

Register Now
to Participate
in the Summer
Online
Workshop!



TOP PRACTICES
ACHIEVING PROFESSIONAL GROWTH

presents

THE 10TH
ANNUAL

TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

Beyond
Your

*Wildest
Dreams!*

October 7, 8, 9, 2016

Planet Hollywood Hotel & Casino, Las Vegas, Nevada

Healthcare is changing. So be it.

What's not changing are your
opportunities to succeed!

The Top Practices Summit is your
Secret Weapon to ensuring that you
can market and manage your practice
SO WELL you won't care what they
throw at us next.

SPECIAL KEYNOTE ADDRESS BY



Dr. John Guiliania
"Beyond Your Wildest Dreams"

The Top Practices Summit is held only once a year.

What do you want your practice to be like in 2016/2017 and beyond?

(see inside)



IT'S TIME TO ENSURE YOUR PRACTICE'S SUCCESS!

Beyond Your *Wildest Dreams!*

THE SUMMIT STARTS ON FRIDAY EVENING, OCTOBER 7TH



6:00 PM – 7:30 PM

The Fundamental Building Blocks that Prepare and Enable You to Achieve Your Wildest Dreams

The Summit opens with an information-packed session led by Rem Jackson, CEO and Founder of Top Practices. Everyone needs A BUSINESS PLAN if they expect their business to succeed. (Especially if they expect it to succeed beyond their wildest dreams.) **Please make sure your plane arrives in time to easily attend this opening session.**

THE SUMMIT CONTINUES ON SATURDAY, OCTOBER 8TH 8AM – 5PM

8:00 AM – 9:30 AM The Top Practices Roundtable “Top Idea Factory” Workshop (Part I)

This is a highly valued part of the Summit. Attendees will be carefully seated with others like themselves:

- Marketing directors with marketing directors
- Practice administrators with practice administrators
- Doctors in multiple doctor practices together
- Doctors in solo doctor practices together

This year attendees will come prepared to share the best (most effective) idea or strategy they've used to build their practice and to manage their practice. You will learn dozens of outstanding pearls and ideas that will help you solve many of the challenges you are facing.

10:00 AM – 11:00 PM Keynote Address

Beyond Your Wildest Dreams Dr. John Guiliana



TOP PRACTICES
Marketer of the Year

11:00AM – Noon 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 off their marketing and achieved their goals. Three outstanding presentations and leaves with pages filled with some of the best ideas they've ever heard. Attendees will vote and decide the winner for 2016.

1:30 PM – 2:15 PM How Do I KNOW if I'm doing this correctly?

Why is it that some people hear the same things you do and they go out and double or triple their practice in 18 months and you don't achieve that? There is an answer (a system) that can solve this problem for you if you are willing. This session will set you on the right path and show you how to stay on it until you achieve what you want.

2:15 PM – 3:00 PM The Top Practices Roundtable “Top Idea Factory” Workshop (Part II)

3:30 PM – 4:30 PM What You Don't Know About the Internet is Dangerous to Your Practice

The Top Practices Summit has the most informed, talented, and sophisticated Internet Marketers (who understand Top Practices unique marketing methods) compared to any other seminar, meeting, conference you can attend. This session will show you what you need to know to stay current and using the Internet to its fullest potential. Think of this as your early warning system because there are BIG changes coming and we know what they are.

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

Announcing The 10th Annual Top Practices Marketing and Management Summit October 7, 8, 9, 2016 Planet Hollywood Hotel & Casino, Las Vegas, Nevada

4:30 PM – 5:00 PM Keeping Your Perspective

The day concludes with a session led by Rem Jackson that will show you how to put what you've learned together—SIMPLY—so that you are prepared to DIVE DEEP into the workshops on Sunday morning.

THE SUMMIT CONTINUES ON SUNDAY, OCTOBER 9TH 8:30AM – 12PM

THE TOP PRACTICES WORKSHOPS • 8:30AM – 12:00PM

8:30AM – 12:00PM

Workshop for Doctors and Staff Members

You Heard It Here First! – Beyond PQRS and Beyond Meaningful Use...What's Next?

The Patient Protection and Affordable Care Act assures that some variant of Value-Based Medicine cost-utility analysis will play an increasingly key role in the healthcare system. Thriving throughout this paradigm shift is going to require technology, data, and a clear understanding of how to use it.

This we know, the carriers have data. You can't show up to this gunfight armed only with a butter knife. Even if this is the ONLY workshop you attend this year, this workshop could put you and your teams years ahead of everyone else and it could make the difference between being at the mercy of the healthcare system or being prepared to stand your ground effectively when needed.

Attending this workshop alone could put you years ahead of everyone else. It can take you *Beyond Your Wildest Dreams*. You heard it here FIRST! This session will be led by Dr. John Guiliana, Dr. Peter Wishnie, and Tina Del Buono.



8:30AM – 12:00PM

The Advanced Top Practices Marketing Director Mastermind Workshop

Our Best Top Practices Marketing Directors, Industry Experts, and our Top Practices Virtual Marketing Directors roll up their sleeves for the best marketing workshop we've ever held. **This workshop will change the speed and direction of your practice marketing – it will turbo charge what you are doing now-guaranteed.**

8:30AM – 12:00PM

The "Let's Pretend I Don't Know Anything" Workshop with Top Practices Founder Rem Jackson

Rem Jackson, CEO/Founder of Top Practices and the inventor of the Four Pillars of Medical Practice Marketing conducts (for the first time ever) a step-by-step workshop for beginners (or anyone who feels like a beginner or wants an outstanding marketing foundations course). Come knowing nothing and leave knowing every step you should take in order to have the best year in your practice's history. Rem and his team will lead you through the foundation of medical practice marketing that works.

This session is high-energy and interactive. ALL of your questions will be answered and you will be able to see the path you need to take. Guaranteed!



THE PROVEN
TOP PRACTICES
MARKETING SYSTEM

1:30 PM – 3:30 PM

The Top Practices Mastermind Case-Studies

Everyone has asked to see EXACTLY step-by-step how Top Practices members are getting the remarkable results they are getting in their practice growth. You asked for it—you got it! In this session two practices:

- ✓ A solo doctor office and a
- ✓ A multi-doctor, multi-office practice

Will show you how they followed the Top Practices System and achieved their goals. You won't need to take notes because we have done it for you. You will just need to follow their footsteps as you build your practice they want you want it to be.

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



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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All Top Practices Summit attendees are automatically registered in Rem's Business Development and Goal Setting Workshop! Sign up now and build your practice in July, August, and September.

Every Top Practices Marketing and Management Summit attendee is enrolled in an easy to complete, but powerful business planning workshop series that begins in June and concludes in September. This program is not available unless you are attending the Summit or are a Top Practices Member. This program is designed to give you the tools you need to:

- Get focused
- Get organized
- Prepare your practice to become highly profitable

Here is a list of the workshop titles:

1. Understanding "why" you are in practice and what can keep you from losing focus and commitment for your cherished goals. – June 15
2. How to get organized and prioritized so that you can begin to execute on your goals. – June 29
3. How to use extreme focus to do what you should be doing to succeed and hit your goal. – July 13
4. Creating Smart Focused Goals that serve you and your family. – July 20
5. Understanding and implementing the vital tools you can use to keep you and your team communicating and on track in pursuit of your goals. – July 27
6. Designing perfect execution plans that allow you and your team to get things done so that you hit your goals. – August 10
7. Getting you and your staff ready for The Summit. – August 24
8. Using your practice metrics as radar and making the necessary adjustments to stay on track to hit your goals. – September 7
9. Ready for take-off: The final Summit preparation checklist. – September 21

**SIGN UP FOR THE SUMMIT TODAY AND GET INVOLVED.
IT IS NOT TOO LATE BY ANY MEANS! TopPractices.com/Summit**