

DEDICATED TO YOUR SUCCESS

I Don't Have a Magic Wand or a "Purple Pill" I Have Something Much, MUCH Better

By Rem Jackson



There is no miracle "set it and forget it" practice growth or practice management solution that works. Diets don't work and neither do empty promises about your practice. But I can tell you what does work: fundamental principles of marketing and management systematically applied by you and your well-trained staff. That is what we teach at The Top Practices Summit. And in Denver, CO on September 16, 17, 18, we will be teaching the Private Practice Plan to Succeed, and YOU and your KEY STAFF need to be with us.

Inside this newsletter I'm going to share a totally unsolicited testimonial from a podiatrist who attended his first Top Practices Summit in 2018. It changed his life. Now to be sure, not by the end of that weekend. He began to work with us and kept at it and what he describes as the transformation he's had now in 2022 is worth a very careful read.

I'll give you a brief look at the program, but to really find out more go to the [Summit webpage](#).

I promise you that if you make the investment in time and money to join us in Denver, you will have your own chance to do what Dr. Shanahan describes on pages 2 and 3. Plus, I guarantee it. You can attend the whole conference and if you don't think I delivered on this promise, just ask for your Summit registration back and we will return it to you in full. But that's not going to happen. 😊

Dedicated to Your Success,

Rem@TopPractices.com



The Summit is for You and Your Key Staff Members

This is a top-level list of what is going to be happening. Go to the [Summit Brochure](#) for the full conference schedule.

1. Learn how to recruit, hire, train and perform with an A-team staff from practices who have solved the great labor market dilemma. It can be done!
2. Get a view of the state of podiatry now and in the next five years from our Keynote Speaker, Healthcare Attorney, John Leardi. Hint: Private practice is well positioned no matter what the pundits say.
3. The Top Practices are highly profitable. How do they do it? Get case studies on how to turn your cash flow from a pittance to a tsunami. Yes - really - you.
4. See presentations by your colleagues who have cracked the code on marketing post-pandemic, and who have stared down their challenges and put their house in good order.

5. Marketing ideas that are new and are genius.
6. Ample time to talk to others, learn, and share.
7. A full-day Workshop for Doctors on Sunday
 - a. We are going to attack the THREE TOP CHALLENGES everyone faces:
 - i. Nowhere near enough time to get the mountain of work and responsibilities done in the day
 - ii. A seemingly revolving door of staff and an inability to create a high-performance team that loves coming to work
 - iii. Lack of a step-by-step system or playbook that accomplishes your essential practice goals and objectives
 - b. [Much more](#)
8. A full-day Workshop for Marketers like we've never done before
 - a. Have you ever wanted to attend a TRUE MARKETING MASTERMIND MEETING? This year we are offering exactly that to our marketers and anyone in the practice that that wants to attend. On Sunday, for the entire day, this group (always a smaller group) will engage in a true, facilitated, mastermind meeting. Here is what will happen in the marketing meeting on Sunday:
 - i. You will leave with a new mastermind group that knows what everyone else is going through and Rem will facilitate a three-month, closed membership group, composed of those of you that attend the meeting in Denver. He will then guide you on how to maintain this group and create a resource beyond your wildest ideas. THIS ALONE is a reason to come to Denver.
9. A full-day Management Workshop for Office Administrators, Managers, Billers, Front and Back Office Staff
 - a. This unique workshop is designed for practice administrators, managers, billers, front and back office staff who will work for some of the workshop together, and for some of the workshop in small groups broken up by title and job duties. Workshop Top Objectives:
 - i. Attack the THREE TOP CHALLENGES you face:
 1. Unlocking the keys to getting your work done in the time you've got (this is for every team member's individual roles)
 2. Knowing how to use systems (and learning the top systems) to make your patient care even better and your peace of mind significantly better (It IS possible, we promise)
 3. Turn your team into a team of people that want to work with each other and that others want to join

My Top Practice's Journey Began At the Summit

This is an excerpt from a longer testimonial about one doctor's journey to success



In the summer of 2018, I found myself hit rock bottom for the world of private practice. I was burned out, in debt, and ready to quit. I had lost a 10-year associate on very negative terms. I had constant employee disarray. Constant drama at the office. My office manager at the time frequently made us lose staff. I felt like my "sandbox" had fallen apart.

Additionally, I was always behind on charts, invoices, job reviews and pretty much any other paperwork needed. I personally also found myself always trying to do too much.

In early August of 2018, I received information about the Top Practices Summit. I had been aware of Top Practices since its inception in 2007 but never gave it much consideration because I thought I knew what I was doing. Boy was that a HUGE mistake!

Because of my (awful) "mindset" at that time (Summer of 2018). I was very interested in attending the Summit because I knew I needed something to help me. I looked at it as a weekend to myself and a retreat because I needed a "reset". I made the arrangements to attend and went with an open mind. On the opening evening Peter Wishnie was the first speaker. He began his initial lecture discussing Key Performance Indicators and their importance. I sat there

and started to sweat a little because I didn't even really know what they were and therefore I knew I was in trouble. But, it was then and there I found that this is **exactly** what I needed. I needed Top Practices.

How did I get to rock bottom?

I opened up my own private practice in 1997 and it was a very part-time practice – only several half days a week. However, it grew and grew and by the year 2000 I was totally focused on just that practice.

I thought to myself then, “Hey, I'm a doctor, I'm good at what I do, the money will come”... lol...Little did I know how wrong I was.

As we got bigger and busier, I lost focus and I figured “we made it”. The money will come and “Hey, after all, I'm a doctor and I have a Joint Commission accredited O.R.” Marketing? What marketing? KPIs? What are KPIs? I just knew there was money in the bank.

Well, during the next few years I would run into nothing but more problems with staff, finances, and daily problems at the office. Every day I was running as fast as I could to see as many patients as I could to generate as much money as I could without stopping to look at the big picture and really understand what was collectively going wrong. After all, “I'm a doctor”, the money will be there. And, during that time I always had this little voice in my head screaming at me about how wrong the scheduling was and how annoyed I was at the lack of staff being present or understanding what they needed to do when they were assisting me.

Enter Top Practices

As I mentioned earlier, while I attended my first lecture at the summit in 2018, presented by Dr. Peter Wishnie, he spoke about KPIs and knowing your numbers and it was then and there I was in trouble, because after 20 plus years of private practice, I was just learning the importance of truly watching these.

As the weekend passed by, I was fully engaged in all of the lectures presented and I knew I had finally found the means to finally achieve the success I had always envisioned. And that means I would become a member of Top Practices.

By doing this, I would finally have the guidance, the coaching, (Dr. Wishnie, Tina Del Buono, and Rem Jackson) and the resources to make my practice what I had always desired and envisioned it to be.

It boiled down to me finally setting goals, getting the right people in place to make it happen, and sticking to a plan.

It still took a lot of mopping up old messes, rolling up our sleeves and sinking our teeth into fixing the many issues that had plagued the practice for years. But, I finally had the right people to do it with.

So here we are, 2022...My practice is running the best it has ever run, our financials are watched closely, I have the best, most engaged, and the happiest staff I've ever had. I have the most confidence I've ever had in our delivery of services. We have protocols in place. We have regular meetings and training. I no longer come to work dreading the day and asking myself what will go wrong. We have made things black and white. While I see patients throughout the day, I am doing things that optimize the use of my degree!

The list of what we have changed and accomplished is tremendous.

Bottom line, it begins within oneself – to become a better leader and then surrounding yourself with the best people possible. Once you've done that, you can pretty much begin to accomplish everything you've envisioned.

Excited to see what happens next...

Proud Top Practices Member,

G. Daniel Shanahan IV, DPM, FACFAS
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(SEE PAGE ONE)



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

THE PRIVATE PRACTICE PLAN TO *Succeed*

SEPTEMBER 16, 17 AND 18, 2022 • THE GRAND HYATT • DENVER, COLORADO

*The Business of Private Practice in
Podiatry is Changing...for the Better.*

KEYNOTE ADDRESS

BY HEALTHCARE ATTORNEY JOHN LEARDI
IT'S NEVER EASY, BUT IT'S WORTH IT

TopPractices.com/Summit
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