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PRESENTS

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

PODIATRY PROSPERITY

HOW TO MARKET, MANAGE, AND LOVE YOUR PRACTICE

SEPTEMBER 13-15, 2019

The Marriott Riverwalk • San Antonio, Texas

You have a choice: Allow the challenges and frustrations inherent in operating a private practice steal the enjoyment of the blessings your practice brings to you, your family, your staff, and your patients, or overcome those challenges through superior marketing, management, and mindset. The choice is all yours.

SEE CONFERENCE HIGHLIGHTS ON PAGE 2



SPECIAL KEYNOTE PRESENTATION:
DR. MARYBETH CRANE, Founder of Foot and Ankle Associates of North Texas: **"The Finish Line"**

"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



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 2020 and beyond?

(SEE INSIDE)

TOP PRACTICES SUMMIT HIGHLIGHTS

- **SPECIAL FRIDAY EVENING PRESENTATION by Top Practices CEO and Founder Rem Jackson.** In this high energy opening session, Rem Jackson, CEO and Founder of Top Practices will clearly outline how any podiatrist can use simple systems and tools to market and manage their practice like a true top practice. The system works for every practice—small, large, urban, rural, growing, or struggling. Rem will be joined on-stage by podiatrists who are achieving high levels of success and having fun doing it.



- **KEYNOTE PRESENTATION by Dr. Marybeth Crane: "The Finish Line."** Top Practices is honored to announce that the Keynote Speaker for the Top Practices Marketing and Management Summit is Dr. Marybeth Crane. Dr. Crane will share her journey from opening her practice in 1997 with her mother answering the phone—to today's multi-million dollar Foot and Ankle Associates of North Texas (FAANT) with 2 offices, 6 doctors, and 40 employees.

- **A Full-Day, Intensive Workshop for Practice Marketers.** This incredibly popular workshop has been extended to a full-day workshop. More digital marketing, more local marketing and shoe leather marketing, and more time to work together and learn from practice marketers across the continent.



- **Top Practices Roundtable Workshops. BACK BY POPULAR DEMAND AND EXPANDED!** Attendees will 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.

- **A Full-Day, Intensive Workshop for Doctors and Practice Administrators.** This year we bring our panel of experts together for a course in practice management and practice building with doctors and their key staff people who will stand shoulder-to-shoulder with them when they return to implement the plans and strategies they've learned at the Summit.

- **A Full-Day, Comprehensive Workshop for Staff Members.** It's impossible to win a football game with coaches, owners, and trainers. The players win football games and no one else. This year your "players," your staff members have their own full-day workshop focused on giving them the tools they need to "win" at your office. The experts who are working with the doctors and administrators will be leading this session as well, and it will be completely coordinated so that when you join forces after the workshops you will already know how to move forward together.

- **How to Get Paid**
- **How to Increase Your Cash Business**
- **How to Focus Your Practice on the Exact Patient You Want Walking Through the Door**
- **The Top Practices Networking Party.** Yep, there is going to be a party and you're invited!
- **Presentations by award-winning top podiatry practices receiving the 2019 Top Practices Awards.** (These eye-opening sessions are some of the most popular presentations at the Summit every year.)
- **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**

**OPENING
FEATURED
SESSION**

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 13TH



6:00 PM - 7:30 PM **PODIATRY PROSPERITY:
How to Market, Manage, and Love Your Practice**

**THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 14TH
9:00 AM – 5:00 PM**



9:00 AM – 10:00 AM **KEYNOTE ADDRESS
BY DR. MARYBETH CRANE "The Finish Line"**

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

10:30 AM – 12:00 PM **Presentations by the Top Practices 2019 Award Winners**

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

1:30 PM – 3:00 PM **State-of-the-Art Marketing for Podiatry Practices**

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

3:30 PM – 4:00 PM **The Silver Bullet for Success**

4:30 PM – 5:15 PM
Top Practices Roundtable

5:15 PM – 6:00 PM
The Top Practices Networking Party

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 15TH 8:30 AM – 3:30 PM

8:30 AM – 3:30 PM
**THE PODIATRY PROSPERITY
WORKSHOP FOR DOCTORS**

LED BY: REM JACKSON, DR. PETER WISHNIE,
TINA DEL BUONO, DR. JOHN GUILIANA,
DAVE FREES, JAY HENDERSON, AND
DR. MARYBETH CRANE

8:30 AM – 3:30 PM
**THE PODIATRY PROSPERITY
WORKSHOP FOR PODIATRY STAFF**

LED BY: REM JACKSON, DR. PETER WISHNIE,
TINA DEL BUONO, DR. JOHN GUILIANA,
DAVE FREES, JAY HENDERSON, AND
DR. MARYBETH CRANE



8:30 AM – 3:30 PM **Full-Day Top Practices Marketing Workshop**

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



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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SATURDAY, SEPTEMBER 14TH • 9:00 AM – 10:00 AM
KEYNOTE ADDRESS BY DR. MARYBETH CRANE
“The Finish Line”

**“Running a podiatry practice is not a sprint,
it’s a marathon. It’s actually an ultramarathon.”**

DR. MARYBETH CRANE, FOUNDER, FOOT AND ANKLE ASSOCIATES OF NORTH TEXAS



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A long-time competitive distance runner, Dr. Crane will share how she faced down a seemingly endless series of challenges that threatened to break her spirit and bankrupt her practice, to now prepare for her exit from private practice on her own terms.

Jeff Bezos said, “Time and 10 years make an overnight success.” Dr. Crane wholeheartedly agrees. What people see at FAANT is the visible tip of the iceberg—the growth and success. What is not visible is the 95% below—the focus, systems, and the blood, sweat, and tears it took to achieve that success. It’s the same for distance runners. Crossing the finish line with a personal best is the reward and the most visible moment in the run, but what no one sees is the dedication, consistent focus, and effort it took to succeed.

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