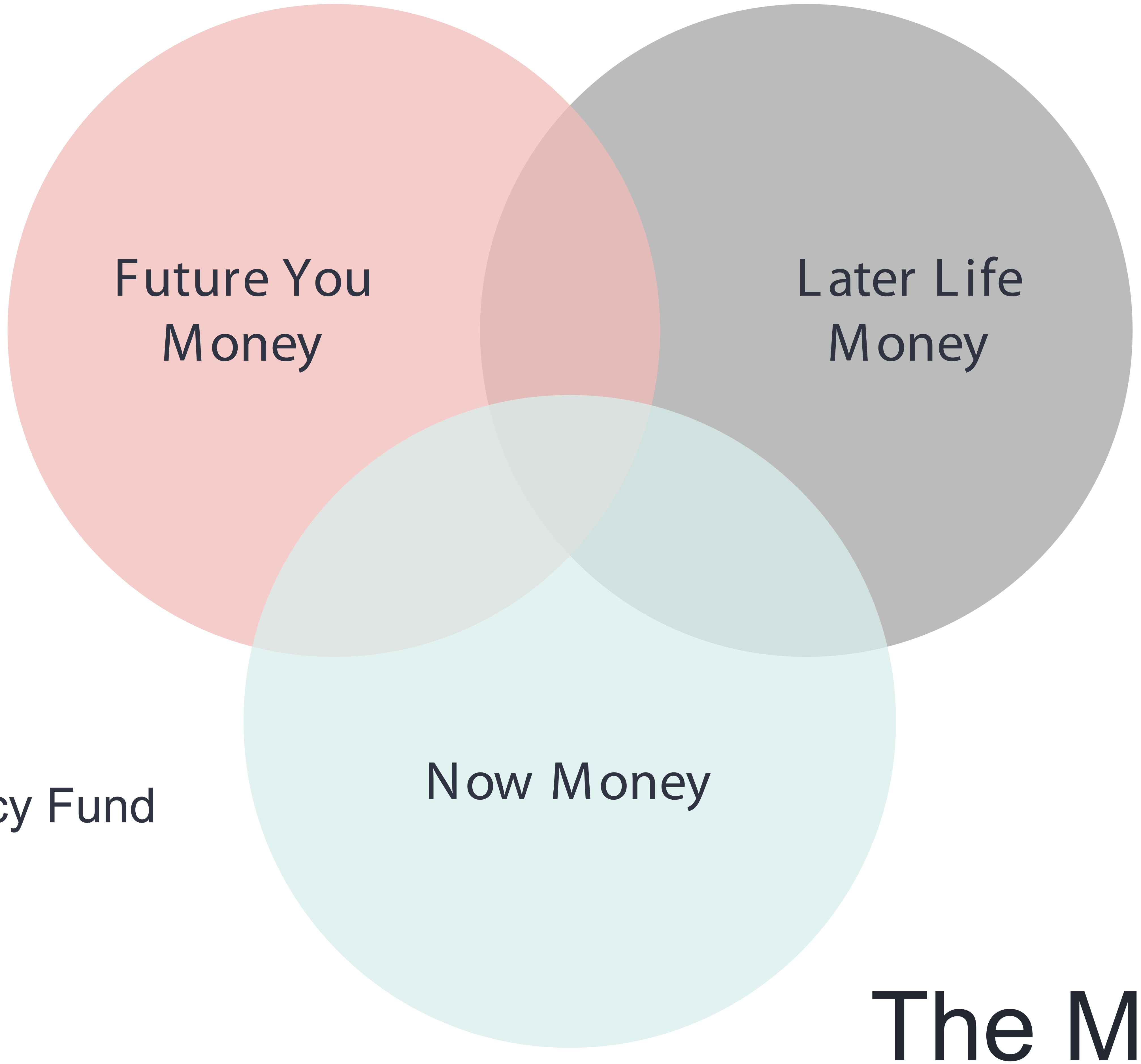
Investing
Enjoy your Money

Foundation

Emergency Fund, Cash
Asset Protection
Estate Planning
Enjoy Your Money

The Money Cycle

Real Estate
Alternatives
Brokerage



Retirement Funds
Social Security
Pension

Cash
Emergency Fund
Paycheck

Wealth Table

Cashflow that has flexibility, control, and leverage

Investing Trifecta

Stable

- Cash & Cash based
- Bonds & Notes
- Whole life insurance
- Precious Metals
- Social Security

Market

- Mutual Funds
- Individual stocks

Alternatives

- Real Estate
- Crypto
- Business Ownership
- etc

Thank you!

@wealthymommd

Wealthy Mom MD Podcast

wealthymommd.com

Stay in touch!

@wealthymommd

Wealthy Mom MD Podcast

wealthymommd.com