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TOP PRACTICES
ACHIEVING PROFESSIONAL GROWTH
presents



The 8th Annual Top Practices
Marketing and Management Summit



It's Time to Transform Your Practice into the Practice You Know It Can Be



Special Keynote Address
By **Ben Glass**
"Live Life Big"
SEE PAGE 3.

September 12, 13, and 14
Renaissance Arlington
Capital View Hotel, Arlington, VA

SEE CONFERENCE HIGHLIGHTS ON PAGE 2

Your Future is controlled by
YOU AND YOU ALONE
despite what everyone else
thinks or says

-Rem Jackson



Special pricing discounts for
AAPP & AENS Members
(see registration form)

Go to www.TopPracticesSummit.com for full details

Your competition is as frustrated as you, but they don't have a map; you could have one.



Everyone is experiencing the same frustrations and worries. What will make the difference for you is what you do. You need a compass and a map. In truth, the real compass for you is **well thought out goals and objectives** that you and your staff are working towards every single day. That is your true compass. The Top Practices Summit is designed from the first moment to be the most valuable professional development event you can attend to inoculate you from the whims of the government and the markets. Here is a glimpse at what is planned:

The Summit Begins on Friday September 12 at 7PM with a high energy presentation by our keynote speaker:

“Live Life Big” by Ben Glass



A Message from Ben Glass:

As professionals (doctors, lawyers), we are trained to help and serve others. The satisfaction of using our training and talents to help a person is one of the great gifts of our professions. But for me, this is not enough. My law practice is the vehicle by which I live my life the way I want to live it, and I call that **Living Life Big**. I've studied and worked for over 20 years to see how other very successful people have chosen to live their lives big, and I've developed a system that has enabled me to be a full time lawyer, full time business owner (Great Legal Marketing), and full time father of nine kids and husband. **True wealth can only be earned.**

The Summit continues on Saturday from 8AM–5PM

The Top Practices Goal Setting Workshop

In this opening session of the conference, attendees will work together with Rem and in small groups to complete high quality goals for 2015. Each attendee will leave with at least 10 samples of real goals, and Rem will be sharing the very best goals he has seen with the entire group from the main stage. It's time (it's actually past time) to get your goals (**YOUR COMPASS**) completed and serving you, your family, your team, and your patients.

Is the Internet My Friend or My Foe?

Tom Foster and his team are plugged into the very best practices online. They work closely every month with the Top Practices Virtual Marketing Director Team as they work for you. In this session, the man who Rem considers the smartest expert in internet marketing for professionals, Tom Foster, will get you AND KEEP you ahead of Google and at the top of search in your market, and show you why your website is performing the way it is.

New!

The Top Practices Practice Transformation Marketing Workshop

This new workshop is designed to lay out, in a clear, **step-by-step** approach, how the most successful Top Practices members have transformed their marketing in all four of the Top Practices Marketing Pillars – Web, Referral, Internal, and External. This is the most detailed, “sleeves rolled up” non-theory and totally practical marketing workshop ever done at this summit or any podiatry meeting.

- **Internet Marketing** – How to take your practice to a much higher level than you are now. Top Practices' very best doctors show you how they exploded their internet marketing.
- **Referral Marketing** – This strategy is often not utilized nearly as much as it can and should be used. Some Top Practices doctors have changed the rules in this area and are now getting more referrals than ever. It is not true that this is drying up because of hospitals and networks. It is not true. In this part of the workshop, we will prove it. Guaranteed.
- **Internal Marketing** – Using your database. Word of mouth is the number one way to get more patients, but you must market to them. This is actually at the core of all marketing. It is more important than anything else, and it is also significantly underutilized. Find out how to drastically improve your internal marketing without breaking the bank to do it.
- **Marketing to the Community** (External Marketing or Advertising) – The most difficult and expensive pillar doesn't have to be difficult or expensive if you do it right. Our doctors have been blowing the doors off of these strategies in the last 12 months and they will be showing you how it is done, and done with style.

Go to www.TopPracticesSummit.com for full details

Marketer of the Year Presentations

The MOST POPULAR session every year is the Marketer of the Year Presentations. Learn from start to finish how practices like yours blew the doors of their marketing and achieved their goals. Then just follow in their footsteps and hit your own ball right out of the park.



The Summit continues on Sunday from 8:30AM–3:30PM



The Marketing Directors Workshop 8:30AM–12PM

This extremely popular workshop was a hit of Nashville and has been expanded. Top marketing directors will be working together and sharing how they accomplish their jobs – full time or part time. All parts of this essential position and how to be successful will be the focus.

The “Top Supporters” Workshop 8:30AM–10AM

This new workshop is designed to empower practice administrators and office managers to be as effective as possible in supporting their doctors and their marketers. Often “between a rock and a hard place” busy, and sometimes overworked, practice administrators can find their job to be very frustrating. It doesn’t have to be that way. If you have the right communication systems and protocols, and are able to be sure that everyone is “on the same page,” you can actually be very effective. In this session, you will learn how others with your job have come through the darkness and into the light. There are answers and they are in this workshop.



CEO School 8:30AM–10AM

There is no such thing as CEO school, in spite of what universities would tell you. Leadership and management are typically learned on the job by most professionals. Even though you might think your problems are unique to your practice, in almost every case, they are universal. This session, led by practice management expert Peter Wishnie, DPM, will address your specific concerns.

Solo or Small Practice Workshop and Roundtable

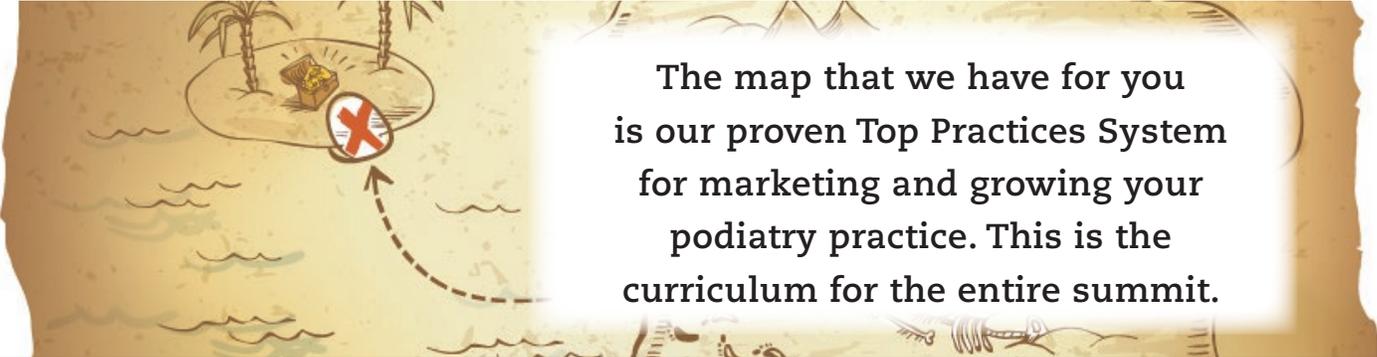
Single doctor and single office practices have different problems and challenges than larger practices – lack of available funds, overworked staff, lack of training, and much more. Doctors practicing alone are often isolated and alone in many ways. This session is designed to put this into the proper perspective and show you the correct path for growth and profits.

Multi-Doctor, Multi Office Practice Workshop and Roundtable

Large practices – three to thirty doctor practices – have very different issues than small practices. The old adage is: “The larger an organization gets, the dumber it gets – exponentially.” This is because accountability to individuals gets lost, plans are misunderstood, and expenses are not carefully managed. When your practice gets large, you are not a manager of a practice; you are now the CEO of an enterprise. And the skillset that served you well as a small practitioner will not serve you as a large enterprise. Learn how your fellow doctors have not only survived this transition, but now love it.

The Top Practices Mastermind Roundtable

Goals are only useful if they are achieved; otherwise, they are a waste of time. In this final, extended session of the conference, Rem will share a step-by-step action plan you can use to get the traction, forward motion, and growth you desire. All your questions will be answered. Top doctors will join Rem to help guide your next steps.



The map that we have for you is our proven Top Practices System for marketing and growing your podiatry practice. This is the curriculum for the entire summit.

Go to www.TopPracticesSummit.com for full details



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Register for the
Top Practices
Podiatry
Marketing
Summit!

Register
for the
Summit before
the price
goes up!



Registration for the Top Practices Summit is now open!

“We brought our staff with us and let them hear everything for themselves. We watched them get motivated themselves. There is an immense amount of talent and experience to draw upon at the summit.”

– Carolyn Shields ~ Scott Shields, DPM,
Enid, OK

“The Top Practices Summit is the annual shot in the arm that I need (or more like an IV of Red Bull!). The positivity and energy is invaluable!”

– Gregg Neibauer, DPM, Missoula, MT

*“Prior to joining Top Practices, my best year in practice was before the onset of Managed Care in 1995. **My first two years as a Top Practice member have been my best two years in practice—ever.** 2013 revenues were up 36% over the year before I joined. The numbers don’t lie, but the other secret is that it has been a world of fun learning how to build and grow my practice with the information provided and support of Top Practices.”*

– Brandon Macy, DPM, Clark, NJ

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