

DEDICATED TO YOUR SUCCESS

2021 has arrived! Are you ready?

By Rem Jackson



Every single one of us will always remember 2020. The changes that this experience has brought about aren't revealing themselves yet and the effects of the realignment caused by a great event (and history will record this as a great event) such as we are living through will become more apparent as time moves on.

But this much I do know

2021 is an enormous opportunity for you. The board was reset in 2020 and the wakeup call came to all of us. Did you hear it? Most people didn't hear it, but for those who did this is a moment in time to **Recommit** and **Reinvigorate** your practice and even your career.

There are those who want to predict doom and gloom for private podiatric practice. They point to consolidation efforts by private equity groups and ravenous hospital systems buying everything in sight, and the usual chorus about how hard it is for individual doctors to go it alone.

Balderdash! Malarky I say!

Private podiatric practices are remarkably resilient. They do well and even grow in down economic markets, and they certainly have proved to be essential in this pandemic crisis we are all still facing. Over 90% of Top Practices Mastermind Group Members are at 100% or more of their pre-COVID production levels. And many report that 2020 was their best year in practice ever.

I have seen more young doctors buying practices or starting from scratch in the last 6 months than I have in the last 6 years.

Private practice is soon going to be experiencing a renaissance and 5 years from now when the private equity groups have taken their profits and left podiatry, small (1-5) doctor podiatry practices will be thriving.

And here is the truth: You might think I'm a Pollyanna with rose-colored glasses who is just wrong about this, OR, you might think I'm right. Either way, you will be right for you. Henry Ford famously said, "If you think you can or you think you can't, you're probably right."

Here is the really good news: It is up to you. It is under your control. How you think and behave is controlled by you and you alone. Nothing else matters.

All you need is a playbook and a coach. A new playbook that puts the knowledge and the skills in your hands. A coach that shows you how it's done.

That is exactly what Top Practices has done for 14 years for hundreds of podiatrists who have taken their practices to new heights they didn't even know were possible.

If you are ready to reset and reinvigorate your practice. To increase your patient flow to the levels and quality you know it can be and to increase your income and profits to the levels you desire them to be. Then turn the page and find out about three very specific programs Top Practices has for you that start in January 2021.

Dedicated to your success,



Three Practice Building Programs that Launch in January 2021.

New from Top Practices!

KICKSTART 2021 BOOT CAMP

WITH REM JACKSON, CEO AND
FOUNDER OF TOP PRACTICES

*Start 2021
Off Right*



 **TOP PRACTICES**
THE HOME FOR PRIVATE PRACTICE

DOCTOR TO DOCTOR THINK TANK

Getting Your Associate to
Think and Produce Like an Owner

With Dr. Peter Wishnie





A Business Development Program of

 **TOP PRACTICES**
THE HOME FOR PRIVATE PRACTICE

PEAK PERFORMANCE MANAGEMENT You Can't Do All The Work Yourself. How to Manage Through Others

With
Tina Del Buono, PMAC



A Business Development Program of

 **TOP PRACTICES**
THE HOME FOR PRIVATE PRACTICE

Don't Panic About Page Speed! Get Informed and Get Ready.

By Tom Foster, CEO Foster Web Marketing



If you've been paying attention, you already know that Google's new page-speed updates are coming in May 2021. They will put a lot more weight on how fast your website is and how quickly it can deliver its content to visitors. These changes will play a part in the rankings of almost every website out there once they go live, so this is not a test!

You need to get on top of your page speed, and you need to do it SOON.

What Do Doctors Need to Do About Page Speed?

Over the last year, we've implemented several global updates to boost page speed for all our clients. However, some of the new changes Google is looking for are very site-specific, and there's no one-size-fits-all solution we can roll out that will fix everything for everyone.

That means that your website probably needs some individual attention before May, depending on its age:

- If your website is more than a year or two old, you will need a redesign. The newest version of our websites will score between 80-100 on Google PageSpeed Insights. Plus, they're packed with all our latest and greatest features!
- If your website was built between 2018 and 2020, you may need a code upgrade. This has to be determined on a case-by-case basis, and some of you may need a bigger upgrade than others to get into shape.

Not sure what you need? That's okay, too. Schedule a time to speak with us about it at FWMdesign.com.

Beat These Changes Before Your Competitors Even Know They're Happening

A lot is changing with Google's ranking factors in 2021, and it's going to be a big deal. If you can fix your page speed problems now, while you still have time, then you won't have to worry about getting wrecked in May. You just have to get serious and take action before it's too late!

Ready to get your page speed up to warp speed?
Visit FWMdesign.com, and let's make it happen.

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

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Has Being a Top Practices Member Helped Your Practice?

“There’s this saying, ‘When the tide rises, all ships go up.’ I’m amongst a community of people in Top Practices that’s helping me – all the ships are rising. And Rem has been so helpful. It’s also bringing that into the culture of my practice by working with my practice manager. **It’s defining our goals for the future and it’s giving us direction on where to go next.** I feel like I’m armed with all kinds of tools and tips and tricks of how to move this forward.”

Dannielle VonDerLinden, DPM - Lorton, Virginia