

Register now for
SPECIAL
EARLY BIRD PRICING!



TOP PRACTICES
ACHIEVING PROFESSIONAL GROWTH
presents



THE 9TH ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

YOUR BATTLE PLAN

TO WIN THE WAR AND SUCCEED IN PRIVATE PRACTICE*

**Despite what all the "Experts" Say*

October 2, 3, & 4, 2015

**The Westin Denver Colorado Downtown Hotel
and Conference Center**



It is a fact that our medical system
is broken. Your practice and
your career don't have to be.

This Summit is
YOUR BATTLE PLAN
for Winning in Private Practice.

Guaranteed.

-Rem Jackson

SEE CONFERENCE HIGHLIGHTS ON PAGE 2



Special pricing discounts for
AAPP & AENS Members
(see registration form)

SPECIAL KEYNOTE ADDRESS BY



TOM FOSTER

*"How the Lessons I Learned from the Marines
Have Made Me a Better CEO"*

See page 3.

The Top Practices Summit is held only once a year.
What do you want your practice to be like in 2016? (See inside.)



TOP PRACTICES SUMMIT HIGHLIGHTS

- ★ **Keynote Address** by the Founder of Foster Web Marketing, Tom Foster, on leadership and success on the Business Battlefield and how the lessons he learned as a United States Marine have helped him succeed in a very competitive field
- ★ **Special Guest Speaker:** Attorney Dave Frees on “Force Multipliers” for Podiatrists in Private Practice: Installing and Harnessing the Power to Be, to Do and to Have More of What You’ve Always Wanted
- ★ **NEW!** Full-Day Focus on an Intensive Business Development and Marketing Workshop that enables you to finally get focused and on track
- ★ Comprehensive sessions that outline the most successful podiatry marketing plan in existence
- ★ How to get the patients you would rather see walk in the door in larger numbers
- ★ The most innovative and expert advice on using the Internet in your marketing
- ★ How practices across the country are successfully marketing lasers, custom orthotics, shoe stores, and other ancillary services that significantly enhance patient outcomes and the practices bottom line (how they are experiencing explosive growth)
- ★ How your office administrator and your entire staff can work with and support your marketing

★ **Breakout Half-Day Workshops exclusively for :**

- ★ **Marketing Directors** – on how to do their job just like the best Marketing Directors in the country do! (see page 12)
 - ★ **Office Administrators** on how to support and work with the marketing staff, doctors, and clinical staff (see page 13)
 - ★ **Practice Owners/Doctors** on how to lead your practice so it supports you, not the other way around See page 14)
-
- ★ Presentations by Top Podiatry Practices Competing to be “The Top Practices Marketer of the Year”
 - ★ The Very Latest Marketing Strategies for Dominating Google in Your Market
 - ★ Every attendee will leave with a complete, extensive, plan for growing their practice in significant double digits in the next 12 months and beyond





KEYNOTE ADDRESS BY
Tom Foster
CEO of Foster Web Marketing

“HOW THE LESSONS I LEARNED AS A MARINE HAVE MADE ME A BETTER CEO”

In 1985, Tom Foster reported to the Parris Island Marine Base in South Carolina as a new recruit. During his enlistment he was based at Camp Lejeune, NC, Twentynine Palms, CA, and the Marine Corps Base in Iwakuni, Japan. On the Marines' official website they state: **Leadership is an integral aspect of the Marine Corps. It's who we are. From the days of recruit training to long after earning the title, Marines are leaders. Marines are imbued with 14 Leadership Traits that prepare them for battle.** These same traits positively translate into the live marines lead as citizens.



Tom served our country during peacetime and did not experience combat as so many of our soldiers do today. But as a businessperson he has experienced “The Fog of War” and combat of business. Tom launched Foster Web Marketing in 1998 as a start up with one employee—him. Foster Web Marketing is now a multi-million dollar company with 45 employees (all proudly based in the United States). In this Keynote Address, a speaker known well to our attendees (Tom has spoken at every Top Practices Summit since the first one in 2007) will share the lessons, strategies, and tactics that have enabled him to build the premier company that creates websites for professionals in the country.



Note from Rem: I've known Tom since late 2005. He is not only an indispensable partner to Top Practices, because of my association with him and the knowledge he has shared with me, he is indispensable to podiatry. He has directly contributed to the professions growth and forward thinking in Internet Marketing. I'm honored to be able to present (in this new way) a true visionary and leader in professional practice marketing.

3:00PM – 4:00PM, SATURDAY, OCTOBER 3RD

SPECIAL GUEST SPEAKER PRESENTATION

Dave Frees

Attorney, Author, and Speaker



FORCE MULTIPLIERS FOR PODIATRISTS IN PRIVATE PRACTICE: INSTALLING AND HARNESSING THE POWER TO BE, TO DO, AND TO HAVE MORE OF WHAT YOU'VE ALWAYS WANTED

Force Multiplier: A capability that, when added to and employed by a combat force, significantly increases the combat potential of that force and thus enhances the probability of successful mission accomplishment.

Dictionary of Military and Associated Terms. US Department of Defense 2005.

In this program Dave shares these key strategies (Force Multipliers):

- ★ What business force multipliers are and why a podiatrist cannot maximize his or her success, and minimize the expenditure of time and effort until they have a critical number of force multipliers working for them
- ★ How choosing to release the wrong force multipliers (even unconsciously) can actually hold you back and why getting it right can actually get you past that place you've been stuck for too long
- ★ Why you personally doing more actually hurts the quality of your life, and counter intuitively hurts the value of your practice
- ★ The four reasons that patients won't accept your recommendations for what they need and do what they must for great results and how to master these so that people are lining up to get into your practice
- ★ How to prepare for growth in profitability without spending more time in your practice AND at the same time reduce stress for you and your staff

Note from Rem: Dave keynoted the Top Practices Summit in 2012 to Rave Reviews. He has been teaching his Force Multiplier System to professionals across the country and I'm thrilled he is returning to The Top Practices Summit with this outstanding message and content. It will be outstanding!



YOU DIDN'T SIGN UP FOR THE CURRENT MESS THAT HEALTHCARE IS IN



Our Top Goal at Top Practices is that **you are number one in your market**. That doesn't mean you're the biggest practice, but it does mean that you love your career and you are able to provide for the financial and emotional security of your loved ones while having some fun along the way.

But there is a problem: You didn't sign up for this.

You didn't sign up for this. You didn't go to podiatry school, and you didn't go deeply into debt, and you didn't sacrifice so much to be practicing in the **current broken environment**. You signed up to be a doctor and to help people while pursuing a rewarding career. You didn't sign up for Meaningful Use, PQRS, ICD-10 (not yet), now ICD-10 (not yet), now ICD-10 (not yet?). Congress taketh away, wait Congress restoreth, every year, EHR nightmares, hospitals acting like the Terminator from the movies, insurance companies that are just immoral cheaters, the long and ridiculous arm of government slapping you around, Medicare, Medicaid, Obamacare... you didn't sign up for the broken medical system you now practice in.

That's the truth. Everything that everybody is complaining about at the national and state meetings, online, everywhere is **actually mostly true**. And that is:

YOUR GREAT DISABLING DISTRACTOR

You've got a choice. You can spend all of your time upset that the whole thing is so unfair and truly tragically flawed, or you can spend **all of your time** doing what it takes to be successful in this new reality.

You see, doctors have given a pass ...until now. **You've been able to do well even if you didn't manage your practice efficiently or market your practice effectively**. But those days are gone. And they are gone forever.



Things will settle out. And there are many indicators that podiatry will flourish in this new environment. Podiatry is considered a mature industry, but some of the same forces that are so frustrating now will actually make podiatry a very healthy and long-term profession.

And you can participate in that very bright future, **but you must decide to learn how to manage your practice efficiently and market it effectively.** This is not something you can sit out. You can either participate in the painful future that everyone in the hallways at the professional meetings is talking (The Great Distracting Disabler) about or you can turn your practice into a well-oiled machine that constantly has a reception room filled with the patients you want to see.

That choice is yours.

It's a simple choice too. If you **MANAGE YOUR PRACTICE EFFICIENTLY** and **MARKET IT EFFECTIVELY** you can build your practice to be so profitable that you just won't care what the government or insurance companies or hospital do. You will be strong and prepared and flexible. And think about it for a moment: What is your alternative? Leave the profession you have worked so diligently for and invested in so much? To do what? It's just as hard in every other profession or business.

The number of Top Practices Members who reported 2014 as the best year they have ever had is humbling to me.

My goal is that you are Number One in your market. It takes time and commitment, but I can tell you it is so worth it.

This Top Practices Summit is designed to prepare you to do battle and win against the forces that are arrayed against you. We have taken the very best design for a meeting that will provide you with significant growth and improvement and made it even better. See exactly what I mean on the next page.

There is no other vehicle for investment available to you that compares to your practice. The returns your practice should and will bring to you and your family are significantly greater than any other way to build equity and retirement income **IF you are managing your practice efficiently and marketing it effectively.** The Top Practices Summit is your battle plan to do exactly that. **THAT is THE BATTLE PLAN.** Please come to Denver and make it your own.

Dedicated to your Success,

Rem Jackson



The Goal Setting Workshop was awesome. By making me compete the goal sheet prior to the Summit actually made me do it. Great idea, Rem; because, in the past, it would never be done!

**Tyson Franklin,
DPM – Earlville,
QLD**



A UNIQUE AND PERFECT DESIGN FOR THE TOP PRACTICES SUMMIT IN DENVER IN OCTOBER

This year the Summit builds upon the unprecedented success of last years' Summit in Washington D.C., and takes everything to an entirely new level.

You Will Prepare for the Summit Long Before You Arrive

Pre-Summit Workshops: Last year Rem delivered a six session series of workshops throughout the summer before the Summit so that the attendees could create and perfect their own goals BEFORE they came to the Summit. This was wildly popular and almost everyone attending the conference came very prepared to participate in the goal review workshop on the morning of the first day of the Summit. This was the most popular session at the Summit. It was also the most criticized session at the Summit because at 90 minutes it wasn't possible to share everyone's goals and really "roll up your sleeves."

So this year the Goal Workshop has been transformed into a business planning, and marketing workshop that will encompass the entire first day. Attendees will be carefully seated with others like themselves:

- Marketing Directors with Marketing Directors,
- Practice Administrators with Practice Administrators,
- Doctors with Doctors.

We will begin with a session focused on the practice's business goals. We will then be taking a break from the goal reviews to get to the presentations from the main stage that everyone wants to see (you can see the entire plan on the following pages). We will then be returning to our roundtables and continuing the work together as we use everyone's goals to keep constructing your business plans. In this way, we will have enough time for the review of goals and discussions without sacrificing the expert content that is a hallmark of the Summit.

In addition, Special Breakout Sessions designed specifically for the types of attendees at the Summit:

A Half-Day Workshop for Marketing Directors with the Top Marketing Directors in the country sharing their secrets to how they are succeeding. This is an extremely popular hallmark of the conference. It is a RARE opportunity for marketers to share with each other, learn from each other, and get their questions answered face-to-face with other marketers. Bring your marketing staff to this one of a kind event in podiatry!

A Half-Day Session for Office Administrators with our Top Practice Management Consultants and Practice Administrators on how they are managing their practices efficiently and winning the battle in their offices every day. No staff position in a medical office is more difficult than the Practice Administrator. They interface with everyone, they have responsibility to everyone, and they are vital to everyone. This is the workshop they need to manage the practice efficiently.

A Half-Day Session for Doctors on how they can effectively lead their practices so that the management improves dramatically and the marketing is done effectively. Understanding the budgeting process, knowing how to get the best out of your people, and having the ability to make the correct decisions and take the best course of action is the focus of this new and transformational workshop.

TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

YOUR BATTLE PLAN

TO WIN THE WAR AND SUCCEED IN PRIVATE PRACTICE*

**Despite what all the "Experts" Say*



The best part of Summit was having to do MY goals in detail with support and guidance. Last year, I wrote my goals during the goal session. It was quick and without much thought, but it had a profound effect on me. I now had a target, a bullseye, and that was implanted in my brain. It was on my mind regularly. And after a year, I had achieved many of those goals which inspired me to invest more time and effort this year. I am excited to see where I will be next year!

Walter Warren, DPM – Seymour, IN



THE SUMMIT STARTS ON FRIDAY EVENING, OCTOBER 2ND

6:30PM – 8:00PM

"How to Implement Your Top Practices Battle Plan" **Rem Jackson with Members of Top Practices**



The Summit opens with an information-packed session led by Rem Jackson, CEO of Top Practices. In this session Top Practices Members who have experienced strong growth and success in the last 12 months will show exactly what they did to achieve this productivity. This session will have multiple actionable ideas that can be implemented on Monday, October 5th that will produce profits. It will lay the groundwork for the sessions to follow and it will prepare you for the best outcomes you can have at the Summit. **Please make sure your plane arrives**

in time to easily attend this opening session. And then afterwards prepare to hit Downtown Denver which is right outside the hotels doors for a great evening in a world-class city.



The requirement for me to spend the time to REALLY evaluate my goals and get them down on paper and share and coordinate with my wife was the best part of Summit 2014. This has allowed me to sleep better and work more focused and with more joy that I have had in a long time. Thanks.

Scott Shields, DPM – Enid, OK





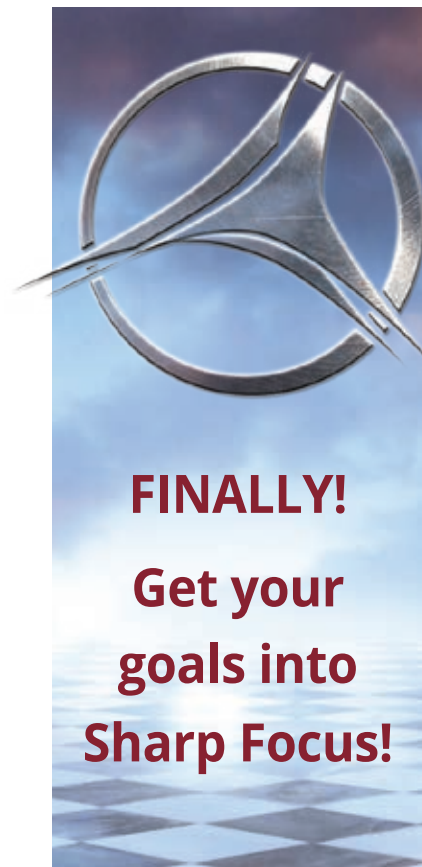
THE SUMMIT CONTINUES ON SATURDAY, OCTOBER 3RD FROM 8:00AM TO 5:00PM

8:00AM – 9:30AM

The Top Practices Business and Marketing Plan Workshop (Part I Business Development Plans and Goals)

Everyone needs a good plan (a great plan actually) that they can implement to hit their goals out of the park.

In this opening session of the conference attendees will work together, in small groups based on the attendee's roles in the practice—Marketing Directors with Marketing directors, Practice Administrators and Staff Members with Practice Administrators and Staff, Doctors with Doctors to review and complete their high quality business and marketing goals for 2016. Each participant will bring copies of their **already completed** Business Goals worksheets and Plans to share with attendees in their small groups. (Remember all attendees will be developing this with Rem throughout the summer months in short focused online workshops). And together we will improve and refine these plans and goals **until they are excellent**. If you participated in this event last year you are now positioned to make the largest gains because you are experienced and already better prepared. It's time (it's actually past time) to get your goals (**YOUR Battle Plan for Winning**) completed and serving you, your family, your team, and your patients.



9:30AM – 10:00AM

Break and Visit with Exhibitors



Tom Foster 1985



Tom Foster, CEO
Foster Web Marketing

10:00AM – 11:00AM
Keynote Address
"How the Lessons I Learned
as a Marine Have Made
Me a Better CEO"



SATURDAY, OCTOBER 3RD

11:00AM – Noon

Marketer of the Year Presentations



The MOST POPULAR session every year is the marketer of the year presentations. Learn from start to finish how practices like yours blew the doors off their marketing and achieved their goals. Then just follow in their footsteps and hit your own ball right out of the park. Three Practices will compete for the coveted Title of Top Practices Marketer of the Year. Attendees will vote and decide the winner for 2015.

12:00PM – 1:30PM

Lunch and Networking Break

1:30PM – 3:00PM

The Top Practices Business and Marketing Plan Workshop (Part II Marketing Plans)

After seeing three presentations by Top Practices competing for the Title of Marketer of the Year we reconvene and “roll up our sleeves” again to share and improve our marketing plans in the key Top Practices Pillars:



Internet Marketing



Referral Marketing



Internal Marketing



External Marketing

You will already have the best marketing plan you can develop on your own in your hands by the time you get to Denver, but now we will refine and improve your plans to make sure you’ve got a million dollar winning plan for 2016 and beyond. In this session you will be sharing your marketing plans for each pillar and getting top ideas in each pillar. You will learn how to evaluate and implement a true marketing plan to be at the core of your Battle Plan for Success no matter what comes your way.



Networking with so many motivated, high energy, positive people is an uplifting experience that is designed to reenergize the participants for the coming year. Then your mindset and marketing calls just keep that energy flowing for me. This Summit is well named because it is the “peak” of the year for me. Thank you for all you do for me and my practice.

Jane Graebner, DPM – Delaware, OH





SATURDAY, OCTOBER 3RD

3:00PM – 4:00PM
Special Guest Presentation
Dave Frees

**Force Multipliers for Podiatrists in Private Practice:
Installing and Harnessing the Power to Be, to Do, and
to Have More of What You've Always Wanted**



4:00PM – 5:00PM

**The Keys to Internet
Dominance in Your Market**

Everyone knows the Internet is a major marketing tool for podiatry practices and every other business on earth. In the last 12 months our members have exploded their Internet marketing. There is a reason and in this session we will show you what you need to dominate your market online in 2016.



5:00PM – 6:00PM

The Top Practices Networking Party

Last year in Washington D.C., we slowed down for a minute to decompress, network, share ideas and stories, and have a drink or two. Join Rem, and all the presenters for a networking party and a chance to wind down and connect before dinner and a fabulous evening in beautiful Downtown Denver.



Enjoy The Mile High City Nightlife!





Three of My Highlights for the Summit:

- 1. I loved all of the awesome ideas to improve myself and my practice. It was overwhelming until Rem laid out the blueprints for how to implement it.*
- 2. Being able to mastermind with those podiatrists who have already accomplished your goals.*
- 3. Finding an accountability partner.*

John DePalma, DPM – Medford, NJ



THE SUMMIT CONTINUES ON SUNDAY, OCTOBER 4TH

The Top Practices Workshops • 8:30AM – 12:00PM

8:30AM – 12:00PM

The Marketing Directors Workshop

This extremely popular workshop has been one of the most valued sessions at the Summit and this year it has been expanded. Top Marketing Directors will be working together and sharing how they accomplish their jobs—full-time or part-time. All parts of this essential position, and how to be successful will be the focus.

- ★ **How to budget for your marketing and how to communicate with your doctors in the most effective ways**
- ★ **How to know what are the most important things you need to be doing with your Internet Marketing**
- ★ **How to expand and improve your referrals from your referring sources and how to track them**
- ★ **How to manage your practice's database with ease**
- ★ **How to evaluate and implement advertising and community based marketing**
- ★ **How to get the rest of your staff on board and supporting your efforts**
- ★ **Answers to all of your questions**





SUNDAY, OCTOBER 4TH

8:30AM – 12:00PM

The “Top Supporters” Workshop

This extremely popular workshop has been expanded to a half-day workshop. It is designed to empower **Practice Administrators, Office Managers, and Staff Members** to be as effective as possible in supporting their doctors and their marketers. Often “between a rock and a hard place” busy, and sometimes overworked, practice administrators can find their job to be very frustrating. It doesn’t have to be that way. If you have the right communication systems and protocols and are able to be sure that everyone is “on the same page” you can actually be very effective. In this session you will learn how others with your job have come through the darkness and into the light. There are answers and they are in this workshop. This workshop will be led by the Top Practices Expert Practice Management Consultants, Dr. Peter Wishnie and Tina Del Buono.



Dr. Peter Wishnie



Tina Del Buono



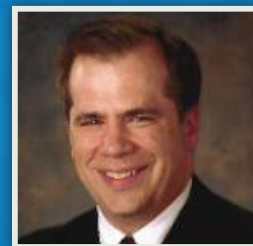
I love a conference that enables me to learn that starts on time, that allows time for Q and A, and encourages communication amongst my peers. I always feel energized after leaving the conference. I appreciate everyone wearing their nametags and joining in the discussion about their practices.

Brad Jacobs, DPM – West Chester, PA



I will always enjoy the new insights and information from Foster Web Marketing. I am always amazed at what I don't know. The energy this weekend was amazing and is always a shot in the arm. I was glad I brought key staff members. Also, the CEO School workshop was awesome!

Brandt Gibson, DPM – American Fork, UT





SUNDAY, OCTOBER 4TH

8:30AM – 12:00PM

The Ultimate Workshop for Busy Doctors who want their practice to run efficiently

NEW! This Half-Day Session for Doctors on how they can effectively lead their practices so that the management improves dramatically and the marketing is done effectively. Understanding the budgeting process, knowing how to get the best out of your people, and having the ability to make the correct decisions and take the best course of action is the focus of this new and transformational workshop.

- ★ How to read and understand your financials and use them to make decisions like a pro
- ★ How to ensure your staff is performing at its optimal levels
- ★ How to get organized and under control
- ★ How to work with your associates and practice manager without stress
- ★ How to avoid burnout and drifting back into old bad habits
- ★ How to stay current with your work
- ★ Get answers to your biggest management issues and questions from a room filled with experts



12:00PM – 1:30PM

Lunch and Networking Break

1:30PM – 3:30PM

The Top Practices Mastermind Roundtable



"Wars are won by people who go out and actually do something"
General George Patton

Attendees come back together for an interactive session led by members who have had over 20% growth in their practices in the last 12 months. Tactics and strategies will be shared to ensure you have the best year of your practice in 2016 as so many past attendees have had. There is nothing standing between you and great success except for your mindset. Get answers. Hear others discuss how they beat their challenges and prepare to return to your office ready to get things done.



Being around like-minded people is gold!

Brian Middleton, DPM – Rome, GA





★ ★ ★ ★ ★ **"I GUARANTEE IT."** ★ ★ ★ ★ ★
- *Rem Jackson*

Here is my personal guarantee for the Top Practices Marketing and Management Summit

IF AT ANY TIME, DURING THE SUMMIT ON October 2, 3, and 4 YOU FEEL THAT YOU CAME TO THE WRONG PLACE OR WE ARE NOT ADDRESSING THE ISSUES WE SAID WE WOULD IN THIS LETTER, YOU MAY TURN IN YOUR MATERIALS AND RECEIVE A FULL REFUND OF YOUR SEMINAR REGISTRATION FEE - NO QUESTIONS ASKED - NO SMALL PRINT*

***Still no small print.**



The Marketer of the Year presentations were phenomenal. It opened my eyes to some other forms of marketing that I haven't done before.

Mitchell Wachtel, DPM – North Andover, MA



I really enjoyed meeting new people from all over; the new contacts are amazing. I learned so much about marketing and can't wait to go back home to start working on bringing new opportunities to our office through new patients, referrals, etc.

Ronda Jennings



Brainstorming with other practices and finding ideas that work for them has given me hope that we can accelerate the growth and effectiveness of our practice. I love the positive attitude of the presenters and the people here. There's such a willingness to share!

Marilee Silvester – Pleasanton, TX





YOUR TOP PRACTICES SUMMIT TEAM OF EXPERT PRESENTERS

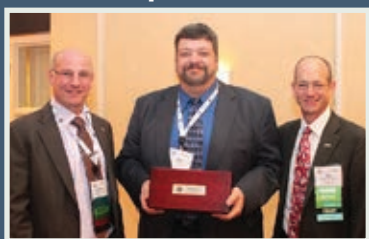
**Rem Jackson – Your Host, CEO of Top Practices, Fellow, AAPP
www.TopPractices.com**



Rem Co-founded Top Practices on January 1st 2007 with Diane Jackson just in time for the biggest recession since the Great Depression. Rem opted out of the recession and Top Practices has grown in triple digits every year since. Rem has transformed the lives of hundreds of podiatrists across the US and Canada with his Top Practices Systems for Marketing and Management. These same podiatrists have opted out of the recession and they have built strong and sustainable practices that are well prepared for the challenges that are coming in the next few years. The future isn't

going to change, the only thing that can change is how prepared you are for it. Top Practices' mission is to prepare its members for rapid and accelerating success in all facets of their professional and personal lives.

Recipient of the 2012 AAPP President's Award for Leadership in the Profession



"Rem Jackson is personally responsible for raising the bar significantly in marketing and growing podiatry practices. His leadership and tireless support for podiatry plus his accomplishments with his Top Practices members and AAPP members made him the obvious choice for the prestigious AAPP President's Award."
– Jeff Frederick, DPM, Berkley, MI President AAPP.

**Tom Foster – CEO, Foster Web Marketing
www.FosterWebMarketing.com**

Tom Foster is the most accomplished Internet/Web/Social Media expert in the country. He is responsible for the practices in Rem Jackson's Top Practices Mastermind Group's ability to dominate their local markets online because he is Rem's personal internet marketing coach. Together, they have transformed the entire landscape of marketing online in the podiatry market. Tom has been our lead presenter for every Top Practices Summit. Tom rarely speaks at events (only his own and Ben Glass's Great Legal Marketing Conferences), but Tom's personal relationship with Rem, along with his work with the Top Podiatric Marketers in the country, make it possible for attendees at the conference to hear him in person. Attending his sessions alone will put you 18 months ahead of everyone else in your market.





Dave Frees – Attorney, Author, and Speaker



David is an author, attorney, internationally known speaker and seminar presenter. By the time he was twenty-three, David had visited all fifty states, lived in and studied in four countries and started two businesses, and he has yet to slow down! He is chairman of Success Technologies Inc. and Red Wire Press, and a partner in the law firm of Unruh Turner Burke & Frees where he represents numerous entrepreneurs, executives and corporate clients including banks, developers, and corporations. David has appeared on National Public Radio (NPR) and various radio programs and co-hosted “Abundant Living,” a weekly radio interview program dealing with wealth, goal setting and achievement. He is also the author of the communications book, “The Language of Parenting” and a weekly newspaper column. David has served as a member of the board of directors, an officer, or advisor to many corporations and charitable organizations including the American Cancer Society, the Valley Forge Historical Society, Sentry Technologies, Inc., Success Technologies Inc. and First Financial Bank.



Dr. Peter Wishnie – Founding Director of Family Foot and Ankle Specialists in Piscataway, NJ, Author, Speaker, Mentor, Practice Management Consultant, and Director of the Physician Practice Management Program

Dr. Peter Wishnie is a highly successful podiatrist practicing in Piscataway, NJ. He has been described by Rem in this way: “Peter leads the best managed practice in the country. There are other extremely well managed practices in the country, but system for system, protocol for protocol, job description for job description, and bottom line for bottom line, I would put Peter’s practice up against any practice in the country.” Peter also works with scores of podiatrists to enable them to duplicate his results, take over their own practices and finally get them running smoothly and effectively through our highly popular Top Practices Practice Management Program.



The goal setting homework was awesome; and I liked that they divided us up into different groups to focus on CEO concerns, office manager concerns, and marketer concerns.

Carolyn Shields – Enid, OK





I found out what I was doing wrong and what to do to make it right. After attending the CEO School and small business workshop, we fired our first employee...us.

David Guhl, DPM – Waukesha, WI



Tina Del Buono – PMAC Practice Management Coach and Director of the Top Practices Practice Management Program

Tina has been a practice manager for 18 years. She has lectured nationally on Practical Practice Management for the past 14 years and specializes in Complete Practice Efficiencies, team building, staffing issues, physician/staff communications, manager mentoring, A/R, collection forensics, and practice building protocols. Tina has written over 400 articles on practice management and understands what you envision your practice to be and getting it there can be challenging. She is a past President and past Scientific Chair of the ASPMA. She currently lectures with the AAPPM and is the Scientific Chair for the Western Foot and Ankle Conference assistant programs. Tina is also the leader of the Top Practices Practice Management Programs and in that role mentors dozens of practice managers as they transform their practices into truly efficient Top Practices.

Lori Hibma – Director of the Top Practices Virtual Marketing Director Service and the Marketing Database Management Service

Lori developed and manages the Top Practice Virtual Marketing Director Team and Program and the Top Practices Marketing Database Management Service. She leads monthly Top Practices Marketing Directors' Exchange calls in which Marketing Directors from the Top Practices Membership and our Virtual Marketing Directors teach our Marketing Directors everything they need to meet and exceed their goals for marketing their practice. Rem has said that if he ever got hit by a bus, it is Lori that could most easily step into his shoes. He considers it an honor to have her as a presenter at the Summit.



I got so much from the Sunday morning marketing meeting with Lori Hibma. It is the most helpful part of Summit; however, I really enjoyed the Goal Setting from Saturday morning. I believe that is going to help me tremendously all throughout the year. Excellent idea!

Marisa Aitken – Daytona Beach, FL



Jay Henderson, CEO, Real Talent, Inc.
www.dpmhiring.com



Jay has been working with Top Practices for over five years helping its members to hire the right people – THE FIRST TIME. He began his corporate training career with the Covey Leadership Center, helping to launch Dr. Covey's bestselling book, *First Things First*. He has helped many organizations implement Covey Leadership Training. He also is a certified instructor of Dr. Covey's three nationally recognized programs: Principle Centered Leadership, 7 Habits of Highly Effective People, and *First Things First*.



The community that we are a part of here is incredible and uplifting, fulfilling, and extraordinary. The lectures are great, informative, and engaging; however, the networking is invaluable!

Desiree Hornung – Houston, TX



**The Top Practices Geek Squad –
Dr. Brandt Gibson and Dr. Andrew Schneider**

These two doctors have more technical expertise in their Hallux than most people do in their entire practice. The impact technology is having on podiatric practices is changing rapidly and the Geek Squad will demonstrate how to harness the power of this technology in your practice.



The Top Podiatric Marketers in the Country

Top Practices Mastermind Group Marketers are the most accomplished, effective, and knowledgeable podiatric marketers in the country – Doctors, Marketing Directors, and Managers. Literally dozens of the top practices in the country will be rolling up their sleeves and sharing the most sophisticated sessions possible throughout the Summit. The Workshop will be led by the best Marketing Directors, Managers, and Doctors in the US, Canada, and Australia.



The Top Supporters meeting provided a wealth of information and great ideas for me in my position as Practice Administrator. I am challenged to be the gate keeper and protector of my team. I will take this back with me as I start the implementation of my new ideas.

Michelle Wrape – Lancaster, SC



"BUT REM, IT'S DIFFERENT FOR ME."

If you are thinking that your circumstances are different than others and so special that what we do couldn't work in your area or in your practice, think again. Every practice needs patients, and all patients are people with problems. We know how to find them and bring them to your door. We do this in Canada, all over the US, and Australia.

One of the biggest barriers we have to succeeding in our professions is time. It moves by so quickly and in spite of our best intentions, we don't get many positive changes implemented and we continue to drift where we are. We do this because we aren't in a crisis situation. We didn't have the "heart attack" moment. But we are just as stuck and just as in trouble as we would be if we were having a heart attack. Over time, we continue to slip further and further behind. This Summit is designed to break that pattern and **GIVE YOU EVERYTHING YOU NEED TO ENSURE YOUR FUTURE SUCCESS.**

Most of us can reduce our goals to this simple goal: "The emotional and financial stability and security of our family and loved ones." To be sure, there are other goals, but this goal is at the core of all of our efforts. Despite everything you hear, there is a period of expansion and growth coming for podiatry that may be viewed as the Second Golden Age of Podiatry. Do you have the battle plan you need to succeed in the next three, five, or ten years? **Do you have YOUR Plan?**



IT'S NOT JUST WORDS.



Asking what is the best thing about the Summit is like asking what's the best part of an ice cream sundae! It's too hard to pick because all the ingredients become better together. The speakers are motivating, being with my team away from the office is invigorating, and meeting up with like-minded people from all over the country who are excited about their futures...well, that's just the cherry on top!

Thanks for another awesome Summit.

Misty McNeill, DPM – Elmhurst, IL



The best parts of the Summit were the positive energy of Rem Jackson, the availability of guest speakers to help (they are not afraid of sharing their secrets), and no hard sale techniques.

Joseph LaCava, DPM – Hot Springs, AZ

BRING YOUR STAFF WITH YOU!

Bring Your Staff and Make the Next Year Much Easier. You can't do this by yourself, you need your team to work with you to do this.

Those doctors that bring their key staff members with them to the Summit always experience the most gain after, because their staff already understands the plan, has bought into the plan, and knows their part in making the plan a reality.

It is virtually impossible to bring back the attitude, knowledge, and motivation that are gained at the Summit and transfer it to your staff. When your key people experience a conference filled with high performing peers (and at the Top Practices Summit – you will be side-by-side with many of the top performing practices in all of podiatry) they are able to return to your practice and move forward quickly. Seriously consider bringing your key staff members to get the most out of this experience and to implement your plan for double-digit growth.



I've attended every Top Practices Summit for the last 6 years in a row. I bring as many of my key staff members as I can because there is so much information, guidance, help, and inspiration that is delivered at the Summit. I don't want to have to return to my office and try to transfer all of that to my staff. It's very hard if not impossible, but when they are there with me we return fully informed and poised to work as a team to make the need changes to continue to grow and develop my practice in the way I want it to grow. Bring your staff, that's all I can tell you – you will be very glad that you did.

– Misty McNeill, DPM, Elmhurst, IL



WHAT IS A TOP PRACTICE?

Every practice owner has their own personal definition of what a Top Practice is, but here is what is at the core of every definition of a Top Practice. "A professional practice that is managed and marketed using systems that serve the owners instead of the owners feeling like they are serving the practice." A Top Practice allows a doctor to practice medicine at the highest level because they aren't distracted by the constant needs of running the business. A Top Practice performs at such high levels automatically that the owner is able to focus their attention on their personal lives and achieve a significant and dramatic increase in their own happiness. A Top Practice enables its owners to live their lives according to their terms and theirs alone – no matter what.

Podiatrists from all over the continent have had their breakthrough years in 2014.

The Reason is really rather simple. They were ready. And they decided to do something about it.



This Summit Will Be A Whine-Free Zone. Do Not Come If You're Not Ready To Attack Your Practice And Transform It Once And For All. There Is Only Room For Serious Positive People At This Event.

At The Top Practices Marketing and Management Summit you'll get connected to winners who are thinking very big and you'll recalibrate your own thinking. You'll be amazed at how quickly you can change your current circumstances.



The best part about Summit was being around people who have maintained enthusiasm for the profession after so many years – it's contagious! I also enjoyed learning my role in marketing at the doctor.

Laura Walton, DPM



IS THIS THE RIGHT SEMINAR FOR YOU AND YOUR PRACTICE?

The best way to answer this is to ask yourself if you are truly serious about making a positive change at your practice. Not many of us actually are. We say we are, but when the opportunity comes to really change we just postpone it until later.

- ★ If you are tired of being frustrated with your current efforts to grow and strengthen your practice
- ★ If you've tried a lot of things, yet nothing seems to really work
- ★ If you want all the information you need to implement a marketing plan that makes sense and that generates a clear and quantifiable return on your investment
- ★ If you want to instill a culture of growth and high quality "customer service" in your office staff
- ★ If you want to develop a professional plan that will enable you to clearly identify your goals and then focus your full attention on achieving them
- ★ If you are on the way to implementing some of the above, but want to meet with a group of winners and take the time to prepare you and your staff for a **BREAK-THROUGH YEAR** in 2016

THEN THIS IS A MEETING YOU SHOULD NOT MISS!

WHAT THIS SUMMIT IS NOT.

This Summit will **NOT BE THEORETICAL**. No one will tell you what you "should" do to be successful at this seminar. This seminar will not skim the surface of some "nice ideas" someone just read about. At this seminar, **WE WILL WORK** to create your 2016 plan for A **BREAKTHROUGH YEAR**. At this seminar **WE WILL WORK** and you will create a specific and detailed plan to grow your business, develop your staff, and manage your business. At this seminar **YOU WILL KNOW** how to put the systems into place that you need to accomplish your goals and objectives.

★ ★ ★ ★ ★ **"I GUARANTEE IT."** ★ ★ ★ ★ ★
- *Rem Jackson*
(See guarantee on page 15.)

THE BOTTOM LINE

***Your practice is
your largest and
most lucrative
investment.***

It is the vehicle through which you achieve all of your goals – professional and personal. It is time to slow down so that you can speed up. It is time to focus on the marketing and management systems you need to put into place to make 2016 YOUR YEAR – the most rewarding and profitable year of growth that your practice has ever had. It can be done.

Dozens of doctors JUST LIKE YOU are doing it right now and you can too.

Your income tends to be the average income of the five people you hang-out with the most.

Surround yourself with winners who are as focused and committed to building the practice they want, not just accepting the practice that walks in the door.



The best part of Summit was being updated on what works and what does not in marketing and organization/management roles.

Antonius Su, DPM – Chandler, AZ



The Summit allowed me to re-calibrate and form a definite plan to implement in the next 12 weeks.

Peyman Elison, DPM – Surprise, AZ

The best part of Summit was doctors sharing ideas.

Debra Weinstock, DPM – Howard Beach, NY

The best part of Summit was connecting with so many nice marketers who were willing to share their experiences. Also, the Marketing Workshop on Sunday morning was OUTSTANDING! Think BIG!

Jeanie Nannarone – Howard Beach, NY





**Register
Now For
Special
Early Bird
Pricing!**

Register Early and Save!

Register before May 31st and get the VERY best rate!

Yes, I'm ready to attend the Top Practices Marketing and Management Summit in Denver, Colorado. My Summit registration includes admission to all sessions, course workbook, and breakfast on Saturday and Sunday.

REGISTER ONLINE or FAX THIS PAGE TO 717-625-0552 to Reserve Your Seats

Practice/Company Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Attendees

Name: _____ Title: _____ Email (required) _____

Name: _____ Title: _____ Email (required) _____

Name: _____ Title: _____ Email (required) _____

Name: _____ Title: _____ Email (required) _____

(Enter additional names on separate sheet of paper)

PAYMENT METHOD: ☐ Use card on file Credit card info: ☐ MC ☐ Visa ☐ AmEx

Card no.: _____ Exp. Date: _____

Name on card: _____

Billing Address (if different than above): _____



**Special
pricing
discounts for
AAPPM & AENS
Members**

First Attendee from the Practice:	✓
Top Practices Mastermind Members EARLY BIRD SAVINGS – \$695	
Top Practices Mastermind Members After May 31st— \$895	
AAPPM & AENS Members EARLY BIRD SAVINGS – \$795	
AAPPM & AENS Members After May 31st — \$995	
General Registration EARLY BIRD SAVINGS – \$895	
General Registration After May 31st — \$1095	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member — \$275	
AAPPM & AENS Members — \$325	
General Registration — \$345	
Total	

My registration is fully refundable until September 2, 2015, and if my plans change after that, I will receive full credit towards the next meeting. Cancellations received after September 28, 2015 are not subject to future credit.



The Top Practices Summit comes to Denver, Colorado and the Gorgeous Westin Denver Downtown Hotel

Located in the heart of Downtown Denver, the Westin's central location puts you in the heart of the action on the famous 16th Street Mall and Larimer Square, Colorado's leading tourist destination. It is also within walking distance or a short drive to cultural activities, convention venues and performing arts centers including the Colorado Convention Center, the Denver Art Museum, the Denver Center for Performing Arts, Buell Theater, and the Children's Museum of Denver.

Hotel Reservations

The Westin Denver Downtown is conveniently located on Lawrence Street between 16th and 17th Streets. It is within walking distance of the 16th Street Mall, Larimer Square, Lower Downtown (LoDo), Denver Performing Arts Complex, and three professional sporting venues. The Westin Denver provides access to everything this exciting city has to offer. To learn more about the hotel, you can visit their website at www.westindenverdowntown.com. The hotel is located at 1672 Lawrence Street, Denver, CO 80202.

Room Reservations may be made directly by calling **888-627-8435** or online **right here**. Ask for the special Top Practices Summit 2015 low group rate of \$189/guest room. Reservations must be made by September 16, 2015 to receive this special rate. Rooms are limited so book early. Last year we sold out!

Airport Information: The nearest airport is Denver International Airport.

Accommodations and amenities include:

- Complimentary Internet in guest rooms for up to 1 device
- Complimentary WestinWORKOUT Fitness Studio access
- Westin Heavenly beds and robes
- Starbucks coffee in guest rooms
- Indoor/outdoor heated pool and rooftop sundeck





The Summit was outstanding – a perfect blend of marketing, practice management, and critical advice for running and managing your business. Looking forward to next year!

Stephanie Carollo, DPM – Shelby Township, MI



TO MY TOP PRACTICES MEMBERS: There is simply nothing more important to your success than being together with other highly successful doctors and their teams who are growing their practices in double digits. We only do this once a year so, please do not miss this opportunity to get face to face with all the experts and doctors you are learning from on the Top Practices Mastermind Group calls and webinars.

If you have attended every single Summit that Top Practices has hosted for the last 8 years – Remember what everyone says at the end of the event:

“Just when I think I know the system and format, you have changed it up! Thinking this was going to be a review, I am so pleasantly surprised with all the new ideas.”

– Erica Hough, Marketing Director for Dr. Misty Mcneill, Elmhurst, IL

TO THE DOCTORS WHO ARE NOT IN TOP PRACTICES: There is no better time than right now to plug into the ideas, people, and strategies that can solve most of the challenges you are facing. Building your practice and managing it successfully is not an easy thing to do, but when you get it right – EVERYTHING else is easier – EVERYTHING. Join us at this meeting and I guarantee you will not be disappointed.

Dedicated to your Success,

Rem Jackson

This meeting is chock full of information and great ideas. It is exciting to think about the future and develop an action plan to implement all the ideas.

Mark Gasparini, DPM – Massapequa, NY



I loved the Foster Web Marketing presentation this year. The way it was presented made so much sense, even for those who are not tech-savvy or new to the internet marketing game.

Michele Colon, DPM – El Monte, CA



It's comforting to listen to others who are going through the same issues that we all experience everyday and sharing how to handle and fix and solve the daily issues. It's amazing that everyone is willing to share their ideas so that you can change your practice to improve balance between work and daily life!

Tracy Bacik



I enjoyed the positive attitude and everyone's willingness to share pearls of success.

Brian Brausa, DPM – Roscommon, MI

Every year I look forward to coming to Top Practices because of the energy, passion, and knowledge the presenters and attendees bring. It's exciting to see the different ways everyone approaches their issues and how we all want the same end result: a great place for employees and patients.

Ryann Jackson, C.Ped

I loved that there were new and different doctors in the Goal Setting Workshop on the stage. It was great to hear from more people! The Goal Setting Workshop was the BEST THING EVER! I also really liked how focused Tom was this year, and it was great that the "funnel" was emphasized!

Melissa Lockwood, DPM – Bloomington, IL



The Summit was very uplifting and was a great place for refocusing my plan for the next year. No other conference comes close to the willingness to share great ideas!

Tony Abbot, D.Ch. – Collingwood, ON



The opportunity to speak with and hear from other practices who have already done what I'm trying to do is the best part about Summit.

Nicole Baylinson – Sewell, NJ



The best parts about Summit were networking with colleagues and having a goal setting deadline, because otherwise it wouldn't have gotten done.

Cindy Classen, DPM – Castle Pines, CO



The goal setting workshop was great! It's always good to hear other people's goals.

Jaime DeAngelis

The goal sharing and deadline were my favorite parts about Summit.

Sarah Airleina

Being able to collaborate with all the marketing directors in a masterminding setting was my favorite part of Summit.

Jessica Taveras – Piscataway, NJ



The best part of Summit was marketing: The depth that we covered was great! The topics were good and appreciated. Our practice currently has a good website, but now I know there are many updates and changes that should be made.

Marshal Guyna



I enjoyed networking with people for ideas and contacts. Also, everyone at my table brought their goals! Impressive!

Joyce Baller – Geneva, IL



I loved how everyone was so positive. This is the first conference that I have been to that I have felt the positivity with so much impact. It made me feel like I can improve, and now I have the tools to do so.

Micha Truong