

THE 19TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

**REGISTER
NOW!**

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS

Real World Strategies for Building and Sustaining a
Thriving Podiatry Practice in Today's Complex Environment

Join Us **SEPTEMBER 12, 13, & 14**
HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL

This year's Summit will equip you with the mindset and strategies you need to transform your podiatry practice from a source of stress and frustration into a **thriving, profitable, and fulfilling endeavor**. Discover how your colleagues have overcome challenges and achieved unprecedented success.

- **Learn how to leverage Key Performance Indicators (KPIs)** to track revenue, profit margins, and dollars per hour, optimizing your practice's efficiency and financial health.
- **Explore the transformative power of AI** in streamlining front and back-office operations, enhancing patient care, and improving overall practice efficiency.
- **Gain valuable insights** into implementing effective clinical protocols that optimize patient outcomes and enhance your professional reputation.
- **Uncover the benefits of hybrid cash/insurance models** in gaining greater control over your practice and improving patient satisfaction.
- **Hear the most current and innovative marketing ideas** from experts and your fellow practitioners.
- Finally, learn how to **cultivate a culture of trust and positivity** within your leadership to foster a supportive and motivating environment for your entire team.



Rem Jackson, CEO, Top Practices



KEYNOTE SPEAKER
JESSICA TAVERAS
Director of Marketing, Foster Consulting

**"Relationships Are
Your Greatest Asset"**

The Top Practices Summit is held only once a year.
What do you want your practice to be like in **2026, 2027, and beyond?**
REGISTER NOW TO SECURE YOUR SPOT.

THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 12TH



5:30 pm – 7:00 pm **THE KEY TO SUCCESS:**
WHY AND HOW YOUR COLLEAGUES WENT FROM
FRUSTRATED AND ANXIOUS TO POSITIVE,
PROFITABLE, PEACEFUL, AND RELAXED.

Opening
Featured Session
with
Rem Jackson, CEO,
Top Practices

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 13TH

9:00 am – 10:00 am
MASTERING YOUR METRICS:
KEY PERFORMANCE INDICATORS FOR
PODIATRY PRACTICE SUCCESS

This first workshop will equip you with the critical knowledge of Key Performance Indicators (KPIs) and how to leverage them to steer your practice towards unprecedented profitability.

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

10:30 am – 12:00 pm
**REFINED FOR AN EVEN
BETTER EXPERIENCE:**
TOPIC BASED ROUNDTABLES
BY SUBJECT INTEREST

Our renowned roundtable sessions are back,
and they're better than ever!

12:00 pm – 1:15 pm
LUNCH AND NETWORKING BREAK

“Your practice should serve you and fund your ideal lifestyle. Your career should provide for the emotional, physical, and financial security of yourself and your loved ones.”

REM JACKSON, CEO AND FOUNDER, TOP PRACTICES

1:15 pm – 2:30 pm
**UNLOCKING PRACTICE
PROFITABILITY:**
INSIGHTS FROM TOP-PERFORMING
PODIATRISTS THE TOP PERFORMER PANEL

Join this exclusive 90-minute panel session featuring a select group of Top Practices doctors who have achieved remarkable success, generating over \$1,000 per hour of revenue while simultaneously reducing their clinical hours and increasing their bottom-line profits.

2:30 pm – 3:00 pm
**UNVEILING MARKETING
EXCELLENCE:**
2025 MARKETER OF THE YEAR AWARD
WINNER PRESENTATION



3:30 pm – 4:30 pm
JESSICA TAVERAS –
“RELATIONSHIPS ARE
YOUR GREATEST ASSET”

Keynote
Address

4:30 pm – 5:30 pm
**TOPIC BASED ROUNDTABLES
BY SUBJECT INTEREST, PART TWO**

We end day one with a final Roundtable session and then a great night in Chicago!

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

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 14TH

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: 9:00 AM – 3:30 PM**

TRACK ONE

9:00am – 10:00am

AI UPDATE: HOW OUR DOCTORS ARE
USING AI IN THE FRONT OFFICE AND BACK OFFICE

10:00am – 10:30am

BREAK AND VISIT WITH EXHIBITORS

10:30am – 12:00pm

MAXIMIZE YOUR INVESTMENT:
PROTOCOLS FOR MEDICAL DEVICES, DISPENSING, AND MORE

12:00pm – 1:15pm

LUNCH AND NETWORKING BREAK

1:15pm – 3:00pm

UNLOCKING PRACTICE PROFITABILITY:
STRATEGIES FOR THRIVING IN A HYBRID CASH/INSURANCE
MODEL

TRACK TWO

9:00am – 12:00pm

**MASTERING HUMAN
RESOURCES:**
ESSENTIAL STRATEGIES FOR
PODIATRY PRACTICES

12:00pm – 1:15pm

**LUNCH AND NETWORKING
BREAK**

1:15pm – 3:00pm

**BUILDING A
HIGH-TRUST CULTURE:**
FOSTERING POSITIVITY AND
IMPLEMENTING A CODE OF
CONDUCT

TRACK THREE

9:00am – 10:00am

DOMINATE YOUR NICHE:
MASTERING YOUTUBE FOR PODIATRY PRACTICE
GROWTH

10:00am – 10:30am

BREAK AND VISIT WITH EXHIBITORS

10:30am – 11:15am

**UNVEILING A BLUEPRINT FOR
SUCCESS:** A DEEP DIVE INTO A TOP-
PERFORMING PRACTICE'S MARKETING PLAN

11:15am – 12:00pm

MARKETING ROUNDTABLES:
TRANSLATING SUMMIT LEARNINGS INTO
ACTION

12:00pm – 1:15pm

LUNCH AND NETWORKING BREAK

1:15pm – 3:00pm

**TOP MARKETER PANEL AND
ROUNDTABLES CONTINUE**

All three tracks
come back together
for an inspiring and
empowering closing
session.

3:30pm – 3:30pm **IGNITING YOUR SUCCESS:**
CHARTING YOUR PATH TO A THRIVING 2026

REGISTER NOW TO SECURE YOUR SPOT.



TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

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ELEVATE

YOUR PODIATRY PRACTICE TO NEW HEIGHTS

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JOIN US FOR AN INSPIRING KEYNOTE ADDRESS

JESSICA TAVERAS – “RELATIONSHIPS ARE YOUR GREATEST ASSET”

Jessica's journey began as a marketing pioneer in podiatry, working alongside Dr. Peter Wishnie in Piscataway, NJ. During her tenure, she achieved unprecedented marketing success, delivering some of the most remarkable results ever recorded in the industry.

Recognized for her exceptional achievements, Jessica was honored with the prestigious "Marketer of the Century" award from Top Practices in 2018.

Rem Jackson, CEO of Top Practices, has stated, "I believe Jessica possesses an unparalleled understanding of Top Practices marketing principles. In fact, she has not only mastered these principles but has also contributed significantly to the evolution of our marketing strategies with her innovative ideas."

Be inspired by Jessica's journey as she shares her valuable insights and empowers you to achieve extraordinary marketing success in your own practice.



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