



Dedicated to Your Success

Top Practices turns 10 this month and we will be celebrating all year!

In January of 2007, Top Practices began helping podiatrists and their teams build successful, profitable practices through innovative and out of the box marketing strategies. At the same time, we also focused on goal setting and a successful mindset approach that supports everything we do. We call this [The Top Practices Mastermind Group](#).

In 2008, the Great Recession kicked into high gear and Top Practices and its members decided to "opt out." It was a banner year for all of us and our members have grown with us ever since.

Many of the original Top Practices members are still members a decade later and we know the reason: Successful people thrive on learning and sharing with other winners. When we started Top Practices the environment, the technology, and the status of the healthcare market were dramatically different than they are now and those members have also stayed connected because they want to be ahead of the changes and continue to thrive. In 2007, doctors were asking "Do I need a website?" and even though Facebook was already 3 years old in 2007, no one seriously thought social media was important for medical practice marketing. I have recently reread much of the Top Practices material from those days and The Yellow Pages was still a significant force in practice marketing.

One thing we can always be sure about is that "things change." And that change is now rapidly accelerating.

Top Practices is now, and has long been, an established, trusted advisor to its members. Top Practices is The Expert on Medical Practice Marketing that has your back. No other company can boast the [testimonials](#) from hundreds of members over a decade that describe growth, profits, lowered stress levels, control over their schedule, and enjoyment of their personal lives like Top Practices can.

Top Practices has grown from just two people in 2007, Diane and I, to over 30 highly skilled medical marketing and management experts today. We launched the [Virtual Marketing Director Services Program](#) and [The Virtual Practice Management Institute](#) (see more inside!) because we knew busy medical office staff couldn't do this work themselves and needed mentors and coaches to help them do their own work much more efficiently. Along the way we have been proud to work with special companies and associations who all share our goal of building profitable, enjoyable, healthy medical practices that serve their patients and the staff who serve them.



It is an honor and a profound pleasure to have served all of you for the past decade and we look forward to a very bright future with eager anticipation. If you've ever wondered if membership in Top Practices can help you – there has never been a better time to [join](#).

Rem Jackson, Founder and CEO
Diane Jackson, Founder and CFO



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Announcing the 2017 Keynote Speaker

Top Practices

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10TH ANNIVERSARY ISSUE

“Can’t SOMEONE help me with my Internet marketing?”
– says everyone these days.

In 2017, Internet marketing is vital, ESSENTIAL, and much more complex. Doctors are being bombarded with con-artists, poor quality from people who just don’t know what is good and what isn’t, and big companies like Dex Media and YP online (to name just two) who offer programs that sound great, but don’t work. In 2017, “Shoe Leather Marketing” is more important than ever. Internal Marketing (to your own list and creating an excellent patient experience) is more important than it ever was. Evaluating marketing and advertising opportunities in your local market is as important as it always was. That is why back in 2008 Rem Jackson developed the Four Pillars of Marketing.



That is also the reason that we launched the Virtual Marketing Director Program over five years ago.



Lori Hibma is the creator and director of our [Virtual Marketing Directors Services Program](#). We created this program because we knew busy medical offices didn’t need to learn how to accomplish their Internet marketing needs, they just needed it to be done correctly and expertly.



Today our team of Virtual Marketing Directors is 25 strong and highly skilled in medical practice marketing. We believe our team is more experienced, more sophisticated, and more capable than any team you can select to get your online marketing done and done well. Even more importantly, we know that no other team is as earnestly and deeply committed to your success as the Top Practices Virtual Marketing Directors. We work to earn our members’ business every day and strive to support them (as things continue to change and evolve) for years to come so that they can focus on their patients care and well-being. Our team is ready and able to help you. Just come to the [Top Practices website](#) to find out much more.

“When you fill a reception room with patients you want to see, things start to crack at the seams.”
– says everyone with reception rooms filled with patients



We learned early on at Top Practices that increasing the numbers of patients a practices sees in a day (while wonderful) can expose the inherit management weaknesses any practice team has (and quickly). That is why, over 7 years ago, Top Practices began working with Dr. Peter Wishnie to help our members learn how to run their practices more effectively and efficiently as Dr. Wishnie runs his practice. Dr. Wishnie began teaching courses which were routinely raved about by people who experienced them.

But we knew it wasn’t enough.

We knew that busy, overworked, undertrained, medical staff needed more help. They needed to build their systems and their capacity over time (brick by brick) so that they could begin to run their practice so well that everyone’s stress level dropped and everyone could have their nights and weekends back (including the doctors who own the practice!).

VIRTUAL PRACTICE MANAGEMENT INSTITUTE



That is why we asked Tina Del Buono to join the Top Practices Team and, together with Dr. Wishnie, lead the [Top Practices Virtual Practice Management](#)



[Institute. \(VPMI\)](#) The Institute has liberated dozens and dozens of medical practices since we launched it in 2015. The ability to directly connect with medical professionals like Dr. Wishnie and Tina Del Buono every month to get your questions answered, be guided step-by-step to become a superbly managed practice while having 24/7 access to world class resources and training is revolutionary in medical staff training for practice management. We are very excited additionally about our partnership with [Collaborative Practice Solutions](#) led by Dr. John Guiliana who can reveal the strengths and weaknesses, opportunities, and threats for our members through an analysis of their practice data. Together we know this is the most relevant, successful, and deeply needed practice management training program available today.



You can reach us by e-mailing Answers@TopPractices.com or by calling (717) 725-2679.



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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We are celebrating 10 years of helping our doctors market and manage their practices.

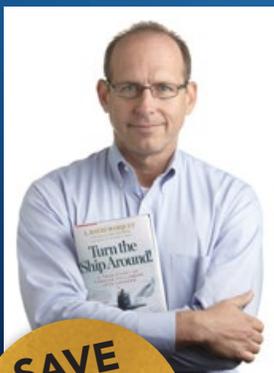
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Top Practices Marketing and Management Summit
September 8th, 9th, and 10th, 2017 at Caesars' Palace, Las Vegas, NV

“Transforming Your Practice into a Profit Producing Machine”

Captain David Marquet,
Author of “Turn the Ship Around”

**Announcing
the 2017
Keynote
Speaker!**



Expert on leadership and organizational design, former submarine commander, Author of Amazon #1 Best Seller: *Turn the Ship Around!* and *Turn Your Ship Around*.

David Marquet imagines a work place 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.

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.

He is a life member of the Council on Foreign Relations, and in 2015 was named to the American Management Association's "Leaders to Watch" list.

**SAVE
THE
DATE
NOW!**

**Don't miss the most innovative and profit-focused medical conference of 2017.
September 8th, 9th, and 10th, 2017– Caesars' Palace, Las Vegas, NV!**