

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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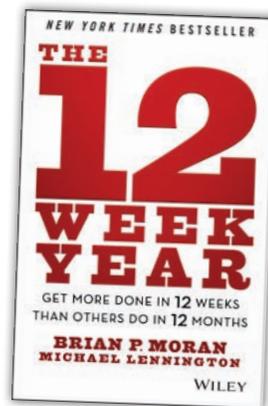
It's Going To Get Worse, Before It Gets Better



This isn't a dire prediction at the end of the year. It's just how things always happen when you try to make changes to improve anything you do. Here is what I mean.

Brian Moran writes in his book, *The Twelve Week Year*, that everyone goes through 5 stages when they try to transform from where they are now (and don't want to be) to where they want to go (their vision of how things could and should be). Here are those Five Stages of Transformation:

1. **Uniformed Optimism:** Everything sounds great - not sure why really, but very excited.
2. **Informed Pessimism:** Reality sets in and while the results haven't manifested, the investment in time, attention, and money certainly have.
3. **The Valley of Despair:** Results still not visible and the costs are quite visible and at this juncture many people just quit and return to an unsatisfactory but familiar status quo and continue to be quite dissatisfied with the general state they are in (this is most people).
4. **Informed Optimism:** Results are now manifesting. Numbers are climbing and profits begin to rise and accelerate. The changes are not only positive, but even fun at times.
5. **Fulfillment and Success:** Transformation is complete. It begins to feel like it's always been like this and new horizons are now contemplated. Balance and success are normal.



My job at Top Practices and my entire team's job is to guide, coach, and support you through all five stages until you've truly achieved the results you want in your practice (and by extension, your life). I won't promise it is easy or quick, but hundreds of doctors and their staff can attest to the fact that it is so worth it.

What will your 2016 be like?

Dedicated to your success,

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what's inside

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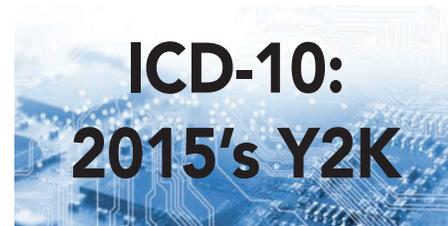
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I Don't Have An Actual Crystal Ball, But I Can Tell You What Is Going To Happen In Your Practice Next Year

2016 is going to be a very different year than 2015 has been. 2015 has been a complex year with a number of big changes occurring, not the least of which was the "Y2K" ICD-10 switchover. Remember Y2K? The Year 2000 computer problem what was going to shut down western civilization -literally? Didn't happen. ICD-10 came in like a lion and went out like a lamb too.



But what about 2016?



If you listen to the chatter about medicine in 2016 you'd think that purchasing stock in Ark Builders would be a good investment strategy. For many doctors that predication will probably be true. For some, it will be the exact opposite. 2016 will be a year of reaping and abundance, and a time for "rediscovering" the joy of having earned the privilege of serving others as a doctor.

What will be the difference?

An idea

Their mindset and nothing more.

If you think that you are going to have work harder, see more patients, and be paid less just to keep up, then that is what 2016 will look like for you.

If you see that other doctors, just like you, are experiencing high patient volume and those patient are the kinds of patients they'd rather see, and they are able to effectively manage that patient flow and get home in time for dinner (with all your charts complete) and rediscover the joy of something elusive called a weekend, then that is what 2016 will look like for you.

But you need to know HOW to accomplish the above. That is what we do at Top Practices. Pure and simple. Through excellent, proven practice marketing strategies, and superb practice management programs, we get you back to loving your practice.

Even great players need a coach

[The Top Practices Mastermind Group is your coach to solving your biggest practice problem:](#) Getting an abundance of the perfect patients for you. And our [Top Practices Practice Management Institute is your staff's coach](#) (with some help for you) for solving your other biggest problem: managing your practice effectively and ending your headaches.

Michael Jordan, one of the greatest players in the game still needed a coach. What makes you any different? Top Practices just works. Don't take our word for it, [read what our members have to say.](#)



I actually can predict your future

I have no supernatural powers. I don't own a Ouija Board or read palms. But I can tell you that what you think 2016 will be like for you will most likely be very accurate. It can be frustrating and difficult or it can be enjoyable and abundant. It is 100% up to you. If you agree with me, then I can help you. My team of [Marketing Directors, writers, artists, and Search Engine Optimization experts can help you.](#) My network of doctors and marketers all of the US, Canada, and Australia can really help you.

In fact, on December 8th at 8PM Eastern in our final mastermind call of the year, we worked with our members on **how to get their charts done before they leave the office on time every day**. If [you join Top Practices now](#) you can still access that presentation and learn how to do it.

For real.

Here's the good news

Here's the good news, 2016 is 100% under your control. How this year plays out and how your practice performs is up to you – not Medicare, or Managed Care, or any other player in the system including the big hospital systems – it is up to you.

My team and I and hundreds of your colleagues will stand shoulder-to-shoulder with you and make it possible that 2016 is your best year in years. All you have to do is [fill out the mastermind application](#) and send it in. We will contact you right away and get you moving in the right direction. You'll be able to access the December 8th session, and you will have access to a sophisticated system that will empower you and your staff to transform your practice.

That's the good news. The only bad news is that I can't help you; we can't help you if you suffer it out by yourself. Then 2016 is going to look a lot like 2015. That might be good enough, but if it isn't, you can [join Top Practices](#).

We have answers and you can easily contact us if you have questions about The Top Practices Mastermind Group or any of our programs. We are even fun to talk to, I promise. You can email us at Answers@TopPractices.com or call us at (717) 725-2679.

My team and I am truly dedicated to your success and have been since 2007 when I started Top Practices.

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Top Practices is proud to announce that Dr. John Guiliana will be the Keynote Speaker at our Top Practices Summit in Las Vegas, Nevada at the Planet Hollywood Hotel and Casino on October 7, 8, and 9, 2016.

Dr. Guiliana's Presentation will inform and inspire you.

Beyond Your Wildest Dreams! – Dr. John Guiliana

Healthcare is changing. So be it. What's not changing are your opportunities to succeed!

The road to the superhighway of success is often not a straight-a-way. It sometimes serpentine and is often unpaved. But with persistence, perseverance, and the "chameleon factor", those roads still lead to that same super highway.

As Managing Partner of Collaborative Practice Solutions, a medical consulting company, many of you know John but very few of you ever heard his journey. From an aspiring athlete with barely the grades to graduate high school, to pharmacist, to successful podiatrist, to business turn-around consultant (whose projects included a meat packing plant in which he needed to befriend people that will amaze you!), John will share not only the story, but the strategies and philosophies that will help you create your path to the super highway...no matter how the roads change.

So healthcare is changing. So be it. Now let's talk about success beyond your wildest dreams!

Mark your calendar now for October 7 8, and 9. More details about the Summit are coming soon!



IT'S GOING TO GET WORSE
BEFORE IT GETS BETTER!



See page one.

Beyond
Your *Wildest*
Dreams!

Turn to page three to find out the identity of the Keynote Speaker for The Top Practices Marketing and Management Summit which will be held in Las Vegas, Nevada on October 7, 8, and 9th 2016 at the Planet Hollywood Hotel and Casino.

