

REGISTER
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FOR SPECIAL
EARLY-BIRD
PRICING!



TOP PRACTICES
THE HOME FOR PRIVATE PRACTICE

presents

THE 20TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

THE AUTONOMY BLUEPRINT

LEVERAGING TECH, CASH, AND TALENT
FOR A FUTURE-PROOF PRACTICE

JOIN US OCTOBER 9, 10, AND 11
HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL



Rem Jackson, CEO, Top Practices

TAKE BACK CONTROL OF YOUR PRACTICES AND YOUR FUTURE

This isn't just another seminar. It's a strategic retreat designed to help you reclaim your time, your profit, and your passion for podiatry.

KEYNOTE ADDRESS THE ARCHITECT VS. THE BUILDER

PRESENTED BY

DR. MELISSA LOCKWOOD
HEARTLAND FOOT AND ANKLE, BLOOMINGTON, IL



The Top Practices Summit is held only once a year.

What do you want your practice to be like in 2027, 2028, and beyond?

THE SUMMIT STARTS FRIDAY EVENING, OCTOBER 9TH



5:30 PM – 7:00 PM

**THE AUTONOMY
MANIFESTO**

FRIDAY
THE FOUNDATION

THE SUMMIT CONTINUES SATURDAY, OCTOBER 10TH



9:00 AM – 10:00 AM

**THE ARCHITECT
VS. THE BUILDER**
PRESENTED BY
DR. MELISSA LOCKWOOD

SATURDAY
INTELLIGENCE
& INNOVATION

10:30 AM – 12:00 PM

AI POWER PANEL & DEMOS
THE FILTER IN ACTION

1:15 PM – 2:30 PM

MODERATED ROUNDTABLES
DEEP DIVE INTO THE TECH STACK

2:30 PM – 3:00 PM

THE BIG REVEAL
2026 MARKETER OF THE YEAR MASTERCLASS

3:30 PM – 4:15 PM

KEY TOPICS PANEL
SYNTHESIS OF THE BLUEPRINT

I enjoyed connecting with like-minded office managers, especially the problem/solution exercise. It's nice to know we are not alone and our situations may have different solutions when viewed by fresh eyes.

JILL WALTER

4:15 PM – 5:00 PM

THE AUTONOMY ESCAPE ROOM
A KINETIC STRATEGY SPRINT

5:00 PM – 5:30 PM

THE TOP PRACTICES
NETWORKING PARTY!

GO TO [TOPPRACTICES.COM/SUMMIT](https://toppractices.com/summit) FOR FULL DETAILS.

THE SUMMIT CONTINUES SUNDAY, OCTOBER 11TH

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

ALL TRACKS: 8:30 AM – 3:30 PM

**SUNDAY
IMPLEMENTATION**

TRACK ONE THE CEO (FINANCE & CASH)

9:00 AM – 10:00 AM • **THE PATH TO CASH PANEL**

10:30 AM – 11:30 AM | LED BY: MIKE MCNEILL • **THE MATH OF AUTONOMY: FINANCE WORKSHOP**

11:30 AM – 12:00 PM | LED BY: JAY HENDERSON • **PEAK CAPACITY: THE STAFFING ROI**

1:15 PM – 3:00 PM • **TOPIC-SPECIFIC ROUNDTABLES: THE SOVEREIGNTY DEEP DIVES**

3:00 PM – 3:30 PM • **CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP**

TRACK TWO THE COACH (CULTURE & TEAMS)

9:00 AM – 10:00 AM • **FRONT-END FREEDOM: HOW TO HAVE YOUR MEDICAL ASSISTANTS MANAGE THEMSELVES**

10:30 AM – 11:15 AM • **WORKSHOP: FROM BOSS TO MENTOR - HOW TO CREATE A “LEADER-LEADER” ENVIRONMENT**

11:15 AM – 12:00 PM • **STAFF ROUNDTABLE: WHAT MOTIVATES THE 2026 WORKFORCE?**

1:15 PM – 3:00 PM • **TINA’S SESSION: THE CONFLICT-TO-COACHING PIPELINE**

3:00 PM – 3:30 PM • **CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP**

TRACK THREE THE VISIONARY (MARKETING)

9:00 AM – 10:00 AM • **THE AI-ENHANCED MARKETER: 3 MONTHS OF CONTENT IN 3 HOURS**

10:30 AM – 11:15 AM • **THE “BLUE-CHIP” CASE STUDIES: WHAT’S MOVING THE NEEDLE NOW?**

11:15 AM – 12:00 PM • **MARKETING ROUNDTABLES: SOLVING THE “HIGH-QUALITY LEAD” PUZZLE**

1:15 PM – 3:00 PM • **THE MARKETING MASTERMIND: ROLL UP YOUR SLEEVES**

3:00 PM – 3:30 PM • **CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP**

REGISTER NOW TO SECURE YOUR SPOT.



TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

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THE AUTONOMY BLUEPRINT

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THE ARCHITECT VS. THE BUILDER

Most podiatrists are “Builders”—skilled craftspeople who are excellent at treating patients but find themselves trapped in the daily grind of laying every brick of the business themselves. If the Builder stops working, the building stops growing. In this powerhouse keynote, Dr. Melissa Lockwood—winner of the Top Practices Marketer of the Year, Innovator, and Drive Awards—shares how to make the psychological and operational shift to becoming a **“PRACTICE ARCHITECT.”** This isn’t about working harder; it’s about designing a high-performance system where the CEO (you) provides the vision, and the system (your team and tech) provides the results.

Dr. Lockwood is often described as the “prototypical” Top Practices doctor, not just because of her industry-leading KPIs, but because of her resilience. She has sat in your chair and faced the exact challenges that keep you up at night: associate doctor friction, staff turnover, and the crushing weight of administrative complexity. Dr. Lockwood will pull back the curtain on how she navigated these hurdles to build Heartland Foot and Ankle into a model of efficiency and profitability. She will demonstrate that true autonomy comes from having the courage to stop “owning a job” and start leading an organization.

Attendees will walk away with a clear understanding of the **“ARCHITECT’S MINDSET”** and the specific structural changes required to future-proof their practice. You will learn how to identify the “cracks in the foundation” of your current workflow and how to implement the systems that allow for consistent growth without constant doctor intervention. This session is your masterclass in leadership, showing you that it is possible to achieve elite-level clinical success while reclaiming your personal freedom.



KEYNOTE ADDRESS

PRESENTED BY

DR. MELISSA LOCKWOOD

OWNER OF HEARTLAND
FOOT AND ANKLE,
BLOOMINGTON, IL

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