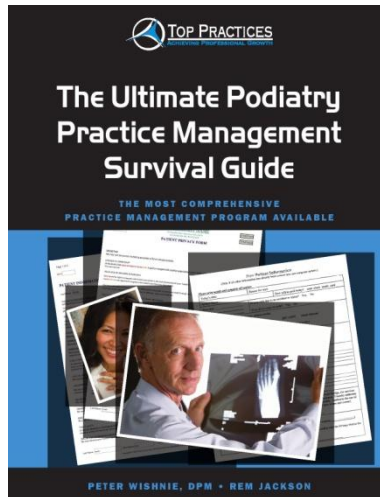


Top Practices is proud to announce

THE ULTIMATE PODIATRY MANAGEMENT SURVIVAL GUIDE

by Dr. Peter Wishnie and Rem Jackson



This is not a book. This is a manual, a guide, and a program that is designed to enable you to get your practice organized, controlled, and prepared to accept ANY level of business because your level of practice management is so high.

THIS TOOK 20 YEARS TO PUT TOGETHER

Peter Wishnie has worked for the past 20 years to develop a practice manual, protocols and procedures, scripts, management tools and much, much more so that he can run his practice in an extremely effective and efficient manner. Together, we have distilled everything into a comprehensive program that is contained in an extensive binder with CD's, Step-by-step, What to do, What to say, Exactly How to do it. Complete employee manuals, and much, much more.

The Ultimate Podiatry Practice Management System Includes:

A Complete 120 page office manual! Completely done and ready to use.

- f. Exact step by step descriptions on how your employees should carry out their jobs
- f. List of supplies that go in each room

- f. How to take x-rays
- f. Surgery set up procedures
- f. Sterilization of equipment
- f. How to handle emergencies
- f. Podiatric terminology
- f. Appeals procedure
- f. MD referral thank you letters
- f. Financial system

Complete phone scenarios and scripts

Finished Job descriptions

Complete organization board

Training Programs

Protocols

Marketing organization board

How to handle difficult situations/patients

How to effectively communicate and gain compliance on treatments

How to analyze your numbers

What affects your numbers?

Thank you letters to patients for referring others; three letters for each time they refer

New Patient thank you letters

Forms Including:

- f. HMO/PPO financial form
- f. Financial policies
- f. Medicare form
- f. Medicare ABN waiver
- f. Insurance waiver
- f. History form
- f. Orthotic/DME financial agreement
- f. Ultrasound form
- f. Payment arrangement form
- f. Physical Therapy financial agreement form
- f. Crutch training waiver form
- f. Tens unit waiver form
- f. HIPPA
- f. Vacation/time off/suggestion form
- f. Purchase Order

- f. Success Story
- f. Delinquency notices
- f. Day sheet
- f. Tally sheet
- f. Financial:
- f. Payment plans
- f. Collection letters
- f. Pre and post-op instructions

I announced this to the attendees at the Top Practices Marketing and Management Summit Last October and over 40 offices are currently using the guide. It has a 100% money back guarantee (for an entire year). Not only have none been returned, we are continually hearing from the owners that they consider this an indispensable practice management tool that they wish they'd had a long time ago.

When you purchase the guide you also are enrolled into a practice management group for 2 months for free and you can schedule an individual consult with Peter and I after you've worked with the program for 6 weeks, and that is included in the price of the guide as well. And you have access to all the recorded calls we conducted for the first 8 weeks after release and they are like a mini doctoral program in practice management success.

When you attend the increasingly sophisticated AAPPMM meetings and learn the absolute most valuable ideas and strategies and then return to your practice, this guide and the management calls are designed to help you implement and manage everything you've learned at the absolute optimal level.

As I work through the whole program with its owners and Peter, I am routinely impressed with the depth and breadth of what is contained in this program. It truly is what most of you have been looking for and asking me for.

Please review and complete the [order form](#). Just fax it back and we will ship The Ultimate Podiatry Practice Management Guide to you right away. We will also

give you access to all the additional online resources AND we will send you the schedule for the practice management calls.

The Ultimate Podiatry Practice Management Survival Guide costs \$1995.00. For a limited time, the guide is being offered at \$1495.00. This is for the entire packaged program plus two months of Practice Management coaching – Four Group Sessions and 1 individual session valued at \$698.00.

Your Credit Card will not be charged until the product ships and you will have one full year to return it for a 100% refund – no questions asked.

End your management frustrations, manage objectively not subjectively, and let your practice benchmarks and metrics guide you to good decisions and total control.

If you have any questions, please call Nicole Tully at 717-824-6553 or email her at nicole@nicoletully.com