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# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

presents

The 11<sup>th</sup> Annual Top Practices  
Marketing and Management Summit

# Transform Your Practice into a PROFIT-PRODUCING MACHINE

**September 8–10, 2017 Caesars Palace, Las Vegas NV**

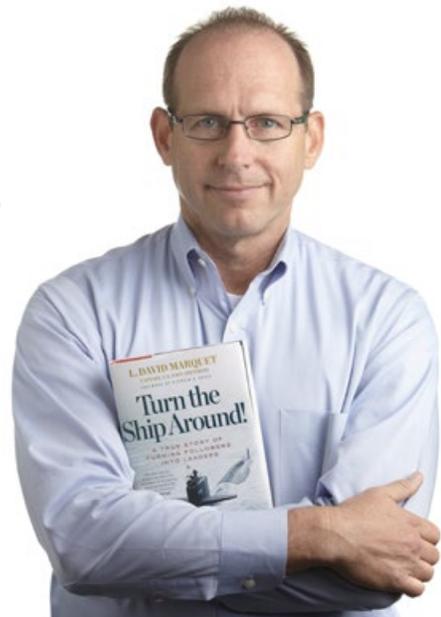
**SEE CONFERENCE HIGHLIGHTS ON PAGE 2**

*“Your Success is guaranteed by running a highly-profitable practice. The Top Practices Summit is your blueprint for profits and massive success in an uncertain time.”*

– REM JACKSON  
CEO AND FOUNDER, TOP PRACTICES

Top Practices is proud to announce a special, extended keynote address from **Captain David Marquet** – expert on leadership and organizational design, former submarine commander, author of Amazon #1 Best Seller **Turn the Ship Around!: A True Story of Turning Followers Into Leaders**

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Special Pricing Discounts for AAPP, AAFAS, & AENS Members (see registration form)

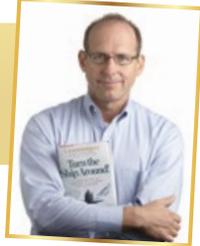
The Top Practices Summit is held only once a year.  
**What do you want your practice to be like in 2018 and Beyond?**

(SEE INSIDE)



# TOP PRACTICES SUMMIT HIGHLIGHTS

- **Keynote address and workshop by Capt. David Marquet author of *Turn the Ship Around!: A True Story of Turning Followers Into Leaders*** None of us can be successful or profitable by ourselves. Captain Marquet is a leadership expert, a success expert, and a fantastic speaker. Top Practices is honored to have this celebrated author and former U.S. Navy submarine captain teach his leadership approach.



- **Special Friday evening presentation led by Rem Jackson, CEO of Top Practices: "In the Face of Uncertainty: Profits, Abundance, Fulfillment, and Enjoyment."** It is precisely in times of uncertainty that great opportunity is within the reach of those who understand how business, the people in those businesses, and even money itself actually work.



- **Back by popular demand! Top Practices Roundtable Workshops** in which attendees share the top ideas and strategies that are working for them. There is no need to be frustrated – at the Top Practices Summit you will leave knowing exactly what you need to do to win in private practice...guaranteed! New workshops for doctors, staff, and marketers.

- **Featured Presentation by Dr. Robert Blaine: "The Intersection of Excellent Patient Care and Practicing Profitably."** Founder of Blaine Labs, Dr. Blaine is an entrepreneur and practicing podiatrist who will share his insight into how "better service" is "more profitable service."



- **Also back by popular demand** – Featured presentation by Dave Frees, attorney: "The Secret to My (and Your) Success." Dave Frees is one of the most wildly-popular and sought-after speakers who has graced the Top Practices stage. Dave returns with a program specifically for Top Practices about how he (and you) can accomplish all of your goals.

- **How to outperform everyone else in your market online**
- **"What's next in marketing" that you must know for 2018**
- **How to evaluate, choose, implement, and market cash-based services, centers of excellence while significantly increasing your cash percentage of revenue**
- **How to understand your practice financials for good and not find them confusing**
- **How to make sure your marketing is successful AND profitable**
- **Presentations by Top Podiatry practices competing to be "The Top Practices Marketer of the Year."** (These eye-opening sessions are some of the most popular presentations at the Summit every year.)
- **The very latest marketing strategies for dominating Google in your market**
- **Every attendee will leave with a complete, extensive plan for growing their practice profits in in the next 12 months...and beyond!**
- **How to get back your nights and weekends while making more income**

## ● BREAKOUT HALF DAY WORKSHOPS:

### LEADING A HIGHLY-PROFITABLE PRACTICE IN AN AGE OF UNCERTAINTY

This one-of-a-kind workshop is designed to provide doctors who own their practices AND their associate doctors with a toolkit for working together and communicating like professionals, while running a highly-profitable and successful practice. It's a business school course on how to be an effective CEO and executive in your practice.

### THE ADVANCED, INTERACTIVE TOP PRACTICES MARKETING DIRECTOR MASTERMIND WORKSHOP

#### A Workshop for Marketing Directors and Anyone in the Practice Engaged in Marketing

This workshop is designed for your practice marketers (full-time or part-time) and everyone in your practice who is interested and/or engaged (or wants to be engaged) in marketing your practice. Our best Top Practices Marketing Directors, Industry Experts, and Top Practices Virtual Marketing Directors all roll up their sleeves for the best marketing workshop we've ever held!

### THE TOP PRACTICES PRACTICE MANAGEMENT WORKSHOP FOR ADMINISTRATORS, MANAGERS, BILLERS, AND ALL STAFF MEMBERS

#### "How to Manage the Practice, Contribute to Success and Profitability, Lead Your Staff, and Leave Your Work At The Office"

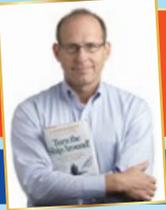
If you feel overwhelmed with work... If you feel like you just can't ever get caught up... If you feel like no one understands how truly difficult your job is... **This is THE workshop for you!**

# THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 8TH

OPENING  
FEATURED  
SESSION

6:00 PM – 7:30 PM In the Face of Uncertainty: Profits, Abundance, Fulfillment, and Enjoyment

## THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 9TH 8:00 AM – 5:30 PM



8:00 AM – 10:00 AM

Extended Keynote Presentation and Workshop by *Captain David Marquet*  
"Great Leaders Create Great Profits"

10:00 AM – 10:30 AM Break and Visit with Exhibitors

10:30 AM – 11:00 AM **Your Medical Practice Marketing Radar: What You Need to Know (and Understand) to Take Your Marketing Forward in 2018**



11:00 AM – 12:00 PM  
**Marketer of the Year Presentations**

12:00 PM – 1:30 PM Lunch and Networking Break

1:30 PM – 2:15 PM

Featured Presentation by *Dave Frees*  
"The Secret to My(and Your) Success"



2:15 PM – 3:00 PM

**Top Practices Roundtable I**

3:00 PM – 3:30 PM Break and Visit with Exhibitors

3:30 PM – 4:15 PM **How to Evaluate, Choose, Implement and Market Cash-Based Services, Centers of Excellence, and Significantly Increase Your Cash Percentage**

4:15 PM – 5:00 PM

Featured Presentation by *Tom Foster (CEO Foster Web Marketing)*  
"How To Outperform Everyone Else in Your Market Online"



5:00 PM – 5:30 PM

Report from the Field "How Top Practices are Getting Their Marketing Done, Fixing Their Management Headaches, and Making Money"

5:30 PM - 6:15 PM *The Top Practices Networking Party*

## THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 10TH 8:30 AM – 3:30 PM

The Top Practices Workshops 8:30 AM – 12:00 PM

"Leading a Highly-Profitable Practice in an Age of Uncertainty"  
*A Workshop for Doctors*

The Advanced, Interactive Top Practices Marketing Director Mastermind Workshop  
*A Workshop for Marketing Directors and Anyone in the Practice Engaged in Marketing*

Practice Management Workshop  
*A Workshop for Administrators, Managers, Billers, Staff Members*

12:00 PM – 1:30 PM Lunch

1:30 PM – 2:15 PM

Featured Presentation by *Dr. Robert Blaine*  
"The Intersection of Excellent Patient Care and Practicing Profitably"



2:15 PM – 2:55 PM  
**Top Practices Roundtable Part II**

3:00 PM – 3:30 PM  
**Securing Your Profits and Productivity in 2018**

GO TO [WWW.TOPPRACTICES.COM/SUMMIT](http://WWW.TOPPRACTICES.COM/SUMMIT) FOR FULL DETAILS



# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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## Transform Your Practice into a **PROFIT-PRODUCING MACHINE**

September 8–10, 2017 Caesars Palace, Las Vegas NV

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8:00AM – 10:00AM

## EXTENDED KEYNOTE PRESENTATION AND WORKSHOP

by Captain David Marquet

**"Great Leaders  
Create  
Great Profits"**



Top Practices proudly announces that Captain David Marquet, author of *Turn the Ship Around!: A True Story of Turning Followers Into Leaders* is delivering a keynote presentation and extended interactive, workshop at the Top Practices Summit

Captain David Marquet joins the Top Practices Summit on Saturday morning to share his philosophy of leadership, and then he will roll up his sleeves and engage attendees in an interactive session. Rem is a fan of Captain Marquet and thrilled to have him lead the morning workshop with the Summit attendees.

David Marquet imagines a workplace where everyone engages and contributes their full intellectual capacity, a place where people are healthier and happier because they have more control over their work – a place where everyone is a leader....

DOWNLOAD THE BROCHURE AT [TOPPRACTICES.COM/SUMMIT](http://TOPPRACTICES.COM/SUMMIT) TO READ MORE