

FOR IMMEDIATE RELEASE

Area Financial Services Executive Receives National Health Care Recognition

Alan Kruss of Freedman Kruss & Associates / WorldSource Financial Management recognized for excellence in service to area medical professionals

Markham, Ontario (October 10,, 2012) – According to the Bureau of Labor Statistics, there are approximately 800,000 physicians in North America who work in excess of 60 hours per week. While their earning potential is the highest among any profession in North America, a blizzard of government regulations and a host of clinical and economic issues leave little time for a doctor to manage their professional and personal lives.

In response, an elite group of professionals is emerging as specialists to the medical community. In recognition of his work with area health care executives and physicians, Alan Kruss of Freedman Kruss & Associates / WorldSource Financial Management has been named an MD Preferred Affiliated Financial Services Professional. Each year, US Medical Specialties, Inc., an international medical consulting firm, accepts applications for fee based marketing support from business professionals in a number of disciplines including real estate, mortgage lending, insurance, accounting, banking, financial and legal services. The goals of the MD Preferred Program include identifying, acknowledging and promoting professionals who provide service excellence to the medical community.

The program provides physicians with an [online resource center](#) where they can find profiles of “doctor friendly” professionals who are committed to providing a quality service experience. “Doctors are very busy professionals,” observed Michael O’Malley, Project Manager of MD Preferred Services. “When it comes to finding a financial services professional that is committed to working with physicians, they appreciate an organization that has done the research for them and has pulled a team together to make their lives easier.”

Every MD Preferred financial advisor is selected for their commitment to serving the healthcare industry. They often work in close concert with other community based MD Preferred professionals helping area medical providers attract and retain talented physicians. MD Preferred community teams are uniquely qualified to act as recruiting partners to area practice managers and hospital administrators. As partners they can tell the community story while the medical recruiter tells the clinical story. Their knowledge of the area and understanding of the special needs of physicians and their families saves everyone time and resources.

“We are proud of the recognition we have received. In an environment of critical physician shortage, we understand that most physicians considering a career in our community will make their decision based primarily on life style issues,” Mr. Kruss observed. “The last thing we want to have happen is for that prospective physician to go elsewhere because the local support services he or she needed were either not available, were unreliable or did not meet the expectations of the physician. We are always ready to meet with area physician groups to demonstrate how a comprehensive financial plan can help physicians chart a course through today’s complex tax landscape, provide for their children’s education and assure a comfortable and secure retirement.”

ABOUT ALAN KRUSS

Alan is a financial advisor who is a CA by background. He has focused his business on providing solutions and adding value to medical professionals and small business owners. He has assisted all of his clients in maximizing the earnings from their Practice/Business and integrating this with their personal finances to help them maximize their net worth, create wealth and achieve their financial and lifestyle goals.

Alan’s CA background, as well as the completion of the I.F.I.C., C.S.C and LLQP, ensures that he is well prepared to assist clients with many of their financial needs. Alan pride’s himself on client service and take on a "personal CFO" role for all of his clients.

ABOUT MD PREFERRED PHYSICIAN SERVICES

Each year the MD Preferred designation recognizes a diverse group of ‘doctor friendly’ professional service providers. MD Preferred providers can be found at an online resource center, www.MDPreferredServices.com. Access is available at no cost to the medical community. MD Preferred also manages one of the industry’s largest medical job boards, publishes a daily medical blog and distributes a monthly E-Newsletter to every residency and fellowship program in the country. For additional information contact Mike O’Malley at 800-260-8366.