

DEDICATED TO YOUR SUCCESS

Fly Me to the Moon

By Rem Jackson



I've been 9 years old again since July 20th. Fifty years ago, my parents roused me out of bed to watch Neil Armstrong and Buzz Aldrin step out onto the surface of the moon. I was awestruck then and I'm awestruck now. Especially that I know the computing power I use in my phone in my pocket is vastly greater than what they used to go to the moon and back.

I've had a goal of going to the moon myself for a long time now. And I'm serious about it.

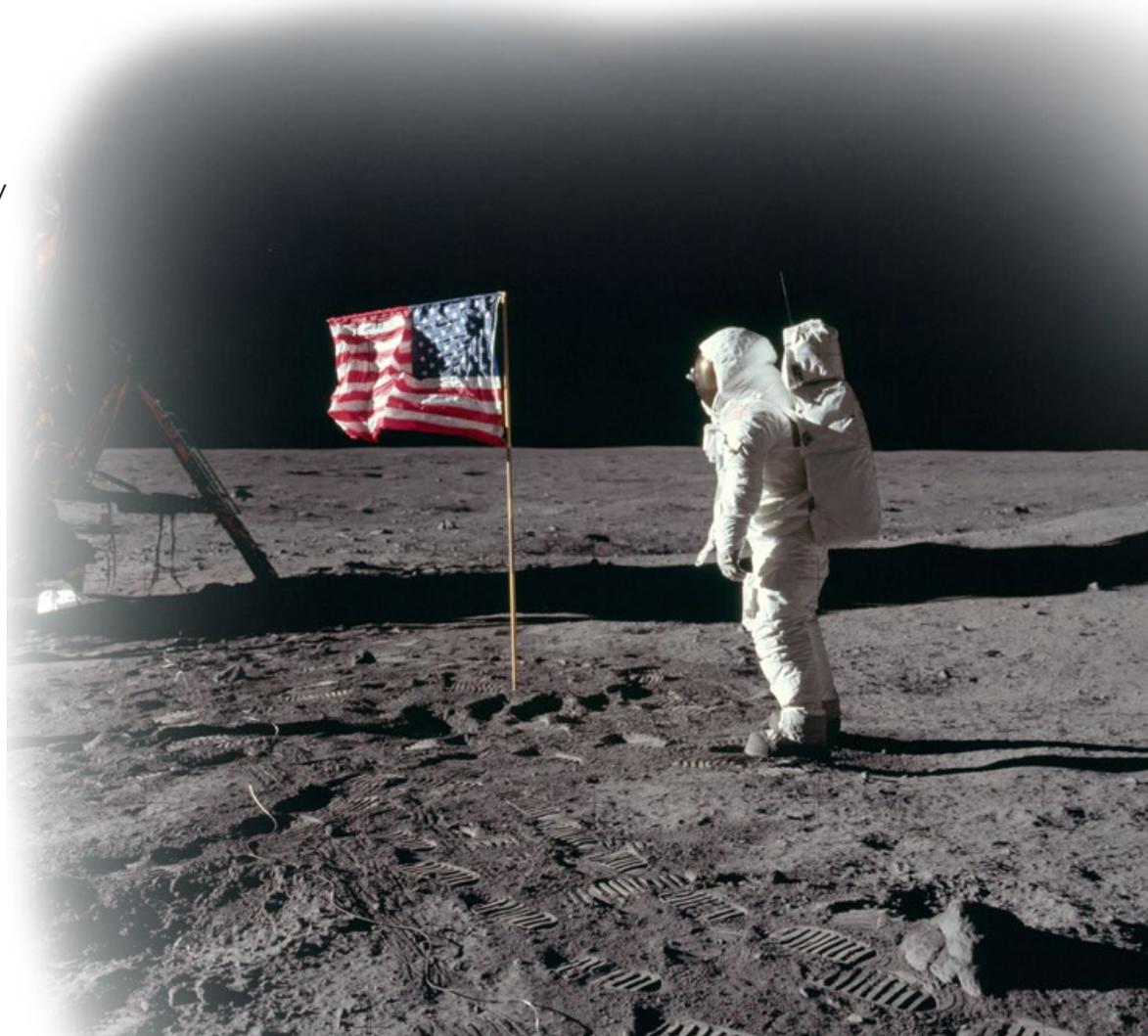
Space tourism is just in its beginning stages, but as with all things it should rapidly accelerate and if I live long enough, I should be able to buy a ticket and fly to the moon and at least orbit it before we come back to Earth. And I'm taking about buying a reasonably priced ticket. This is in all of our futures, I believe, as is so much more.

What's your equivalent goal?
What are any of your goals?
Do you know? You can visit the
Top Practices website to find my
[Goal Setting Worksheets](#).
Members can find the
Goal Setting Workshop
in the Top Practices Member
Library.

Where are you heading?

Dedicated to your success,

Rem



Rem Jackson Inducted into *Podiatry Management Podiatric Hall of Fame*

On Saturday, July 13, 2019, Rem Jackson was inducted into the PM Podiatric Hall of Fame. Here is the transcript of his acceptance speech:



Thank you everyone. Thank you, Barry, for your leadership and unending support of podiatry. It's unparalleled.

When I received the call from Barry last September, I was extremely surprised. I didn't know people were voting and I didn't know I was under consideration. I didn't even know I was eligible.

This is the greatest honor of my professional career. I have a few "thank-yous".

First, I want to thank the doctors in this room and all over the country, and even the world, who bestowed this honor on me. Thank you from the bottom of my heart. I also want to thank all of you for succeeding and prospering. That is my mission and my life's work and I thank you all for it.

I must thank my business partner, my wife Diane, who is here today will all three of our daughters. I share this award with her because, without her, there is no Top Practices. I can only serve our members and receive this award because of the incredible, detailed work she does every day. I want to thank my daughters directly for their support, help, advice and love these past 12 years since we began Top Practices in 2007.

I want to thank Dr. Schneider for his "light roasting" and for writing the article that appeared in Podiatry Management. Good work, Andrew, you were my first choice for that job. That's my story and I'm sticking to it.

I also want to thank our Top Practices practice management coaches and mentors, Dr. Peter Wishnie and Tina Del Buono. I share this award with you as well because without you our members would have reception rooms filled to overflowing with no systems to handle all of those patients and be profitable. It's an honor to work with you.

I also want to thank the rest of the Top Practices Team who are here, Dave Ryan who just makes sure everyone we work with is getting everything they need. Thank you, Dave. And I want to thank Lori Hibma and Tyler Cady who work tirelessly day after day to support and deliver top quality digital marketing to our members.

I must thank all of the doctors here today and all over the United States, Canada, and Australia who we work with each and every month. Without your engagement and sharing, Top Practices and I could not accomplish our goals.

I want to thank Dr. Hal Ornstein and the Board of Trustees of the AAPPM who first believed in me and gave me an opportunity to speak to and serve others through their remarkable programs and conferences. Their next meeting is in Daytona Beach, Florida in November and I recommend you attend. You won't believe the help and support they offer their fellow practitioners. www.AAPPM.org

I want to leave you with a message of hope and inspiration.

"In times of change the learners will inherit the earth, while the learned remain beautifully equipped for a world that no longer exists." -Eric Hoffer

Eric Hoffer said that and boy, are we ever in times of change.

A lot has been said and is being said about the future of private practice.

About 5 years ago, Dr. John Guiliana was asked to “take off his rose-colored glasses” for a moment, at the APMA national meeting where he, Dr. Schneider, and I were co-presenting. A doctor raised his hand and asked this question before we had even said a word. He asked us to “take off our rose-colored glasses” and speak as plainly as we could about the future of private practice. Andrew and I looked at John and said, Dr. Guiliana, you can have this one.

John said that private practice’s demise has been predicted at least three times in his career:

- First with Medicare – but we survived and even thrived he said that day.
- Then with Managed Care – but we survived and even thrived.
- Now with Value Based Medicine – and we will survive and even thrive.

I won’t dispute the data, the information, and opinions about the complexity of owning and managing a private practice today. It isn’t easy. You didn’t sign up for this when you graduated from podiatry school and finished your residency. Yes, it is a mess of a system.

But ask anyone in ANY other line of work and they will tell you their long list of problems. How would you like to be an auto accident injury attorney right now with self-driving cars becoming a reality? Or a car dealer? Or an insurance agent? Or a Lyft driver? The list goes on. It’s too early, but mark my words, the franchise of the future is garage conversions. ☺ We will all have these big spaces in our homes with no cars to park so we will need to convert them into useful or fun spaces. ☺

And today, private equity is now looking hard at podiatry and are buying some bigger practices. This will continue for a time and then they will exit this space, make their money, and move on as they always do. And most mid-size to small practices will still be here serving their patients.

You know, podiatrists are closer to their patients than many other medical providers. It’s a relationship that big systems struggle to provide.

As the hospitals who are relentlessly driven by profit margins begin to splinter and eject practices, and lay-off practitioners because the Board of Directors and the shareholders demand it, most mid-size and small private practices will still be here serving their patients.

Everything will change and your practice will too AND it will stay the same – the patient care will only improve with new technologies. This exhibit hall is filled with new and exciting technologies and services like never before.

The real question is what will you do? If you think that this is the final days and you’ll just be working in a big system, then that will likely happen. But if you think that you can build a life for you and your family and that your practice should serve you and fund your ideal lifestyle as you serve your patients to your utmost, then that is likely what will happen.

There are people in this room right now who have abundant lives. Very profitable practices that enable them to provide for the emotional and financial security and stability of their loved ones.

And still come home for dinner every night and not work on the weekends if they so choose.

Now and in 2025 and in 2030, most mid-size and small practices will still be serving their patients. I will be there supporting them in their marketing, management, and mindset.

Thank you all for this honor and the privilege to work with you. I’m deeply grateful.

Rem Jackson July 13, 2019
Salt Lake City, UT





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ACHIEVING PROFESSIONAL GROWTH

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Rem is
headed to the
moon, where are
you going?
(SEE PAGE ONE)



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.

