

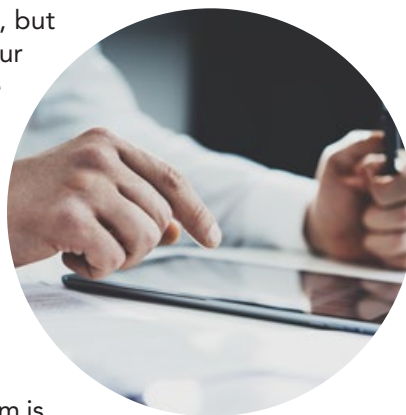


Dedicated to Your Success

Why Travel to Las Vegas on October 7, 8, & 9 for the Top Practices Summit?

It's a great question that everyone must answer for themselves, but here is mine: Peace of Mind. You've made the investment of your lifetime in your career and your practice, and, by now, you've certainly figured out that owning a business is not for the faint of heart. The challenges of operating a medical practice are daunting:

- Dealing with patients who have their own problems and challenges can be very difficult (and often the most rewarding aspect of being a medical practice owner).
- Managing staff effectively and building an excellent team is not something most of us know how to accomplish.
- Running a smooth business that is built on systems, procedures, and protocols is a specific knowledge you never learned in school.
- Marketing your practice effectively using the vast (and overwhelming) array of marketing tools now available to you as they have never been in the past and knowing who to trust to help you.
- Dealing with a gigantic, impersonal, often confrontational, all-powerful regulatory and payer environment is something that makes even strong doctors second guess their choice of medicine as a career.



You also have discovered that, in a lot of ways, you are pretty much out there on your own. Everyone else is too busy, overwhelmed and stressed to lend you much insight or support.

Not so at the Top Practices Summit. The Summit is held only once a year—this year at the Planet Hollywood Hotel and Casino in Las Vegas on October 7, 8, and 9. There is no other conference or meeting like it. Several hundred of your colleagues and their staff members come together with invited experts to share how they are succeeding even in these difficult times. Nothing is held back – truly. And you leave the Summit with a playbook (it's an actual printed playbook) that is filled with exactly what you need to do (and who can help you) to fix your problems. (continued on page 4)

Go to www.TopPractices.com/Summit to learn more.

what's inside

2

Highlights You'll Experience at the Top Practices Summit at Planet Hollywood

3

Who Owns Your Name?

4

Why Travel to Las Vegas on October 7, 8, & 9 for the Top Practices Summit?

Top Practices

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



Highlights You'll Experience at the Top Practices Summit at Planet Hollywood



- Friday Night's Opening Session in which Founder and CEO Rem Jackson lays out how any practice owner can start from where they are today and build exactly the profitable, prosperous practice they want to own.



- The keynote address by Dr. John Guiliana Beyond Your Wildest Dreams. Dr. Guiliana will share how you can overcome any challenge you face right now, just as he has, and give you strategies and a philosophy that will give you the ability to accomplish your goals and dreams, no matter how the roads in front of us are changing.
- Half-Day Workshop which will arm you with the data you need to manage your practice in the new value-based medicine world we will all be practicing in starting Jan, 1 2017.
- Half-Day Advanced Marketing Workshop that is for anyone who thinks they know a lot about marketing their practice—this is for the advanced marketers only.
- Half-Day Workshop led by Rem Jackson for doctors and their staff that need to start at the beginning to learn how to market their practice effectively and profitably. The Let's Pretend I Don't Know Anything Workshop.
- Many presentations by practices all over the country who are knocking it out of the park with their practice marketing sharing exactly how they are doing it.
- What is next for online marketing? Get the answers early here at the Summit!
- Sessions at roundtables divided by staff positions and size of practice where you "roll up your sleeves" and get to know people who just may have the answers to your questions.



Who Owns Your Name?

By Rem Jackson



Who owns your name? It's an important question. Especially online and especially when it's your domain name. www.TopPractices.com is Top Practices name online. www.RemJackson.com takes you right back to Top Practices too. In both cases, I own my name and my company's domain names. Who owns yours? Do you know?

I recently had this very discussion with a doctor who has a great domain name that incorporates the name of his state in his domain name. It's a great web address and he has been using it for a long time, which is even better. Just one problem—he doesn't own the domain, his webmaster does. And now, he wants to change webmasters and his current webmaster is refusing to give him the domain so he can move. Now, I haven't read the contract he may or may not have with this company so I don't know the fine points here, but if the company purchased that domain for themselves and then allowed him to use it, my non-legal opinion is that they are completely within their rights. Ethically, I think they stink, but now this doctor has some soul-searching to do. Personally, I think you take the hit, and move on to a company that won't hold you hostage, but there will be pain in doing that.

This question of who owns your name has another side that you should review immediately with your team that helps you online—whether it's an outside company or your own team. Whose name is on all of your online accounts? Often, a well-intended employee sets up your social media, for example, using their own information. It's easier, and they are just trying to get the work done. Or they use a work related email and your name, but you have no idea what your passwords are or how to even find any of this. You are now very exposed. If anything happens to that person, reconstructing your entire online presence (which is essential to your success) is very difficult and in some cases impossible. I know doctors who are locked out of their own online properties and have no way of recovering the password and simply abandon a great tool that has been sending them patients because they didn't plan for the loss of a key person.



Always have everything registered in your name. Always have a secure but extremely detailed document that has every account and password listed carefully and correctly. Always change and update that document when you make changes to those accounts. If you are trying to get into an account and just change your password "on the fly" thinking that you will certainly remember the password you just created—think again because you won't. Begin to use complex passwords that are much harder to break. The reason people crack your email passwords now is because you've used your dog's name or something else that you've telegraphed on your social media at some point. They are very good at this. Shut them down with tough passwords.

You work too hard to build your good name and reputation, don't get locked out of your online house and stand there like Fred Flintstone Screaming "Wilma!!!" at the top of your lungs. It doesn't look good to your neighbors. Good luck!

Top Practices' programs and services that build your practice



Top Practice Marketing Mastermind Group



Top Practices Practice Management Institute



Top Practices Virtual Marketing Director Service



Top Practices Marketing Database Management Service



Top Practices Patient Newsletter

"Where will you be ten years from now if you keep on going the way you are going?"

– Napoleon Hill



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



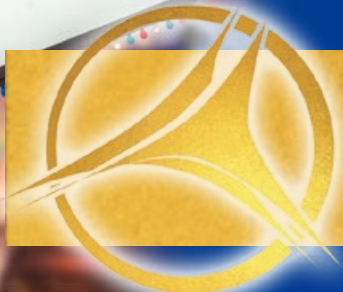
Who Owns
Your Name?

See p3

Why Travel to Las Vegas on October 7, 8, & 9 for the Top Practices Summit?

Have you even wished you could spend a day or two with people who are really succeeding in their practices, their careers, and yes, their personal lives who would show you the way to having THAT career despite what is being thrown at you? Well, THAT is the Top Practice Summit. We are so confident that you will be ecstatic that you attended, that we offer a 100% Money Back Guarantee if you aren't thrilled. Even if you stay to the last minute and keep your materials. Do you know another conference you can attend that can say the same?

Come join us in Las Vegas and see for yourself! And hurry to register and get your hotel rooms at Planet Hollywood—we will sell out! See you there. ☺



**100% MONEY
BACK GUARANTEE**