

"The Future of Private Practice in Podiatry is Bright. Very Bright Indeed. If you plan to practice for at least the next five years (or 30 ☺) you must be at this Top Practices Summit"

– REM JACKSON, CEO AND FOUNDER, TOP PRACTICES



TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

PRESENTS

THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

THE HOME FOR PRIVATE PRACTICE

The Coming Revolution in Private Practice

OCTOBER 8, 9, AND 10, 2021 • DOWNTOWN LAS VEGAS, NV

IT'S TIME TO THRIVE IN PRIVATE PRACTICE

Leave the naysayers behind and join the next wave in podiatry

REGISTER NOW FOR SPECIAL EARLY BIRD PRICING!



"This Top Practices Summit is your Playbook for profits, massive success, and fun in your career even in this uncertain time. If you are building, buying, or starting your practice the Summit is designed specifically for you."

– REM JACKSON, CEO AND FOUNDER, TOP PRACTICES



SPECIAL PRICING DISCOUNTS FOR AAPM & AENS MEMBERS (SEE REGISTRATION FORM)

The Top Practices Summit is held only once a year.

What do you want your practice to be like in 2022, 2025, and beyond? (SEE INSIDE)



The Coming Revolution in Private Practice

YES, I DO MEAN REVOLUTION. A **revolution** is defined as a very sharp change made to something. The word comes from Latin, and is related to the word *revolutio* (which means *a turn around*).

The world changed this year. We changed this year. A Category 5 hurricane named COVID-19 hit the entire world at the same time.

We've learned so much since then and continue to learn.

And at the same time, medicine is rapidly changing and evolving, some might call it a revolution. To be sure it's not just medicine (it's practically everything). One thing is clear though: **it is happening right now.**

In times such as these there is a tendency to see the current situation in a very tight focus. As if the macro changes we are observing are unstoppable and all encompassing. **The truth is, they rarely ever are.** Such is the case with private podiatry practice.

The pundits love to pontificate about the inability of doctors to manage their practices in our complex times. They point to the consolidation of the market by big systems and private equity firms creating mega practices. They insist that if doctors don't merge with others to protect themselves, they will become extinct.



“Money doesn't make you happy,
but being happy
can make you a lot of money.”

REM JACKSON



Have you ever noticed how the pundits are almost always wrong? I have. If you pay attention, most of these people have it wrong most of the time. Predicting the future, it turns out is very hard (**Unless you watch The Simpsons which is uncanny.** 😊). And these same people just say later, well we didn't account for this or that so now I really have a prediction.

What a waste of our time.

THE FUTURE – YOUR FUTURE – IS WHAT YOU MAKE IT. END OF SENTENCE.

If you want to practice in a solo practice or with 2, 3, 4, or 10 or more doctors you can. It simply comes down to knowing how to do it. **And for that you need a Playbook.** Every successful team or company needs a Playbook. This Top Practices Summit is that Playbook for doctors who don't want to sell out (or aren't invited to that party). It is for doctors who have been practicing for years and love treating their patients but want the business part to be less of a hassle. It is for doctors who are defying the naysayers and buying or opening their practices now and want to skip the school of hard knocks by learning from those who have gone before and are thriving IN PRIVATE PRACTICE TODAY.

That is the message of Top Practices. That is the intent and design of this Summit. When you come to Las Vegas you will learn that the city's new slogan is "What Happens Here, Only Happens Here." Well, that is true for the Las Vegas Top Practices Summit too. What will happen at this Summit only happens at this Summit. **Are you looking forward to the next year, five years, and beyond of private practice?** Then join me and several hundred of your colleagues who feel the same way at the Top Practices Summit in Downtown Las Vegas on October 8, 9, and 10. And bring your staff with you so they know what to do before you even return to your office on Monday.

At the Summit they (and you) will be strongly encouraged to meet other like-minded people and continue those relationships long after the Summit ends in small mastermind groups and accountability circles. Hundreds of our previous attendees have done this and can attest to its ability to help you stay focused and on track.

Dedicated to your success,

*Rem Jackson
and the Top Practices Team*

PS See page 15 for our 100% money-back guarantee. This is the only conference you will ever attend that will refund 100% of your registration fee if we don't meet your expectations. Register now!

The Summit and involvement with Top Practices have been **the catalysts to transform my practice to unbelievable heights.** The Summit is the annual mindset turbocharger I need, where I calibrate my compass and prepare for the new year.

GREGG NEIBAUER, DPM, MT





“Marketing and managing your business should be fun. It should always be profitable. If you understand what good marketing and management looks like and if you have the mindset you need to persist, **you will have more fun, make more money, and find more freedom than you ever dreamed** your profession could bring to you.”

REM JACKSON, CEO AND FOUNDER, TOP PRACTICES



THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

The Coming Revolution in Private Practice

THE SUMMIT STARTS ON
FRIDAY EVENING, OCTOBER 8TH

OPENING FEATURED SESSION

5:30 PM – 7:00 PM

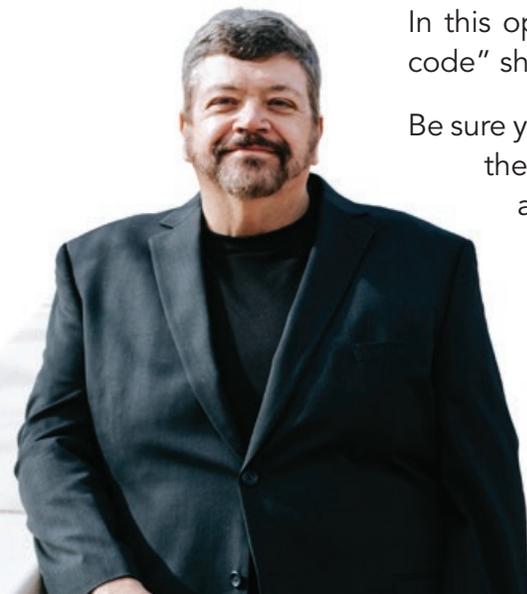
GET CONTROL OF YOUR DAILY SCHEDULE

The Top Practices Summit opens with an information-packed, high-energy session led by Top Practices Founder and CEO, Rem Jackson, and the most successful Top Practices doctors. Your chosen profession is a key to achieving prosperity, which is something much greater than success. The great challenge facing everyone (not just podiatrists) is an inability to control our schedule and use our time effectively. Everyone has the same number of minutes in a day and we all breath the same air. Why then, do some of us seem to get seemingly ridiculous amounts of work done and move forward to ever greater achievement while most of us just can't break the bonds of too much work, too little time, too much stress, and burnout?

There are answers. There are strategies, tools, and tactics that will forever allow you to get control of your schedule and reclaim your personal life while earning significantly more money.

In this opening session, Rem and Top Practices doctors who have "cracked the code" share the first play in the Playbook. It all starts here.

Be sure your travel plans make it possible for you to be in your seat and ready when the conference opens at 5:30 PM. This is one of the most anticipated sessions at the Summit and will set the pace for your next 12 months.



**"Slow down the macro (You've got time in life)
Speed up the micro (Get more done daily)
This is what most have reversed"**

GARY VAYNERCHUK



Photo by: Christopher Michel

THE COMING REVOLUTION IN PRIVATE PRACTICE
REGISTER NOW – OCTOBER 8, 9, AND 10, 2021

5



THE SUMMIT CONTINUES ON SATURDAY, OCTOBER 9TH • 9:00 AM TO 5:00 PM

9:00 AM – 10:00 AM

HOW TO MARKET YOUR PRACTICE ONLINE WITHOUT SPENDING A FORTUNE

Marketing your practice online is confusing and marketing companies make it even more confusing as a sales strategy. Unfortunately, today there are many companies operating in podiatry that make big promises and deliver very little results. The second play in the Playbook starts with knowing how to tell the difference between facts and “figures” and make quality, financially responsible decisions about your online marketing. It also involves learning how you and your staff can not only do some of this yourselves for almost no money, but actually enjoy and have fun doing it as you watch your patient quality and volume soar. Rem and his marketing experts take the stage and guide you through the maze.

10:00 AM – 10:30 AM **BREAK AND VISIT WITH EXHIBITORS**

10:30 AM – 12:00 PM

MARKETING THAT JUST WORKS

This workshop is designed to teach you the third play in the Playbook. Marketing your practice online and in the “real world” that fills your office every day with the number of high-quality patients that you want and need to see in order to build the successful practice you want. Answers to more of your online marketing questions, and exactly how to increase your physician referrals, patient referrals, and reactivations. Find out the most underutilized and free tool available to you and how to grow your patient volume while filling your treatment rooms with the exact kinds of patients you would rather be seeing each and every day in clinic.

The result of great marketing and excellent management is more **high-quality time with your family.**

And more financial freedom to live life on your terms.

REM JACKSON, CEO AND FOUNDER,
TOP PRACTICES.



THE COMING REVOLUTION IN PRIVATE PRACTICE

REGISTER NOW – OCTOBER 8, 9, AND 10, 2021



12:00 PM – 1:30 PM **LUNCH AND NETWORKING BREAK**

1:30 PM – 3:00 PM

PRESENTATIONS BY THE TOP PRACTICES 2021 AWARD WINNERS

The MOST POPULAR sessions every year are the presentations by the winners of the Top Practices Awards:

Marketer of the Year • The Innovator Award • The Drive Award • and more.

These specific, in-depth case studies are shared by practices just like yours who blew the doors off their marketing and management from start to finish and achieved their goals. Play number 4 in the Playbook is to just follow in their footsteps and hit your own ball right out of the park. Every year EVERYONE is blown away by these outstanding presentations and leave with pages filled with some of the best ideas they've ever heard. This year you will benefit from these in-depth, IN-PERSON case studies.



“There’s this saying, ‘When the tide rises, all ships go up.’ I’m amongst a community of people in Top Practices that’s helping me – all the ships are rising. And Rem has been so helpful. It’s also bringing that into the culture of my practice by working with my practice manager. **It’s defining our goals for the future and it’s giving us direction on where to go next.** I feel like I’m armed with all kinds of tools and tips and tricks of how to move this forward.”

DANNIELLE VONDERLINDEN, DPM - LORTON, VIRGINIA



3:00 PM – 3:30 PM **BREAK AND VISIT WITH EXHIBITORS**

3:30 PM – 4:30 PM

YOUR MARKETING PLAN WORKSHOP

Play 5 in the Playbook is to leave this Summit with a marketing plan you and your team can begin on Monday morning. Using the Top Practice Marketing Tools, build your own marketing plan designed to comfortably fit your budget, capabilities, and time constraints. Without a plan it's all just wishes. If we build it, they will come.



4:30 PM – 5:00 PM

THE 6TH PLAY IN YOUR PLAYBOOK – ACTUALLY DOING SOMETHING

As General George Patton said, "Wars are won by people who actually go out and do something." In the final session on Saturday, play 6 is introduced: Stop overthinking things and get started now. Learn how to finally get things moving.

The impact it's had on me and my practice has been nothing short of profound. I went into private practice because of frustration, knowing nothing about business.

I knew everything I thought I needed to know about doctoring and surgery, but business was completely out of my wheelhouse. And I've always had a vision of where I wanted to go and what I wanted to do, or seemingly envisioned, but Top Practices has really helped me clarify the vision that I have. And not only to clarify that but given me the tools to get there.

With Top Practices, I'm doing amazing things.

CHRIS BOCK, DPM – ENUMCLAW, WASHINGTON





Fremont Street
EXPERIENCE

5:00 PM – 6:00 PM

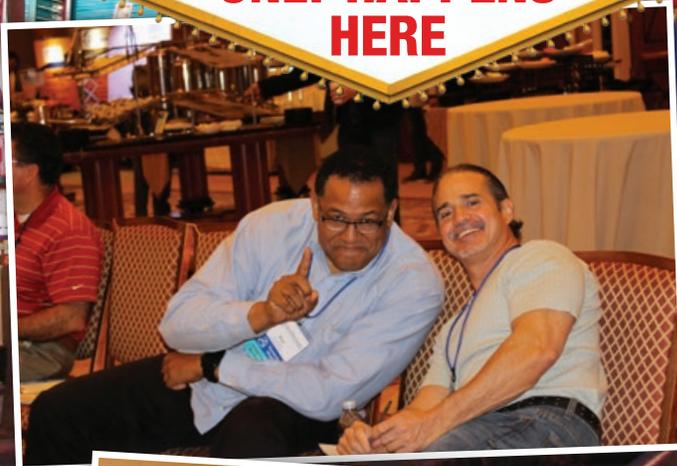
THE TOP PRACTICES NETWORKING PARTY

Join Rem, and all the presenters and exhibitors, for a networking party and chance to wind down and connect before dinner and a fantastic night out in fun, exciting, Downtown Las Vegas!

WELCOME

Las Vegas

WHAT HAPPENS HERE ONLY HAPPENS HERE



By Raul Jusinto - CC BY-SA 2.0, <https://commons.wikimedia.org/wiki/index.php?curid=83939561>

By Bernard Spragg, NZ from Christchurch, New Zealand - CC0 commons.wikimedia.org/wiki/index.php?curid=97461691



THE SUMMIT CONTINUES ON SUNDAY, OCTOBER 10TH • 9:00 AM TO 3:30 PM

TRACK ONE: 9:00 AM – 3:30 PM LIVE AND IN-PERSON

THE ONE AND ONLY FULL-DAY TOP PRACTICES MARKETING WORKSHOP

(FOR PRACTICE MARKETERS, STAFF, AND DOCTORS)

Patients come to your practice from only four places:

- ✓ The Internet
- ✓ Medical and non-medical referral sources around your practice
- ✓ Your list of people who know you, like you, and trust you
- ✓ The community

That is why the Top Practices method for marketing is called The Four Pillars of Marketing.

Returning by popular demand, the new Full-Day Workshop led by Top Practices Founder, Rem Jackson, an entire team of marketing experts and “in-the-trenches” marketers.

The focus of the workshop is raising the bar on your marketing. If you could get only 5% better in each of your marketing pillars, you could get 20% better results across the board. That in turn can generate thousands of dollars of profit for you. Rem and his team will work with each of your marketers (and/or you too) to understand your marketing points of leverage and how to effectively focus your efforts. You will all return to your practice with an actionable plan to achieve a 20% increase in your marketing results. In this session we will use the plan we built on Saturday as our foundation.

Join Rem, his exceptional team, and some of the best podiatric practice marketers in the country for a full-day devoted to the very best in podiatry practice marketing



“The Summit changed my life. Period. I got my roadmap to success and I’m not looking back!”

MELISSA LOCKWOOD, DPM, BLOOMINGTON, IL



TRACK TWO: 9:00 AM – 10:00 AM

HOW TO ORGANIZE YOUR MANAGEMENT SYSTEMS SO THEY WORK FOR YOU INSTEAD OF YOU WORKING FOR THEM

(FOR DOCTORS AND THEIR STAFF)

Doctors, like all professionals (and everyone else), struggle with sorting out how to use their time the most effectively while seemingly sprinting through the day seeing high patient volume, treating those patients, finishing paperwork, and then trying to squeeze in all that is involved in running a business. When the pundits say doctors can't do it by themselves any longer, this is one of the main things they point to. It's a shame these same pundits never studied foundational business principles that can solve these problems.

Fact: Yes, you can do all of the above and market your practice and coach soccer if you choose. Our proof? Everyone leading this session does it now and makes it look easy. It's play number 7 in our Playbook.

In this hyper-focused workshop, doctors and their key staff members will delve deep into understanding and developing a well-balanced mix of skills they must learn to flourish as a medical practice team in this complex time of rapid change and challenge. There is a process you must follow to fully flourish and thrive. It isn't easy but it is so worth it.

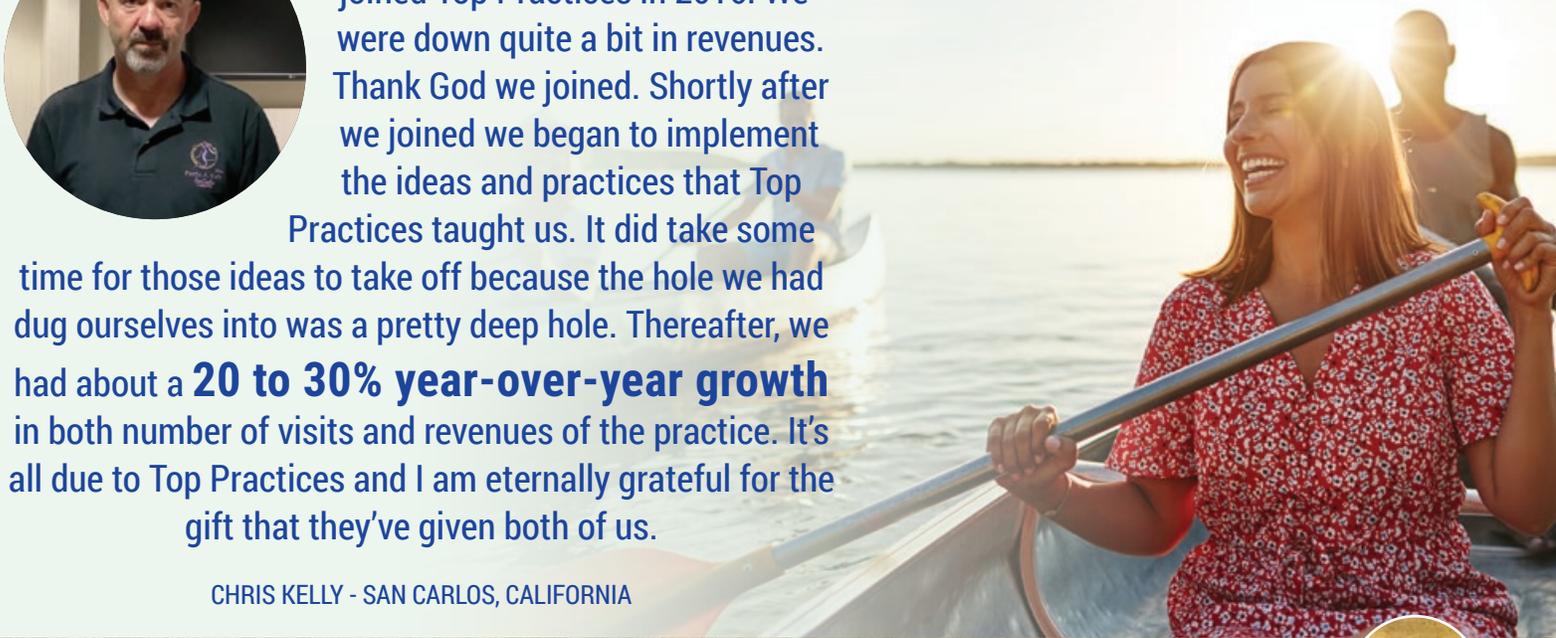
10:00 AM – 10:30 AM BREAK AND VISIT WITH EXHIBITORS



My wife and I, my wife's the doctor, joined Top Practices in 2016. We were down quite a bit in revenues. Thank God we joined. Shortly after we joined we began to implement the ideas and practices that Top

Practices taught us. It did take some time for those ideas to take off because the hole we had dug ourselves into was a pretty deep hole. Thereafter, we had about a **20 to 30% year-over-year growth** in both number of visits and revenues of the practice. It's all due to Top Practices and I am eternally grateful for the gift that they've given both of us.

CHRIS KELLY - SAN CARLOS, CALIFORNIA





10:30 AM – 12:00 PM

SYSTEMS ARE USELESS WITHOUT A TEAM THAT CAN USE THEM (AND WANTS TO MAKE THINGS WORK)

Building a team that works together, like great teams can, is not something that just happens when you hire good people. Yes, you need good people, but they need a structure and culture that turns them loose and makes your entire practice and all who work there soar. It requires a coach who knows how to coach, and a team that knows how to do what needs to be done and is very clear about when and where to do it. Your team wants to work with a group like this and will rise to the challenge if they (and you) only know where to start. Play number 8 is Where to Start and How to Continue to Build a Team that makes everyone's job easier.



12:00 PM – 1:30 PM LUNCH AND NETWORKING BREAK

1:30 PM – 2:30 PM

THE SLIGHT EDGE SECRET TO SUCCESS

Author Jeff Olson wrote in his genius work "The Slight Edge" the following:

"Be here one year from now actively immersed in the process and you can't fail."

The most important word in the quote above is ACTIVELY. If you follow your diet or exercise plan and are actively immersed in it, one year from now the results will be dramatic. If you resolve to meet with your staff weekly, track your numbers, train on your systems, and achieve your goals and are actively immersed in it one year from now your practice will be unrecognizable (and in a good way - a great way!) Problem is we don't do it. We fall off the wagon and gain back all the weight or stop working out, or stop meeting with our staff, or stop reviewing our numbers or stop...you get the point, and you know what it is for you. The big question is why? Why do we do this? A more important question is: "Is there a way to stay actively immersed in the process?" Yes! Play number 9 in our Playbook is addressed in this session: you will learn how to finally stop procrastinating and actually start doing what you know you should do. We all deal with this, winners leave it in their past.

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

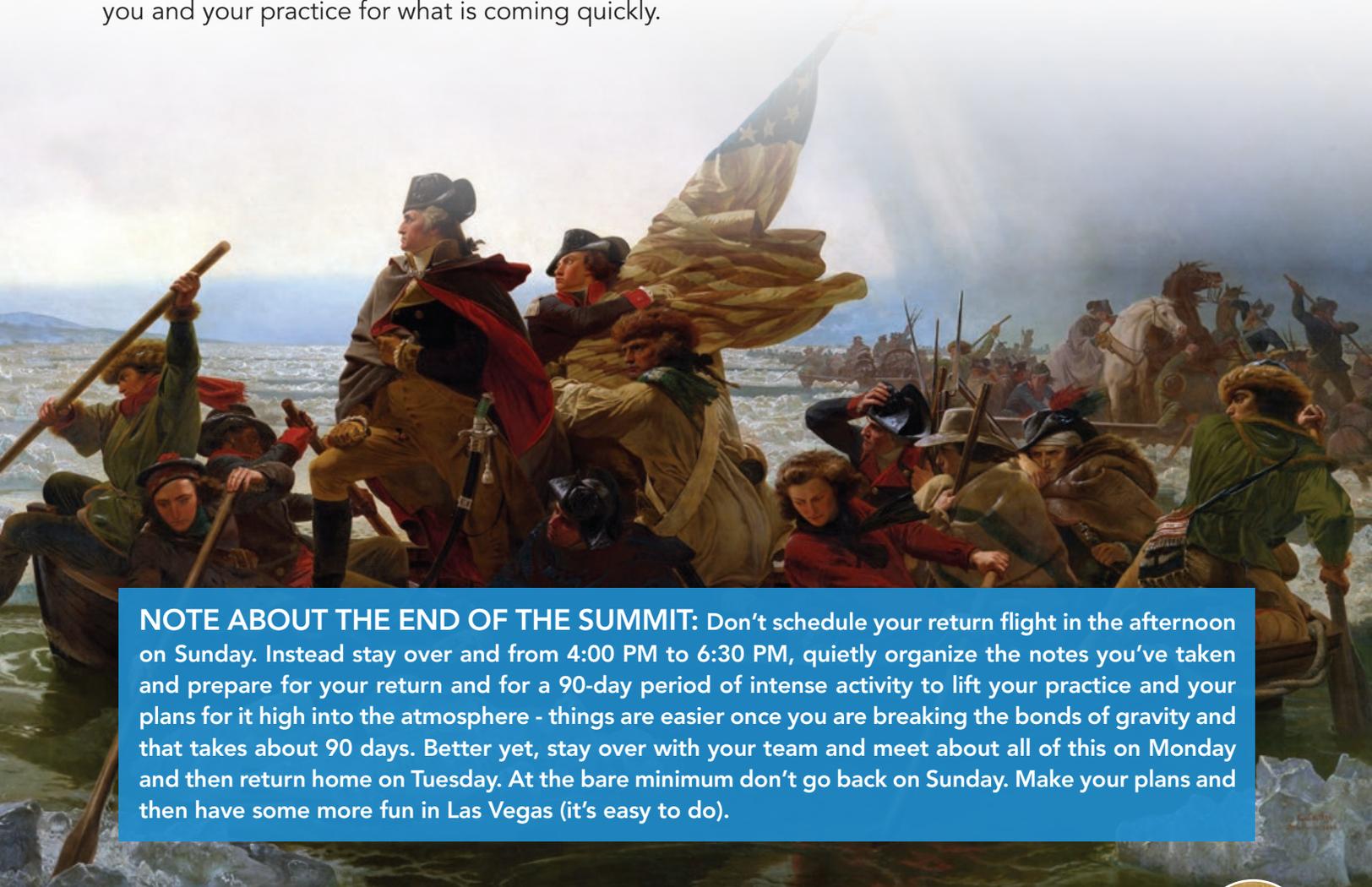
JIM ROHN

**2:30 PM – 3:30 PM**

THE COMING REVOLUTION IN PRIVATE PRACTICE

There is no denying that private practice is under attack and being a small medical office is increasingly complex and frustrating. Of course, it is. So is much of life in the 21st century and that is before we even consider pandemics, wild weather, polarized and divisive political discourse. BUT that will not be improving any time soon. We can hope it will and we can do our part, but that is not up to us. What IS 100% UNDER OUR OWN CONTROL is our own daily mindset and commitment to crafting our lives as we see fit. No one has taken away that ability from any one of us.

So, there is a revolution (a renaissance) coming in private podiatric practice. When you look around, you see others like you who aren't retiring yet, aren't selling out, and aren't working for big systems. You will see small and solo private practitioners who are in it for their careers. And you see many of them just getting started. As the whole system shakes out in the next 3-5 years there will be a land rush to private practice. It will be The New Thing. Why not start now? In our final session, the last play in the Playbook will be revealed to position you to take maximum advantage and perfectly position you and your practice for what is coming quickly.



NOTE ABOUT THE END OF THE SUMMIT: Don't schedule your return flight in the afternoon on Sunday. Instead stay over and from 4:00 PM to 6:30 PM, quietly organize the notes you've taken and prepare for your return and for a 90-day period of intense activity to lift your practice and your plans for it high into the atmosphere - things are easier once you are breaking the bonds of gravity and that takes about 90 days. Better yet, stay over with your team and meet about all of this on Monday and then return home on Tuesday. At the bare minimum don't go back on Sunday. Make your plans and then have some more fun in Las Vegas (it's easy to do).



Special Bonus Program

(included in Your Registration)

FOR ALL ATTENDEES TO THE TOP PRACTICES SUMMIT IN LAS VEGAS THIS OCTOBER

Use Your Summer in a New and Innovative Way!

Pre-Summit Workshops: Everyone should take advantage of their summer months and enjoy themselves, but smart practice owners and their staff will also be working ON THEIR BUSINESS, not just IN THEIR BUSINESS this summer!

Beginning in June, all registered Summit attendees will be enrolled in a Master's Level Class designed to get you ready (TRULY READY) to become the successful (or even "more successful") business owner you need to be. THIS HAS BECOME A HALLMARK OF TOP PRACTICES SUCCESS. It prepares you and your staff for the rest of 2021, 2022 and beyond. This is literally one of our secrets to success.

This summer series will:

- Coach and guide you to get your goals written and organized for 2022 and beyond
- Show you how to get insight into your practice through better understanding its numbers
- Assess and be prepared to fix your practice marketing so it fills your reception rooms with patients you want
- Get you ready for the interactive "roundtable" sessions now, a hallmark of the Top Practices Summit

This year, attendees will come prepared to share the best (most effective) idea or strategy they've used to build and manage their practices. You will learn dozens of outstanding pearls and ideas that will help you solve many of the challenges you are facing. The answers you need are at the Top Practices Summit in Las Vegas.

"Working with Top Practices has basically
changed our life in podiatry."

LEE GILMORE, DPM, VA



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 8, 9, and 10 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.

So, I just attended the mastermind session with a small group and it was probably **one of the best meetings I've ever been at.** This was fantastic and an opportunity to be able to work with some really top practices and get some opinions on some problems that I've had in the past and I don't think I could have gotten this type of feedback in any other way. To be able to sit in the room and really be honest and open about a lot of things that are not things that we get to talk about in normal meetings.

NATHAN IVEY, DPM, ALBUQUERQUE, NEW MEXICO





Photo by Malone & Company Photography



“Stop chasing the money and start chasing the passion.”

TONY HSIEH

“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 Australia, Canada, and all across the U.S.

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**.

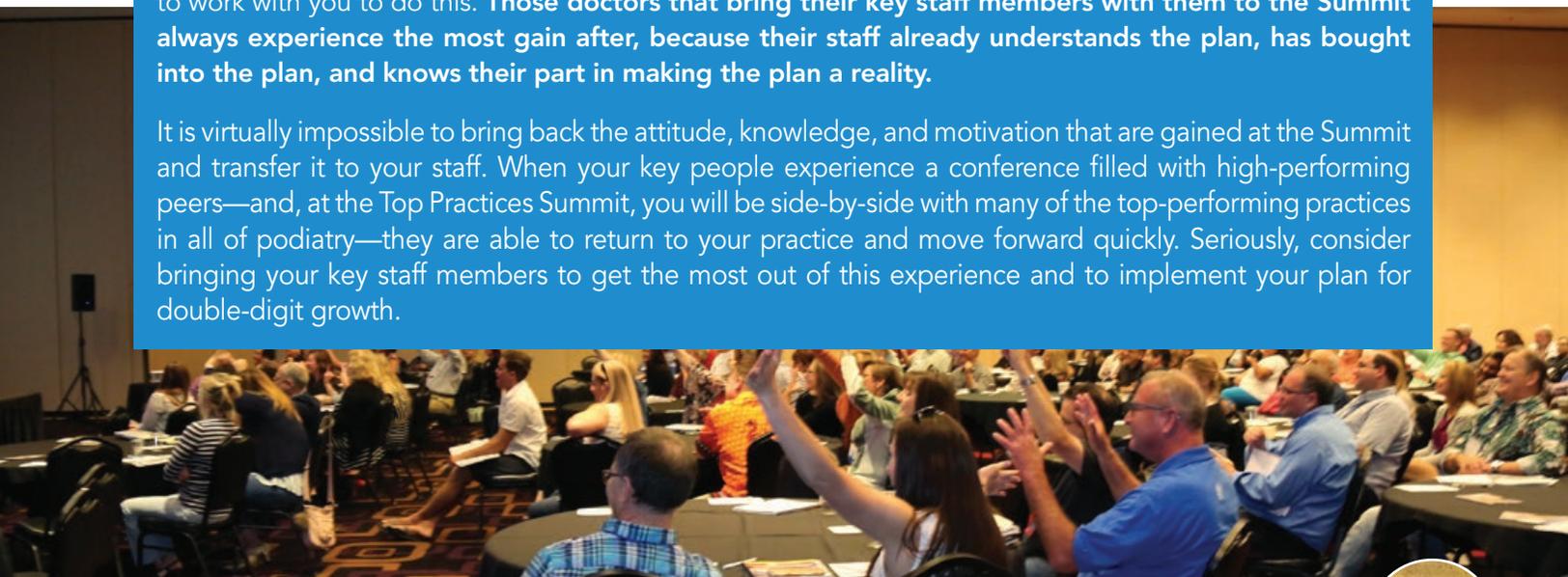
Most of us can reduce our goals to this simple goal: “The emotional and financial stability and security of our family and loved ones.” To be sure, there are other goals, but this goal is at the core of all of our efforts. Despite everything you hear, there is a period of expansion and growth coming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

IT’S NOT JUST WORDS.

BRING YOUR STAFF WITH YOU!

Bring your staff and make the next year much easier. You can’t do this all 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.





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 he or she isn'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 his or her attention on their personal lives and achieve a significant and dramatic increase in their own happiness. A Top Practice enables its owners to live his or her life according to their terms and theirs alone – no matter what.

Doctors from all over the continent have had their breakthrough years in 2020
(really even in 2021 this is true).

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

**THE
OFFICIAL TOP PRACTICES
WARNING**

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 with 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.

Always Take the High Road. JAY HENDERSON



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 already doing well, but want to truly take your practice to the next level...
- 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 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 want to ensure you have a bulletproof practice and can withstand whatever comes your way
- 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 BREAKTHROUGH YEAR in 2022...



THEN THIS IS A MEETING YOU SHOULD NOT MISS!

WHAT THIS SUMMIT IS NOT:

No, this meeting 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 2021 plan for **A BREAKTHROUGH YEAR**. At this seminar, **WE WILL WORK**, and you will create a specific and detailed plan to grow your practice, develop your staff, and manage your business. At this seminar, **YOU WILL KNOW** how to put the systems into place so you can accomplish your goals and objectives.



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

JESSICA TAVERAS – PISCATAWAY, NJ



"In order to get the life you so deserve and desire, you need to work on being a **great leader** every day. And you need to develop the leaders around you."

PETER WISHNIE



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 2021 and 2022 YOUR BEST YEAR EVER – 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 patients that walk in the door.

"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.





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 Las Vegas, Nevada. My Seminar 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 _____ Email _____

Attendees (name as you want it to appear on your badge)

Name: _____ Title: _____ Email (required) _____

(Enter additional names on separate sheet of paper)

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

Card no.: _____ Exp. Date: _____

Name on card: _____

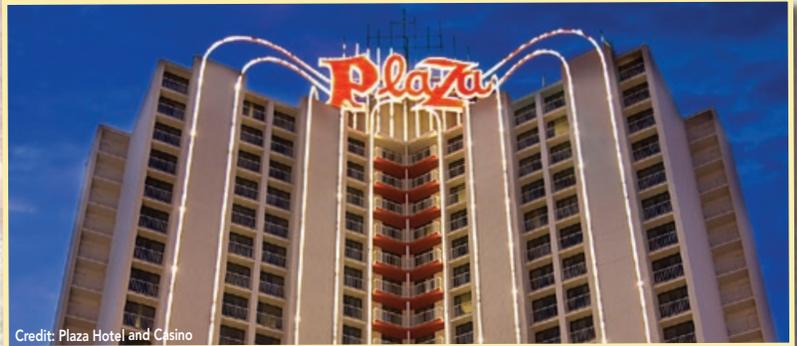
Billing Address (if different than above): _____



Special Pricing Discounts for AAPP & AENS Members

| | |
|--|---|
| First Attendee from the Practice: | ✓ |
| Top Practices Mastermind Members EARLY BIRD SAVINGS — \$695 | |
| Top Practices Mastermind Members After May 31st — \$895 | |
| AAPP/AENS Members EARLY BIRD SAVINGS — \$795 | |
| AAPP/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 | |
| AAPP/AENS Members — \$325 | |
| General Registration — \$345 | |
| Total | |

Summit registrations are non-refundable; however, they are transferable. **This means that you can transfer your registration to another person (in the same price bracket) if you are unable to attend. You may also transfer your ticket purchase to next year provided you inform us before October 1, 2021.**



This year the Summit will be held in a building designed exclusively for meetings like the Summit. MEET Las Vegas, www.meetlv.com, is located only two blocks off The Fremont Street Experience. So, you can stay anywhere you want in Downtown Las Vegas, or on the Las Vegas Strip, anywhere in the whole valley. It's up to you. We can point you to three hotels in Downtown Las Vegas:

- The newest, hottest, property in Las Vegas – Circa Las Vegas. Go to www.circalasvegas.com to find out about this adults-only casino with some of the most amazing amenities Las Vegas has to offer.
- Downtown Grand Hotel and Casino Las Vegas www.downtowngrand.com. A beautiful facility with a special rate for the Summit.
- Plaza Hotel and Casino www.plazahotelcasino.com. A discounted rate is available here too.
- And of course, your own favorite place to stay in Las Vegas...

“Our practices are only as good as those who work there. The key to having a successful, high performing team is to **maximize everyone’s potential** through evaluation, communication and inspiration”

TINA DEL BUONO





“My daddy once told me, if you’re going to walk through a mine field, **follow somebody**”

CHARLIE HOFHEIMER



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 does 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.

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

Enjoy the journey everyday

Enjoy the rainy days, the snowy days,
the gorgeous days. Look at the sunset
and revel in its beauty and
be thankful you can see it.

REM JACKSON



THE COMING REVOLUTION IN PRIVATE PRACTICE

REGISTER NOW – OCTOBER 8, 9, AND 10, 2021