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TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

presents

The 11th Annual Top Practices
Marketing and Management Summit

Transform Your Practice into a PROFIT-PRODUCING MACHINE

September 8–10, 2017 Caesars Palace, Las Vegas NV

SEE CONFERENCE HIGHLIGHTS ON PAGE 2

“Your Success is guaranteed by running a highly-profitable practice. The Top Practices Summit is your blueprint for profits and massive success in an uncertain time.”

– REM JACKSON
CEO AND FOUNDER, TOP PRACTICES

Top Practices is proud to announce a special, extended keynote address from **Captain David Marquet** – expert on leadership and organizational design, former submarine commander, author of Amazon #1 Best Seller **Turn the Ship Around!: A True Story of Turning Followers Into Leaders**

(SEE PAGE 4)



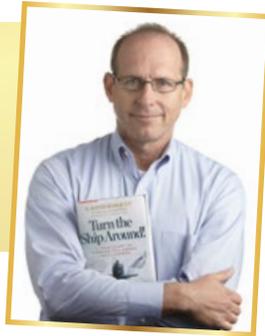
Special Pricing Discounts for AAPP, AAFAS, & AENS Members (see registration form)

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2018 and Beyond?

(SEE INSIDE)

TOP PRACTICES SUMMIT HIGHLIGHTS

- **Keynote address and workshop by Capt. David Marquet author of *Turn the Ship Around! A True Story of Turning Followers Into Leaders*** None of us can be successful or profitable by ourselves. Captain Marquet is a leadership expert, a success expert, and a fantastic speaker. Top Practices is honored to have this celebrated author and former U.S. Navy submarine captain teach his leadership approach.



- **Special Friday evening presentation led by Rem Jackson, CEO of Top Practices: "In the Face of Uncertainty: Profits, Abundance, Fulfillment, and Enjoyment."** It is precisely in times of uncertainty that great opportunity is within the reach of those who understand how business, the people in those businesses, and even money itself actually work.



- **Back by popular demand! Top Practices Roundtable Workshops** in which attendees share the top ideas and strategies that are working for them. There is no need to be frustrated – at the Top Practices Summit you will leave knowing exactly what you need to do to win in private practice...guaranteed! New workshops for doctors, staff, and marketers.

- **Featured Presentation by Dr. Robert Blaine: "The Intersection of Excellent Patient Care and Practicing Profitably."** Founder of Blaine Labs, Dr. Blaine is an entrepreneur and practicing podiatrist who will share his insight into how "better service" is "more profitable service."



- **Also back by popular demand** – Featured presentation by Dave Frees, attorney: "The Secret to My (and Your) Success." Dave Frees is one of the most wildly-popular and sought-after speakers who has graced the Top Practices stage. Dave returns with a program specifically for Top Practices about how he (and you) can accomplish all of your goals.

- **How to outperform everyone else in your market online**
- **"What's next in marketing" that you must know for 2018**
- **How to evaluate, choose, implement, and market cash-based services, centers of excellence while significantly increasing your cash percentage of revenue**
- **How to understand your practice financials for good and not find them confusing**
- **How to make sure your marketing is successful AND profitable**
- **Presentations by Top Podiatry practices competing to be "The Top Practices Marketer of the Year."** (These eye-opening sessions are some of the most popular presentations at the Summit every year.)
- **The very latest marketing strategies for dominating Google in your market**

TOP PRACTICES SUMMIT HIGHLIGHTS (CONT.)

- Every attendee will leave with a complete, extensive plan for growing their practice profits in in the next 12 months...and beyond!
- How to get back your nights and weekends while making more income

● BREAKOUT HALF DAY WORKSHOPS:

LEADING A HIGHLY-PROFITABLE PRACTICE IN AN AGE OF UNCERTAINTY

This one-of-a-kind workshop is designed to provide doctors who own their practices AND their associate doctors with a toolkit for working together and communicating like professionals, while running a highly-profitable and successful practice. It's a business school course on how to be an effective CEO and executive in your practice. *(see Page 14)*



THE ADVANCED, INTERACTIVE TOP PRACTICES MARKETING DIRECTOR MASTERMIND WORKSHOP

A Workshop for Marketing Directors and Anyone in the Practice Engaged in Marketing

This workshop is designed for your practice marketers (full-time or part-time) and everyone in your practice who is interested and/or engaged (or wants to be engaged) in marketing your practice. Our best Top Practices Marketing Directors, Industry Experts, and Top Practices Virtual Marketing Directors all roll up their sleeves for the best marketing workshop we've ever held!

THE TOP PRACTICES PRACTICE MANAGEMENT WORKSHOP FOR ADMINISTRATORS, MANAGERS, BILLERS, AND ALL STAFF MEMBERS

"How to Manage the Practice, Contribute to Success and Profitability, Lead Your Staff, and Leave Your Work At The Office"

If you feel overwhelmed with work... If you feel like you just can't ever get caught up... If you feel like no one understands how truly difficult your job is... **This is THE workshop for you!**

8:00AM – 10:00AM

EXTENDED KEYNOTE PRESENTATION AND WORKSHOP

by Captain David Marquet

"Great Leaders Create Great Profits"



Top Practices proudly announces that Captain David Marquet, author of *Turn the Ship Around!: A True Story of Turning Followers Into Leaders* is delivering a keynote presentation and extended interactive, workshop at the Top Practices Summit

Captain David Marquet joins the Top Practices Summit on Saturday morning to share his philosophy of leadership, and then he will roll up his sleeves and engage attendees in an interactive session. Rem is a fan of Captain Marquet and thrilled to have him lead the morning workshop with the Summit attendees.

David Marquet imagines a workplace where everyone engages and contributes their full intellectual capacity, a place where people are healthier and happier because they have more control over their work – a place where everyone is a leader.

A 1981 U.S. Naval Academy graduate, Captain Marquet served in the U.S. submarine force for 28 years. After being assigned to command the nuclear-powered submarine the USS Santa Fe—then-ranked last in retention and operational standing—he realized the traditional leadership approach of “take control, give orders,” wouldn’t work. He “turned the ship around” by treating the crew as leaders, not followers, and giving control, not taking control. This approach took the Santa Fe from “worst to first,” achieving the highest retention and operational standings in the U.S. Navy.

After Captain Marquet’s departure, the Santa Fe continued to win awards and promoted a disproportionate number of officers and enlisted men to leadership positions, including ten subsequent submarine captains. Stephen R. Covey said it was the most empowering organization he’d ever seen and wrote about Captain Marquet’s leadership practices in his book, *The 8th Habit*.

Captain Marquet is the author of *Turn the Ship Around!: A True Story of Turning Followers Into Leaders*. Fortune magazine named it the “#1 must-read business book of the year,” and USA TODAY listed it as one of the top-12 business books of all-time. He is also the author of *Turn Your Ship Around!: A Workbook for Implementing Intent-Based Leadership in Your Organization*.

Captain Marquet retired from the U.S. Navy in 2009, and now speaks to audiences around the globe who want to create empowering work environments that release the passion, initiative, and intellect of each person. This bold and highly-effective framework is summarized as “give control, create leaders.”

He is a lifetime member of the Council on Foreign Relations and, in 2015, was named to the American Management Association’s “Leaders to Watch” list. And on September 9th, Captain Marquet is the keynote speaker at the Top Practices Summit.

LEADING A HIGHLY-PROFITABLE PRACTICE IN AN AGE OF UNCERTAINTY



*“The Dow is going to hit 20,000.
I don’t know when, but it’s going to happen.”*

—Rem Jackson in 2008

Yes, I did make that prediction in 2008. The Dow had fallen from a high of 14,164 on October 9, 2007 and was on its way to a low of 6,443 on March 6, 2009. Almost all of us remember the shock and had grave doubts about the future. I made that prediction, not because I’m some market expert (I’m not – never ask me for advice in this area ☺), but rather because IT HAD TO. It’s that simple. Apocalyptic predictions are always wrong. And they always will be.

Last year about this time I said this:
“We are through much of the worst of it.”

I called 2015 “The Most Difficult Year” and we are over a year removed from it. Contrary to the deluge of apocalyptic predictions, you are all still in practice. (This is a key point to remember the next time your demise is predicted: **Even though everyone around you is predicting the end of the world, it has never come, has it?**) We have all landed on our feet and are contemplating HOW to navigate the waters we are now sailing in.

Three of My Highlights for the Summit:

1. I loved all of the awesome ideas to improve myself and my practice. It was overwhelming until Rem laid out the blueprints for how to implement it.
2. Being able to mastermind with those podiatrists who have already accomplished your goals.
3. Finding an accountability partner.



*John DePalma, DPM
Medford, NJ*

MACRA/MIPS, the end of Western civilization, Y2K, and asteroids...so far not so bad at all, right?

**“So far, you’ve survived
100% of your worst days.
You’re doing great”**

I don’t know who said that, but it has made the rounds online and it’s fantastic. I first saw it on a beloved and courageous Top Practices member’s Facebook page.

It’s always difficult to step back and see the bigger picture when you are in the middle of challenging and changing times, but that is exactly what winners do. I knew the



Dow would go to 20,000 because it had to. It happened on Jan 25th 2017. It took 9 years. I know you can be very successful and love your practice for this reason:

I've seen it happen for far too many doctors and their practices to question if it can happen –it does happen regularly at Top Practices. Your future is completely up to you.

And THIS is Why—More Than Ever—You Must Attend the Top Practices Summit This Year!

There is still going to be pressure. There are more challenges ahead. But luckily **we can see them**, and the smart ones among us will prepare for them and prosper greatly for it. You can be as successful in your chosen profession as you want to be if:

1. You Market Your Practice Effectively and
2. You Manage Your Practice Efficiently

Competing with the Big Gorillas

Everywhere you turn, you hear that if doctors don't band together in multi-specialty groups, they won't be able to survive. "Everyone is going to be working for the hospital," they say.

More "doom and gloom" from so-called experts! The problem with all of this is – it just isn't true. In Podiatry Management Magazine (November/December 2015 issue), Dr. Jon Hultman writes:

"While we can't predict the future with absolute certainty, I believe that over the long-term, the odds are small that narrow networks can work; this need not be our focus. In contrast, the odds are high that evidence-based medicine, clinical quality, and efficiency will become the norm, and these are what we must be preparing for."

Competing with the "big gorillas" in your market is going to require great management, as stated above, and it is also a necessity that you are able to market your practice very well.

This is the Top Practices Marketing System Secret Weapon

If your reception room is filled EVERY DAY with exactly the kind of patients you want to see, you can build your practice to be so profitable that you just won't care what the government or insurance companies or hospitals do.

There is no guesswork about what you can do to build a strong, profitable practice. We know the system. You will learn it at the Summit. If you are an Advanced Top Practices Member and Marketer – This is the year you must be



at the conference because we will be showing you the top ideas working in Top Practice members' offices around the globe.

If you are a total beginner and are wondering if something like this could work in your practice despite the problems you are facing, then this meeting is for you. We start at the beginning and leave no one behind.

Our Top Practices are growing 10%, 20%, 30%, and more. We don't promise that it is simple. We never say it's a "no-brainer." But we do promise that if you work the plan with us, you will achieve the results you desire.

Our goal is that you are Number One in your market. It takes time and commitment, but we can tell you it is so worth it.

You've got a choice

You can spend all of your time upset that the whole thing is so unfair and truly, tragically flawed, or you can spend **all of that energy** doing what it takes to be successful in this new reality.

That choice is yours.

There is no other vehicle for investment available to you that compares to your practice. The returns your practice should and will bring to you and your family are significantly greater than any other way to build equity and retirement income **IF you are managing your practice efficiently and marketing it effectively.** The Top Practices Summit is your opportunity to do exactly that. Please come to Las Vegas on September 8, 9, and 10. Join me, Captain David Marquet, our team of experts, and several hundred of your colleagues who are already succeeding and find your own plan for profits, reduced stress, and more fun. (Remember fun?)

Dedicated to your success,

*Rem Jackson
and the Top Practices Team*

PS. See Page 18 for our 100% money back guarantee. This is the only conference you will ever attend that will refund 100% of your registration fee if we don't meet your expectations. Register now!

*The Summit was outstanding –
a perfect blend of marketing, practice
management, and critical advice for running
and managing your business.*

Looking forward to next year!

*Stephanie Carollo, DPM
Shelby Township, MI*

Use Your Summer in a
New and Innovative Way!



SPECIAL BONUS FOR ATTENDEES TO THE TOP PRACTICES SUMMIT IN LAS VEGAS THIS SEPTEMBER

Pre-Summit Workshops:

Everyone should take advantage of their summer months and enjoy themselves, but smart practice owners and their staffs will also be working ON THEIR BUSINESS, not just IN THEIR BUSINESS this summer!

Beginning in June, all registered Summit attendees will be enrolled in a **Master's Level Class** designed to get you ready (TRULY READY) to become the successful (or even "more successful") business owner you need to be.

This summer series will:

- Coach and guide you to get your goals written and organized for 2018 and beyond
- Show you how to get insight into your practice through better understanding its numbers
- Assess and be prepared to fix your practice marketing so it fills your reception rooms with patients you want
- Get you ready for the interactive "round-table" sessions, now a hallmark of the Top Practices Summit



Round-table sessions are a highly-valued part of the Summit. Attendees will be carefully seated with others like themselves:

- Doctors of multiple doctor practices together
- Doctors of solo doctor practices together
- Practice administrators placed with practice administrators
- Billers seated with billers
- Staff members with staff members
- Marketing directors with marketing directors

This year attendees will come prepared to share the best (most effective) idea or strategy they've used to build and manage their practices. You will learn dozens of outstanding pearls and ideas that will help you solve many of the challenges you are facing. The answers you need are at the Top Practices Summit in Las Vegas

Transform Your Practice into a PROFIT-PRODUCING MACHINE

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 8TH

6:00 PM – 7:30 PM

In the Face of Uncertainty:
Profits, Abundance, Fulfillment, and Enjoyment

OPENING
FEATURED
SESSION



The Top Practices Summit opens with an information-packed, high-energy session led by Rem Jackson, CEO of Top Practices. There continues to be great uncertainty and anxiety in our country, and in healthcare specifically. It is precisely in times of uncertainty that great opportunity is within the reach of those who understand how business, the people in those businesses, **and even money itself** actually work.

Your cash flow is the oxygen that allows your practice to live and breathe. Without air, humans can't live more than a few minutes. Without cash, businesses are deeply-restrained and they suffer for it. Profits, and the cash they infuse into your business, are essential. In this opening session, Rem is joined by a team of experts and they will clearly show you how your practice can **operate profitably and abundantly**.

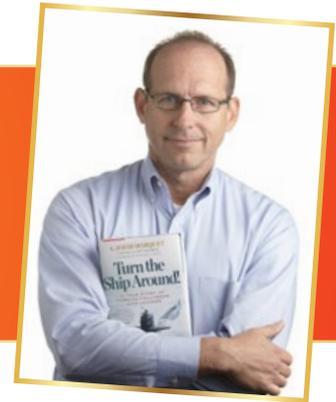
It doesn't matter how tough your marketing is or difficult your challenges are, there is a specific and proven plan you can use to be happier and more profitable than you have ever been before. Come see how good the practice of medicine can truly be.

This session will have multiple actionable ideas that can be implemented on Monday that will produce profits. But even more importantly, it will lay the groundwork for the sessions to follow and it will prepare you for the best outcomes you can have at the Summit. **Please make sure your plane arrives in time to easily attend this opening session.** And then, afterward, prepare to hit the Las Vegas Strip for a great time (and **PLEASE**, an earlier bedtime!). Truly big things follow on Saturday morning!

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**

Marketing a medical practice online is rapidly changing (in fact, that change is accelerating). This is a very good thing. The changes just make the internet (and our searches) better than ever. But you have to know how to change and adapt.

No meeting in medicine has more informed-marketers than the Top Practices Summit. In this session, handpicked experts and in-the-trenches marketers will give you a smart and rapid-fire briefing on what you need to be prepared for in 2018, and how to insure your marketing is ready.



THE TOP PRACTICES SUMMIT CONTINUES ON SATURDAY



TOP PRACTICES
Marketer
of the
Year

11:00 AM – 12:00 PM

Marketer of the Year Presentations

The **MOST POPULAR** session every year is the “Marketer of the Year” presentations. Learn how practices like yours blew the doors off their marketing from start to finish and achieved their goals. Then just follow in their footsteps and hit your own ball right out of the park. Three practices will compete for the coveted title of “Top Practices Marketer of the Year.” Every year EVERYONE is blown away by the outstanding presentations and leaves with pages filled with some of the best ideas they’ve ever heard. Attendees will vote and decide the winner for 2017.

12:00 PM – 1:30 PM

Lunch and Networking Break

The best parts of the Summit were the positive energy of Rem Jackson, the availability of guest speakers to help (they are not afraid of sharing their secrets), and no hard sale techniques.

*Joseph LaCava, DPM
 Hot Springs, AZ*

1:30 PM – 2:15 PM
Featured Presentation
by Dave Frees
**“The Secret to My
 (and Your) Success”**



Dave Frees has presented to the Summit attendees twice in the past and has shattered the numbers for positive evaluations. Dave is a true professional, entrepreneur, product developer, world-traveler, and full-time probate, trusts, and estate planning attorney practicing in southeastern Pennsylvania. He is well-known to Top Practices members because of his contributions to the Top Practices Mindset program with Rem. In this session, Dave will share with attendees how he has accomplished so much personally and professionally. Be prepared for a checklist of ideas you will be implementing to help your practice grow while your profits soar.



THE TOP PRACTICES SUMMIT CONTINUES ON SATURDAY



2:15 PM – 3:00 PM

Top Practices Roundtable I

Now seated at tables based on job descriptions, attendees will work together to share the very best ideas, problem solve, and learn from each other.

This is an incredibly popular component of the Top Practices Summit. This will be only the first of multiple opportunities for attendees to mastermind at

the summit and share their best work. This unprecedented opportunity happens only once a year – don't miss it!

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

Adding cash-based services and niche, specific centers of excellence to your practice, and then marketing them well, is a key to profitability and more freedom and autonomy in your practice. As we continue to operate in a changing environment, the percentage of your practice that is cash-based is essential for you to be less dependent on anyone but yourself, your great marketing, and your A-team staff. **Find out the steps to make sure this happens in your practice.**



I really enjoyed meeting new people from all over; the new contacts are amazing. I learned so much about marketing and can't wait to go back home to start working on bringing new opportunities to our office through new patients, referrals, etc.

Ronda Jennings

4:15 PM – 5:00 PM

Featured Presentationby *Tom Foster* (CEO Foster Web Marketing)**“How To Outperform Everyone Else in Your Market Online”**

The practice that will outperform and outcompete everyone else will be the winner online in their market. It's not your uncle's website any longer. It's not "Hey, look at me! I'm on Facebook!" anymore. **It's having your entire online marketing brand working for you every day of the year that will insure a reception room filled with the patients you want to see.** Let one of the most accomplished online marketers in America show you how.

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”

Want your nights and weekends back? Want to enjoy your chosen profession again? Want to be convinced it's even possible? Find out EXACTLY how it is all done.

5:30 PM - 6:15 PM

The Top Practices Networking Party

Join Rem, and all the presenters, for a networking party and chance to wind down and connect before dinner and a fabulous evening in fun and exciting Las Vegas!



As usual, the content of the Summit was extraordinary, but the break Saturday night to absorb and collect our thoughts as well as mastermind time with others was very beneficial!

Robert Parker, DPM
Houston, TX

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

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

8:30 AM – 12:00 PM

“Leading a Highly-Profitable Practice in an Age of Uncertainty” *A Workshop for Doctors*

This **one-of-a-kind workshop** is designed to provide doctors who own their practices AND their associate doctors with a toolkit for working together and communicating like professionals, while running a **highly-profitable and successful practice**. It’s a business school course on how to be an effective CEO and executive in your practice.

Professionals gather information, make decisions, and turn their people loose to execute plans and implement their decisions. They do not focus on the minutia, they lead the strategy and when they do it well, they are abundantly rewarded.

This workshop will cover:

- How to read, understand, and use your financials to make better decisions (just like the pros do)
- How to communicate to patients effectively and increase acceptance of your treatment plans and services
- How to use the “leader/leader approach” to unleash your staff and stop doing the work yourself
- How to organize and train your staff to do significantly more work in less time and free you up so you can enjoy your nights and weekends more.
- How to decide what to invest in and what to reject for your practice
- How to know your marketing is getting done and working without doing it yourself
- How data will ultimately drive the future of healthcare and what data you NEED to collect
- How you and your staff can work together to get (and stay) ahead of what is coming so you can win

Attendees will be carefully seated at roundtables with other professionals like themselves and have time for discussion:

- Doctors in solo doctor practices together
- Owner doctors in multiple doctor practices together
- Associate doctors in multiple doctor practices together



8:30 AM – 12:00 PM

The Advanced, Interactive Top Practices Marketing Director Mastermind Workshop

A Workshop for Marketing Directors and Anyone in the Practice Engaged in Marketing

This workshop is designed for your practice marketers (full-time or part-time) and everyone in your practice who is interested and/or engaged (or wants to be engaged) in marketing your practice. Our best Top Practices Marketing Directors, Industry Experts, and Top Practices Virtual Marketing Directors all roll up their sleeves for the best marketing workshop we've ever held.

- Learn what appropriate practice marketing budgets look like and how to create them
- Learn how to read (and use) your key practice numbers to improve your marketing
- Discover how to launch and monitor high-quality online advertising like Google AdWords or Facebook Ads
- Learn how to "sell your ideas"
- Find out the best shoe-leather marketing tips and tactics (plus the top "leave behinds") and how to open doors to referrals
- How to know what are the most important things you need to be doing with your internet marketing
- How to expand and improve your referrals from your referring sources, and how to track them
- How to manage your practice's database with ease
- How to get the rest of your staff on board and supporting your efforts
- Answers to all of your questions and much, much more.

Being able to collaborate with all the marketing directors in a masterminding setting was my favorite part of Summit.

Jessica Taveras, Piscataway, NJ

8:30 AM – 12:00 PM

Practice Management Workshop

A Workshop for Administrators, Managers, Billers, Staff Members

*“How to Manage the Practice, Contribute to Success and Profitability,
Lead Your Staff, and Leave Your Work at the Office”*

If you feel overwhelmed with work... If you feel like you just can't ever get caught up... If you feel like no one understands how truly difficult your job is...

This is THE workshop for you!

In this workshop, led by Tina Del Buono (and other excellent practice managers and administrators), you will tackle the big problems:

- How to help (and manage) your doctors
- How to get your staff aligned and performing at maximum levels
- How end the drama and underperforming from some team members
- How to solve your billing woes
- How to help you doctors get their nights and weekends back (and thank you for it)
- How to reduce errors and mistakes
- How to end the scourge of emails and take back your schedule
- How to know if your team has the right people on it
- Receive tools that help you accomplish your goals...
- And much, much more!

In this session, managers will be at roundtables with managers, billers will be seated with billers, staff members with other staff members, and there will be time for discussion and problem solving. This is your chance to learn exactly what you need to know to fix your practice management headaches.

*Summit had a really warm and positive atmosphere.
There was a wealth of ideas flooding the place.
It made me happy to be in the occupation I am in.*

*Darren Silvester, DPM
Pleasanton, TX*

THE TOP PRACTICES SUMMIT CONTINUES ON SUNDAY

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”



Dr. Robert Blaine is a practicing podiatrist, entrepreneur, and the founder and CEO of Blaine Labs. Through Blaine Labs, Dr. Blaine is a partner in profitability and growth with hundreds of practices in North America, and he has keen insight into “the business” of owning a medical practice. In this featured session, he will share his ideas, strategies, and advice on making your practice as successful as possible. Dr. Blaine’s products are sold in thousands of pharmacies, Wal-Marts, and retail outlets across the world.

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

Attendees mastermind with each other (at specific tables) and share their best strategies, plans, and their contact information so they can continue to collaborate long after the conference ends.

A BUSINESS ABSOLUTELY
DEVOTED TO SERVICE
WILL HAVE ONLY ONE WORRY
ABOUT PROFITS. THEY WILL BE
EMBARRASSINGLY LARGE.

Henry Ford

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

The Summit concludes with a final presentation on insuring your ability to generate profits is ongoing and sustainable. The true keys to profitability are consistency and the systems that make it happen.

“
 I Guarantee It.
 ”

- Rem Jackson

Here is my personal guarantee for the Top Practices Marketing and Management Summit

IF AT ANY TIME, DURING THE SUMMIT ON SEPTEMBER 8, 9, OR 10 YOU FEEL THAT YOU CAME TO THE WRONG PLACE OR WE ARE NOT ADDRESSING THE ISSUES WE SAID WE WOULD IN THIS LETTER, YOU MAY TURN IN YOUR MATERIALS AND RECEIVE A FULL REFUND OF YOUR SEMINAR REGISTRATION FEE –
 NO QUESTIONS ASKED
 – NO SMALL PRINT*

*Still no small print.

YOUR TOP PRACTICES SUMMIT TEAM OF EXPERT PRESENTERS (PARTIAL LIST)



Rem Jackson (CEO Top Practices)

Rem co-founded Top Practices on January 1st, 2007 with Diane Jackson just in time for the biggest recession since the Great Depression. He opted out of the recession and Top Practices has grown in triple-digits every year since.

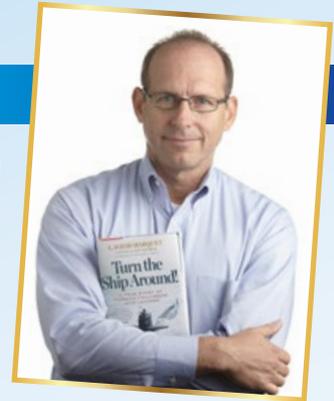
Rem has transformed the lives of hundreds of doctors across the US, Canada, and Australia with his Top Practices Systems for Marketing and Management. These same doctors have built strong and sustainable practices that are well-prepared for the challenges that are coming in the next few years.

In 2010, Top Practices introduced the revolutionary Top Practices Virtual Marketing Director Services Program led by Lori Hibma. Top Practices is now a complete marketing company that is 100% focused on medical practice marketing.

In 2015, along with Dr. Peter Wishnie and Tina Del Buono, Rem and Top Practices launched the Top Practices Virtual Practice Management Institute, which guides and coaches medical practice staffs to use the Top Practices systems to manage their practices effectively and end the stress they are experiencing.

The future isn't going to change, the only thing that can change is how prepared you are for it. Top Practices' mission is to prepare its members for rapid and accelerating success in all facets of their professional and personal lives. Get your nights and weekend back while significantly increasing your profits!

Captain David Marquet



Captain Marquet is the author of *Turn the Ship Around!: A True Story of Turning Followers Into Leaders*. Fortune magazine named it the “#1 must-read business book of the year,” and USA TODAY listed it as one of the top-12 business books of all-time. He is also the author of ***Turn Your Ship Around!: A Workbook for Implementing Intent-Based Leadership in Your Organization***.

Captain Marquet retired from the Navy in 2009, and now speaks to audiences around the globe who want to create empowering work environments that release the passion, initiative, and intellect of each person. This bold and highly-effective framework is summarized as “give control, create leaders.”

He is a lifetime member of the Council on Foreign Relations and, in 2015, was named to the American Management Association’s “Leaders to Watch” list. And on September 9th, Captain Marquet is the keynote speaker at the Top Practices Summit.



Dr. Robert Blaine

Dr. Robert Blaine is a practicing podiatrist, entrepreneur, and the founder and CEO of Blaine Labs. Through Blaine Labs, Dr. Blaine is a partner in profitability and growth with hundreds of practices in North America and has keen insight into “the business” of owning a medical practice. His products are sold in thousands of pharmacies, Wal-Marts, and retail outlets across the world.

For Dr. Blaine It started with one patient.

In August of 1995, Dr. Blaine’s father passed away due to complications stemming from fungal toenail infection, poor circulation, and diabetes mellitus. Realizing a need for a more effective treatment, Dr. Blaine created Tineacide Antifungal Cream. Inspired by the personal plight of his patients, Dr. Blaine continued developing products to address poorly-treated pathologies. Today, Blaine Labs proudly manufactures over thirty FDA-cleared products, which reach patients globally.

On a three-building campus in beautiful Southern California, Blaine Labs supports state-of-the-art facilities to foster chemistry research, manufacturing capabilities, and physician-direct sales and shipping.

**PROFIT IS THE
IGNITION SYSTEM
OF OUR ECONOMIC ENGINE.**

Charles Sawyer
US Secretary of Commerce

Dave Frees

David is an author, attorney, internationally known speaker and seminar presenter. By the time he was twenty-three, David had visited all fifty states, lived in and studied in four countries and started two businesses, and he has yet to slow down! He is chairman of Success Technologies Inc. and Red Wire Press, and a partner in the law firm of Unruh Turner Burke & Frees where he represents numerous entrepreneurs, executives and corporate clients including banks, developers, and corporations. David has appeared on National Public Radio (NPR) and various radio programs and co-hosted "Abundant Living," a weekly radio interview program dealing with wealth, goal setting and achievement. He is also the author of the communications book, "The Language of Parenting" and a weekly newspaper column. David has served as a member of the board of directors, an officer, or advisor to many corporations and charitable organizations including the American Cancer Society, the Valley Forge Historical Society, Sentry Technologies, Inc., Success Technologies Inc. and First Financial Bank.



Dr. Peter Wishnie

Founding Director of Family Foot and Ankle Specialists in Piscataway NJ, Author, Speaker, Mentor, Practice Management Consultant, and Coach and Physician Guide: Top Practices Virtual Practice Management Institute

Dr. Wishnie is in the trenches every day with you and other practicing doctors who are also small business owners, and he deals with the same problems that you do.

Dr. Wishnie has studied practice management carefully for the 20+ years he has been in practice. The difference between Dr. Wishnie and most doctors is that he has implemented and perfected his practice management to the highest possible levels.

"Dr. Peter Wishnie has one of the most well-managed practices I have ever seen." – Rem Jackson, CEO of Top Practices

In 2010, Dr. Wishnie wrote the very successful The Ultimate Practice Management Survival Guide. This guide is a part of the core of the Top Practices Virtual Practice Management Institute.

Dr. Wishnie is now mentoring, coaching, and guiding his fellow doctors to support their staff as they learn how to manage a medical practice effectively through membership in the Top Practices Virtual Practice Management Institute.

As Dr. Wishnie says "One of the best things a doctor can do to empower his or her staff is to stay out of their way, give them the tools they need to succeed, and then monitor their progress carefully. We must understand our practice numbers and know how to evaluate our team. I'm honored to be working with Top Practices to enable my fellow doctors to be successful in the complex, and often broken, medical system that is the reality of medicine today."



Tina Del Buono

PMAC Practice Management Coach and Director of the Top Practices Virtual Practice Management Institute

Tina has been a practice manager for 20 years. She has lectured nationally on Virtual Practical Practice Management for the past 16 years and specializes in complete practice efficiencies, teambuilding, staffing issues, physician/staff communications, manager mentoring, A/R, collection forensics, and practice building protocols.

Tina has written over 400 articles on practice management and understands that what you envision your practice to be, and getting it there, can be challenging.

She is a past President and past Scientific Chair of the ASPMA. She currently lectures with the AAPPM and is the Scientific Chair for the Western Foot and Ankle Conference assistant programs. Tina is also the Director of the Top Practices Virtual Practice Management Institute and, in that role, mentors practice managers as they transform their practices into truly efficient Top Practices.

Lori Hibma

Director of both the Top Practices Virtual Marketing Director Service and the Marketing Database Management Service



Lori developed and manages the Top Practice Virtual Marketing Director Team and Program and the Top Practices Marketing Database Management Service. She leads monthly Top Practices Marketing Directors' Exchange calls in which Marketing Directors from the Top Practices membership and our Virtual Marketing Directors teach Marketing Directors everything they need to meet and exceed their goals for marketing their practice. Rem has said that if he ever got hit by a bus, it is Lori that could most easily step into his shoes. He considers it an honor to have her as a presenter at the Summit.

*The Top Practices Summit gives you
the resources to lead your practice.*

*You learn to be a coach of your
team at home and at work.*

*Rick Martin, DPM
York, PA*

Tom Foster



Tom Foster is the most-accomplished Internet/Web/Social Media expert for medical and legal practices in the country. He is responsible for the practices in Rem Jackson's Top Practices Mastermind Group being able to dominate their local markets online because he is Rem's personal internet marketing coach. Together, they have transformed the entire landscape of marketing online in the medical market.

Tom has been a lead presenter for every Top Practices Summit since 2007. Tom rarely speaks at events, but Tom's personal relationship with Rem, along with his work with the top medical marketers in the country, make it possible for attendees at the conference to hear him in person. Attending his sessions alone will put you 18 months ahead of everyone else in your market.



The Top Medical Marketers and Managers in the Country

Top Practices Mastermind Group marketers are the most accomplished, effective, and knowledgeable podiatric marketers in the country. Doctors... Marketing directors... Managers... Literally dozens of the top practices in the country will be rolling up their

sleeves and sharing the most sophisticated sessions possible throughout the Summit. You will be hearing directly from best marketing directors, managers, and doctors in the US, Canada, and Australia.

I loved how everyone was so positive. This is the first conference that I have been to that I have felt the positivity with so much impact. It made me feel like I can improve, and now I have the tools to do so.

Micha Truong

“BUT REM, IT'S DIFFERENT FOR ME.”

If you are thinking that your circumstances are different than others, and so special that what we do couldn't work in your area or in your practice, **think again**. Every practice needs patients, and all patients are people with problems. We know how to find them and bring them to your door. We do this in Australia, Canada, and all across the U.S..

One of the biggest barriers we have to succeeding in our professions is time. It moves by so quickly and, in spite of our best intentions, we don't get many positive changes implemented and we continue to drift where we are. We do this because we aren't in a crisis situation. We didn't have the "heart attack" moment. But we are just as stuck and just as in trouble as we would be if we were having a heart attack. Over time, we continue to slip further and further behind. This Summit is designed to break that pattern and **GIVE YOU EVERYTHING YOU NEED TO ENSURE YOUR FUTURE SUCCESS**.

Most of us can reduce our goals to this simple goal: "The emotional and financial stability and security of our 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 medical practices that may be viewed as the Second Golden Age. Do you have the plan you need to succeed in the next three, five, or ten years? Do you have YOUR Plan?

It's not just words.

BRING YOUR STAFF WITH YOU!

Bring your staff and make the next year much easier. You can't do this all by yourself – you need your team to work with you to do this. **Those doctors that bring their key staff members with them to the summit always experience the most gain after, because their staff already understands the plan, has bought into the plan, and knows their part in making the plan a reality.**

It is virtually impossible to bring back the attitude, knowledge, and motivation that are gained at the Summit and transfer it to your staff. When your key people experience a conference filled with high-performing peers—and, at the Top Practices Summit, you will be side-by-side with many of the top-performing practices in all of podiatry—they are able to return to your practice and move forward quickly. Seriously consider bringing your key staff members to get the most out of this experience and to implement your plan for double-digit growth.



WHAT IS A TOP PRACTICE?

Every practice owner has their own personal definition of what a Top Practice is, but here is what is at the core of every definition of a Top Practice: "A professional practice that is managed and marketed using systems that serve the owners, instead of the owners feeling like they are serving the practice." A Top Practice allows a doctor to practice medicine at the highest level because he or she isn't distracted by the constant needs of running the business. A Top Practice performs at such high levels automatically that the owner is able to focus his or her attention on their personal lives and achieve a significant and dramatic increase in their own happiness. A Top Practice enables its owners to live his or her life according to their terms and theirs alone – no matter what.

Doctors from all over the continent have had their breakthrough years in 2016.

The reason is really rather simple. They were ready. And they decided to do something about it.

THE OFFICIAL TOP PRACTICES WARNING

This Summit will be a "whine-free" zone.
 Do not come if you're not ready to attack
 your practice and transform it once and for all.
 There is only room for serious, positive people
 at this event!

At the Top Practices Marketing and
 Management Summit, you'll get connected
 with winners who are thinking very big and
 you'll recalibrate your own thinking. You'll be
 amazed at how quickly you can change your
 current circumstances.



IS THIS THE RIGHT SEMINAR FOR YOU AND YOUR PRACTICE?

The best way to answer this is to ask yourself if you are truly serious about making a positive change at your practice. Not many of us actually are. We say we are, but when the opportunity comes to really change, we just postpone it until later.

- If you are tired of being frustrated with your current efforts to grow and strengthen your practice...
- If you've tried a lot of things, yet nothing seems to really work...
- If you want all the information you need to implement a marketing plan that makes sense and generates a clear and quantifiable return on your investment...
- If you want to instill a culture of growth and high quality "customer service" in your office staff...
- If you want to develop a professional plan that will enable you to clearly identify your goals and then focus your full attention on achieving them...
- If you are on the way to implementing some of the above, but want to meet with a group of winners and take the time to prepare you and your staff for a BREAKTHROUGH YEAR in 2018...



THEN THIS IS A MEETING YOU SHOULD NOT MISS!

WHAT THIS SUMMIT IS NOT:

This summit will **NOT BE THEORETICAL**. No one will tell you what you "should" do to be successful at this seminar. This seminar will not skim the surface of some "nice ideas" someone just read about. At this seminar, **WE WILL WORK** to create your 2017/2018 plan for **A BREAKTHROUGH YEAR**. At this seminar, **WE WILL WORK** and you will create a specific and detailed plan to grow your practice, develop your staff, and manage your business. At this seminar, **YOU WILL KNOW** how to put the systems into place so you can accomplish your goals and objectives.





THE BOTTOM LINE

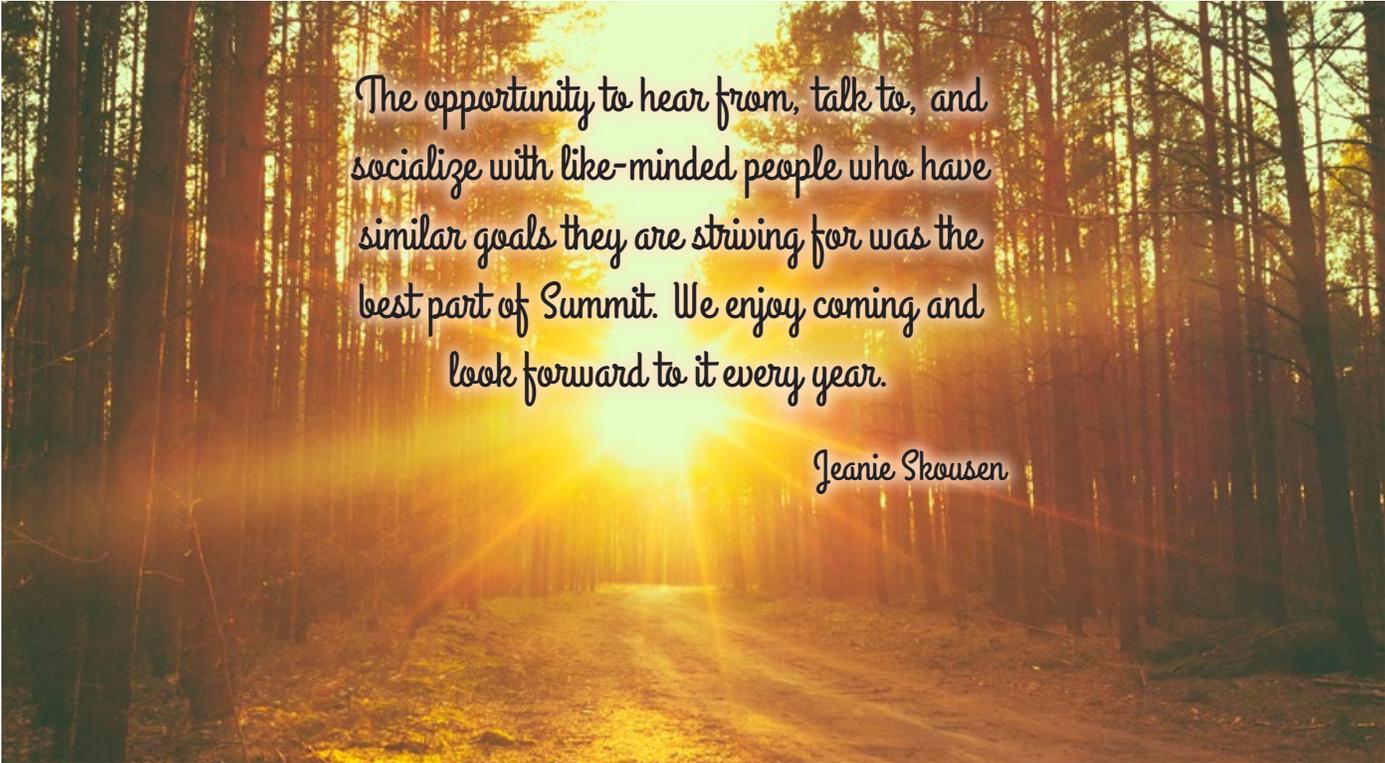
YOUR PRACTICE IS YOUR LARGEST AND MOST LUCRATIVE INVESTMENT.

It is the vehicle through which you achieve all of your goals – professional and personal. **It is time to slow down so that you can speed up.** It is time to focus on the marketing and management systems you need to put into place to make 2017 and 2018 YOUR BEST YEARS EVER – the most rewarding and profitable year of growth that your practice has ever had. It can be done.

Dozens of doctors JUST LIKE YOU are doing it right now, and you can too!

Your income tends to be the average income of the five people you hang-out with the most.

Surround yourself with winners who are as focused and committed to building the practice they want, not just accepting the patients that walk in the door.



The opportunity to hear from, talk to, and socialize with like-minded people who have similar goals they are striving for was the best part of Summit. We enjoy coming and look forward to it every year.

Jeanie Skousen



REGISTER EARLY AND SAVE!

Register before May 8th and get the **VERY** best rate!

Yes, I'm ready to attend the 2017 Top Practices Marketing and Management Summit in Las Vegas, Nevada. My Summit registration includes admission to all sessions, course workbook, and breakfast on Saturday and Sunday.

REGISTER ONLINE or FAX THIS PAGE TO 717-625-0552 to Reserve Your Seats

Practice/Company Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Attendees (name as you want it to appear on your badge)

Name: _____ Title: _____ Email (required) _____

(Enter additional names on separate sheet of paper)

PAYMENT METHOD: Use card on file Credit card info: MC Visa AmEx

Card no.: _____ Exp. Date: _____

Name on card: _____

Billing Address (if different than above): _____



Special pricing discounts for AAPP, AENS & AENS Members

First Attendee from the Practice:	✓
Top Practices Mastermind Members EARLY BIRD SAVINGS — \$695	
Top Practices Mastermind Members After May 8th — \$895	
AAPP/AENS/AAFAS Members EARLY BIRD SAVINGS — \$795	
AAPP & AENS Members After May 8th — \$995	
General Registration EARLY BIRD SAVINGS — \$895	
General Registration After May 8th — \$1095	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member — \$275	
AAPP/AENS/AAFAS Members — \$325	
General Registration — \$345	
Total	

My registration is fully refundable until August 7, 2017, and if my plans change after that, I will receive full credit towards the next meeting. Cancellations received after September 1, 2017 are not subject to future credit.



THE TOP PRACTICES SUMMIT RETURNS TO LAS VEGAS, NEVADA AND THE INCREDIBLE CAESARS PALACE HOTEL AND CASINO

The Heart of the Las Vegas Strip

Caesars Palace is quite simply the very best of Las Vegas. The Summit has arranged special rates for Top Practices Summit attendees so they can stay at the best hotel in Las Vegas and catch world-class shows (Jerry Seinfeld will be performing at Caesars on September 8th and 9th). Book your tickets early! With virtually-endless restaurants, casino action, and entertainment, you will be staying at THE place to be in Las Vegas.

Hotel Reservations

Room Reservations may be made directly online [right here](#) or by calling 866-227-5944 (\$15 service charge will be applied to phone reservations). Callers may use group code SCTOP7 to identify the group. Ask for the special Top Practices Summit 2017 low group rate of \$199/night. Reservations must be made by August 7, 2017 to receive this special rate. **Rooms are limited so book early. Last year we sold out!** Yes, really, book your room right away.

Airport Information: The nearest airport is Las Vegas McCarran International Airport. Caesars Palace Las Vegas Hotel and Casino is located at 3570 S. Las Vegas Blvd., Las Vegas, Nevada – right in the heart of the famous Las Vegas Strip.

Accommodations and amenities include:

- Complimentary High-speed Internet access in guest rooms for up to 2 devices
- Two guest admissions per day to the Fitness Center
- Luxury bedding and robes
- Guest access to the Garden of the Gods Pool Oasis and Venus European Pool Lounge
- Opportunity to book tee times at one of Caesars top-rated golf courses, Rio Secco and Cascata Golf.





TO MY TOP PRACTICES MEMBERS

There is simply nothing more important to your success than being together with other highly-successful doctors (and their teams) who are growing their practices in double-digits. We only do this once a year, so please does not miss this opportunity to get face-to-face with all the experts and doctors you are learning from on the Top Practices Mastermind Group calls and webinars.

TO THE DOCTORS WHO ARE NOT IN TOP PRACTICES

There is no better time than right now to plug into the ideas, people, and strategies that can solve most of the challenges you are facing. Building your practice and managing it successfully is not an easy thing to do, but when you get it right – EVERYTHING else is easier – EVERYTHING. Join us at this meeting and I guarantee you will not be disappointed.

Dedicated to your Success,

Rem Jackson

IN THE END, ALL BUSINESS OPERATIONS
CAN BE REDUCED TO THREE WORDS:
PEOPLE, PRODUCT, AND PROFITS."

Lee Iacocca