

THE HOME FOR PRIVATE PRACTICE  
**DEDICATED TO YOUR SUCCESS**

MY BIG TAKEAWAY FROM THE TOP PRACTICES SUMMIT

# I Need to Do a Better Job.

By Rem Jackson



I've just returned from this year's Top Practices Marketing and Management Summit which was held September 13, 14, and 15 in San Antonio, Texas right on the Riverwalk. My biggest takeaway is that I need to do a better job letting doctors who are in private practice know that there is a home for them at Top Practices.

All you have to do is read the discussions in PMNews (the online forum, not Podiatry Management Magazine which is devoted to serving private practice doctors) or listen in the hallways at state and national meetings and you hear that the death of private practice is a forgone conclusion. You hear that podiatrists have already ceded biomechanics to other specialties and competitors. The epitaph is written – almost exclusively by people who add “I don't have to worry about this because I'm retiring very soon.” I have to chuckle because podiatry made that retirement possible.

Well, I'm here to tell you that the future of podiatry and private practice is bright and getting brighter every day. Consider this:

- Since no one else is focused on biomechanics anymore you have it all to yourself. Isn't that a wonderful thing?
- No new associate doctors that have biomechanical skills? Can't fit an orthotic to save their lives. Teach them! Then you are both working in a market all by yourselves. The other people fitting orthotics are just creating future patients for you.
- No good associates anymore? I can tell you this isn't true. I know many excellent new doctors by name that are going to do wonders for the profession. Don't buy into this myth.
- Not enough of these good doctors to go around now? Just wait. When the private equity firms sell out in a few years to even bigger entities there will be a flood of doctors who want to work with you. Mark my words.

**Top Practices has one mission: Your Success.**

*“I'm beginning to realize that being a private practice doctor is a rarity. Thank you for advising and helping all the independent doctors who refused to sell out to big business.”*

Misako McLeod, DPM - Hilo, HI



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## Top Practices is the Home for Private Practice

I realized that I need to do a better job of letting you know what Top Practices is doing for doctors all over North America. We are working shoulder to shoulder with our members pointing the way and lifting them up as they travel on the journey of their career.

We are the Home of Private Practice.

I will never tell you that marketing or management is a “no-brainer.” It’s always a “brainer” and it takes attention and work. Period.

I will never hand you a static binder filled with ideas. All of this is very fluid and changing constantly. I will put you at the center of a vibrant community of very successful, positive, and creative doctors that are rewriting what success can be in podiatry.

Come to the new Top Practices website and find out more. Email [info@TopPractices.com](mailto:info@TopPractices.com) to set up a call with me and let’s discuss your practice in more depth.

Join me and the most successful doctors in podiatry and truly change your reality from “private practice is dead” to “I need better sunglasses; the future is so bright.”

*Rem*

# The Top Practices Marketing and Management Summit and Keynote Address and Award Winners



**Dr. Marybeth Crane Delivering the Keynote Address at the Summit in San Antonio.**



# The Top Practices Marketing and Management Summit and Keynote Address and Award Winners



**Top Practices  
Marketer of the Year 2019  
Heartland Foot and Ankle**

Pictured From left to right:  
Dr. Zain Rizvi, Scott Heape,  
Dr. Melissa Lockwood,  
Rem Jackson, Chad Barth



**Top Practices Innovator Award  
Northeast Foot and Ankle**

Pictured from left to right:  
Dr. Natasha Baczewski, Ret Tilley,  
Dr. Jennifer Sartori, Rem Jackson



**Top Practice Drive Award  
Prairie Path Foot and Ankle Clinic**

Pictured: Dr. Misty McNeill, Rem Jackson





# TOP PRACTICES

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12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

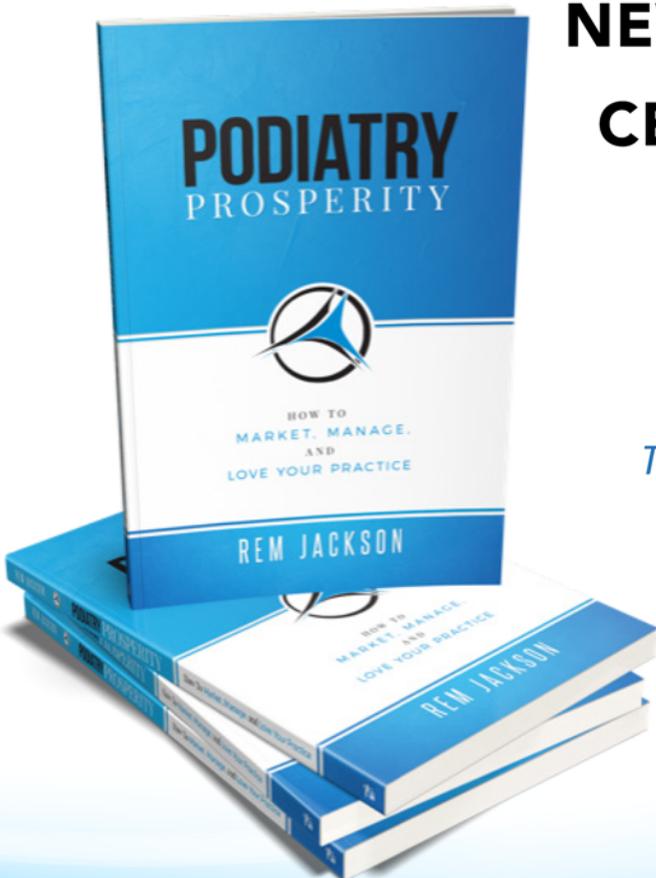
answers@TopPractices.com • TopPractices.com



**“I need to  
do a better job”  
- Rem Jackson  
(SEE PAGE ONE)**



## NEW BOOK BY TOP PRACTICES CEO **REM JACKSON**



*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