



**TOP PRACTICES**  
THE HOME FOR PRIVATE PRACTICE *presents* **THE TOP PRACTICES  
MARKETING AND MANAGEMENT SUMMIT**

# YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

Fill Your Treatment Rooms with High-quality Patients  
Make the Money You Want to Make  
Stop Working Nights and Weekends

REGISTER  
NOW  
FOR SPECIAL  
EARLY-BIRD  
PRICING!

*Join Us*

SEPTEMBER 13, 14, 15 • HILTON SCOTTSDALE  
RESORT AND VILLAS, SCOTTSDALE, AZ



Many podiatrists are struggling with their practice because a broken and indifferent medical system has abandoned them. You CAN transform your practice into a business that makes you money, runs smoothly, and gives you back the time for your family that you are now missing.



Rem Jackson, CEO Top Practices

Special Keynote Address:  
Dave Frees

ARTIFICIAL INTELLIGENCE  
AND YOUR PRACTICE.  
THIS CHANGES EVERYTHING.

Dave Frees, Attorney, Founder Business Black Ops



## ***The Next Two Years Will Create Enormous Changes in Podiatry***

Artificial intelligence applications are already proliferating and making dozens of burdensome tasks easy or eliminating them; private practices aren't dying, they are thriving – but will yours?

Since 2007 **Top Practices** has helped over 1600 podiatrists move from frustrated and even angry, to looking forward to going to their office and getting home in time for dinner with no work waiting for them while their savings continue to grow. It IS Possible! **We have the plan for appropriately marketing your practice so that it grows and then the plan continues to enable you to effectively manage the growth.** Join us this year in Scottsdale, Arizona and get your own plan.

The Top Practices Summit is held only once a year.  
***What do you want your practice to be like in 2025, 2026, and beyond?***



# YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

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## You Can Feel It, Can't You?

The changes that are coming to medicine and podiatry are accelerating and the next 2-5 years are truly going to be filled with change. This can be scary. But it shouldn't be. It can be exciting and laden with positivity and optimism. But that's going to depend on you. And attending this Summit will be one of the smartest steps you can take this year.



We believe that breaking faith with doctors is fundamentally wrong and everyone suffers for it: your patients, your staff, yourself, and even your family. No doctor should invest the time and money they've sunk into their career only to wonder when the rewards will finally appear.

Since 2007 **we have helped over 1600 podiatrists** move from frustrated and even angry, to looking forward to going to their office and getting home in time for dinner with no work waiting for them while their savings continues to grow. **We have the plan for appropriately marketing your practice so that it grows and then the plan continues to enable you to effectively manage the growth.**

“

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

**YOUR TOP PERFORMING PODIATRY PRACTICE PLAN**

REGISTER NOW – SEPTEMBER 13, 14 AND 15, 2024

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- 🕒 Do you know the key metrics you need to understand to correctly manage your practice?
  - What is your optimal volume?
  - What are your optimal hours?
  - What is an optimal schedule for you and your team?
  - What is your optimal patient mix?
  - What is your optimal staffing level?
  - How do you budget for all of this?
- 🕒 How can you change the culture of your practice to encourage your staff to excel without changing your staff?
- 🕒 What should YOUR practice earn each and every hour you are open and in clinic?
- 🕒 What do podiatrists who run well-managed podiatry offices actually pay themselves?
- 🕒 How can you get control of your time and your schedule, so you run it instead of it running you?
- 🕒 Can you use the new tools being released almost weekly (!) to improve your efficiency?
- 🕒 Can you cut costs that aren't supporting you?
- 🕒 Can you increase your profitability significantly?

If you want to practice in a solo practice or with 2, 3, 4, 10 or more doctors, you can. It simply comes down to knowing how to do it. And for that you need a plan. Every successful team or company needs a plan. At this Top Practices Summit, we will share and teach the plan for doctors who don't want to sell out (or aren't invited to that party). **This Summit 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.



The future—YOUR FUTURE—  
is what you make it.



That is the message of Top Practices. That is the intent and design of 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 Scottsdale, Arizona, September 13, 14, and 15.** Bring your key 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. There is simply no other meeting like this in podiatry. Come experience the future of private practice now and ***Transform Your Podiatry Practice So It Works for You.***

Don't keep suffering from stress, anxiety, frustration, or even fear. Your life as a business owner does not have to be like that. It can be enjoyable, sustaining, and deeply rewarding. But you can't do it alone. None of us can. Give us a chance to help you look forward to getting to the office on Monday morning because you love your work, and your work rewards you.



Dedicated to your success,

*Rem Jackson, CEO, Top Practices*

***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!***

“

**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



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“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 SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 13<sup>TH</sup>

5:30 PM – 7:00 PM

## OPENING FEATURED SESSION

## YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

Fill Your Treatment Rooms with High-Quality Patients

Make the Money You Want to Make

Stop Working Nights and Weekends

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. Operating a podiatry practice (or any small business) is not for the faint of heart. There are great challenges facing everyone (not just podiatrists). In fact, the failure rate is staggering for small business startups in the first five years. Podiatry practices typically don't fail at anywhere near this rate, but thriving is a very different situation than surviving and struggling day-to-day. Why then, do a small few of us seem to thrive and love our work while most of us just can't break the cycle and are left with 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 build an incredible team 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 how you can accomplish all of this. It all starts here. You CAN do this.

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.



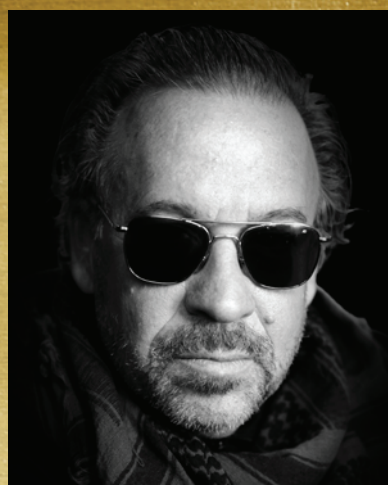
**Your practice should serve you and fund your ideal lifestyle.**  
Your career should provide for the emotional, physical, and financial security  
of yourself and your loved ones.

REM JACKSON, CEO AND FOUNDER, TOP PRACTICES

## YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

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**THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 14<sup>TH</sup>****9:00 AM – 10:00 AM****KEYNOTE  
ADDRESS  
DAVE  
FREES****ARTIFICIAL INTELLIGENCE AND  
YOUR PRACTICE. THIS CHANGES  
EVERYTHING.**

We are all starting to understand how the breakthroughs in AI are changing our lives in small yet significant ways. There is hype, of course, about AI and some downright misinformation, but it IS TRUE that all of us will be using AI in many aspects of our lives and those of us who are proactive and willing to learn and adapt in business will have a competitive edge on those who aren't willing. How do you make sense of it all? How do you evaluate and implement what you need and not get distracted by all the rest.

Dave Frees is a highly successful Trusts and Estates Attorney in Pennsylvania and an adept early adopter of ideas and technologies **(including AI)**. He returns to the Top Practices Summit for the third time (his second keynote) and shares how you and your team can use AI now and, in the future, to save time and money, increase your patient outcomes, **and to augment everything you do in ways that can reduce the stress and calm the chaos.** As disruptive as AI is and will be, podiatrists are extremely well positioned to use it to let them focus on their patients like never before while dramatically increasing the profitability of their business.

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

“Rem Jackson quite possibly saved my marriage. My wife and I thought we were running our practice, but in reality, it was running us. We were helplessly adrift in the currents of business without a paddle, a rudder or any navigation. Rem and Top Practices gave us direction, advice, and a compass, and then they taught us the principles necessary to take control of our business. The friendly collaboration and sharing of ideas are mint - everyone wants to help each other. It is refreshing to experience the positivity of the Summit rather than the doom and gloom at other conferences.

GREGG NEIBAUER, DPM



10:30 AM – 12:00 PM

## TOP PRACTICES ROUNDTABLES BY SUBJECT INTEREST



You asked and so...**We are taking the roundtables to the next level!**

The meeting room will have tables for specific interests in marketing, management, leadership, staff, administration, finances, metrics which we will solicit from the attendees before the Summit. The tables will be listed in the playbook by number. Experts will be at each table. Attendees can attend as many tables as they wish.

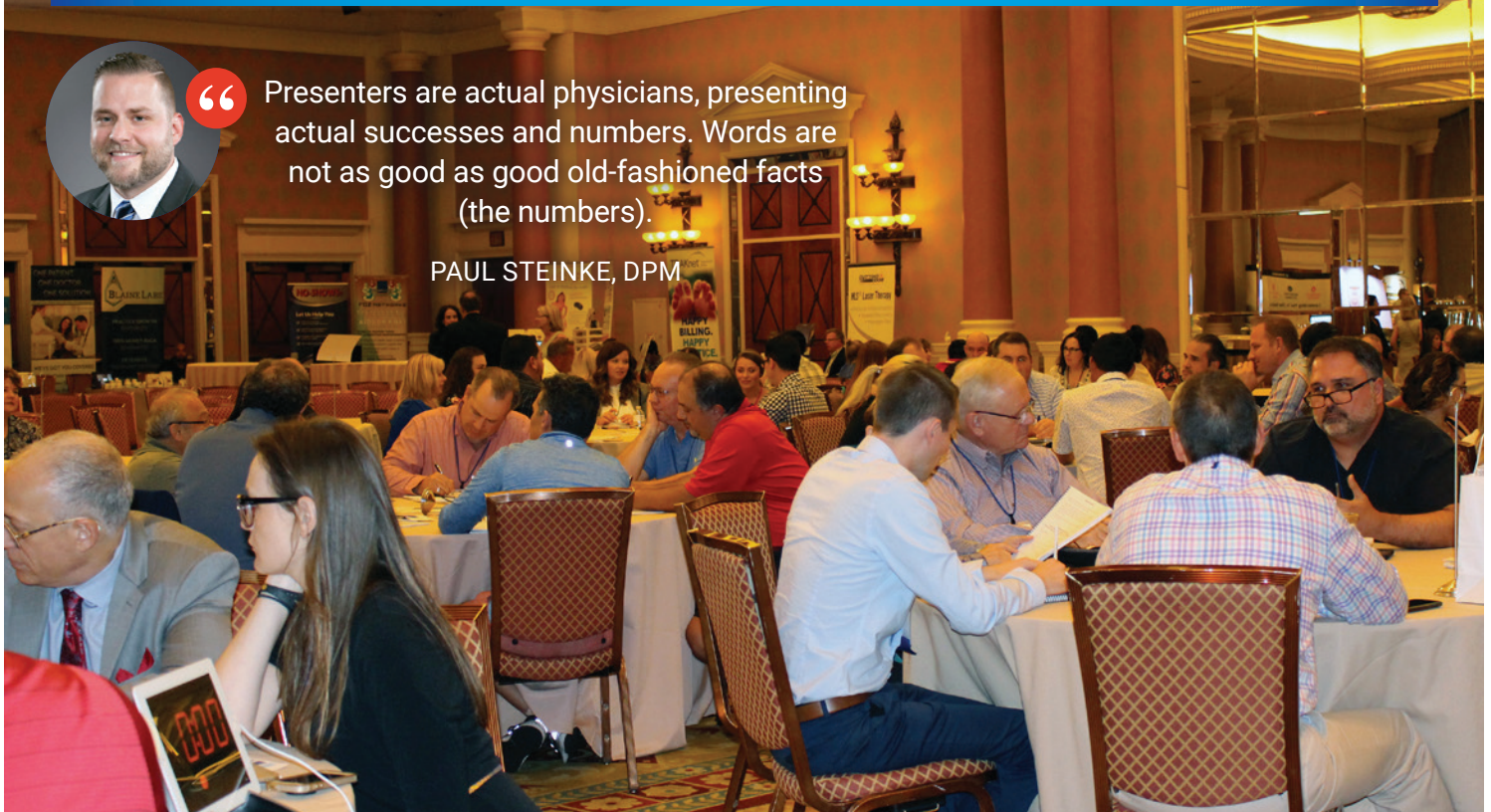
Since 2007 **Top Practices** has helped over **1600 podiatrists** move from frustrated and even angry, to looking forward to going to their office and getting home in time for dinner with no work waiting for them while their savings continue to grow. It IS Possible! **We have the plan for appropriately marketing your practice so that it grows and then the plan continues to enable you to effectively manage the growth.** Join us this year in Scottsdale, Arizona and get your own plan.

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

“

Presenters are actual physicians, presenting actual successes and numbers. Words are not as good as good old-fashioned facts (the numbers).

PAUL STEINKE, DPM







1:30 PM – 3:00 PM

## PRESENTATIONS BY THE TOP PRACTICES 2024 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  
Manager of the Year, and Staff Member of the Year**

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. 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.

"My daddy once told me, if you're going to walk through a mine field, **follow somebody**"

CHARLIE HOFHEIMER



It (The Summit) inspired me to get the ball rolling to make the changes I need to make my office more efficient, generate more income, and make my life less stressful.

TARA SCOTT, DPM

## YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

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

3:30 PM – 5:00 PM

## IT TAKES A TEAM AND A FANTASTIC ATTITUDE TO WIN

Photo: James Duncan Davidson



***"A team is not a group of people who work together. A team is a group of people who TRUST EACH OTHER."***

– Simon Sinek

Doctor, you will never become as successful as you can become without your team. Not even close. No one can do this alone. Your team wants (so desperately wants) to work in a place that allows them to truly serve others and grow personally. What comes to mind when you read Simon Sinek's quote? On a scale of 1 to 10, where does your team fall? Are they a high-performing group of people who trust each other? When this workshop is over you will have the answers you need to be able to return home, and with your staff, build a team you can all rate at 10. A team – a group of people who trust each other. You and your staff are going to love this.



**"** The positive mindset and willingness to share ideas by **EVERYONE** at the Summit is remarkable! This always infuses positive energy into me and my pursuit of my goals. Sometimes it is a pat on the back...and sometimes it is a kick in the pants... but it is **ALWAYS** good for me!

JOE RIPEPI, DPM



**"** What did I like best about the Summit? Networking! During the Summit, I had the opportunity to meet other like-minded doctors also about 5 years into private practice. We soon realized we shared many of the same problems. I look forward to starting a mastermind group with these colleagues.

JUSTIN LOBELLO, DPM



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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!



“

This was my first time attending the Summit. I love the community that Top Practices has created! I feel so inspired and lucky to be a part of this so early in my career.

COURTNEY FOOTE, DPM



“

What is great about the Top Practices Summit - Everything!!! Ideas, networking, fresh perspectives and motivation. All of these and more come from attending the Summit. Simply the best investment of time and money a doctor can make into their practice.

DAN SHANAHAN, DPM

## YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

REGISTER NOW – SEPTEMBER 13, 14 AND 15, 2024

**THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 15<sup>TH</sup>**

Attendees will break out into three different workshop tracks on Sunday. This year the workshops are designed so that anyone can attend them based on the topic.

**ALL TRACKS: 8:30 AM – 3:30 PM**

**TRACK ONE**

**8:30 AM –  
10:00 AM**

**TOP PRACTICES PROTOCOL/SCRIPTING WORKSHOP**

Last year's protocol workshop was so popular we are extending the topic. This year attendees will collaborate with the expert presenter panel to discuss, model, and improve comprehensive clinical protocols for top diagnoses. This was the top requested workshop from last year. Buckle up!

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

**10:30 AM –  
12:00 PM**

**HOW TO DRASTICALLY INCREASE YOUR PROFITS USING DISPENSING AND ANCILLARIES**

When you dispense products and offer cash services two things happen:

- Patient Outcomes Increase
- Profits Increase

What you may never have really examined is how much they both increase and it will likely surprise you. Really surprise you. In this workshop we will examine the role dispensing and additional services (often cash pay) can play in generating significant increases in both outcomes and profits. Our expert panel will be sharing how they've accomplished this and teach strategies you can use to do the same.

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

**1:30 PM –  
3:00 PM**

**ADVANCED MARKETING WORKSHOP**

This session is for doctors and staff who have been marketing at a high-level. Advanced tools, apps, strategies, tactics, AI apps will be shared. A high-level of expertise and knowledge is assumed in this workshop. Not for first-timers or teams that are learning. *(See First-Time/Beginner Marketing Workshop in Track Two.)*

**3:00 PM –  
3:30 PM**

**HOW TO HIT THE GROUND SPRINTING ON MONDAY AND MAKE THE NEXT 12 MONTHS YOUR BEST EVER**

Rem brings everyone together for a final message and strategy-filled final session.

**3:30 AND BEYOND — YOUR BEST YEAR EVER**

**DO NOT**  
schedule your  
return flight so  
that it will cause  
you to miss any  
of this day. We  
mean it!

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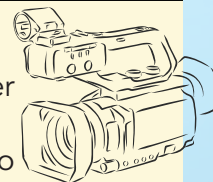


## TRACK TWO

**8:30 AM –  
10:00 AM**

### ULTIMATE MEDICAL STAFF ROUNDTABLES

This year staff members will collaborate with an expert presenter panel to discuss, model, and improve their ability to assist and support their doctors with patient care and time management. Staff members who attend this session always say, "I wish our doctors could hear what we are saying here." So, the ideas shared and discussed in this session will be compiled into an online webinar that will be shared after the Summit so that their doctors can watch with them and get the benefit of knowing not only the challenges they are facing, but how THEY believe they can help. This can be attended live, and the recording will also be available on the Summit Resources webpage.



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

**10:30 AM –  
12:00 PM**

### THE OFFICE MANAGER MINI MBA

Between a rock and a hard place - that's where Office Managers/Administrators live each and every day. This year Office Managers will collaborate with an expert presenter panel to discuss, model, and improve their skills in:

- Financial Management
- How to Calculate and Track Key Performance Indicators
- How to Manage their Doctors (skills to managing your boss)
- And much more...

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

**1:30 PM –  
3:00 PM**

### FIRST-TIME/BEGINNER MARKETING WORKSHOP

In this session, attendees learn how to get their four pillar marketing program started and producing. Multiple topics in Internet Marketing Basics, Referral (shoe leather) Marketing Basics, Internal and External Marketing Basics. All questions will be answered and attendees will leave with a checklist to build their marketing correctly step-by-step.

**3:00 PM –  
3:30 PM**

### HOW TO HIT THE GROUND SPRINTING ON MONDAY AND MAKE THE NEXT 12 MONTHS YOUR BEST EVER

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## TRACK THREE

**8:30 AM –  
10:00 AM**

### **MARKETERS MASTERMIND MEETING**

The marketers in Top Practices have a mastermind call via Zoom every month and the results are excellent. Marketers bring their challenges, ideas, and questions to the meeting each month. This is our in-person chance to hash it all out face-to-face. We bring no agenda, and the group leads the discussion. If you are a veteran you know to be at this session. If you are brand new, this is exactly where you should be. Nothing else is like it.

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

**10:30 AM –  
12:00 PM**

### **AI, APPS, ONLINE TOOLS, WEBSITES, BLOGS, PODCASTS, AND MORE...**

This session is exclusively focused on sharing and discussing tools, apps, websites, blogs, resources, podcasts, AI apps and more that marketers are using to raise their game, make things easy, and explode the practices patient volume. Bring your favorite tool – we want to see it! An expert panel will lead the workshop.

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

**1:30 PM –  
3:00 PM**

### **TOP PRACTICES STAFF ONLY SESSION**

Doctors and Managers not allowed – with all due respect. This is a chance for the staff to work through issues on their minds with an expert panel to learn and brainstorm solutions to the challenges they face back at their offices. This is a solutions-only session!

**3:00 PM –  
3:30 PM**

### **HOW TO HIT THE GROUND SPRINTING ON MONDAY AND MAKE THE NEXT 12 MONTHS YOUR BEST EVER**

Rem brings everyone together for a final message and strategy-filled final session.

**3:30 AND BEYOND — YOUR BEST YEAR EVER**

**NOTE ABOUT THE END OF THE SUMMIT:** Don't schedule your return flight on Sunday afternoon. 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 Scottsdale (it's easy to do).





*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 SEPTEMBER 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 DESCRIPTION, YOU MAY TURN IN YOUR MATERIALS AND RECEIVE A FULL REFUND OF YOUR SEMINAR REGISTRATION FEE – NO QUESTIONS ASKED  
 – NO SMALL PRINT\*

### *"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.**

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

REM JACKSON

\*STILL NO SMALL PRINT.

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## 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.



“

I truly enjoyed being able to meet other people doing the same things, working through the same problems and celebrating the same successes as me and being able to network with other practices near and far. I found all the speakers inspiring in their own way and I feel like I am leaving here and returning home with new insights, desires, and creative ideas and a lot of excitement for the future!

CHELSIE SPEARS

“

My husband, Gregg and I, have been attending the Top Practices Summit for over 12 years now. It has been the best business investment in our 20 years of practice. Every year there is always a take-away to implement in the office. The other benefit is meeting other like-minded managers with similar issues or challenges. The conference re-energizes my soul and motivates me to become a better manager and owner. Thank you!

KRISTA NEIBAUER





## 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 2024.

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



I loved the session on treatment protocols and will definitely revamp my existing protocols. I truly appreciated the exchange of knowledge and information. It's a great time to be a podiatrist.

MARIA A. BRANCA, DPM

### 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.



## YOUR TOP PERFORMING PODIATRY PRACTICE PLAN

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# 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 2024/25...

## 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 2024/25 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.



SEE  
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 2024 and 2025 YOUR BEST YEARS EVER – the most rewarding and profitable years 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 TOP PERFORMING PODIATRY PRACTICE PLAN**

REGISTER NOW – SEPTEMBER 13, 14 AND 15, 2024



**REGISTER  
NOW  
FOR SPECIAL  
EARLY-BIRD  
PRICING!**

# REGISTER EARLY AND SAVE!

## REGISTER BEFORE MAY 31<sup>ST</sup> AND GET THE VERY BEST RATE!

Yes, I'm ready to attend the Top Practices Marketing and Management Summit in Scottsdale, Arizona.  
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) \_\_\_\_\_

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 ☐ Discover

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:                                  | ✓ |
| <b>Top Practices Mastermind Members EARLY BIRD SAVINGS — \$795</b> |   |
| Top Practices Mastermind Members After May 31st — \$995            |   |
| <b>AAPPM/AENS Members EARLY BIRD SAVINGS — \$895</b>               |   |
| AAPPM/AENS Members After May 31st — \$1095                         |   |
| <b>General Registration EARLY BIRD SAVINGS — \$995</b>             |   |
| General Registration After May 31st — \$1195                       |   |
| All Additional Attendees (must be from the same practice):         | ✓ |
| Top Practices Mastermind Member — \$395                            |   |
| AAPPM/AENS Members — \$455   |   |
| General Registration — \$475                                       |   |
| <b>Total</b>   |   |

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 September 3, 2024.





# THE TOP PRACTICES SUMMIT COMES TO SCOTTSDALE, ARIZONA AND THE HILTON SCOTTSDALE RESORT AND VILLAS

## HOTEL RESERVATIONS

**Make your hotel reservations NOW! Rooms go quickly and can be difficult to reserve.**

Please follow this [link](#) to book your hotel rooms or call the Hilton Scottsdale toll-free reservations line at (800) 498-7396 and ask for Top Practices Summit room block (TOP) and the low group rate of \$199 plus a \$15 daily resort fee. If booking online, just enter your dates and select a room. Don't delay, reservations must be made before midnight, Wednesday, August 21.

The Hilton Scottsdale is located just two miles from Old Town Scottsdale's shopping and dining. Within Scottsdale, you'll find plenty of things to do. The hotel is located near nightlife, art galleries, and many golf courses as well as offering many exciting dining and entertainment options. Amenities include an a heated outdoor pool, fitness center, free in-room internet access and three on-site restaurants.







"Successful people do what unsuccessful people are not willing to do.

**Don't wish it were easier; wish you were better."**

JIM ROHN

## 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.



## 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*

“

I loved the medical staff workshop. As a Medical Assistant for 20 years, it was wonderful to have information that I did not know. It is great to still learn. It is great to get information about working together and how to best help the doctor and the office to succeed.

CELIA GONZALEZ

“

I enjoyed connecting with like-minded office managers, especially the problem/solution exercise. It's nice to know we are not alone and our situations may have different solutions when viewed by fresh eyes.

JILL WALTER



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