



TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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TIME IS RUNNING OUT TO REGISTER FOR THE TOP PRACTICES SUMMIT AT THE LOWEST PRICES!

**OCTOBER WILL BE HERE BEFORE YOU KNOW IT,
BUT MAY 31ST WILL PASS IN A FLASH!**



Register Now! It's time to prepare your practice to succeed.

If you are a practicing podiatrist, you need to know how to be successful and that means you need to know how to market and manage your practice like successful practices know how to do.

Read this if you are a small or solo practitioner; if not, skip down to the large practice message below.

Small practices have a host of problems:

- There aren't enough people to do the work and there isn't enough money to hire them.
- There isn't enough time, money, or expertise to market the practice.
- You know you should put in business systems to manage the practice, but where in the world should you start?
- This list is almost endless.... And you are not alone in having these challenges.

The Top Practices Summit which will be held in **Denver, CO on October 2nd, 3rd, and 4th**, will literally give you a plan to solve your problems with management, staff, and marketing. In fact, we guarantee it! Attending is a zero-risk event because if you attend and it doesn't give you a plan to solve your problems, we will refund 100% of your registration fee – even if you stick around the whole time. We are that serious.

At the Summit you will learn:

- How our doctors are able to leave the office at 6PM and take no work home AND have their weekends to themselves WHILE getting everything done.
- How to understand your finances. How to read a budget (and use it to guide your profitability).
- How to make sure you never have cash flow problems again.
- How to use the Internet to market your practice correctly and not be taken to the cleaners by “internet marketing” companies who are either stupid or unethical. You must understand this to be successful in 2015/2016 and beyond.
- How to market your practice and invest wisely while on a tight budget. Opting out because you don't understand it or think you can't afford it is a catastrophic mistake you must not make.
- You will learn the single most effective thing you can do to fill your reception room with exactly the kind of patients you want to see.
- You will actually SEE how your colleagues have solved and are solving their practice management headaches and are enjoying the practice of medicine and their lives with their families. (see inside for one story)
- And much, much more.

Continued on next page.

In 2012, a practice that had been open for 8 years was continuing to struggle. Really struggle. Things were tight and they were trying to do the right things, but nothing was really sticking. They joined Top Practices and have been at every Top Practices Summit since then. They listened to the plan. They really focused on their goals and they wisely invested in their future. They listened to their coach, Rem Jackson. And now the practice has experienced double-digit growth year over year. They are delighted with their practice now and they call their outstanding results their “new normal.” They have done this on a shoestring budget at first, which has grown into a more robust budget. They are just like any other practice with one exception – they refused to let their success be determined by anyone but themselves. They will be at the Summit with dozens and dozens of small practices that learned how to be successful in business at the Summit.



“If this doesn’t motivate you to register for the Summit then, short of picking you up and driving you to Denver myself, I don’t know what I could do.”

– Rem Jackson, CEO of Top Practices

Larger multi-doctor, multi-office practices have just as many challenges:

- Communication is the number one problem large practices struggle with. It seems as if nobody is on the same page and even when you do decide to do something to fix the problems in a few weeks, everyone seems to go back to doing things the same old ways. It’s impossible to police these behaviors.
- Practicing profitably and being able to understand the financial benchmarks for a large practice is more suited to the skills of an experienced CEO. Most practices can’t afford hundreds of thousands of dollars for that kind of corporate expertise and are left to figure it out on their own. And it just doesn’t work well.
- Marketing over a large area can be complicated and confusing to the entire staff. Money spent seems to go into a black hole and the practice just doesn’t reach the levels it should be operating at.
- Where do you start to even begin to fix these problems?

At the Top Practices Summit you will learn:

- How to gain control over your enterprise like a CEO would. And you don’t need to get an MBA to do it. There is support, there are answers, and at the Summit we share them all.
- How to take the money you can invest in your marketing and use it very wisely so that you can track and see the return on your investment. Larger practices will be at the Summit (many large practices who are having extreme success and very positive results) and they are lined up to show you how you can do it too without spending all of your time managing this.
- How to actually get your staff engaged and supporting your marketing and business development goals so the bottom line profits begin to soar like they should be.



Go to www.TopPractices.com/Summit for full details

In 2014 and 2015, the large practices in Top Practices have had a Renaissance of sorts in their marketing. Very large growth rates are occurring in large part because of the sharing of excellent ideas and strategies by the members. At the Top Practices Summit, the most successful podiatry practices that there are in the entire profession will be showing everyone exactly how to accomplish this incredible growth.

"I am continually humbled at what our Top Practices are actually accomplishing. If I told you here how significant the results are we are achieving, I'm not sure you would believe it. It's that significant. All I can say is come to the Summit in October and we will not only prove it to you, we will teach you how you can do it too."

– Rem Jackson, CEO of Top Practices

It's Registration Time! Be sure to lock in the Early Bird Savings for you and your staff. Time is truly starting to run out. Join the flood of your colleagues who are signing up for the most informative and practice changing conference you can attend.

"The decision to act now is the most important decision you'll make in the next 10 years."

– Rem Jackson, CEO of Top Practices

Dedicated to Your Success,

The Entire Staff of Top Practices



Thanks to Rem and Top Practices, I am on track to create the multi-million dollar practice I knew was possible.

Top Practices has been the single best thing I have done for my Podiatry Practice – ever.

Two years ago, my revenue started dropping and I just couldn't figure out why. Increasingly, I found myself putting in longer and longer hours without deriving any benefit. Even worse, the enthusiasm I had previously experienced in providing patient care and managing my practice was at an all time low. Fortunately, I met Rem Jackson and became a member of Top Practices. For me, Top Practices has been nothing short of a miracle, catapulting my practice revenue and enthusiasm to levels I didn't even know were possible. During the 1st year of being a Top Practices member, my revenue increased 20% from the prior year and this year I am on track to increase revenue over 35% from last year. Thanks to Rem and Top Practices, I am on track to create the multi-million dollar practice I knew was possible, but didn't know how to get to.

I've always used a medical practice management company who compile my monthly financial practice statements of profit and loss. They meet with me quarterly and review. Although they have been helpful in tracking where the practice money goes, they have not been useful in helping me build the practice or increase revenue, whereas Top Practices has.

My new patient and returning patient numbers are dramatically up and each month is better and bigger than the last. My team, who were previously weary like me, are now excited to come to work and are genuinely thrilled to be part of the practice trajectory. The best part though – I have my life back and am excited to show up for work each day.

Thanks to Rem Jackson and Top Practices, for the first time, I have the tools and a plan to get to where I want to go. The stress of not knowing what's wrong and worse, not knowing how to fix it are gone.

Jenny Sanders

Go to www.TopPractices.com/Summit for full details



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TIME IS RUNNING OUT

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You can enroll now in Rem Jackson's Online Master's Level Goal Setting and Business Planning Course starting in June at no cost!

When you register for the Top Practices Summit in October you will be automatically enrolled in the Top Practices Goal Setting and Business Planning workshop that Rem Jackson will be leading this summer. The Workshop will begin in mid-June and run through mid-September. This is an extensive program designed by Rem to:

- Enable you to achieve a professional level of focus so you can make the gains in your business life that you need to make
- Help you get organized so you don't feel so behind and overwhelmed all the time
- Empower you to take back your nights and weekends and actually have a balanced life
- Teach you how to plan your business and take the steps needed to move it forward
- Help you sort out your staffing issues and have a team that is working with you shoulder to shoulder instead of inadvertently working against you

Rem's plan is to prepare you to come to the Summit in October more prepared to learn than you've ever been for any professional meeting in your career. He is building on the success of the workshops he led last summer. This takes professional planning to a whole new level.

Here is the great news!

This workshop is no cost to you and included in your Summit Registration Fee. This is another reason to register for the summit by May 31st. You can begin the workshop with Rem when it starts in mid-June.