



TOP PRACTICES
THE HOME FOR PRIVATE PRACTICE *presents* **THE TOP PRACTICES**
MARKETING AND MANAGEMENT SUMMIT

YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

Fill Your Treatment Rooms with High-quality Patients
 Make the Money You Want to Make
 Stop Working Nights and Weekends

**REGISTER
 NOW
 FOR SPECIAL
 EARLY-BIRD
 PRICING!**

Join Us **SEPTEMBER 13, 14, 15 • HILTON SCOTTSDALE
 RESORT AND VILLAS, SCOTTSDALE, AZ**



Many podiatrists are struggling with their practice because a broken and indifferent medical system has abandoned them. You CAN transform your practice into a business that makes you money, runs smoothly, and gives you back the time for your family that you are now missing.



Rem Jackson, CEO Top Practices

**Special Keynote Address:
 Dave Frees**

**ARTIFICIAL INTELLIGENCE
 AND YOUR PRACTICE.
 THIS CHANGES EVERYTHING.**

Dave Frees, Attorney, Founder Business Black Ops



The Next Two Years Will Create Enormous Changes in Podiatry

Artificial intelligence applications are already proliferating and making dozens of burdensome tasks easy or eliminating them; private practices aren't dying, they are thriving – but will yours?

Since 2007 **Top Practices has helped over 1600 podiatrists** move from frustrated and even angry, to looking forward to going to their office and getting home in time for dinner with no work waiting for them while their savings continue to grow. It IS Possible! **We have the plan for appropriately marketing your practice so that it grows and then the plan continues to enable you to effectively manage the growth.** Join us this year in Scottsdale, Arizona and get your own plan.

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2025, 2026, and beyond?

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 13TH



5:30 PM – 7:00 PM YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

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OPENING
FEATURED SESSION

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 14TH

KEYNOTE ADDRESS
DAVE FREES

9:00 AM – 10:00 AM ARTIFICIAL INTELLIGENCE AND YOUR PRACTICE. THIS CHANGES EVERYTHING. (SEE PAGE 4.)

10:00 AM – 10:30 AM BREAK AND VISIT WITH EXHIBITORS



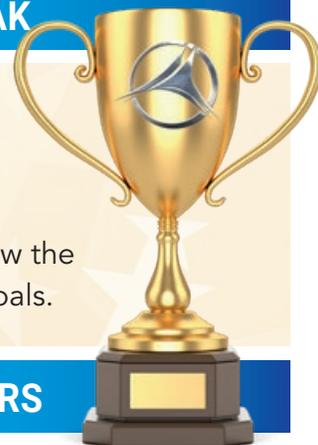
10:30 AM – 12:00 PM TOP PRACTICES ROUNDTABLES BY SUBJECT INTEREST

You asked and so...**We are taking the roundtables to the next level!** The meeting room will have tables for specific interests in marketing, management, leadership, staff, administration, finances, metrics which we will solicit from the attendees before the Summit.

12:00 PM – 1:30 PM LUNCH AND NETWORKING BREAK

1:30 PM – 3:00 PM PRESENTATIONS BY THE TOP PRACTICES 2024 AWARD WINNERS

These specific, in-depth case studies, are shared by practices just like yours who blew the doors off their marketing and management from start to finish and achieved their goals.



3:00 PM – 3:30 PM BREAK AND VISIT WITH EXHIBITORS

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

3:30 PM – 5:00 PM

IT TAKES A TEAM AND A FANTASTIC ATTITUDE TO WIN

When this workshop is over you will have the answers you need to be able to return home, and with your staff, build a team you can all rate at 10. A team – a group of people who trust each other. You and your staff are going to love this.

5:00 PM – 6:00 PM

THE TOP PRACTICES NETWORKING PARTY

Join Rem, and all the presenters and exhibitors, for a networking party and connect.

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 15TH

Attendees will break out into three different workshop tracks on Sunday. This year the workshops are designed so that anyone can attend them based on the topic.

ALL TRACKS: 8:30 AM – 3:30 PM

TRACK ONE

Top Practices Protocol/Scripting Workshop 8:30–10:00

How To Drastically Increase Your Profits Using Dispensing And Ancillaries 10:30–12:00

Advanced Marketing Workshop 1:30–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever 3:00–3:30

3:30 AND BEYOND —
YOUR BEST YEAR EVER

TRACK TWO

Ultimate Medical Staff Roundtables 8:30–10:00

The Office Manager Mini MBA 10:30–12:00

First-Time/Beginner Marketing Workshop 1:30–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever 3:00–3:30

3:30 AND BEYOND —
YOUR BEST YEAR EVER

TRACK THREE

Marketers Mastermind Meeting 8:30–10:00

AI, Apps, Online Tools, Websites, Blogs, Podcasts, and More... 10:30–12:00

Top Practices Staff ONLY Session 1:30–3:00

How to Hit the Ground Sprinting on Monday and Make the Next 12 Months Your Best Ever 3:00–3:30

3:30 AND BEYOND —
YOUR BEST YEAR EVER

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SEE PAGE 1



KEYNOTE
ADDRESS

DAVE
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ARTIFICIAL INTELLIGENCE AND YOUR PRACTICE. THIS CHANGES EVERYTHING.

We are all starting to understand how the breakthroughs in AI are changing our lives in small yet significant ways. There is hype, of course, about AI and some downright misinformation, but it IS TRUE that all of us will be using AI in many aspects of our lives and those of us who are proactive and willing to learn and adapt in business will have a competitive edge on those who aren't willing. How do you make sense of it all? How do you evaluate and implement what you need and not get distracted by all the rest.

Dave Frees is a highly successful Trusts and Estates Attorney in Pennsylvania and an adept early adopter of ideas and technologies (**including AI**). He returns to the Top Practices Summit for the third time (his second keynote) and shares how you and your team can use AI now and, in the future, to save time and money, increase your patient outcomes, **and to augment everything you do in ways that can reduce the stress and calm the chaos.** As disruptive as AI is and will be, podiatrists are extremely well positioned to use it to let them focus on their patients like never before while dramatically increasing the profitability of their business.

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