

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Are Solo or Small Practices in Danger of Extinction?

There actually ARE a number of factors conspiring against you to make your "dream" of being a doctor more like a "nightmare" or at least, a "bad dream".
It's just not what you think.

By Rem Jackson



At the recent APMA national meeting in Las Vegas, Dr. John Guiliana, Dr. Hal Ornstein, Dr. Andrew Schneider and I were asked to "Take off the rose colored glasses" and

Doctor, no matter what "they" do, YOU CAN THRIVE. Here is why: Most podiatry practices are run (managed) very VERY inefficiently; most podiatry practices are marketed VERY VERY poorly, if at all.

In our session, we laid out a very simple concept – If you manage your practice by understanding the numbers and working with your staff to improve your processes, your practice can generate significantly more profits. And if you market your practice so that your reception room is filled with patients you want to see, you will generate significantly more profits. Put these two strategies together and, EVEN with the reality of a more complex and frustrating market, you can truly THRIVE as a private practitioner until the day you exit your practice and enjoy a retirement.

As you are reading this, you fall into one of three categories: You read this and think, "Right Rem, you keep on drinking that Kool-Aid, maybe someday reality will kick in YOUR door;" or you think, "I'm not sure how to go about this, but I HOPE you're right and know what you're talking about;" or you think, "I'm in! I agree and I'm ready." If you think I'm drinking Kool-Aid, I can't help you. I wish I could, but I can't. The future is most likely going to be what you think it is going to be. But if you are open to the idea

discuss the biggest concern of the 350 doctors who were attending our session – **"We are being paid less for what we do while the big networks and hospitals are gobbling everything up. How can we survive?"**

Dr. Guiliana eloquently explained his position on the topic which I will now paraphrase: The more things change, the more they stay the same. He said that in his career, the end of the profession has been predicted with great confidence by many "leading" podiatrists. "Medicare was going to destroy medical practices, and yet we survived. Managed Care was going to destroy medical practices, and yet we survived. The Affordable Care Act is going to destroy medical practices, and yet we will survive," said Dr. Guiliana.

While time passes, the complexity of owning and operating a medical practice is actually increasing. Obamacare, Hospitals, Insurance Companies, virtually every player in our lives is making it harder.

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Ok Rem, Why Can't It Fail?



Good question.

You Actually Do Have a Choice

Here is the good news – you get to choose how your future is going to proceed. Nobody can block you from what you choose. Nobody. Not your partner, if you have one; not your spouse; not the President of the United States – Nobody, except you. Yes, things are getting more complex, but the small single-to-five-doctor practice is going to survive.

Think of these huge networks being set up as big fat trolls who are 30 feet tall. These trolls are big and dumb, and as they eat, there is food dropping all around them. You can just hold out your hands and eat your fill from what they drop from their big ugly hands.

You see, the bigger an organization becomes, the dumber it gets. These large hospital based entities are **terrible at marketing. They are inefficient and frustrating for consumers.** You can be in direct competition with them, and **if you are managing well and marketing well**, you can easily build a very successful independent practice simply by focusing on what they are missing.

The pendulum ALWAYS swings on things like this. Very soon, the stories about unhappy patients, big BIG problems with these giant networks will swing the pendulum the other way, and the stories you will hear, the speeches you will hear (FROM THE SAME PEOPLE predicting your demise today!) will be about how the small or solo practitioner is now the wave of the future and the renaissance of the small practice has begun. **Mark my words. I said this in August of 2013.**

It Can't Fail

Think about your own experience in your office. A patient comes in with Plantar Fasciitis, for example. You examine them and establish a course of treatment. You know that if they are compliant and they follow the treatment plan, they will eventually be healed. You will need to monitor them and, based on their progress, you

may choose different methods to achieve the desired result. They will improve and get their mobility and their life back IF (and this is the big IF) they don't stop following the treatment plan. And as you know, many patients don't follow through with everything you've told them is essential to their health being restored. They don't do the stretches, they don't wear their orthotics. They will tell you how busy they are, how something didn't INSTANTLY solve their problem, and they assumed it wouldn't work. They haven't achieved the result they wish and now it's your fault - not theirs.

Sound familiar? Of course it does. Well guess what?

Your plan wasn't the problem – it can't fail if it's followed. Their lack of focus, interest, even faith is the problem.

It's the Same with You and Your Practice.

If you are presented with a plan that has worked for dozens and dozens and dozens of podiatrists all over North America, as The Top Practices Marketing and Management Plan has, then, just like your treatment protocols, it can't fail. IT works. The only way it can't work for you is if you DON'T WORK IT.

And let me be very clear about this. The Top Practices Plan hasn't worked for everyone who has joined Top Practices. Just as you have difficulty with your patients following your plan, we've had difficulty with some of our doctors following the plan.

So, the plan works, the question really is, do you want to change your circumstances enough to give a real old fashioned serious attempt?

Is it time for you?

You can go to TopPractices.com to find out more. If you'd like to speak to a human being, please call **Nicole Tully** who is an expert on the Top Practices plan to get every last question you have answered. You can call her at 717-824-6553.

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that you could practice and market more efficiently, then there is hope, a lot of hope, for you.

The future is going to come and if you do nothing, then you know what it will look like – the present, of course. If, however, you

take a step and get serious about choosing a path of success that leads you to being number one in your market, then it can't fail. It can't fail.

Rem

The Top Practice Marketing And Management Summit It's Not Too Late To Register!

Turns out, this is a big place and there is still room even though our registration is the largest in Top Practices history.

The Top Practices Summit picks up where the AAPPAM leaves off. It's a master class in marketing, while making sure that you are attaining and achieving all that life has to offer you, both professionally and personally.

Needless to say, I highly recommend Rem, Top Practices, and the Summit. My involvement has been transformative to myself and my practice. – Andrew Schneider, DPM, Houston, TX

The Top Practices Summit helped me in becoming more accountable, both as a physician and also a business owner. The Summit reenergizes me and my practice. – Bryan Bullard, Amarillo, TX

Sharing with and learning from other Top Practices members is a very beneficial perk of this group. Once a year, Rem conducts his "Summit" meeting which is not to be missed! It is the best learning experience and a chance to see the other Top Practices Group members. We are very happy to be part of this proactive group, who all share a very positive attitude about Podiatry. – Ted Mushlin, DPM Podiatry Care Specialists, P.C., Newtown Square, PA



The summit meeting given by Rem Jackson of Top Practices is the best seminar on marketing your podiatry practice, hands down. I guarantee you will at LEAST increase your profits by 20 percent. Rem is an amazing speaker and gives you a complete cookbook on how to run your practice efficiently while increasing your patients. I have learned so much from Rem, and I am very thankful that I have met him. I have been to the summit meeting for five years now and I plan on taking my associate doctor this year.

This will be the best thing you can do for your practice this year. – Peter Wishnie, DPM, Piscataway, NJ

The Top Practices Summit impacted me personally by enabling me to be the most energized I've ever been. I learned so many new things at the Summit that I was able to implement in the practice (very quickly I might add), and my revenue stream increased a tremendous amount. – Jeff Bowman, DPM, Houston, TX

I came to the Top Practices Summit for one reason and one reason only – I wanted to meet successful people and learn as much as I could from them. This meeting accomplished this perfectly. This was the first meeting I've ever been to where every single hour was interesting and educational, which is saying a lot since I've been a member of AAPPAM since before I even went into practice. AWESOME! – Jim Shipley, DPM, Mt. Airy, NC

I leave with over 30 ideas to take back and implement. – Hans Blaakman, DPM, Gaffney, SC



The once a year Summit was a spectacular experience where you hear from the most creative podiatrists who are willing to openly share their knowledge and ideas. – Mickey Gordon, Naples, FL

Having a shot of adrenaline could not do more than the Top Practices Summit does! Being with like-minded people makes all the difference. The encouragement and support pump you up to new levels, and seeing what others are achieving helps you realize that you can be there as well. – Scott Schulman, DPM, Indianapolis, IN



The energy was infectious! – Sloane Gordon, DPM, Houston, TX

Rem is to practice marketing, as Jim Cramer is to stocks; his principles help me to buy low and realize the potential in my "stock" (practice), and then grow my "stock"/practice. What an investment strategy! – Gregg Niebauer, DPM, Missoula, MT

This was, by far, the best practice management seminar I have ever attended. This is definitely the cookbook for growing anybody's practice. Thanks Top Practices! – Anthony Weinert, DPM, Warren, MI

The Top Practices Summit is "The Meeting" to go to. I get more out of this meeting than you could possibly imagine. I enjoy this meeting so much that I am bringing my entire office this year. – Nicole Freels, DPM Lexington, KY

I leave with a renewed sense of commitment to achieve excellence and a plan to accomplish my goals. I am motivated to make the changes necessary to convert my practice into a successful business. – Scott Shields, DPM, Enid, OK

"A positive mental attitude is an irresistible force that knows no such thing as an immovable body."

– Napoleon Hill

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Why Do You Go to Work Every Day?

When I ask the podiatrists who attend my lectures this question, I hear answers like, "I need to make money," or "I have patients scheduled today – I have to go in," or "I like it."

That last answer is my favorite, by far. "I like it." Everyone should love going to work. Loving your job and being excited to going to work every day is "being number one" in your market. Unfortunately, it's just not the case for so many professionals these days, and not just doctors.

In my direct experience working on goals with so many of my Top Practices Members, I've learned that most of us can reduce almost all of our goals to this one simple goal:

"I want to be able to provide for the emotional and financial stability and security of my family and loved ones."

To be sure, there are other goals, but this goal is at the core of all of our efforts. Despite everything you hear, there is a period of expansion and growth coming for podiatry that may be viewed as the Second Golden Age of Podiatry. Doctor, you can make the changes that will empower you and your staff to leave the doomsayers you hear at conferences, in publications, and even on TV behind.

You are just going to need a plan that will get you there.
A specific blueprint that will enable you, over time, to
"Become Number One in Your Market."