

# TOP PRACTICES

## DEDICATED TO YOUR SUCCESS

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## The Top Practices in North America Hit it Big in Las Vegas



In September, an elite group of podiatry practices gathered in Las Vegas, Nevada to attend the Fifth Annual Top Practices Marketing and Management Summit. It was entitled “The Double Digit Growth Summit” because the focus was in showing how scores of podiatry practices across the US are achieving more than 10% growth per year even in this extended down economy.

### There is no recession in Podiatry

Rem Jackson's main goal for the conference was to recalibrate what every podiatrist who attended believed was possible for growth in their practices. Here is what he said at the close of the summit:

“If I had told you that triple digit growth was possible in your practices – that is 100% or more growth in a 12-18 month period, you wouldn't have believed me. It isn't a credible claim to make. But since you have been here, you have seen and heard your colleagues show you how they have done just that. The big question now is, do you think you are capable of it? I know you are, but let's say you 'settle' for just 20% growth over last year, how does that compare to your current results and to the results of the other doctors in your market? Good practice marketing is not an event, it is not something you need to 'fix'; it is a process with people and procedures dedicated to it. The result is significant growth, positive cash flow and significantly less stress for you. Remember, there may well be a recession swirling around us, but there is no recession in podiatry. The same numbers of people are experiencing pain and problems with their lower extremities. The ONLY QUESTION is, can they find you and be helped by you? The answer is yes, with good marketing like you've seen here today.”

The Top Practices Summit is held only once a year, but the Top Practices Mastermind Group is working together every day of the year. Just go to [www.TopPractices.com](http://www.TopPractices.com) to learn more about how you can join.



The Top Practices Summit provided casual, informal peer-to-peer interactions along with a wealth of information. I finally became a member of the Mastermind Group, and I'm just sorry I didn't do it sooner.

**Vincent Travisano, DPM,  
St. Louis, MO**

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## Top Practices

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# Top Practices Marketer of the Year –

This year, four finalists were selected from the Top Practices Mastermind Members who submitted their bid to become the Top Practices Marketer of the Year. They were:

**Dr. Brandt Gibson, American Fork, Utah**

**Jessica Gleason, Marketing Director for Dr. Peter Wishnie, Piscataway, NJ**

**Erica Hough, Marketing Director for Dr. Misty McNeill, Elmhurst, IL**

**Dr. Craig Thomajan, Austin, Texas**

*I loved the Marketer of the Year presentations, they were all so informative. Our practice was able to take ideas that we can implement on Monday morning when we get back.*

**Saera Arain-Saleem, DPM, Elmhurst, IL**

Every finalist presented a tremendous and extremely informative review of how they had achieved double (and even TRIPLE) digit growth in their practices since beginning their marketing plans with Top Practices. In the case of our winner, Dr. Thomajan, he reported that since he first attended the Top Practices Summit (one year ago) and since he joined Top Practices, just 14 months ago, he has achieved a 63% increase and is on track for over 100% growth by the end of the year. This session was one of the most popular sessions at the conference because the attendees were able to see EXACTLY how they accomplished this kind of growth.

Dr. Thomajan won an Apple iPad2 as the first prize winner. Jessica Gleason, the second place winner, won a professional lighting kit for producing in-house videos, and Erica Hough and Dr. Gibson both won one Kodak Play Touch Plus HD Video Cameras. Congratulations to all the winners!



*Rem and Dr. Brandt Gibson*



*Jessica Gleason*



*Erica Hough and Rem*

*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**

*The Summit is the most motivational marketing conference each year. Even after being a part of the Mastermind group for 5 years, I learn something new each year. The Summit always jumpstarts our practice goals and my personal goals.*

**Tina Boucher, DPM, Meriden, CT**

*Rem has taken the great attitude and helping nature of AAPP one step further. It would be hard not to improve my practice if I implement 5% of what I hope to do from the conference.*

**Ryan Anderson, DPM, Bountiful, UT**

# – Dr. Craig Thomajan



Dr. Craig Thomajan and Rem

Just when I think I know the system and format —you changed it up. I came in thinking this was going to be a review, but was pleasantly surprised with all the new ideas. I am excited to tweak the heel pain center concept to work in our practice

**Erica Hough, Elmhurst, IL**

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 was very motivating! This was the best money we have spent in 10 years. This conference has provided us the roadmap we needed to go places we want to go with our practice. I finally feel liberated in that I can get back control of our practice and the direction we want to take it.

**Meeta Pancholi, DPM,  
Hazelton, PA**

What happens in your practice in 2012 is not up to Congress, The President, Medicare, Aetna, or Fate. It is 100% a function of how you market and manage your practice. Is it time for you to opt out of economic turmoil and grow your practice in Double Digits?

## How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren't, you leave. Easy.

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month. So you never miss a meeting regardless of your schedule. In addition, I have a 30 minute private consult with each practice each month focused on your practice only. The Top Practices website is a treasure trove of resources available to you 24 hours a day that will answer every question you have about marketing your practice. Easy.

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish everything you need in developing the tools you'll use to build and grow your practice. We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. Easy. Just go to [www.TopPractices.com](http://www.TopPractices.com) to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at [Nicole@NicoleTully.com](mailto:Nicole@NicoleTully.com).

"I leave with over 30 ideas to take back and implement."

– Hans Blaakman,  
DPM, Gaffney, SC





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THERE IS NO  
RECESSION IN  
PODIATRY



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## Highlights from the Top Practices Double Digit Growth Summit in Las Vegas



The presentations were very motivational. I like how the speakers focused on not only increasing the bottom line but also increasing quality of personal life and balance.

**Tina Rainville, D. Ch.,  
Timmins, ON**

Rem has laid out a roadmap for podiatrists to follow in successfully marketing their practices. From becoming an expert in your community, to dominating the first page of Google, to creating follow-up campaigns that convert leads into patients. The roadmap is there!! All you need to do is plug-in, there is no need to reinvent the wheel.

**Larry Weinstein, Houston, TX**

Attending the Summit is like having a personal trainer, knowing you are in this with others, having the accountability, and being able to follow others through the minefield.

**Scott Schulman, DPM, Indianapolis, IN**

What Happened in Vegas  
is not staying in Vegas!



Dr. Bryan Bullard and Dr. Peter Wishnie

The best part was more ideas. We are a machine at FAANT (Foot and Ankle Associates of North Texas) but there were several ideas that others brought to the meeting that we could implement to make that machine even better.

**Dana Giacalone, DPM, Grapevine, TX**