

REGISTER NOW
for Special
Early Bird
LOWEST PRICING!



PRESENTS

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

EARN WHAT YOU DESERVE AND GET YOUR NIGHTS AND WEEKENDS BACK

SEPTEMBER 14-16, 2018

Renaissance Arlington Capital View Hotel, Arlington, VA

SEE CONFERENCE HIGHLIGHTS ON PAGE 2



Special Pricing Discounts
for AAPP, AAFA, &
AENS Members
(see registration form)

“Your Success is guaranteed by running a highly-profitable practice. The Top Practices Summit is your blueprint for profits and massive success in an uncertain time.”

– REM JACKSON, CEO AND FOUNDER, TOP PRACTICES

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2019 and beyond?

(SEE INSIDE)

TOP PRACTICES SUMMIT HIGHLIGHTS

● KEYNOTE ADDRESS by Top Practices CEO and Founder Rem Jackson

In this Keynote Address, Rem Jackson, CEO and Founder of Top Practices will share not only his personal story for the first time ever, but the key insights he has gained over the past 12 years from hundreds of doctors that you can use in your own practice to survive your challenges, build a strong and sustainable practice you can eventually sell, and live the life you want to live starting now.



● SPECIAL FRIDAY EVENING PRESENTATION: "The Future of Private Practice is Bright."

The doctors of Top Practices have "Cracked the Code" and are experiencing double and triple digit growth in a year in new patients, revenues, and their personal income. If they can do it, so can you, and this year the Summit will be opened by THE BEST OF THE BEST. Doctors, just like you, that can show you what they have accomplished and give you a key tactic they have used to make it happen.

BACK BY
POPULAR
DEMAND!

● **Top Practices Roundtable Workshops** in which attendees share the top ideas and strategies that are working for them. There is no need to be frustrated – at the Top Practices Summit you will leave knowing exactly what you need to do to win in private practice...guaranteed! New workshops for doctors, staff, and marketers.

● **Extended Workshops on Marketing Your Practice in 2019 and Beyond.** Online marketing is changing rapidly and it can be difficult to keep up with those changes. Not only will this year's Summit be focused on ensuring you know what you should be doing online, it will reveal what is coming next, and give you a briefing on where our marketing efforts and dollars should be spent in 2019 and beyond.

● **How to Integrate and Market Cash-Based Services into Your Practice, and Significantly Increase Your Cash Percentage.**

● **ALSO, BACK BY POPULAR DEMAND! The Top Practices Networking Party.** Yep, there is going to be a party and you're invited!

● **Presentations by top podiatry practices competing to be "The Top Practices Marketer of the Year."** (These eye-opening sessions are some of the most popular presentations at the Summit every year.)

● **Every attendee will leave with a complete, extensive plan for growing their practice profits in the next 12 months...and beyond!**

● **How to get back your nights and weekends while making more income.**

● BREAKOUT HALF DAY WORKSHOPS:

GETTING TIGHT CONTROL OF YOUR ENTIRE PRACTICE: THE TOP PRACTICES WORKSHOP FOR DOCTORS

- Knowing Your Practice Numbers Is the Key to Control, Organization, AND Growth
- Getting Your Patients to Say Yes: Treatment Plan Acceptance and Communicating
- Getting Tight Control of Your Entire Practice: A Special Presentation led by Dr. John Guiliana

THE ADVANCED, MARKETING WORKSHOP

- How to Build Your Perfect Marketing Plan
- Assembling Your Digital Marketing Plan

THE TOP PRACTICES PRACTICE MANAGEMENT WORKSHOP FOR ADMINISTRATORS, MANAGERS, BILLERS, AND ALL STAFF MEMBERS

- How to Communicate with Each Other and Your Doctors and Be Heard
- Transforming Your Staff into a High Performing Team
- The Top Practices Management System Revealed

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 14TH

6:00 PM – 7:30 PM **The Future of Private Practice Is Bright Top Practices Case Studies: How We Did It and You Can Too**

**OPENING
FEATURED
SESSION**

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 15TH 9:00 AM – 5:00 PM

9:00 AM – 10:00 AM **KEYNOTE ADDRESS BY REM JACKSON "The Difference"**



10:00 AM – 10:30 AM **Break and Visit with Exhibitors**

10:30 AM – 12:00 PM **Marketing Your Practice in 2019 and Beyond, Part 1**

12:00 PM – 1:30 PM **Lunch and Networking Break**



**TOP PRACTICES
Marketer
of the
Year**

1:30 PM – 2:30 PM
**Marketer of the Year
Presentations**

2:30 PM – 3:00 PM
**Stop Guessing How Your Practice
Is Performing and Start Steering It**

3:00 PM – 3:30 PM **Break and Visit with Exhibitors**

3:30 PM – 4:30 PM **Marketing Your Practice
in 2019 and Beyond, Part II**

4:30 PM – 5:15 PM
Top Practices Roundtable I

5:15 PM – 6:00 PM **THE TOP PRACTICES NETWORKING PARTY**

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 16TH 8:30 AM – 3:30 PM

8:30 AM – 12:00 PM
**Getting Tight Control of Your
Entire Practice: the Top Practices
Workshop for Doctors**

8:30 AM – 12:00 PM
**The Advanced
Marketing
Workshop**

8:30 AM – 12:00 PM
**The Top Practices Practice Management
Workshop for Doctors, Administrators,
Managers, Billers, and All Staff Members**

8:30 AM – 9:30 AM **Knowing Your
Practice Numbers Is the Key to Control,
Organization, AND Growth with Scenarios**

8:30 AM – 10:00
AM **How to Build
Your Perfect
Marketing Plan**

8:30 AM – 9:15 AM **How to Communicate
with Each Other and Your Doctors and
Be Heard**

9:30 AM – 10:00 AM **Getting Your Patients
to Say Yes: Treatment Plan Acceptance
and Communicating Workshop**

10:00 AM – 10:30 AM
Break

9:15 AM – 10:00 AM **Transforming Your
staff into a High Performing Team**

10:00 AM – 10:30 AM **Break**

10:30 AM – 12:00
PM **Assembling
Your Digital
Marketing**

10:00 AM – 10:30 AM **Break**

10:30 AM – 12:00 PM **Special
Presentation led by Dr. John Guiliana**

10:30 AM – 12:00 PM **The Top Practices
Management System Revealed**

12:00 PM – 1:30 PM **Lunch and Networking Break**

1:30 PM – 2:20 PM **FEATURED PRESENTATION LED BY DR. JOHN GUILIANA
How to Integrate and Market Cash-Based Services into Your Practice, and
Significantly Increase Your Cash Percentage**



2:20 PM – 3:20 PM **Top Practices Roundtable Part II**

3:20 PM – 3:30 PM **Securing Your Profits and
Productivity in 2018**

GO TO WWW.TOPPRACTICES.COM/SUMMIT FOR FULL DETAILS



12237 Lost Treasure Ave. • Las Vegas, NV 89138
717.626.2025 ph • 717.625.0552 fx
answers@TopPractices.com • TopPractices.com



THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

EARN WHAT
YOU DESERVE
AND GET YOUR
NIGHTS AND WEEKENDS BACK

SEPTEMBER 14-16, 2018
Renaissance Arlington Capital View Hotel, Arlington, VA

SEE PAGE 1

Friday Evening, September 14th • 6:00 PM – 7:30 PM
The Future of Private Practice Is Bright
Top Practices Case Studies:
How We Did It and You Can Too

**OPENING
FEATURED
SESSION**



The Top Practices Summit opens with an information-packed, high-energy session led by Dr. Peter Wishnie and the most successful Top Practices doctors. Don't believe the nay-sayers—the future of private practice in the United States has never been brighter.

Everyone always wants to know how they can do better in their private practices. How they can earn more income but still be home and present with their families on their nights and weekends.

The doctors of Top Practices have **"Cracked the Code"** and are doing exactly that. Experiencing double and triple digit growth in a year in new patients, revenues, and their personal income. If they can do it, so can you and this year the Summit will be opened by **THE BEST OF THE BEST**. Doctors just like you that can show you what they have accomplished and give you a key tactic they have used to make it happen. Your job will be to listen closely and return to your practice ready to implement the plans shared with you. It's that simple. Be sure your travel plans make it possible for you to be in your seat and ready when the conference opens at 6PM!

DOWNLOAD THE BROCHURE AT TOPPRACTICES.COM/SUMMIT TO READ MORE