

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Surviving the Affordable Care Act

Part II



I've discussed in these pages in the past that not all doctors are going to survive the next 5 years in private practice, but the vast majority are. Those that will see the most success are those who are ready to follow a plan that includes the following strategies.

Effective Management

It is no longer possible to manage your practice haphazardly. Two key strategies that will significantly support your success in the Post Affordable Care Act future are:

- Institute clinical and non-clinical procedures (also called protocols). The efficiencies gained by practicing in a structured and streamlined approach are now as essential to profitability as they have always been to patient outcomes. When you practice by protocol, your quality of care goes up dramatically because you are more comprehensive and your per visit value (PVV) soars, thereby making it possible to earn more with every patient visit.
- Add ancillary services that are cash-based. Also add more services that do not require your license such as nutrition programs or wellness services. Patients are far more interested and open to these kinds of programs and are often seeking them out. As you integrate these healthy services, you'll find your cash flow improving and your patient outcomes soaring.



Effective Marketing

Marketing your practice is now as important as your credentialing. You can't operate in this highly competitive, complex and confusing healthcare marketplace without effectively communicating to prospective patients and existing patients. Luckily, the internet is a real ally in helping you reach the patients you need to reach. It's just as essential that you communicate to them with appropriate and productive messages and offers.

This is good news because your future is in your hands, not bureaucrats or insurance executives.

The Top Practices Marketing and Management Mastermind Group has been coaching podiatrists to build strong and healthy practices since 2007 and is prepared to guide you through the marketing and management challenges that are facing the entire medical profession, not just podiatry. Find out how the Top Practice Mastermind Group works today.

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Top Practices

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“Attending the Top Practices Summit literally transformed our practice, there is simply no other way to describe it.”

– Melissa Lockwood, DPM & Sam Fowler, Office Manager, Heartland Foot and Ankle, Bloomington, IL

Sometimes, the answers we are seeking to our problems and frustrations come to us like a hard knock on the head, and, sometimes, they come more slowly and subtly. Regardless of how those answers come to us, what we choose to do with them is what differentiates those who succeed from those who don't.

Dr. Melissa Lockwood, podiatrist and founder of Heartland Foot and Ankle in Bloomington, IL and Sam Fowler, her office manager, knew that they needed to know more about how to market their practice, but they weren't sure how to start.

Then in May of 2012, they received a flyer in the mail telling them about the [Top Practices Marketing and Management Summit](#) that was taking place in Las Vegas. The fact that Rem Jackson, CEO of Top Practices, was offering two and a half days on the topic of marketing was something they had known about before, but when they heard it was in LAS VEGAS – they were sold.

Attending the Summit Was Practice-changing

The Summit was like nothing else they had ever experienced. It was a high energy, information packed program – it was a life changing moment for them, both professionally and personally.

The conference explained step-by-step exactly what Top Practices teaches its members:

- How to set and actually achieve goals.
- How to drastically improve their practice marketing.
- How to manage their practice more effectively.
- How to grow their practice into the profitable practice they wanted it to be without increasing their stress levels.
- How to execute and get things done quickly.

Melissa and Sam had already been working on their goals and plans, but the Summit helped them focus and intensify them.

At the Summit, they not only learned from other successful members and inspiring speakers, but they also worked to develop their own game plan.

Melissa and Sam wrote down their own top three goals for their practice (which seemed astronomically high at the time), and thought that if they could hit those, it would be amazing. It would change everything for them and give them the growth, revenue, and profits they needed to build the practice into what they wanted it to be.

They joined Top Practices right then and there at the conference. The Top Practices mindset aligned with what they knew they wanted to achieve, and they knew they wanted to be there.

And the goals they had written down at the Summit? They blew them out of the water – they booked a 38% increase in new patients over 2012, and 48% in collections over 2012.

Month over month, they've continued to grow.

When they walked out of the Summit in Vegas, they left knowing that they wanted to come back the following year to show what they could do. After achieving such success with their marketing goals in 2013, they returned to the Top Practices Summit as Marketer of the Year contestants. They shared their methods of success and wowed the audience with their spectacular presentation.

The success that Melissa and Sam experienced may seem unattainable, but their story can be yours. It all depends on what you choose to do.



Rem Jackson, Sam Fowler, Melissa Lockwood, DPM, Diane Jackson



[Register for the Top Practices Summit in Arlington, VA on September 12, 13, and 14.](#)

“The starting point of all achievement is desire.” – Napoleon Hill



Three SEO Curse Words That Scream Out, “You’re Being Scammed!”

By Tom Foster, Founder and CEO of Foster Web Marketing



At Foster Web Marketing, the SEO team keeps on a whiteboard in their office as a reminder of what not to say—ever. Here’s a few items from the list:

- Automated
- Guaranteed
- Foolproof

I sat down with Zach Stone, our senior SEO and marketing strategist, to discuss why these three words are so reviled. Here’s what I found out:

“Automated”

If something is automated it means that it is a short cut. This is a term commonly used by marketing companies that sell link-building schemes. They want you to think that automated is good, when it just means cheap, low-quality links that can drag down the value of your site!

If you’re looking for the easiest, cheapest way to do something then you’re not looking out for your business, and you are not thinking about your brand. If automation was the way to go then we would not need our awesome SEO team; we’d just turn on our robots and go have a beer with all the other marketers!

“Guaranteed”

With over 200 organic ranking factors for Google, there is no way anyone can guaran-

tee results. If they do, they are likely using some kind of cheap trick that will work until they get your money. Any SEO can get any website to rank well in Google for a handful of terms—for a short time.

When you ask your marketing partner for guaranteed results, you ask them to get you on page one at any cost. They’ll use every black hat tactic in the book to get you there, because they want your money. But they don’t care about the long-term health of your business!

“Foolproof”

There is no such thing as foolproof marketing. Yet we see this word all the time in sales pitches, from scammers selling a website or directory that is a “foolproof” way to get clients or a “foolproof” way to get to the top of the search engine results.

The only “fool” in “foolproof” is you, if you part with your hard-earned money for a “foolproof” marketing scheme.

To see what honest, white-hat web development and SEO looks like, call us at (855) 552-8588 or request a free analysis of your current website by using the following link: www.FWMAAnalysis.com.

***Note: From Rem** – “There is simply no company that can compare to Foster Web Marketing. They are my web company and the web company of the Top Practices doctors. Ask them for a list of the great websites they’ve done for podiatrists when you call.”*



The map that we have for you is our proven Top Practices System for marketing and growing your podiatry practice. This is the curriculum for the entire summit.





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SURVIVING THE AFFORDABLE CARE ACT



See page one.



**Time Is
Officially
Running Out!**

The Top Practices Marketing and Management Summit is almost here. On September 12, 13 and 14 in Arlington, VA, over 200 podiatrists and their office teams will join Rem Jackson and a team of experts to work on their marketing and management plans for 2015. [The Summit](#) has workshops for solo practitioners on how to succeed with limited resources. It has workshops for large multi-doctor practices on the challenges faced by difficulty in communicating and controlling costs. It has the single best business planning workshop in podiatry, and if you sign up to attend, you will be working with Rem all summer to prepare for this workshop. Workshops for office managers, practice marketers, and advanced internet workshops are just a part of this singular event. Don't be left behind in 2015. Register now and bring your key staff members with you and prepare your practice for the tsunami of changes all medical practices are facing.

***The Top Practices Marketing and Management Summit 2014,
Arlington, VA • September 12, 13, and 14, 2014***