

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Dr. Jane Graebner is The Top Practices Marketer of the Year for 2014

Dr. Jane Graebner and Tom Sherer, her Director of Public Relations, presented an exemplary program at the Top Practices Summit which was held in Arlington, VA in September of 2014. Every practice that participated in the event was simply remarkable. In their presentation, Jane and Tom showed how a focus on creating an outstanding patient experience while regularly communicating to their list can produce significant positive patient experiences and outcomes while also producing steady growth and profitability.



“Their commitment and focus on their patients and the community is a significant reason the practice has grown so significantly in the last several years. They simply execute and nurture their relationship with their patients constantly. There is a ‘Silver Bullet’ of success here, but most people will miss it. All of these simple, fun, and easy to execute ideas add up to one unbeatable patient and community experience that has propelled this practice forward so effectively. Congratulations!” –Rem Jackson, CEO, Top Practices

As winners of The Top Practices Marketer of the Year for 2014, Dr. Graebner and her staff will be visited by Rem in February for a full private day of professional development, and they also will be working with Dr. Peter Wishnie, Top Practices’ Practice Management Expert in a 3-session practice management course.

Who will be the Marketer of the Year in 2015? Is it you?

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Top Practices

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Note to all attendees of the Top Practices Summit 2014 and those planning to attend in 2015.

This year, the number one positive comment the attendees had was how incredibly useful and helpful the Goal Setting Workshop was. Both at the Summit and the six week course leading up to the Summit which was led by Rem online. It was credited with really helping our Top Practices FINALLY get their goals and plans in exceptional condition, and guiding them in really transforming their practices for the better.

The number one negative comment was that the goal setting workshop didn't last long enough or go far enough in accomplishing the mission. ☺ Isn't it always like that?

So for 2015, not only will we be working together again next summer, the goal setting workshop will be dramatically extended (the entire first day) with breaks in the collaborative work for the expert lectures and ideas you value so much. It will quite simply take the extraordinary success of this year's summit and make next year's ten times better. In the meantime, keep executing your plans in 12 week periods.

Here's what they said:



Scott Shields, DPM – Enid, OK

“The requirement for me to spend the time to REALLY evaluate my goals and get them down on paper and share and coordinate with my wife was the best part of Summit 2014. This has allowed me to sleep better and work more focused and with more joy than I have had in a long time. Thanks.”

Tyson Franklin, DPM – Earlville, QLD

The Goal Setting Workshop was awesome. By making me complete the goal sheet prior to the Summit actually made me do it. Great idea, Rem; because, in the past, it would never be done!

Tracy Bacik, DPM, Roscommon, MI

It's comforting to listen to others who are going through the same issues that we all experience everyday and sharing how to handle and fix and solve the daily issues. It's amazing that everyone is willing to share their ideas so that you can change your practice to improve balance between work and daily life!

Brian Brausa, DPM – Roscommon, MI

I enjoyed the positive attitude and everyone's willingness to share pearls of success.



Brad Schaeffer, DPM, Piscataway, NJ

The best parts of the Summit were learning different aspects of the internet that I never knew from Foster Web Marketing and Dr. Peter Wishnie discussing leaders and coaches.

Laura Walton, DPM

The best part about the Summit was being around people who have maintained enthusiasm for the profession after so many years – it's contagious! I also enjoyed learning my role in marketing as the doctor.



Melissa Lockwood, DPM – Bloomington, IL

I loved that there were new and different doctors in the Goal Setting Workshop on the stage. It was great to hear from more people! The Goal Setting Workshop was the BEST THING EVER! I also really liked how focused Tom Foster was this year, and it was great that the “funnel” was emphasized!

Misty McNeill, DPM – Elmhurst, IL

Asking what is the best thing about the Summit is like asking what the best part of an ice cream sundae is! It's too hard to pick because all the ingredients become better together. The speakers are motivating, being with my team away from the office is invigorating, and meeting up with like-minded people from all over the country who are excited about their futures...well, that's just the cherry on top! Thanks for another awesome Summit.

Saera Arain, DPM – Elmhurst, IL

I loved the Goal Setting session – it gave me a “jump start” to my 12 week plan that I will implement. I also loved CEO School – “we are only as good as the people we hire.” He taught me that it is important to work ON your practice, not only IN the practice.



Tony Abbot, D.Ch. – Collingwood, ON

The Summit was very uplifting and was a great place for refocusing my plan for the next year. No other conference comes close to the willingness to share great ideas!

Brandt Gibson, DPM – American Fork, UT

I will always enjoy the new insights and information from Foster Web Marketing. I am always amazed at what I don't know. The energy this weekend was amazing and is always a shot in the arm. I was glad I brought key staff members. Also, the CEO School workshop was awesome!



Mark Gasparini, DPM – Massapequa, NY

This meeting is chock full of information and great ideas. It is exciting to think about the future and develop an action plan to implement all the ideas.

Jeanie Nannarone – Howard Beach, NY

The best part of the Summit was connecting with so many nice marketers who were willing to share their experiences. Also, the Marketing Workshop on Sunday morning was OUTSTANDING! Think BIG!

Jane Graebner, DPM – Delaware, OH

Networking with so many motivated, high energy, positive people is an uplifting experience that is designed to reenergize the participants for the coming year. Then your mindset and marketing calls just keep that energy flowing for me. This Summit is well named because it is the “peak” of the year for me. Thank you for all you do for me and my practice.

Brad Jacobs, DPM – West Chester, PA

I love a conference that enables me to learn that starts on time, allows time for Q and A, and encourages communication amongst my peers. I always feel energized after leaving the conference. I appreciate everyone wearing their nametags and joining in the discussion about their practices.



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See page one.



MARK YOUR CALENDARS NOW!!

The Top Practices Marketing and Management Summit for 2015 will be held in downtown Denver, Colorado on October 2, 3, and 4, 2015 at the The Westin Denver Downtown.

www.TopPractices.com/Summit

