



Introducing

Top Practices Practice Management University

All Top Practices have one common attribute — they are staffed with highly trained, effective and efficient staff members. It is impossible to move to transform your practice into a high-performing, high income producing, well managed practice without a team of high performing individuals who run your practice and allow you to focus on:

- 1. The Quality of your personal life**
- 2. The Quality of the services you provide, and**
- 3. The Growth of Your Practice**

Introducing the Top Practices Practice Management University training courses.

All of our courses are based on more than 20 years of direct experience building and managing high performing staffs. They are designed to enable you to take control of all facets of your practice and manage people in new and different ways. The courses will quickly train your employees to work the way you do. Ultimately, this training will make your job and the jobs of your employees easier. These courses are open to small business owners and professionals who need to build and manage a high performing staff in any field — medical, legal, accounting, insurance, etc. Membership in the Top Practices Mastermind Group is **not** a requirement for participation.

The courses are designed and delivered by Dr. Peter Wishnie of Piscataway, NJ. Dr. Wishnie has developed systems, tools, and programs to run his practice extremely successfully. His programs are easy to understand and implement and, for the first time, he is now offering, through an exclusive arrangement with Top Practices, LLC, three practice management courses designed to end your management and leadership frustrations. All courses are 6 weeks in length and include numerous individual consultations.

The Top Practices --- Practice Management University --- training courses.

TPU1

Knowing Your Numbers and What to do With Them: Analyzing the needs of your practice by using comprehensive practice management tools.

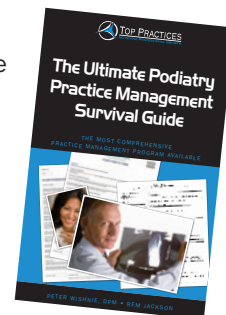
In this course you will utilize your live, current practice numbers to:

- Conduct a comprehensive review of your practice and gauge the areas of practice strength and weakness.
- Use diagnostic formulas to understand the underlying causes for the strength and weaknesses that will help you grow your practice.
- Develop a prescription for solving your problems and building on your strengths, and,
- Work directly with Dr. Wishnie to implement the cure and be able to manage your practice using an objective and data-driven approach

This is a 6 Week course with weekly sessions and consultations. Working directly with Dr. Wishnie, you will learn how to prevent problems from recurring as well as how to diagnose the current state of the practice to reach new heights.

The Ultimate Podiatry Management Survival Guide will be utilized as the course material for this course.

Course Outcome: You will know exactly what is going on in your practice and be able to prevent problems from happening before they actually happen. In addition, you will be able to implement ideas that will help your practice grow very rapidly.



Investment: \$3500 for the six week course includes the Ultimate Podiatry Practice Management Survival Guide. (\$2500 for owners of the Guide.)

Course is limited to 6 participants.

TPU2

Organizing Your Staff and Practice: Managing your staff professionally by using comprehensive management tools, and procedures.

You and your staff will learn how to be organized to make the daily activities flow nice and smoothly.

In this course you and your staff will learn how to use professional organizational procedures and techniques to insure that the daily activities of the practice flow smoothly and effectively every day without your direct involvement. In this course you and your key staff members, working directly with Dr. Wishnie will:

- Learn to use manuals provided through the course to create and implement individual job descriptions for front office/back office/professional staff/ marketing staff/ and additional staff
- Develop an Organizational Flow Chart
- Use organizational tools, measurement tools, and benchmarks to evaluate performance
- Learn how to prioritize a professional practice and the daily tasks involved
- Learn how to significantly reduce stress, redundancies, inefficiencies, that create a negative working environment and poor results

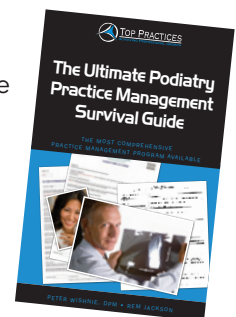
This is a 6 Week course with weekly sessions and consultations. Working directly with Dr. Wishnie and his staff, you will learn how to use these specific organizational and management procedures to develop your staff to its full potential.

The Ultimate Podiatry Management Survival Guide will be utilized as the course material for this course.

Course Outcome: Everyone in the organization will know what their job is, how it's measured, and how to improve outcomes. Each staff member will be able to take complete responsibility of their job and will understand that they are an important member of the office. You will be able to focus on strategic practice issues without having to deal the with seemingly endless stream of management problems.

Investment: \$3500 for the six week course includes the Ultimate Podiatry Practice Management Survival Guide. (\$2500 for owners of the Guide.)

Course is limited to 6 participants.



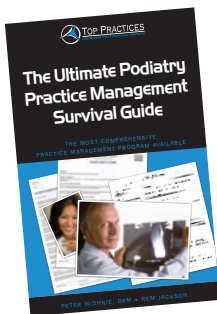
TPU3 Training the Trainer Course: Developing a key individual in your practice who trains all other staff members.

As an owner and professional, you simply don't have time to train your staff. You need someone who can be an extension of you and conduct professional on-going training for every other staff member regardless of position.

In this course one member of your staff will become a Top Practices Certified Head Trainer. This person will learn how to be able to train any new or existing staff so that your office will run using exactly the same procedures, tools, and processes no matter who is hired. Your staff member will:

- Travel to Dr. Wishnie's Office to receive In Office Training
- Leave with a complete plan and training manuals which they will use in a step by step (cookbook) approach to be able to understand and train for each position in your office.
- Leave with Office Certification Processes, manuals, and tests
- Learn how to deliver on-going training, monitor progress, and evaluate performance of all members of your team.

This is a 6 Week course with weekly sessions and consultations and in-office training at Dr. Wishnie's office. Working directly with Dr. Wishnie and his staff, your trainer will learn how to train all members of your staff.



The Ultimate Podiatry Management Survival Guide will be utilized as the course material for this course.

Course Outcome: You will develop individual who is qualified to train for all staff positions in your office, assist you in monitoring and managing performance of your entire team and, if needed, train their replacement.

Investment: \$3500 for the six week course includes the Ultimate Podiatry Practice Management Survival Guide. (\$2500 for owners of the Guide.)

Course is limited to 6 participants.

The Top Practices Management University Courses enable you to:

1. Employ and work with a highly trained staff of professionals who know how to do their jobs
2. Become a much more effective leader and motivator without changing your personality
3. Have a more efficient office with increased revenue, while spending less time in the office.
4. Be more successful no matter what the state of the economy is like.
5. Learn how to keep your employees motivated.
6. Learn how to get and keep great employees.

**EXCLUSIVE TOP PRACTICES
GUARANTEE!**

All Top Practices University Courses come with a complete and 100% money back guarantee. If at any time you are not satisfied with the content or delivery of a Top Practices University Course you may drop out of the course and receive a 100% refund of the course fee. No questions, no problem and no fine print.



TOP PRACTICES UNIVERSITY COURSE APPLICATION

Date of Order _____

Practice/Company Name _____

Student Name(s) _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Alt phone _____

Email _____

Course(s) ____TPU1 ____TPU2 ____TPU3

I own the Top Practices Practice Management Survival Guide. Sign me up for each course indicated at the Guide Owner Rate of \$2500.

I do NOT own the Top Practices Practice Management Survival Guide. Sign me up for my first course at the rate of \$3500. For this rate I will also receive the Survival Guide valued at \$1995. Any additional course that I sign up for will be billed at the Guide Owner Rate of \$2500.

Credit card info: MC Visa AmEx

Card No. _____ Exp. Date _____

Name on Card _____

Billing address for credit card if different than office address:

Street Address: _____

City, State, Zip: _____

I have read and understand the 100% guarantee.

Signature _____

