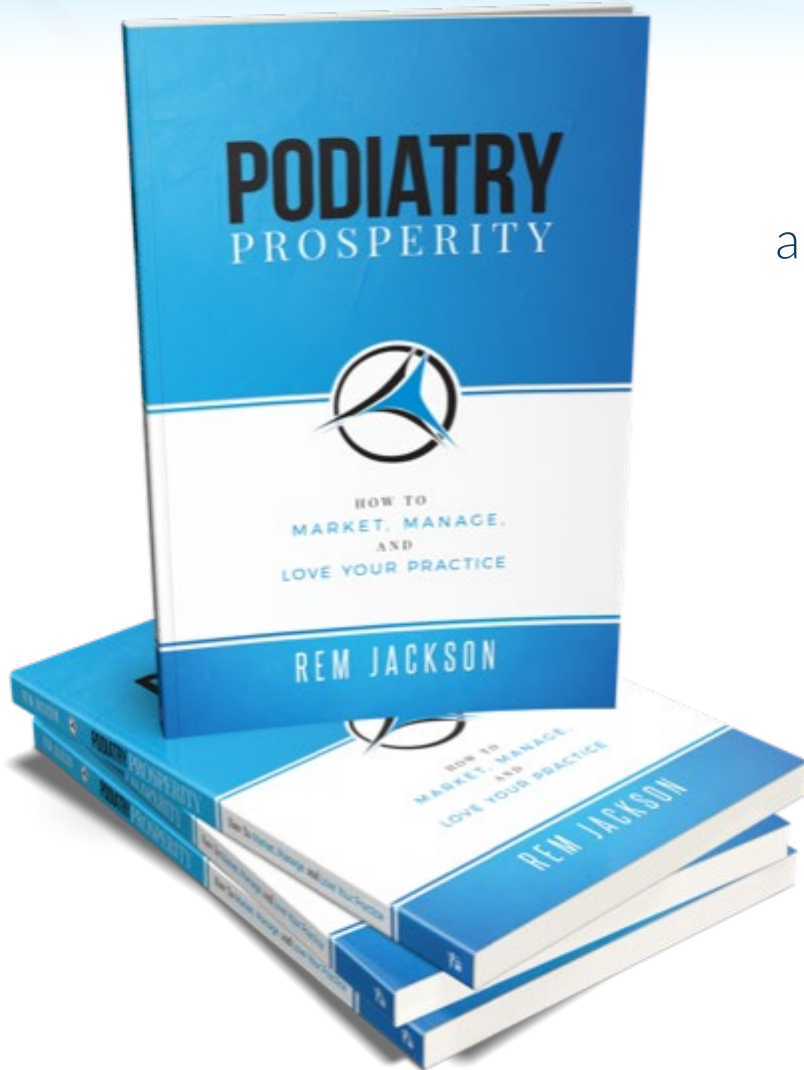


DEDICATED TO YOUR SUCCESS



Top Practices is proud to announce the publication of *Podiatry Prosperity: How to Market, Manage, and Love Your Practice* by Top Practices CEO and Founder, Rem Jackson.

“It’s been 12 years in the making and 18 months writing. I’m so happy to release this book and support the profession of podiatry that has done so much for me.”

Rem Jackson



Come to www.TopPractices.com to purchase your copies today.

Praise for Podiatry Prosperity

Rem Jackson, the guru of podiatric marketing and practice building, has outdone himself this time. *Podiatry Prosperity* is the absolute must-read for all podiatric physicians on how to grow their practices into Top Practices. This book should catapult to the top of the podiatrist's reading list.

MICHAEL KING, DPM, Past President, The American Podiatric Medical Association (APMA), Nashville, Tennessee

We receive little to no business training in our education, yet so many podiatrists are small business owners, and thus, have an unmet need. Rem Jackson has filled that need for so many of us, and his guidance applies to so much more than just a podiatry practice. Thank you, Rem, for writing this book, for what you have done for my profession, for helping so many of my colleagues, and for what you have done for me!

JEFFREY D. LEHRMAN, DPM, Fort Collins, CO

Podiatry Prosperity will ultimately guide and influence you in ways you can only imagine. My journey with Rem and Top Practices started in 2009 when I hired my first associate. Now, ten years later, we have four physicians and a nurse practitioner working in a 6,800-square-foot office. This kind of growth was made possible through the marketing lessons and coaching provided in this book. This book is a special gift to our profession.

JANE E. GRAEBNER, DPM, Delaware, Ohio

The title of this book suggests that prosperity in podiatry is the goal. That's true, but it's much more than that. It's about taking a hard look into the scary part of owning a very successful practice. That means learning business, something most of us don't know much about. Or we think we can run a business, but we don't have much guidance. While working through the Four Pillars of Marketing, Rem Jackson gives pertinent suggestions and recommendations that can be used right away. This is a fun and easy book to read and will make you want more.

DOCK DOCKERY, DPM, Director, International Foot & Ankle Foundation Seattle, Washington

Rem Jackson has been on a mission to improve the lives of podiatrists for over a decade. *Podiatry Prosperity* encourages you to think and visualize the type of practice you really want—one that works for you, rather than you working for it. It's not just a book about building your practice; it's a book about building your life.

TONY ABBOTT, CHIROPODIST, Collingwood, Ontario, Canada

I'm proud and grateful to know Rem Jackson. Time and time again, I've witnessed Rem leading doctors to increased wealth and happiness. Initially, success is clearly defined. Once defined, Rem provides direction to stop doing certain things and start doing what it takes to be successful.

ROBERT BLAINE, DPM, CEO and Founder Blaine Labs

This book contains all the ingredients needed to successfully market a practice. Once you add the "5th" pillar, which is Rem Jackson, you'll be guaranteed success. The information spelled out in *Podiatry Prosperity* has taken my practice from good to great and still growing. Thank you, Rem, for all your help and knowledge.

KEVIN S. MOLAN, DPM, Charlotte, North Carolina

Rem Jackson quite possibly saved my marriage. My wife and I thought we were running our practice, but in reality, it was running us. We were helplessly adrift in the currents of business without a paddle, a rudder, or any navigation. Rem and Top Practices gave us direction, advice, and a compass, and then they taught us the principles necessary to take control of our business. Rem also empowered us with this quote from Napoleon Hill: "Whatever the mind can conceive and believe, it can achieve." I'm happy to say that we've since traded that leaky canoe for a frigate! This book distills all the strategies and processes we used to significantly increase our practice, down to a usable blueprint for practice growth and prosperity. Highly recommended!

GREGG NEIBAUER, DPM, Missoula, Montana

Come to the Top Practices Summit in San Antonio and Transform Your Practice

Three Big Reasons to Attend this Year's Top Practices Summit with Your Key Staff

1. **Opening Night:** The Summit opens on Friday night with a high-energy and inspiring address by Rem Jackson, CEO of Top Practices. Rem has been honored by the podiatric profession by being voted into the PM Podiatry Hall of Fame. He will set the stage for the Summit with his insights on how you can market, manage, and love your practice.
2. **Day Two:** Day two of the Summit is designed to pull back the curtains and clearly show you how your colleagues have transformed their practices from struggling or frustrating to practices that build and support the goals and dreams of their owners.

The day is capped off by a networking party before you stroll down to the famed Riverwalk. Our hotel is on the Riverwalk right in the heart of the very best of San Antonio.

3. **Day Three:** You and your staff need to be in sync if you are going to prosper. If you've ever wanted your staff to be "on the same page" as you and are frustrated, let the experts at the Top Practices Summit make it finally happen.

On Sunday, September 15th, Rem Jackson and a team of experts will guide you through **three, simultaneous coordinated, full-day practice building and managing workshops designed to enable you to take full advantage of the three leverage points** you have in your practice. These will make your practice much more profitable and much easier to manage.

Those three points of maximum leverage are:

1. **Excellent Patient Volume**
2. **High Per Visit Revenue**
3. **High Dollars Per Hour**

Doctors will work with our team of experts in a step-by-step approach to understand and be able to execute a plan to raise their patient volume and target the correct mix of patients for the practice, raise their per visit revenue through management systems that enhance care and revenue every time a patient walks through your doors, and increase the dollars the practice generates every hour through strategies that go beyond your Per Visit Revenue.

AT THE SAME TIME:

Your key staff members will be in a separate workshop led by experts who are also working with you to teach them how to accomplish the very same goals: Higher Patient Volume, Higher Per Visit Revenue, and Higher Dollars Per Hour so **that they will understand what you have learned and will be able to hit the ground running with you** to put these strategies into play at your practice.

No more confusion. No more misunderstanding.
No more frustration of not being on the same page.

ALSO, AT THE SAME TIME:

In a third workshop, your marketer will be in a workshop exclusively focused on how to **raise your patient volume AND target the right patients** to your practice. Designed and led by Rem Jackson, this workshop will ensure your marketing people are completely in sync with what Rem and his team are teaching you at the same time.





TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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Podiatry
Prosperity:
(SEE PAGE ONE)

PODIATRY
PROSPERITY



Communication is the Most Difficult Issue Every Practice Faces

It is truly a common denominator for all practices. The Top Practices Summit for the first time will tackle this problem head-on and make it possible for you and your top staff to work together seamlessly to build the profitable, enjoyable practice you want and need—the practice you should have.

Go to www.TopPractices.com/Summit to find out more.

