

Register Now For Special Early Bird Pricing!



presents

# Your **Keystone Plan** for **Total Success** in Marketing and Managing Your Podiatry Practice

You can become number one in your market.

**ANNOUNCING: THE 7TH ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT**

**October 4, 5, and 6 • Nashville, TN  
At the Gaylord Opryland Hotel and Resort**

You can **compete** and you can **achieve** the **Success You Deserve** in the next 5 years and far beyond.

You can compete as a private practitioner no matter what the government, insurance carriers, hospitals, or competitors throw your way. You can become number one in your market, whether or not you believe that right now.

This Top Practices Summit is designed to give you the knowledge, tools, and systems to build a thriving practice filled with your perfect patients.

**GUARANTEED**



Special Keynote Address By Jim Palmer

" Stop Waiting for It to Get Easier before You Transform Your Business"

Special AAPPM Pricing Discounts!



1961-2011  
*50 years*

Go to [www.TopPractices.com](http://www.TopPractices.com) to get full details and conference brochure.



## Keystone: The Central Supporting Element of a Whole

There are two Keystone Strategies that, if implemented, would enable you to not only survive the next five years, but actually thrive. They are:

- **Comprehensiveness of Care, and**
- **Differentiation**

These two strategies are keystone strategies because in order to implement them correctly and succeed, other strategies and tactics must be employed. They are the central supporting element in the plan to thrive as a practitioner, not just survive, and when implemented, the supporting strategies and tactics cascade below them to build the entire structure. This Top Practices Summit is built so that you and your staff can clearly understand how to install these systems into your practice (the conference materials are organized as a “Playbook” that you will take back to your practice). This Playbook is one of the most unique and popular features of the Top Practices Summit. These systems can be reviewed and implemented over time. It is impossible to change everything at once – if that is what you want, then this conference is not for you. The key is to start and to move as quickly as possible to completion and then move on to the next system.

### You Are Practicing in the Middle of a Real Revolution

Obamacare (or whatever care) is sure to make certain the future remains interesting, but by focusing on the two Keystone Strategies: Comprehensiveness of Care, and Differentiation, you can certainly find your way to success without being gobbled up by Hospitals or Big Medical Practices.

Join me and over 200 Top Podiatry Practices and their Staffs and leave the frustrations, stress and worry to everyone else. Who doesn't want to experience Nashville? It's on many people's bucket list and it should be – it is a lot of fun!

This is Your Slight Edge – your opportunity to take control of your future. Do it for your patients, for your family, and most importantly, for yourself.

See you in Nashville,

*Rem*

Is it **Time for You**  
to Be  
**Number One**  
in Your Market?

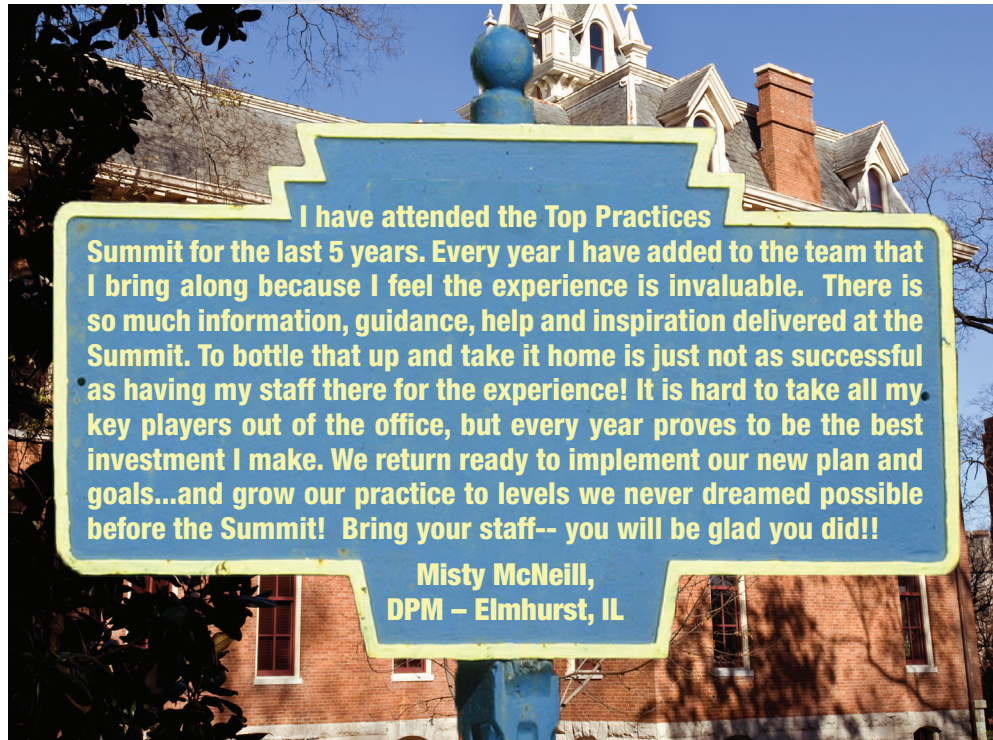


**Go to [www.TopPractices.com](http://www.TopPractices.com) for full details and registration information. Register before the Early Bird Deadline and Save!**



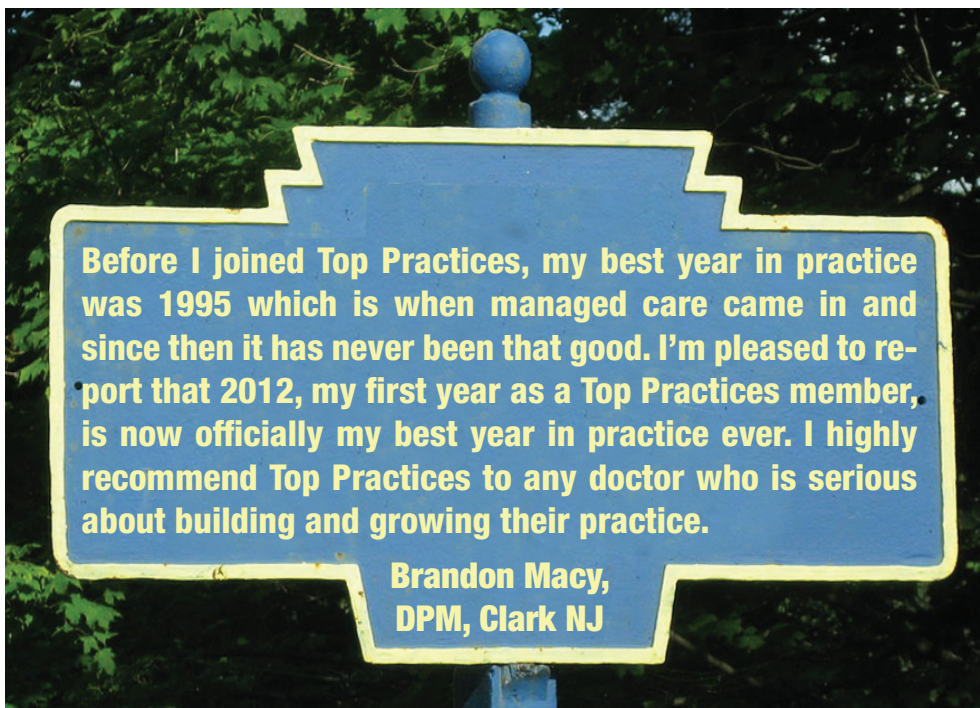
## A Few of the Summit Highlights

- ✓ How practices across the country are successfully marketing Lasers, Custom Orthotics, Shoe Stores, and other ancillary services that significantly enhance patient outcomes and the practice's bottom lines (how they are experiencing explosive growth)



### ✓ NEW! Breakout Half Day Workshops Exclusively for :

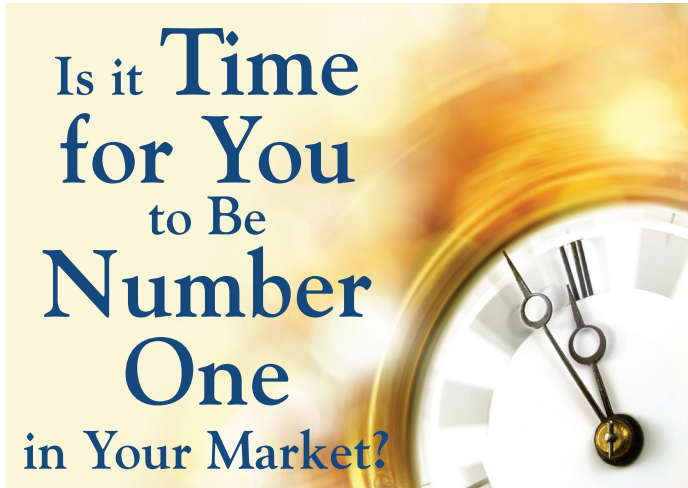
- Marketing Directors on how to do their job just like the best Marketing Directors in the country do!
- Practices who are new to Top Practices Marketing (Fundamentals to build your marketing)
- Advanced Marketing – the most advanced podiatry marketing sessions on planet Earth



- ✓ Attendees will receive a complete marketing plan built by podiatry practices and experts who understand the changing circumstances podiatry practices are facing and they will be able to install this plan into their own practices
- ✓ Learn how to construct, manage, and evaluate your marketing budget (how much SHOULD you invest and why?)



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 at the Gaylord Opryland Hotel and Resort  
 October 4, 5, and 6**

**You Can Be  
 Number One  
 in Your Market  
 See what we mean inside!**



**“If I could pick you up and drive you personally to Nashville, I would!”  
 – Hal Ornstein DPM, Chairman, AAPP**

**Find out all the details at [www.TopPractices.com](http://www.TopPractices.com)**