

Steven Bankler, CPA, Ltd.

Client Spotlight: Physician Life Care Planning, LLC

Joe G. Gonzales, MD, has always followed his heart and doing so has led him down some unconventional paths. At only 18 years old, he married his sweetheart Jackie and started working. He never envisioned himself going to college, but his new job as a hospital orderly opened his eyes—and his heart—to a future in medicine.

By age 19, he started down the path of nursing (LPN and RN), an unusual career choice for men at the time. He soon became one of the first students to graduate from Baylor College of Medicine as a Physician's Assistant (PA), but he wasn't done yet. He made the bold decision to become a doctor and, by 1988, had settled down in San Antonio to open a private practice as well as the city's first comprehensive outpatient rehabilitation facility—as a board certified physician in the field of physical medicine and rehabilitation.

“As a physician, I've always taken care of people with complicated and catastrophic conditions and, soon after starting my practice, I began to have requests from attorneys and insurance companies to help assess clients' conditions and the requirements and cost of taking care of them. I realized there was a need for physicians that focused specifically on life care planning.”



He immediately began incorporating the discipline into his practice and started educating other physicians. Six years ago, Physician Life Care Planning, LLC (PLCP) became its own entity, providing access to physician life care planners in a field in which less than one percent of practitioners are qualified physicians. He met Steven Bankler at about the same time.

“It was great timing since I was just starting the company,” recalls Dr. Gonzales.

Since then, Dr. Gonzales has founded the American Academy of Physician Life Care Planners, a nonprofit that helps further define and provides education in the field of life care planning. PLCP continues to grow at a steady rate and two of Dr. Gonzales' children are integral to the company (Jacob as director of business development and Erika as director of operations) along with its president, Bill

Davenport.

“As our family's business interests become more complicated, Steven keeps us moving in a straight line,” Dr. Gonzales says. “In addition, we have implemented his creative tax

planning ideas which have reduced our taxes.”

Learn more about Physician Life Care Planning, LLC at www.physicianlcp.com.

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