



## Dedicated to Your Success

# Top Practices is proud to announce an important partnership with Collaborative Practice Solutions!

*By Rem Jackson*



*In the next 12-24 months, big changes are coming to healthcare. Value Based Medicine is set to replace the fee for service medicine model we now have.*  
– Dr. John Guiliana

That means more audits, more claim rejections, more cash flow problems, and more **fee reductions for not knowing your quality data.**

Doctors are going to need technology, information (data), mentoring, training, and coaching for themselves and their staff **so they can thrive** in the medical environment that is coming instead of stumbling, faltering, and being at the mercy of the payers and the government. **And they can thrive!** If they know what to do and their staff is trained to do it.

### Announcing the Virtual Practice Management Institute (VPMI): A Joint Offering from Top Practices and Collaborative Practice Solutions

#### The VPMI Solves Your Problems and Secures Your Future

The Virtual Practice Management Institute, better known as VPMI, is an exciting new concept and program brought to you by two companies that are industry leaders in podiatric practice management education.

The Virtual Practice Management Institute (VPMI) combines the robust online curriculum of Top Practices' physician and staff medical practice management education program, with the unique and innovative **Virtual Practice Optimization (VPO) Report Card** of Collaborative Practice Solutions.

Through these combined solutions, VPMI is an extremely rewarding curriculum and resource center that provides medical practices with the practice management education needed to navigate the monumental changes coming to all medical practice.

Learn more inside.

## what's inside

2

Virtual Practice Management Institute

3

Virtual Practice Management Institute (cont.)

4

The Top Practices Marketing and Management Summit

### Top Practices

308 Harvest Drive  
Lititz, PA 17543  
717.626.2025 ph  
717.625.0552 fx  
info@TopPractices.com  
www.TopPractices.com



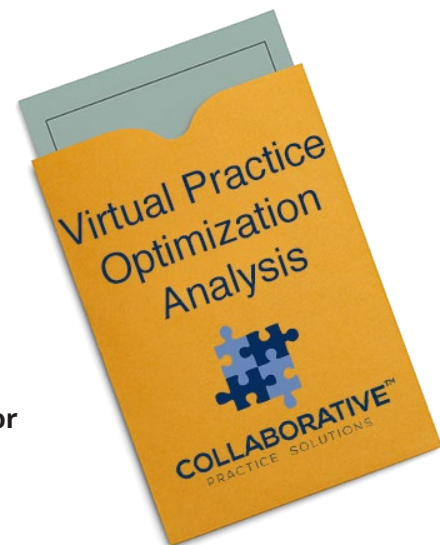
# VIRTUAL PRACTICE MANAGEMENT INSTITUTE



The Virtual Practice Management Institute joins the incredible data provided by Collaborative Practice Solutions Virtual Practice Optimization Report Card with the coaching, mentoring, and training of Top Practices Practice Management Institute. Together they are called the Virtual Practice Management Institute. Here is how it works:

## The Virtual Practice Optimization Report Card

All VPMI Gold subscribers have access to their individually customized and innovative monthly data "Report Card" that enlightens them to their practice's strengths, weaknesses, and missed opportunities relative to 1500 of their peers. It helps them identify costly under-utilization, or even the more costly potential OVER-utilization...all done securely and confidentially. Nothing like it is available to doctors currently.



- **Are you in need of ongoing, cost-effective staff and physician management training?**
- **Is your practice missing important forms and documents needed to comply or become efficient?**
- **Do you know how your practice's metrics "stack up" against your peers?**
- **Are you under-utilizing key podiatric services compared to your peers?**
- **Could you possibly be an "outlier" in a service, which might cause you to be audited?**

This Virtual Practice Optimization Report Card is the heart of the Collaborative Practice Solutions technology and information offerings and it is yours each month when you are a Gold member of the Virtual Practice Management Institute.

Armed with this information, our practices then have access to:

## Top Practices Practice Management Institute

**The Top Practices Practice Management Institute** is designed to empower your staff to become a true A-Team while you focus on medicine. This remarkable, comprehensive program has been designed to cost no more than what one patient per month produces in income for your practice.

For over five years, Top Practices—the leading company in helping podiatrists market and grow their practices—has been teaching doctors how to be better practice leaders and managers. Now with Collaborative Practice Solutions and Dr. John Guiliana, we are rewriting practice management instruction and working directly with your staff.

Together, the Collaborative Practices Solutions Virtual Practice Optimization Report Card create the Virtual Practice Management Institute.

## Here is how the Top Practices Practice Management Institute works:

- Your practice simply becomes a member of the Top Practices Virtual Practice Management Institute for a low monthly membership fee.
- Then, any and all staff members are given access to the [Institute's programs](#). These include:



✓ Regular coaching and mentoring every week by the Top Practices Management Coach, [Tina Del Buono](#).

✓ Access to the Top Practices Virtual Practice Management Library, which includes full training modules in all aspects of practice management, can be studied and reviewed by your staff (and you) 24/7.

✓ A special monthly program for the doctors in the practice led by Dr. Peter Wishnie that mentors and coaches you to support your staff, so that they can manage your practice at its optimal level. This is designed to help the busy doctor who doesn't have much time to learn practice management, but needs to make sure his or her staff is performing like an A-Team.



✓ Courses and coaching by Collaborative Practice Solutions coaches with guidance on your Virtual Practice Optimization (VPO) Report by Dr. John Guiliana and Dr. Alan Bass.



✓ As a member of the Top Practices Virtual Practice Management Institute, you will be able to learn not only from the experts, but from other practices like you who are solving their problems and succeeding. This is a hallmark of any Top Practices program.

## Designed by Practice Management Experts for Your Staff

This practice management program has been designed to allow you to get your staff the skills they need from the top trainers and the best run practices in the country, without having to do the teaching, coaching, mentoring, and guiding yourself. All you will need to do is support your team as they learn how to make your practice successful.

The Virtual Practice Management Institute Is Your Answer to a More Enjoyable and Profitable Practice

Virtual Practice Management Institute's return on investment can be astronomical! Within a few months, podiatrists and their staff are experiencing profound improvements in their cash flow, staff efficiency and happiness, as well as patient satisfaction. Since it's all performed virtually, it's COST EFFECTIVE...it's CONVENIENT...and it's FUN!

No other educational venue has that capability!

You can find  
out more about the  
VPMI by:

Calling 855-944-2995

On the web  
[www.TopPractices.com/VPMI](http://www.TopPractices.com/VPMI)

Emailing Answers@  
[CollaborativePracticeSolutions.com](mailto:CollaborativePracticeSolutions.com)



# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

308 Harvest Drive, Lititz, PA 17543  
717.626.2025 ph • 717.625.0552 fx  
info@TopPractices.com • www.TopPractices.com



If you know what you're doing, the BIG changes coming with Value Based Medicine can actually be good for you.

See p1



**Time is running out to register for the Summit at the best possible price! May 16th is the deadline for Early Bird Registration. SIGN UP NOW!**

**Visit [TopPractices.com/Summit](http://TopPractices.com/Summit) for more info**