



TOP PRACTICES *presents* **THE TOP PRACTICES**
THE HOME FOR PRIVATE PRACTICE
MARKETING AND MANAGEMENT SUMMIT

Transform Your Podiatry Practice and Thrive

SEPTEMBER 8, 9, 10 • CROWNE PLAZA CHICAGO O'HARE, ROSEMONT, IL

Many podiatrists, are struggling with their practice because a broken and indifferent medical system has abandoned them. We guide you as you transform your practice into a business that makes you money, runs smoothly, and gives you back the time for your family that you are now missing.

REGISTER NOW FOR SPECIAL EARLY-BIRD PRICING!



Breaking faith with doctors is fundamentally wrong and everyone suffers for it: your patients, your staff, yourself, and even your family. No doctor should invest the time and money they've sunk into their career only to wonder when the rewards will finally appear.

Since 2007 we have helped over 1600 podiatrists move from frustrated and even angry, to looking forward to going to their office and getting home in time for dinner with no work waiting for them while their savings continues to grow. We have the plan for appropriately marketing your practice so that it grows and then the plan continues to enable you to effectively manage the growth. Join us this year and get your plan.

Rem Jackson, CEO Top Practices

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2024, 2025, and beyond?

Transform Your Podiatry Practice and Thrive

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 8TH



5:30 PM
–
7:00 PM

THE SECRETS OF PODIATRISTS WHOSE PRACTICES ARE ALREADY THRIVING

*Opening
Featured Session*

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 9TH

9:00 AM
–
10:00 AM

TRANSFORM YOUR PODIATRY PRACTICE AND THRIVE

In Saturday Mornings opening session we share a step-by-step process with one key essential you must know and use to transform your practice into a well run business.

10:00 AM – 10:30 AM **BREAK AND VISIT WITH EXHIBITORS**

10:30 AM
–
12:00 PM

MARKETING IDEAS THAT ARE GENIUS YOU CAN IMPLEMENT ON MONDAY



12:00 PM – 1:30 PM **LUNCH AND NETWORKING BREAK**

1:30 PM
–
3:00 PM

PRESENTATIONS BY THE TOP PRACTICES 2023 AWARD WINNERS

The MOST POPULAR sessions every year are the presentations by the winners of the Top Practices Awards:

- Marketer of the Year, The Innovator Award, The Drive Award
- Manager of the Year and Staff Member of the Year

New!



GO TO WWW.TOPPRACTICES.COM/SUMMIT FOR FULL DETAILS

3:00 PM – 3:30 PM **BREAK AND VISIT WITH EXHIBITORS**

3:30 PM
–
5:00 PM

TRANSFORM YOUR PODIATRY PRACTICE SO IT THRIVES

A new take on the most requested session each year, attendees working with others with similar roles in the practice share the best ideas tools and strategies in a guided approach. Get ready to love this.



5:00 PM
–
6:00 PM

THE TOP PRACTICES NETWORKING PARTY



THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 10TH

ATTENDEES WILL BREAK OUT INTO THREE DIFFERENT WORKSHOP TRACKS ON SUNDAY • ALL TRACKS: 8:30 AM – 3:30 PM

TRACK ONE

Top Practices Protocol Workshop 8:30–9:30

The Best Ancillary Services and Products Review
9:30–10:00

How to Successfully Hire and Onboard an Associate Doctor 10:30–11:15

How to Prepare for Your Exit and Retirement
11:15–12:00

The Top Practices Scripting Workshop 1:30–2:10

Top Practices Doctor Mastermind Session 2:10–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever
3:00–3:30

3:30 and Beyond — Your Best Year Ever

TRACK TWO

Medical Staff Workshop 8:30–10:00

Your First 10 Years 10:30–12:00

The Podiatry Practice A-Team 1:30–2:10

Top Practices Staff Mastermind Session 2:10–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever
3:00–3:30

3:30 and Beyond — Your Best Year Ever

TRACK THREE

The Anatomy of a Phone Call 8:30–9:10

How to Shoot Your Own Video – Step-by-Step
9:10–10:00

Apps, Online Tools, Websites, Blogs, Podcasts, and More... 10:30–12:00

Top Practices Marketing Mastermind Session
1:30–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever
3:00–3:30

3:30 and Beyond — Your Best Year Ever

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TOP PRACTICES

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YOU NEED A PLAN

- Do you know the key metrics you need to understand to correctly manage your practice?
 - What is your optimal volume?
 - What are your optimal hours?
 - What is an optimal schedule for you and your team?
 - What is your optimal patient mix?
 - What is your optimal staffing level?
 - How do you budget for all of this?
- How can you change the culture of your practice to encourage your staff to excel without changing your staff?
- What should YOUR practice earn each and every hour you are open and in clinic?
- What do podiatrists who run well-managed podiatry offices actually pay themselves?
- How can you get control of your time and your schedule, so you run it instead of it running you?

If you want to practice in a solo practice or with 2,3,4,10 or more doctors you can.
It simply comes down to knowing how to do it.
At The Top Practices Summit we will share and teach that plan.

DOWNLOAD THE BROCHURE AT TOPPRACTICES.COM/SUMMIT TO READ MORE