



Dedicated to Your Success

Why Dr. Jane Graebner Has Been a Member of Top Practices for 8 Years

By Rem Jackson



It's a big commitment to stick to something for more than a few years, especially in a fast-paced culture that loves and rewards fast changes. Yet a number of Top Practices' members have been with us since our early days. As part of our own 10th Anniversary Celebration, we're highlighting some of our incredible, highly-successful, long-standing members, such as Dr. Jane Graebner.

Dr. Graebner heard of Rem before having a chance to meet him, but didn't connect with him until she attended a Top Practices Summit hosted in Dallas, TX. She'd recently added a new associate and wanted that relationship to flourish, so after reading through the Summit brochure, she decided the two of them should check it out together. The experience was like a revelation to her: "I said, *this is what my practice could be like!* And looking and going home to my practice, it looked so very different. I had so many stressors and so many things I had perceived I couldn't change. Rem really enlightened me to the fact that I could dictate where my practice was going."



Dr. Graebner signed up for Top Practices membership during that Summit eight years ago, and hasn't looked back since. Her practice has grown significantly over the years, allowing her to invest in better technology, such as X-rays and electronic medical records, and even build her own office location after 30 years of renting space: "I'm still in the same town—still the same side of town—but I built something...I think without those few years with Top Practices, without the groundedness and purposeness, I think I would have been too scared to do that."

As her practice has expanded, other opportunities and successes have developed as well. Her early associates have now bought into the practice and become full partners, with

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"One of the Best Books on Leadership I've Ever Read"
– Rem Jackson, CEO Top Practices.

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additional associates that have joined—or will be joining this year—since then. Dr. Graebner has also been able to hire a full-time marketing director and see continued growth in her numbers. "I'm more pleased with my practice than I ever have been. I'm trying to work, I guess I would say, 'smarter, not harder' and I definitely perceive the direction I aim is where we're going to head but I also feel I have matured not only as a CEO of my company, but now as I'm training these partners to be CEOs."

Dr. Graebner has seen incredible success not just in her practice, but also in her personal life and in the lives of her staff. She has successfully achieved several personal goals to improve her own health—both physically and mentally. She's also noticed a change in her staff, noting that they aren't just better employees and pulling together as a team, but making strides in their lives outside of work.

Even after eight years, Dr. Jane Graebner still finds the coaching, relationships, and resources from Top Practices to be incredibly valuable to herself and her team:



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"To be able to have access to that kind of material, to be able to download it, to be able to have your staff listen to it—that alone is worth so much more than the monthly cost to it. There's such a feeling of brotherhood and sisterhood that we're all supportive of each other. That's something money can't buy you: colleagues that are interested in your success as well. This Mastermind group just does not compete with one another. They shamelessly offer what they're doing and say here, use it, do it, we're all on the same side."

We're thrilled with Dr. Graebner's success and all she has been able to achieve through her growth and hard work over the last eight years. We look forward to seeing where she and her practice continue to go as they move forward as incredible Top Practices members!

If you're a podiatrist looking for the same kind of amazing growth in your practice, know that it is possible. Dr. Graebner's story isn't unusual—Top Practices has been able to help her and hundreds of podiatrists like her over the last decade! Contact us for more information about how our Mastermind program can help you transform your marketing and grow your practice today. Just e-mail Answers@TopPractices.com or call us at 717.725.2679.

What Are “Micro-Moments” and How Google Is Helping to Inspire Your Marketing

By Tom Foster, CEO Foster Web Marketing



The “mobile moments” identified by Google in 2014 have become a routine part of the way people choose businesses online. Google has now shifted to the term “micro-moments,” but the online giant is making a renewed push to get businesses to pay attention and adapt to how people are really using online searches. At the 11th Annual Top Practices Marketing and Management Summit, I’ll be talking about how to use the idea of “micro-moments” to fire up your marketing, but here’s a taste of what you need to know about how perspectives are shifting.

What Are Micro-Moments?

Marketers have to think about how, why, and where people want to connect with businesses online. Ten years ago, we thought about people sitting down, performing a search from a desktop computer, and making a decision. Now, we envision people searching from desktops or laptops, smartphones, tablets, or even all the above over time.

Instead of going through the question-to-customer journey in one sitting, Google shows us that people are increasingly making buying decisions in a series of little moments, often from mobile devices. In this multi-device world, “micro-moments” of search happen in the exact moment when someone wants to know something, go somewhere, do something, or buy something. These little moments are major opportunities for businesses to give potential clients exactly what they need—in the right place, at the right time.

What Micro-Moments Mean for Marketing Your Podiatry Practice

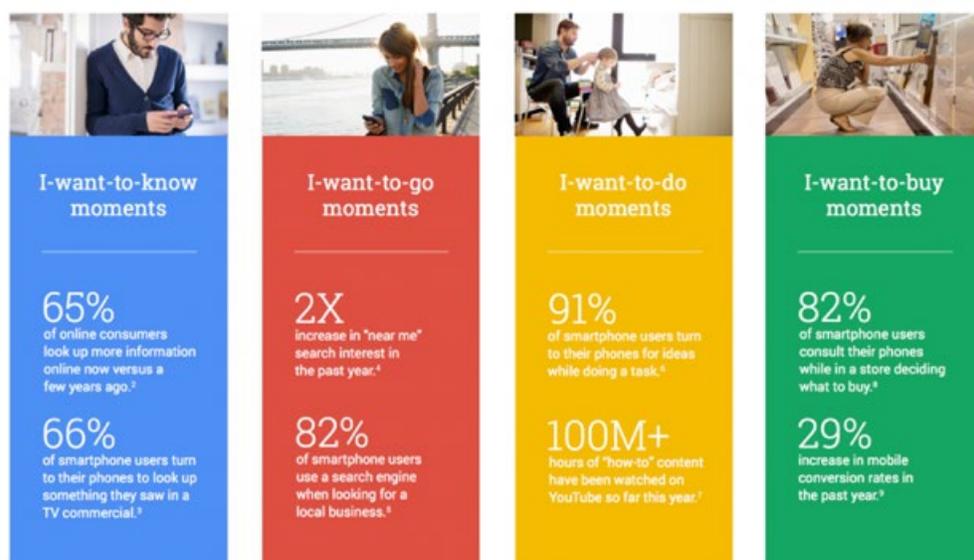
Your online brand should work for you all the time, no matter what device people choose to use. Plenty of medical practices offer a great experience on desktop, but aren’t ready to meet increasing demands for mobile. Functional mobile websites, local visibility, and building relationships in a series of “snackable” interactions are the things that are winning the game now.

What does your practice’s online experience look like? Patients make decisions based on how you appear to them and 1st impressions count—what’s yours?

Are you sure you are ready to attract the patients you want, when and where they need you? Do you need to make up for years of lost time or mobile optimization?

Get up to speed by scheduling a website design consultation and mobile analysis with a web pro at 888-886-0939 or <https://www.fosterwebmarketing.com/reports/doctor-survey.cfm>.

Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.



Sources:
1. Google Internal data, for 18 countries including the U.S. and Japan, April 2015.
2. Consumers in the Micro-Moment, Wave 2, GrowthSpan, U.S., May 2015, n=1,000, based on internet users.
3. Google Consumer Surveys, U.S., May 2015, n=1,243.
4. Google Trends, U.S., March 2013 vs. March 2014.
5. The Consumer Researcher Survey 2014/2015, U.S., n=1,000, based on internet users.
6. Consumers in the Micro-Moment, Google/Jenex, U.S., March 2015, n=3,208, based on internet users.
7. Google Data, North America, January 1–May 5, 2015, “near me” intent classification based on public data such as headlines, tags, etc., and may not account for every “near me” instructional video available on YouTube.
8. Consumers in the Micro-Moment, Google/Jenex, U.S., March 2015, n=3,208, based on internet users.
9. Google Analytics aggregated data, U.S., April 1–14 2014 and April 1–14 2015.



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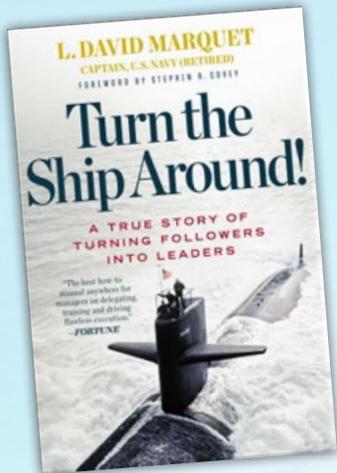
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“One of the Best Books on
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Turn the ship around is an excellent book about leadership and teamwork. It inspired me to become a better leader and get out of the way and let my people lead. It’s also a heck of a good story. After I read it, I reached out to Captain Marquet and invited him to keynote the Top Practices Summit we are holding in Las Vegas, NV this September 8, 9, and 10 at The Caesars’ Palace Resort and Casino. Get a copy of this best-selling book and then come hear Captain Marquet at the Top Practices Summit.

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