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TOP PRACTICES
ACHIEVING PROFESSIONAL GROWTH

PRESENTS

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

**EARN WHAT
YOU DESERVE**
AND GET YOUR
NIGHTS AND WEEKENDS BACK

SEPTEMBER 14-16, 2018

Renaissance Arlington Capital View Hotel, Arlington, VA

SEE CONFERENCE HIGHLIGHTS ON PAGE 2



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

"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

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2019 and beyond?
(SEE INSIDE)

TOP PRACTICES SUMMIT HIGHLIGHTS

● **KEYNOTE ADDRESS** by Top Practices CEO and Founder Rem Jackson

In this Keynote Address, Rem Jackson, CEO and Founder of Top Practices will share not only his personal story for the first time ever, but the key insights he has gained over the past 12 years from hundreds of doctors that you can use in your own practice to survive your challenges, build a strong and sustainable practice you can eventually sell, and live the life you want to live starting now.



- **SPECIAL FRIDAY EVENING PRESENTATION: "The Future of Private Practice is Bright."** The doctors of Top Practices have "Cracked the Code" and are experiencing double and triple digit growth in a year in new patients, revenues, and their personal income. If they can do it, so can you, and this year the Summit will be opened by THE BEST OF THE BEST. Doctors, just like you, that can show you what they have accomplished and give you a key tactic they have used to make it happen.

**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.

- **Extended Workshops on Marketing Your Practice in 2019 and Beyond.** Online marketing is changing rapidly and it can be difficult to keep up with those changes. Not only will this year's Summit be focused on ensuring you know what you should be doing online, it will reveal what is coming next, and give you a briefing on where our marketing efforts and dollars should be spent in 2019 and beyond.

- **How to Integrate and Market Cash-Based Services into Your Practice, and Significantly Increase Your Cash Percentage.**
- **ALSO, BACK BY POPULAR DEMAND! The Top Practices Networking Party.** Yep, there is going to be a party and you're invited!
- **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.)
- **Every attendee will leave with a complete, extensive plan for growing their practice profits in the next 12 months...and beyond!**
- **How to get back your nights and weekends while making more income.**

TOP PRACTICES SUMMIT HIGHLIGHTS

(CONT.)

● BREAKOUT HALF DAY WORKSHOPS:

GETTING TIGHT CONTROL OF YOUR ENTIRE PRACTICE: THE TOP PRACTICES WORKSHOP FOR DOCTORS

- **Knowing Your Practice Numbers Is the Key to Control, Organization, AND Growth**
- **Getting Your Patients to Say Yes: Treatment Plan Acceptance and Communicating**
- **Getting Tight Control of Your Entire Practice: A Special Presentation led by Dr. John Guiliana**

(see Page 13)

THE ADVANCED, MARKETING WORKSHOP

- **How to Build Your Perfect Marketing Plan**
- **Assembling Your Digital Marketing Plan**

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

- **How to Communicate with Each Other and Your Doctors and Be Heard**
- **Transforming Your Staff into a High Performing Team**
- **The Top Practices Management System Revealed**

Enjoy the journey everyday
Enjoy the rainy days, the
snowy days, the
gorgeous days. Look at the
sunset and revel
in its beauty and be
thankful you can see it.

REM JACKSON

EARN WHAT YOU DESERVE AND GET YOUR NIGHTS AND WEEKENDS BACK



Owning and operating a podiatry practice is no more or less difficult than owning any other kind of business. Every business has its own challenges that are unique to that business. Podiatry is no different. The main challenge facing podiatry (and all medical practices and businesses) is the overbearing regulations imposed by an all-powerful government and greedy payers. There seems to be no “cavalry” that is going to come over the hill to save us and this has caused many to throw up their hands in despair. Doomed to making less while working harder and spending their nights and weekends trying to stay current with the tsunami of paperwork imposed on them, many doctors think this is “just the way it is now.”

**“SO FAR, YOU’VE SURVIVED 100% OF YOUR WORST DAYS.
YOU’RE DOING GREAT.”**

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, and it is also a necessity that you are able to market your practice very well.

**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!
IT TURNS OUT THE CAVALRY IS COMING OVER THE HILL**

Dozens of your colleagues have “Cracked the Code” at Top Practices and they are earning what they deserve and are getting home every night in time for dinner with no work to complete. Every weekend they do whatever they want because they aren’t burdened with catch up work and they can afford to do whatever makes them and their family happy.

**THIS IS THE TOP PRACTICES MARKETING SYSTEM SECRET WEAPON
AND IT IS THE FOCUS OF THE SUMMIT IN ARLINGTON, VA.**

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 Arlington, VA on September 14, 15, and 16. Join me, 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 20 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!

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



SPECIAL BONUS PROGRAM

FOR ALL ATTENDEES TO THE TOP PRACTICES SUMMIT IN ARLINGTON, VA 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 HAS BECOME A HALLMARK OF TOP PRACTICES SUCCESS.** It prepares you and your staff for the rest of 2018, 2019 and beyond. This is literally one of our secrets to success.

This summer series will:

- Coach and guide you to get your goals written and organized for 2019 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

**USE YOUR
SUMMER IN
A NEW AND
INNOVATIVE
WAY!**



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

- Doctors seated with doctors
- 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 Arlington.

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

EARN WHAT YOU DESERVE AND GET YOUR NIGHTS AND WEEKENDS BACK

SEPTEMBER 14–16, 2018

Renaissance Arlington Capital View Hotel, Arlington, VA

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 14TH

6:00 PM – 7:30 PM

**The Future of Private Practice Is Bright
Top Practices Case Studies:
How We Did It and You Can Too**

**OPENING
FEATURED
SESSION**



The Top Practices Summit opens with an information-packed, high-energy session led by Dr. Peter Wishnie and the most successful Top Practices doctors. Don't believe the nay-sayers—the future of private practice in the United States has never been brighter.

Everyone always wants to know how they can do better in their private practices. How they can earn more income but still be home and present with their families on their nights and weekends.

The doctors of Top Practices have **"Cracked the Code"** and are doing exactly that. Experiencing double and triple digit growth in a year in new patients, revenues, and their personal income. If they can do it, so can you and this year the Summit will be opened by **THE BEST OF THE BEST**. Doctors just like you that can show you what they have accomplished and give you a key tactic they have used to make it happen. Your job will be to listen closely and return to your practice ready to implement the plans shared with you. It's that simple. Be sure your travel plans make it possible for you to be in your seat and ready when the conference opens at 6PM!

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 15TH 9:00 AM – 5:00 PM

9:00 AM – 10:00 AM

KEYNOTE ADDRESS BY REM JACKSON "The Difference"



In this keynote address, Rem Jackson, CEO and Founder of Top Practices will share not only his personal story for the first time ever, but the key insights he has gained over the past 12 years from hundreds of doctors that you can use in your own practice to survive your challenges, build a strong and sustainable practice you can eventually sell, and live the life you want to live starting now.

10:00 AM – 10:30 AM **Break and Visit with Exhibitors**



TOM FOSTER

10:30 AM – 12:00 PM

Marketing Your Practice in 2019 and Beyond, Part 1

Marketing is the single most valuable use of your professional time. It's also complicated and it can be frustrating. Just as in every aspect of our lives, it is also hard to know what is true and who you should believe. In this session, Rem Jackson, the creator of the Top Practices Four Pillars of Marketing System, and Tom Foster, the Founder and CEO of Foster Web Marketing, joined by marketing experts will clearly share the most current plan for marketing your podiatry practice.

Breakthrough ideas that are working will be shared while myths and confusion will be dispelled. This is the most comprehensive podiatry marketing program ever shared at the Top Practices Summit or anywhere else. All of your questions will be answered and you will leave with a detailed plan you understand and can use to grow your practice beyond your wildest dreams.

12:00 PM – 1:30 PM **Lunch and Networking Break**

THE TOP PRACTICES SUMMIT CONTINUES ON SATURDAY



TOP PRACTICES
Marketer
of the
Year

1:30 PM – 2:30 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 2018.

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 LACAVAL, DPM
HOT SPRINGS, AR



THE TOP PRACTICES SUMMIT CONTINUES ON SATURDAY

2:30 PM – 3:00 PM

Stop Guessing How Your Practice Is Performing and Start Steering It

Too many doctors are guessing how their practice is performing instead of knowing how to control and steer it. There is a simple reason for this: they don't know how. It's not rocket science, anyone can do this if they know the way. In this session, you will learn how to steer your practice, protect it from leaking money, or having it stolen, or just mismanaged. **Get your hands on the wheel so you can steer.**

3:00 PM – 3:30 PM **Break and Visit with Exhibitors**

3:30 PM – 4:30 PM

Marketing Your Practice in 2019 and Beyond, Part II

The Top Practices Marketing Program continues. Rem is joined by **"in the trenches" marketers who will share their best ideas and biggest secrets.**

This meeting is chockfull of information and great ideas.

It is exciting to think about the future and develop an action plan to implement all the ideas.

MARK GASPARINI, DPM
MASSAPEQUA, NY





4:30 PM – 5:15 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!

5:15 PM – 6:00 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 great night out!



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 16TH 8:30 AM – 3:30 PM

8:30 AM – 12:00 PM

Getting Tight Control of Your Entire Practice: the Top Practices Workshop for Doctors

8:30 AM – 9:30 AM

Knowing Your Practice Numbers Is the Key to Control, Organization, AND Growth with Scenarios

Knowledge is power. If you have knowledge and understand how to use it, you can gain significant leverage which makes it much easier for you to get the results you desire without getting frustrated and returning to old patterns you know well, but don't work. In this new workshop, you will learn exactly what numbers to review, how to find them, understand them, and use them to have much more control over your practice, your finances, and your future. This is how successful business people build profitable, sustainable, and enjoyable businesses. It's time you do as well.

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



9:30 AM – 10:00 AM

Getting Your Patients to Say Yes: Treatment Plan Acceptance and Communicating Workshop

We spend good money to bring patients into our offices. Too often we fail to effectively communicate our treatment plans and the associated costs and the opportunity to truly help our patients and our ability to earn our optimal income are lost. This adds up to hundreds of thousands of dollars of lost revenue in a year's time. In addition, if one doctor is doing well but others aren't, the practice loses money every time those doctors see patients. It's supremely frustrating even more so because it doesn't have to be this way. **There is a simple way to learn how to have your patients say "yes!" 10 out of 10 times**, and in this session you will learn how to do it too.

10:00 AM – 10:30 AM

Break and Visit with Exhibitors



10:30 AM – 12:00 PM

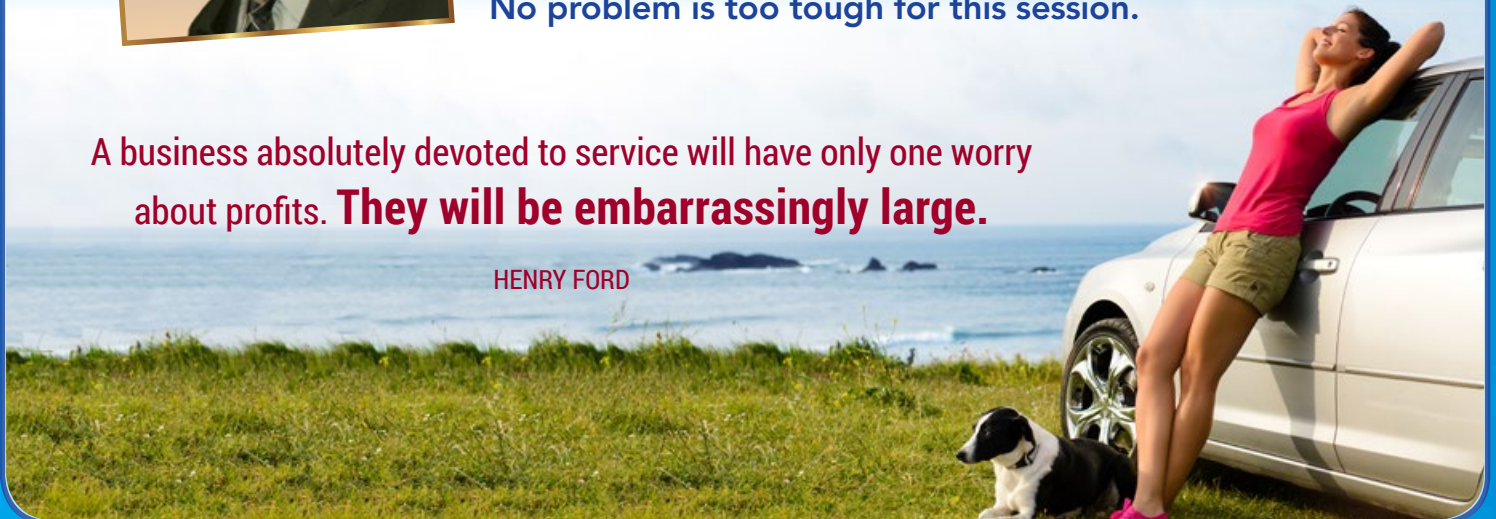
Special Presentation led by Dr. John Guiliana

If you have questions or frustrations about running your practice, you have to be in this session. Dr. Guiliana will be leading an interactive program that will build on the morning's topics and extend to your specific challenges and concerns.

No problem is too tough for this session.

A business absolutely devoted to service will have only one worry about profits. **They will be embarrassingly large.**

HENRY FORD



8:30 AM – 12:00 PM

The Advanced Marketing Workshop

8:30 AM – 10:00 AM

How to Build Your Perfect Marketing Plan

In this session, Rem Jackson will guide you through understanding what a “perfect” marketing plan is. Additionally, you are asked to bring your biggest questions and you’ll “mastermind” with **Rem and your fellow marketers to find the solutions you need.**

10:00 AM – 10:30 AM

Break

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

JESSICA TAVERAS, PISCATAWAY, NJ



10:30 AM – 12:00 PM

Assembling Your Digital Marketing

Nothing is as essential as your digital marketing plan for the success of your marketing efforts. Everything else will fail if this isn't correctly done. In addition, online marketing has had two significant things happen in the last 24-36 months:

- First, content marketing has always been the hallmark of good online marketing but now online marketing has become an IT (Information Technology) job as well. Meaning it requires study and expertise to ensure your online platforms are all working correctly. You need significant and on-going training and an expertise and focus on this part of online marketing to be successful and very few people can commit the time required to be an expert. So, you need a trusted partner to help you as you focus on content and programs.
- There has been proliferation of companies who claim to be online marketers and claim to have expertise in podiatry (which is rarely the case.) Even companies who have been in podiatry for years have had major changes in ownership and have drastically reduced their effectiveness.

There is a scope and a sequence to great digital marketing and believe it or not, all of your online marketing across the many key platforms has a big effect on the whole. It's complicated, but in this session, you will learn what a great digital marketing program must include and how it must be managed. **Our own Top Practices Virtual Marketing Director Team manage dozens of digital marketing plans and they will show you how it's done.** And they will show you how to understand if it is working or not, and what to do with that key information.

**It is a socialist idea that making profits is a vice,
I consider the real vice is making losses.**

WINSTON CHURCHILL



8:30 AM – 12:00 PM**The Top Practices Practice Management Workshop
for Doctors, Administrators, Managers, Billers,
and All Staff Members****8:30 AM – 9:15 AM****How to Communicate with Each Other and
Your Doctors and Be Heard**

The number one challenge reported by medical offices in their management (or truly any company) is communication. Why does it seem to be so difficult to just talk to each other and get a positive result? It turns out that good communication is a skill and it is a skill that can be learned. It won't solve every problem, but it will solve most and it will prevent even more. It's complicated when that communication breakdown is with the owner(s) of the practice because so much authority sits with them and it can create havoc. Learn skills to enable you to better talk to each other and, in turn, talk to your employers and make everything else easier.

9:15 AM – 10:00 AM**Transforming Your staff into a High Performing Team**

Your staff can either be a high performing team, an average performing team, or a poor performing team. Only the high performing team is acceptable. Everything else, wastes time and money, and mental energy. In this session, you will see clearly how you can evaluate how your current team is performing and learn how to take your staff to an even higher performing team. There are answers and you will leave from this session prepared to raise your team's performance.

10:00 AM – 10:30 AM**Break**

10:30 AM – 12:00 PM

The Top Practices Management System Revealed

Management is both a science and an art. It's an art because people are involved and we must learn to lead, engage, and inspire our people while equip them with the system and procedures they need to be successful. Winning in management requires both. For over three years, Top Practices has been teaching our practices how to accomplish this through our Virtual Practice Management Institute. Three years of laboratory testing and improvement based on decades of experience and testing. There is a system and, in this session, Dr. Peter Wishnie and Tina Del Buono, the Mentors and Coaches of the Virtual Practice Management Institute will show you the entire system and equip you to return to your practice with tools you need to not just survive, but thrive.

The difference between **successful people**
and others is how long they spend time feeling sorry for themselves.

BARBARA CORCORAN



THE TOP PRACTICES SUMMIT CONTINUES ON SUNDAY

12:00 PM – 1:30 PM
Lunch and Networking Break

1:30 PM – 2:20 PM

FEATURED PRESENTATION LED BY DR. JOHN GUILIANA

How to Integrate and Market Cash-Based Services into Your Practice, 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.

Using a specific laser as our example we will share the exact steps you need to take to make this successful and discuss the challenges and pitfalls you will inevitably face. This is an essential skill for any private practitioner who wants to spend less time with payers and more time with happy cash paying patients. It's an essential skill for the future.



2:20 PM – 3:20 PM

Top Practices Roundtable Part II

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

3:20 PM – 3:30 PM

Securing Your Profits and Productivity in 2018

The Summit concludes with a final presentation on ensuring 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 14, 15, 16 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.

One of the things that limits
our learning
is our belief that we already
know something.

DAVID MARQUET



“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?

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 MARKETING 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 2018.

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 2018/2019 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 2018 and 2019 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 NOW
for Special
Early Bird
LOWEST
PRICING!

REGISTER EARLY AND SAVE!

REGISTER BEFORE MAY 24TH AND GET THE VERY BEST RATE!

Yes, I'm ready to attend the Top Practices Marketing and Management Summit in Arlington, Virginia. Summit registrations are non-refundable; however, they are transferable. **This means that you can transfer your registration to another person (in the same price bracket) if you are unable to attend. You may also transfer your ticket purchase to next year provided you inform us before Sept. 8, 2018.** My Seminar 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) _____

Name: _____ Title: _____ Email (required) _____

Name: _____ Title: _____ Email (required) _____

Name: _____ Title: _____ Email (required) _____

(Enter additional names on separate sheet of paper)

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

Card no.: _____ Exp. Date: _____

Name on card: _____

Billing Address (if different than above): _____



**Special Pricing
Discounts
for AAPPM, AAFAS, &
AENS Members**

First Attendee from the Practice:	✓
Top Practices Mastermind Members EARLY BIRD SAVINGS — \$695	
Top Practices Mastermind Members After May 24th — \$895	
AAPPM/AENS/AAFAS Members EARLY BIRD SAVINGS — \$795	
AAPPM/AENS/AAFAS Members After May 24th — \$995	
General Registration EARLY BIRD SAVINGS — \$895	
General Registration After May 24th — \$1095	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member — \$275	
AAPPM/AENS/AAFAS Members — \$325	
General Registration — \$345	
Total	



THE TOP PRACTICES SUMMIT COMES TO ARLINGTON, VA AND THE GORGEOUS RENAISSANCE ARLINGTON CAPITAL VIEW HOTEL

HOTEL RESERVATIONS

Make your hotel reservations NOW! Rooms in the Washington DC area go quickly and can be difficult to reserve.

Please follow [this link](#) to book your hotel rooms or call the Renaissance Hotels toll free reservations line at 1-800-HOTELS1 (1-800-468-3571) and ask for Top Practices Summit room block and the low group rate of \$139 single/\$149 double. Extended stays require a reservation by phone. Don't delay, reservations must be made before 6:00 pm, Thursday, August 16.

Renaissance Arlington Capital View Hotel is ready to make your stay unforgettable, with sophisticated accommodations and award-winning service. It is ideally located in Crystal City, less than a mile from Reagan National Airport, and offers a complimentary shuttle. Intuitively designed hotel rooms and suites boast pillowtop beds, marble bathrooms, high-speed internet access and views of the runway or Crystal City. Start your day with a cup of delicious coffee at Espressamente illy, and savor perfectly prepared Italian cuisine at SOCCi. Stay fit while you're in Arlington, thanks to the state-of-the-art on-site gym and courtesy Trek bicycle rental. And the outstanding hotel location offers close proximity to downtown DC, as well as Arlington's many noteworthy attractions.





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 do 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

