

Register now for  
**SPECIAL**  
EARLY BIRD PRICING!



**TOP PRACTICES**  
ACHIEVING PROFESSIONAL GROWTH  
*presents*



# THE 9TH ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

# YOUR BATTLE PLAN TO WIN THE WAR AND SUCCEED IN PRIVATE PRACTICE\*

*\*Despite what all the "Experts" Say*

**October 2, 3, & 4, 2015**

**The Westin Denver Colorado Downtown Hotel  
and Conference Center**



It is a fact that our medical system  
is broken. Your practice and  
your career don't have to be.

This Summit is

**YOUR BATTLE PLAN**

for Winning in Private Practice.

Guaranteed.

-Rem Jackson

SPECIAL KEYNOTE ADDRESS BY



**TOM FOSTER**

*"How the Lessons I Learned from the Marines  
Have Made Me a Better CEO"*



Special pricing discounts for  
AAPP & AACPM Members

(see registration form)

The Top Practices Summit is held only once a year.  
**What do you want your practice to be like in 2016?** (See inside.)



# It's Time to End Your Frustrations for Marketing and Managing Your Practice and Get Your Battle Plan to Succeed

**THE SUMMIT STARTS ON FRIDAY EVENING, OCTOBER 2ND AT 6:30PM**

## “How to Implement Your Top Practices Battle Plan” Rem Jackson with Members of Top Practices

The Summit opens with an information-packed session led by Rem Jackson, CEO of Top Practices. In this session Top Practices Members who have experienced strong growth and success in the last 12 months will show exactly what they did to achieve this productivity. This session will have multiple actionable ideas that can be implemented on Monday, October 5th that will produce profits. It will lay the groundwork for the sessions to follow and it will prepare you for the best outcomes you can have at the Summit. **Please make sure your plane arrives in time to easily attend this opening session.** And then afterwards prepare to hit Downtown Denver which is right outside the hotels doors for a great evening in a world-class city.

**THE SUMMIT CONTINUES ON SATURDAY, OCTOBER 3RD FROM 8:00AM TO 5:00PM**

## The Top Practices Business and Marketing Plan Workshop (Part I Business Development Plans and Goals)

Everyone needs a good plan (a great plan actually) that they can implement to hit their goals out of the park.

In this opening session of the conference attendees will work together, in small groups based on the attendee’s roles in the practice—Marketing Directors with Marketing directors, Practice Administrators and Staff Members with Practice Administrators and Staff, Doctors with Doctors to review and complete their high quality business and marketing goals for 2016. Each participant will bring copies of their **already completed** Business Goals worksheets and Plans to share with attendees in their small groups. (Remember all attendees will be developing this with Rem throughout the summer months in short focused online workshops). And together we will improve and refine these plans and goals **until they are excellent**. If you participated in this event last year you are now positioned to make the largest gains because you are experienced and already better prepared. It’s time (it’s actually past time) to get your goals (**YOUR Battle Plan for Winning**) completed and serving you, your family, your team, and your patients.



### Keynote Address

**“How the Lessons I Learned as a Marine Have Made Me a Better CEO”**



### Marketer of the Year Presentations

The MOST POPULAR session every year is the marketer of the year presentations. Learn from start to finish how practices like yours blew the doors off their marketing and achieved their goals. Then just follow in their footsteps and hit your own ball right out of the park. Three Practices will compete for the coveted Title of Top Practices Marketer of the Year. Attendees will vote and decide the winner for 2015.

## The Top Practices Business and Marketing Plan Workshop (Part II Marketing Plans)

After seeing three presentations by Top Practices competing for the Title of Marketer of the Year we reconvene and “roll up our sleeves” again to share and improve our marketing plans in the key Top Practices Pillars:



Internet Marketing



Referral Marketing



Internal Marketing



External Marketing

You will already have the best marketing plan you can develop on your own in your hands by the time you get to Denver, but now we will refine and improve your plans to make sure you’ve got a million dollar winning plan for 2016 and beyond. In this session you will be sharing your marketing plans for each pillar and getting top ideas in each pillar. You will learn how to evaluate and implement a true marketing plan to be at the core of your Battle Plan for Success no matter what comes your way.

### Special Guest Presentation Dave Frees

**Force Multipliers for Podiatrists in Private Practice: Installing and Harnessing the Power to Be, to Do, and to Have More of What You’ve Always Wanted**



**Go to [www.TopPractices.com/Summit](http://www.TopPractices.com/Summit) for full details**

# Announcing the 9th Annual Top Practices Marketing and Management Summit! Denver Colorado October 2,3, and 4.

Register before  
May 31st to  
**SAVE  
\$200!**

## The Keys to Internet Dominance in Your Market

Everyone knows the Internet is a major marketing tool for podiatry practices and every other business on earth. In the last 12 months our members have exploded their Internet marketing. There is a reason and in this session we will show you what you need to dominate your market online in 2016.

**THE SUMMIT CONTINUES ON SUNDAY, OCTOBER 4TH FROM 8:30AM TO 5:00PM**

## The Top Practices Workshops

### THE MARKETING DIRECTORS WORKSHOP

This extremely popular workshop has been one of the most valued sessions at the Summit and this year it has been expanded. Top Marketing Directors will be working together and sharing how they accomplish their jobs—full-time or part-time. All parts of this essential position, and how to be successful will be the focus.

- ⊗ How to budget for your marketing and how to communicate with your doctors in the most effective ways
- ⊗ How to know what are the most important things you need to be doing with your Internet Marketing
- ⊗ How to expand and improve your referrals from your referring sources and how to track them
- ⊗ How to manage your practice's database with ease
- ⊗ How to evaluate and implement advertising and community based marketing
- ⊗ How to get the rest of your staff on board and supporting your efforts
- ⊗ Answers to all of your questions

### THE "TOP SUPPORTERS" WORKSHOP

This extremely popular workshop has been expanded to a half-day workshop. It is designed to empower **Practice Administrators, Office Managers, and Staff Members** to be as effective as possible in supporting their doctors and their marketers. Often "between a rock and a hard place" busy, and sometimes overworked, practice administrators can find their job to be very frustrating. It doesn't have to be that way. If you have the right communication systems and protocols and are able to be sure that everyone is "on the same page" you can actually be very effective. In this session you will learn how others with your job have come through the darkness and into the light. There are answers and they are in this workshop. This workshop will be led by the Top Practices Expert Practice Management Consultants, Dr. Peter Wishnie and Tina Del Buono.



Dr. Peter Wishnie

Tina Del Buono

### THE ULTIMATE WORKSHOP for Busy Doctors who want their practice to run efficiently

NEW! This Half-Day Session for Doctors on how they can effectively lead their practices so that the management improves dramatically and the marketing is done effectively. Understanding the budgeting process, knowing how to get the best out of your people, and having the ability to make the correct decisions and take the best course of action is the focus of this new and transformational workshop.

- ⊗ How to read and understand your financials and use them to make decisions like a pro
- ⊗ How to ensure your staff is performing at its optimal levels
- ⊗ How to get organized and under control
- ⊗ How to work with your associates and practice manager without stress
- ⊗ How to avoid burnout and drifting back into old bad habits
- ⊗ How to stay current with your work
- ⊗ Get answers to your biggest management issues and questions from a room filled with experts



### The Top Practices Mastermind Roundtable

*"Wars are won by people who go out and actually do something" General George Patton*

Attendees come back together for an interactive session led by members who have had over 20% growth in their practices in the last 12 months. Tactics and strategies will be shared to ensure you have the best year of your practice in 2016 as so many past attendees have had. There is nothing standing between you and great success except for your mindset. Get answers. Hear others discuss how they beat their challenges and prepare to return to your office ready to get things done.

**Go to [www.TopPractices.com/Summit](http://www.TopPractices.com/Summit) for full details**



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## YOU DIDN'T SIGN UP FOR THE CURRENT MESS THAT HEALTHCARE IS IN

(See Page One)



## Is the Top Practices Summit Right for You and Your Practice?



The best way to answer this is to ask yourself if you are truly serious about making a positive change at your practice. Not many of us actually are. We say we are, but when the opportunity comes to really change we just postpone it until later.

- ⊗ If you are tired of being frustrated with your current efforts to grow and strengthen your practice
- ⊗ If you've tried a lot of things, yet nothing seems to really work
- ⊗ If you want all the information you need to implement a marketing plan that makes sense and that generates a clear and quantifiable return on your investment
- ⊗ If you want to instill a culture of growth and high quality "customer service" in your office staff
- ⊗ If you want to develop a professional plan that will enable you to clearly identify your goals and then focus your full attention on achieving them
- ⊗ If you are on the way to implementing some of the above, but want to meet with a group of winners and take the time to prepare you and your staff for a BREAK-THROUGH YEAR in 2016

**THEN THIS IS A MEETING YOU SHOULD NOT MISS!**



**"I GUARANTEE IT."**



*- Rem Jackson*

Here is my personal guarantee for the Top Practices Marketing and Management Summit

**IF AT ANY TIME, DURING THE SUMMIT ON October 2, 3, and 4 YOU FEEL THAT YOU CAME TO THE WRONG PLACE OR WE ARE NOT ADDRESSING THE ISSUES WE SAID WE WOULD IN THIS LETTER, YOU MAY TURN IN YOUR MATERIALS AND RECEIVE A FULL REFUND OF YOUR SEMINAR REGISTRATION FEE – NO QUESTIONS ASKED – NO SMALL PRINT\***

**\*Still no small print.**