



Tagline

Helping physicians thrive from residency through retirement.

Short Description

Physicians Thrive is a dynamic, full-service financial planning company helping doctors take control of their finances.

Long Description

Physicians Thrive is a dynamic, full-service financial planning company helping doctors take control of their finances. From student debt repayment plans for new doctors to retirement security planning for seasoned physicians, doctors at all stages of their career can make the most of their money by collaborating with the experts at Physicians Thrive.

Key Services

- Employment contract and negotiation
- Compensation analysis
- Disability Insurance
- Financial Planning
- Tax Preparation
- Retirement Planning
- Investing
- Student Loan Management

Benefits

- Know what your compensation should be, how to protect it and how to make it last
- Delegate your financial planning to an advisor who understands physicians

Numbers

- 50,000+ email subscribers
- 10,000+ monthly site visitors a month
- Over \$379 billion of disability insurance reviewed for physicians
- We've reviewed & negotiated billions of dollars of physician compensation
- 20,000+ contracts reviewed by our legal team
- 110,542+ physicians, we've educated and served in
- We've worked with physicians at over 400 medical centers

B Corp Status

In 2018 Physicians Thrive became a Certified B Corporation. For every client that Physicians Thrive works with, a portion of our profits are donated to Give Sight Global to restore sight to someone in need. As B Corporations and leaders of this emerging economy, we believe that we must be the change we seek in the world and that all business ought to be conducted as if people and place mattered. Learn more about our B Corp qualifications [here](#).

Founding Team

Justin Nability, Founder & CEO

Justin Nability is the founder and CEO of Physicians Thrive, an advisory group helping physicians avoid business and legal pitfalls and build their financial education. As a wealth management advisor from a family of doctors, he launched his business by traveling to medical schools nationwide to educate physicians about their unique financial, legal, and business needs. Today, Physicians Thrive has served physicians at over 400 medical centers, hospitals, and medical schools, and 1000 residency and fellowship programs.

In 2016, Justin co-founded the non-profit Give Sight Global, which sponsors cataract surgeries, glasses and other forms of eye care all over the world. Following volunteer trips with the University of Utah Moran Outreach Program to the Navajo Nation and Tanzania, Justin and his business partner were inspired to donate a portion of their business profits to fund vision care in underserved communities.

Justin has lectured at over 100 universities including John Hopkins, the Mayo Clinic and Stanford. He has served on the boards of the Entrepreneurs Organization and the National Association of Insurance and Financial Advisors, and is committed to helping business leaders find professional opportunities to advance the public good.

Justin enjoys the role he plays in supporting physicians nationwide, bringing business sense and innovation to the medical community, while building resources for physicians that can help them make better decisions.

In his free time, Justin enjoys spending time with his wife and three children. He has been involved in mentorship programs, is active in his church, and enjoys keeping up with public policy. He's also an avid travel fan and likes spending time outdoors.

Reid Lancaster, COO

Reid serves as partner and Chief Operations Officer of Omaha-based financial planning firm Physicians Thrive. Since 2013, Reid has led the company's operations and development.

Reid is a lifelong entrepreneur, and he approaches every professional opportunity with a focus on driving growth, building strong teams, and cultivating meaningful professional networks. He launched his career opening and operating seven Complete Nutrition franchises nationally, and today he is passionate about supporting young entrepreneurs and business leaders.

Reid currently serves as a promotional strategist for the Global Leadership Summit and treasurer for the Executive Forum of Entrepreneurs Organization. He has also been a member and board member at the National Association of Insurance & Financial Advisors (NAIFA).

An exercise enthusiast and former athlete, Reid believes that physical fitness is a powerful catalyst for personal and professional success. He cofounded the nonprofit, Give Sight Global, along side Justin Naby in hopes to not only encourage others to live a healthy lifestyle, but also inspire people to help those in need.

Speaking events

- Do More Good Conference 2019
- 1 Million Cups Omaha
- Business, Faith, and the Common Good Symposium
- Creighton Business Symposium
- MDRT Top of the Table 2018

Awards

- Omaha Chamber | Small Business of the Month
- Better Business Bureau | Silver Integrity Award of Distinction
- Wealth & Finance | Best Financial Advisory Group: Healthcare
- Wealth & Finance | Excellence in Physician Contract Reviews
- Medical Economics | Justin Naby Listed In Best Financial Advisers For Doctors
- NAIFA | Quality Award for Health and Employee Benefits

[Click here](#) to view customer testimonials.