

**EARLY
BIRD PRICING
ENDS
MAY 24TH**



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NOW!**

PRESENTS

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

EARN WHAT YOU DESERVE AND GET YOUR NIGHTS AND WEEKENDS BACK

SEPTEMBER 14-16, 2018

Renaissance Arlington Capital View Hotel, Arlington, VA

SEE CONFERENCE HIGHLIGHTS ON PAGE 2



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

“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

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2019 and beyond?

(SEE INSIDE)



How to Respond to Online Reviews

By Martha Wilson

The reviews on your Google listings, Facebook page, and other sites provide a look into your practice from a patient's perspective.

A key point that tends to get lost, however, is how reviews can also provide insight into how you care about your patients!

You can't dictate what people say in your online reviews, but you do have control over your responses to them. At VMD Services, we recommend that all reviews you receive are responded to in a timely manner—within 1-2 days at best.

So how to do this?

Let's get the easy ones out of the way: positive reviews. Make responses short and sweet, showing gratitude for the kind words you've received. If you know the patient, feel free to add a little personalization that doesn't trespass into confidential territory.

Negative feedback can be much trickier, but there are a few important elements to keep in mind:

- Apologize for a negative experience, even if you don't believe it was your fault.
- Note your commitment to making sure all patients receive the best care and consideration. Offer to continue the conversation offline, if the reviewer desires. This not only shows other review readers that you care, but it keeps further negative details and potential breaches of confidentiality from showing up online. Provide a number and contact in your office to reach.

Being attentive to online reviews—both good and bad—shows that you have a vested interest in patient feedback and (most importantly) listen to them. This impact can have an even greater influence than any overall star rating, so keep at it!

If you'd like help managing your online reviews and reputation—even responding to reviews for you! —give VMD Services a call at (616) 931-1040. Our experts are on board to help with the latest tools and strategies.



THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 14TH

6:00 PM – 7:30 PM **The Future of Private Practice Is Bright Top Practices Case Studies: How We Did It and You Can Too**

**OPENING
FEATURED
SESSION**

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 15TH 9:00 AM – 5:00 PM

9:00 AM – 10:00 AM **KEYNOTE ADDRESS BY REM JACKSON "The Difference"**



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

10:30 AM – 12:00 PM **Marketing Your Practice in 2019 and Beyond, Part 1**

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



**TOP PRACTICES
Marketer
of the
Year**

1:30 PM – 2:30 PM
**Marketer of the Year
Presentations**

2:30 PM – 3:00 PM
**Stop Guessing How Your Practice
Is Performing and Start Steering It**

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

3:30 PM – 4:30 PM **Marketing Your Practice
in 2019 and Beyond, Part II**

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

5:15 PM – 6:00 PM **THE TOP PRACTICES NETWORKING PARTY**

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 16TH 8:30 AM – 3:30 PM

8:30 AM – 12:00 PM
**Getting Tight Control of Your
Entire Practice: the Top Practices
Workshop for Doctors**

8:30 AM – 12:00 PM
**The Advanced
Marketing
Workshop**

8:30 AM – 12:00 PM
**The Top Practices Practice Management
Workshop for Doctors, Administrators,
Managers, Billers, and All Staff Members**

8:30 AM – 9:30 AM **Knowing Your
Practice Numbers Is the Key to Control,
Organization, AND Growth with Scenarios**

8:30 AM – 10:00
AM **How to Build
Your Perfect
Marketing Plan**

8:30 AM – 9:15 AM **How to Communicate
with Each Other and Your Doctors and
Be Heard**

9:30 AM – 10:00 AM **Getting Your Patients
to Say Yes: Treatment Plan Acceptance
and Communicating Workshop**

10:00 AM – 10:30 AM
Break

9:15 AM – 10:00 AM **Transforming Your
staff into a High Performing Team**

10:00 AM – 10:30 AM **Break**

10:30 AM – 12:00
PM **Assembling
Your Digital
Marketing**

10:00 AM – 10:30 AM **Break**

10:30 AM – 12:00 PM **Special
Presentation led by Dr. John Guiliana**

10:30 AM – 12:00 PM **The Top Practices
Management System Revealed**

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

1:30 PM – 2:20 PM **FEATURED PRESENTATION LED BY DR. JOHN GUILIANA
How to Integrate and Market Cash-Based Services into Your Practice, and
Significantly Increase Your Cash Percentage**



2:20 PM – 3:20 PM **Top Practices Roundtable Part II**

3:20 PM – 3:30 PM **Securing Your Profits and
Productivity in 2018**

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



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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**TOP PRACTICES
SUMMIT EARLY BIRD
PRICING EXPIRES
MAY 24TH**

**REGISTER NOW
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PRICING!**

Friday Evening, September 14th • 6:00 PM – 7:30 PM

**The Future of Private Practice Is Bright
Top Practices Case Studies:
How We Did It and You Can Too**

**OPENING
FEATURED
SESSION**



The Top Practices Summit opens with an information-packed, high-energy session led by Dr. Peter Wishnie and the most successful Top Practices doctors. Don't believe the nay-sayers—the future of private practice in the United States has never been brighter.

Everyone always wants to know how they can do better in their private practices. How they can earn more income but still be home and present with their families on their nights and weekends.

The doctors of Top Practices have **“Cracked the Code”** and are doing exactly that. Experiencing double and triple digit growth in a year in new patients, revenues, and their personal income. If they can do it, so can you and this year the Summit will be opened by **THE BEST OF THE BEST**. Doctors just like you that can show you what they have accomplished and give you a key tactic they have used to make it happen. Your job will be to listen closely and return to your practice ready to implement the plans shared with you. It's that simple. Be sure your travel plans make it possible for you to be in your seat and ready when the conference opens at 6PM!

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