



Media Release

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MediBroker – leading risk specialist practice and passionate protection advocate joins Bombora

Monday, October 5th, 2015. MediBroker founder and Managing Director Aaron Zelman has announced that the leading risk practice that specialises in providing protection solutions for the medical industry has joined the Bombora Advice (Bombora) group as a principal practice.

There were many compelling factors that influenced Zelman's decision to join the Bombora team however he regarded the specialist advice business model and operational infrastructure that is solely dedicated to assisting its practice businesses grow and succeed in their niche protection markets as the most compelling.

“It’s rare these days to find an dealer group that provides practice owners with a platform to collaborate, grow, mentor, attract and develop the next generation of risk advisers”, said Zelman.

“I’m also drawn to the Bombora way which is about professionalism, innovation and taking a leadership position within the industry.”

MediBroker commenced business in 2012 to provide dedicated risk advice services to address the unique needs of medical professionals. Under Zelman's passionate advocacy of the benefits of risk protection, MediBroker has achieved much success with the business growing by an average 100 new clients annually.

Today, MediBroker has over 300 clients with over 30% residing outside of Victoria which is where MediBroker's head-office has been established.

Since commencing his career, Zelman has been acknowledged for his endeavours to promote the benefits of insurance receiving many accolades including IFA Risk Adviser of the Year 2015, Life Risk Champion finalist 2011 (Risk Store) and AFA Rising Star Award finalist in 2007 and 2008.

However, high on his list of personal achievements is the \$7million in claim payments that he has personally overseen and facilitated over his years in the industry. The satisfaction of seeing the very real benefits of protection that ensured Australians were able to maintain their lifestyles, businesses and quality of life continues to motivate and inspire Zelman.

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Another very important and key consideration for Zelman's decision to join Bombora is his aspiration to grow the MediBroker business with the addition of advisers and specialist support services that can be provided to his medical industry clients. "What better practice could an aspiring risk adviser join than one that has access to the depth of knowledge, experience, insight and expertise of Bombora", asked Zelman.

"I'm also confident that innovative new products and services will be the outcome of Bombora's working groups contributing ideas and concepts to manufacturers that are drawn from the 'coal face' and personal interaction to address the protection requirements of Australian consumers", said Zelman.

Away from the office, Zelman is a dedicated family man and doting father to four children under seven years of age. A lover of music he lists, being on stage with legends Stevie Wonder and Prince as highlights of his entertainment career.

Passionate about health, Zelman is a strong supporter of the humanitarian activities and programs of Insulin for Life – a Victorian based charity dedicated to providing insulin for sufferers of Type 1 diabetes in developing countries.

In welcoming Zelman and MediBroker to Bombora, Managing Director Wayne Handley said they were a very welcome addition to the team of risk specialists and was confident their growth objectives would be realised.

"The collegiate environment and camaraderie of like-minded industry professionals working together to chart our collective future continues to be an industry beacon", said Handley. "Aaron's passion, professionalism and high profile advocacy promoting the benefits of risk protection are well known and will be a tremendous asset for Bombora further lifting the profile of the organisation and risk advice profession in general".

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Pictured: MediBroker founder and Managing Director Aaron Zelman