



**FOR IMMEDIATE RELEASE**

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## **Organizations Set to Connect Physicians with Fee-Only Financial Advisors:**

*Select NAPFA-Registered Financial Advisors to be  
chosen as premier providers to the medical community.*

ARLINGTON HEIGHTS, IL (May 26, 2009) – Physicians take the Hippocratic Oath which compels them to act solely in the best interests of the patients they serve. Some financial advisors take a Fiduciary Oath which compels them to act solely in the best interests of their clients. In light of these very important similarities, it only makes sense for these professionals to work together.

The National Association of Personal Financial Advisors (NAPFA), the country's leading association of Fee-Only financial advisors requires every member to sign a Fiduciary Oath. MD Preferred Service Network chose to work exclusively with NAPFA and its members in the development and launch of the **MD Preferred Financial Advisor Network**. This new program will offer more than 831,000 physicians access to Fee-Only financial advisors who act strictly in a fiduciary capacity and who have successfully completed NAPFA's stringent application and review process.

“Many NAPFA-Registered Financial Advisors already provide ongoing financial advice to physicians and their families,” said Ellen Turf, CEO of NAPFA. “We are thrilled MD Preferred Service Network recognizes the importance of Fee-Only compensation and a fiduciary standard in financial advice and approached NAPFA about being the exclusive partner in this program.”

NAPFA-Registered Financial Advisors who participate in the program will be allowed to display the **MD Preferred Financial Advisor Medallion** on their websites and all other marketing materials. As recognized experts, these NAPFA members will have a unique competitive advantage in working with physicians.

“Collaborating with NAPFA made sense for MD Preferred Service Network and for the more than 831,000 physicians who rely on our organization every day,” said Michael O'Malley, President of US Medical Specialties. “Advisors who are affiliated with NAPFA demonstrate a commitment to the highest of ethical

standards ó a commitment only a fiduciary can make. This commitment matches the commitment physicians make to their patients.ö

The MD Preferred Financial Advisor Network will be officially introduced at the 2009 NAPFA National Conference from June 3-6 in Washington, DC. NAPFA-Registered Financial Advisors will be able to begin the application process at the conference. Physicians interested in hiring an advisor who is part of the program will be able to find one at [www.mdpreferredfinancialadvisor.com](http://www.mdpreferredfinancialadvisor.com).

If you are interested in learning more about the partnership between NAPFA and the MD Preferred Financial Advisor Network, please contact Benjamin Lewis at (301) 963-7555 or [Benjamin.lewis@perceptiononline.com](mailto:Benjamin.lewis@perceptiononline.com).

#### **ABOUT NAPFA**

Since 1983, The National Association of Personal Financial Advisors (NAPFA) has provided Fee-Only financial planners across the country with some of the strictest guidelines possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 2,100 members across the country, NAPFA has become the leading professional association in the United States dedicated to the advancement of Fee-Only financial planning.

For more information on NAPFA, please visit [www.napfa.org](http://www.napfa.org).

#### **ABOUT MD PREFERRED FINANCIAL ADVISOR NETWORK**

The MD Preferred Financial Advisor Network is a service of the MD Preferred Service Network ó a growing online physician resource center. The program is designed to bring together premier service providers in a wide range of disciplines that have committed themselves to serving the medical community. The MD Preferred Service Medallion is a powerful credential that physicians and other senior medical professionals look for when they are seeking career services.

For more information on MD Preferred Service Network, please visit [www.mdpreferredservices.com](http://www.mdpreferredservices.com).

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