



Dedicated to Your Success

Have You Ever Said Any of This to Yourself?

By Rem Jackson



Running a podiatry practice, managing and marketing, a podiatry practice is not an easy thing to do. And it isn't getting any easier. If you have ever said anything in the list below (to yourself, or to others) then turn the page to learn more about the answers, because they exist and there IS somewhere you can go to get them.

- 1 With all the misinformation about online marketing and the hundreds of companies who want my business, how does anyone (any other podiatrist at least) know who is telling the truth. Some people claim to be experts, some cost a king's ransom, and others cost very little yet they all make identical claims.
- 2 Can you really get "RICH" in podiatry? From what people say at state or national meetings it doesn't seem like it is possible. Does anyone? Does anyone know how? Have the "boom years" passed?
- 3 How can podiatrists, who are so busy just keeping up, understand how the money in their practice flows and works? How much should things cost? How much should I take home at the end of the year. My accountant says they can help me with this, but all they do is fill out my taxes and for the highest amount as far as I can tell? Does anyone really understand this?
- 4 Is anyone really moving to more cash services or is that a pipe-dream and we just work for the payers and have no options? People say they are doing it, but pull back the curtain and they don't seem to be doing anything differently than I am.
- 5 Is it just me, or does it seem like there are no good candidates for the jobs I need filled? Do all the good people already have jobs? And how can I compete with the hospital system and their compensation and benefits programs? Is there really an answer?
- 6 I'm mostly just tired and burned out and wish I was already retired but there is no way that is happening. How many more of me are there?
- 7 Do other large practices like me struggle with endless staff issues and reporting issues, or can you have a large successful practice that doesn't seem to suck your soul half the time?



If any of these are even remotely on your mind, turn the page...

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Transform Your Practice into a Profit-Producing Machine

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There is Still Time to Join the Top Practices Summer Business Development and Goal Setting Workshop

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The 11th Annual Top Practices
Marketing and Management Summit

Transform Your Practice into a **PROFIT-PRODUCING MACHINE**

There is one place that will answer all of
your questions – The Top Practices Summit.

There is no other meeting in podiatry that is like this meeting. The agenda is designed to NOT ONLY GET YOU THE ANSWERS YOU NEED, it is designed to GIVE YOU THE OPPORTUNITY TO HEAR THOSE ANSWERS DIRECTLY FROM OTHER PODIATRISTS AND THEIR STAFF JUST LIKE YOU.

The Summit is filled with experts, industry leaders, a best-selling author, and over 100 of the most successful podiatry practices in North America.

- 1 At the Summit we will cut through the noise and explain online marketing. You will see dozens of examples of how it can be done well without paying big time agency prices. We will tell you how to see online “snake oil” from best practices that actually work.
- 2 **Can you really get “RICH” in podiatry?** At the Summit, we will first review what “rich” actually means. Can you love your chosen profession while still dealing with the regulatory and payer burdens and make the money you need to retire financially independent? Yes – hundreds of your colleagues are doing this. You can too and the answers are at the Summit.
- 3 **How can podiatrists, who are so busy just keeping up, understand how the money in their practice flows and works?** Not only is it essential you understand how money works in your practice (and in your life), it isn’t as difficult as you might think. Accountants can’t give you this information, but the Top Practices Summit can and will. Guaranteed.
- 4 **Is anyone really moving to more cash services or is that a pipe-dream and we just work for the payers and have no options?** It’s not a dream at all and you can take your practice to 50% CASH or more just as some of your fellow podiatrists have. You just have to know how and we will teach this at the Summit.
- 5 **Is it just me, or does it seem like there are no good candidates for the jobs I need filled? Do all the good people already have jobs?** No! To be sure, good people do have jobs, but many of them don’t like those jobs. There is a way to find them, recruit them, and hire them. The Summit will show you the way to having a great staff.
- 6 **I’m mostly just tired and burned out and wish I was already retired but there is no way that is happening. How many more of me are there?** There is actually an epidemic of burn-out in all professions, not just podiatry. But it isn’t something that just happens over time and there are specific ways out of this debilitating cycle. Trust us – you can find the passion in practicing again and we will show you how.
- 7 **Do other large practices like me struggle with endless staff issues and reporting issues, or can you have a large successful practice that doesn’t seem to suck your soul half the time?** Moving from a podiatry practice to an “enterprise” with multiple doctors, offices, and large staffs is a tough transition to make. It impacts everyone and some never conquer this transition. Your colleagues (the ones on the other side of this issue enjoying their large practices) are at the Summit and will show you how they did it.

This year the Top Practices Summit is unlike any other meeting in podiatry.

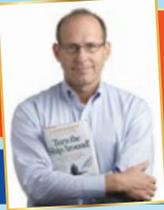
Here are only a few reasons why you need to be in Las Vegas on September 8, 9 and 10 at Caesars’ Palace:

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 8TH

OPENING
FEATURED
SESSION

6:00 PM – 7:30 PM In the Face of Uncertainty: Profits, Abundance, Fulfillment, and Enjoyment

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 9TH 8:00 AM – 5:30 PM



8:00 AM – 10:00 AM

Extended Keynote Presentation and Workshop by *Captain David Marquet*
"Great Leaders Create Great Profits"

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

10:30 AM – 11:00 AM Your Medical Practice Marketing Radar: What You Need to Know (and Understand) to Take Your Marketing Forward in 2018



11:00 AM – 12:00 PM
Marketer of the Year Presentations

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

1:30 PM – 2:15 PM

Featured Presentation by *Dave Frees*
"The Secret to My(and Your) Success"



2:15 PM – 3:00 PM

Top Practices Roundtable I

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

3:30 PM – 4:15 PM How to Evaluate, Choose, Implement and Market Cash-Based Services, Centers of Excellence, and Significantly Increase Your Cash Percentage

4:15 PM – 5:00 PM

Featured Presentation by *Tom Foster* (CEO Foster Web Marketing)
"How To Outperform Everyone Else in Your Market Online"



5:00 PM – 5:30 PM

Report from the Field "How Top Practices are Getting Their Marketing Done, Fixing Their Management Headaches, and Making Money"

5:30 PM - 6:15 PM *The Top Practices Networking Party*

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 10TH 8:30 AM – 3:30 PM

The Top Practices Workshops 8:30 AM – 12:00 PM

"Leading a Highly-Profitable Practice in an Age of Uncertainty"
A Workshop for Doctors

The Advanced, Interactive Top Practices Marketing Director Mastermind Workshop
A Workshop for Marketing Directors and Anyone in the Practice Engaged in Marketing

Practice Management Workshop
A Workshop for Administrators, Managers, Billers, Staff Members

12:00 PM – 1:30 PM Lunch

1:30 PM – 2:15 PM

Featured Presentation by *Dr. Robert Blaine*
"The Intersection of Excellent Patient Care and Practicing Profitably"



2:15 PM – 2:55 PM
Top Practices Roundtable Part II

3:00 PM – 3:30 PM
Securing Your Profits and Productivity in 2018



Have You
Ever Said
Any of
This to
Yourself

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There is Still Time to Join the Top Practices Summer Business Development and Goal Setting Workshop

This summer, Rem Jackson is leading a no cost Business Development and Goal Setting Workshop for Top Practices members and Top Practices Summit attendees. This workshop series is designed to help you break the cycle of being constantly overworked and overwhelmed (podiatrists DO NOT have to feel this way!). Simply register for the Top Practices Summit NOW and you'll be registered for the course immediately. Take control of your practice and your life. Here are the sessions in the workshop:

1. Understanding "why" you are in practice and what can keep you from losing focus and commitment for your cherished goals.
2. How to get organized and prioritized so that you can begin to execute on your goals.
3. How to use extreme focus to do what you should be doing to succeed and hit your goal.
4. Creating Smart Focused Goals that serve you and your family.
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.
6. Designing perfect execution plans that allow you and your team to get things done so that you hit your goals.
7. Getting you and your staff ready for The Summit.
8. Using your practice metrics as radar and making the necessary adjustments to stay on track to hit your goals.
9. Ready for Take Off: The final Summit preparation checklist.

