

REGISTER
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FOR SPECIAL
EARLY-BIRD
PRICING!



TOP PRACTICES
THE HOME FOR PRIVATE PRACTICE

presents

THE 20TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

THE AUTONOMY BLUEPRINT

LEVERAGING TECH, CASH, AND TALENT
FOR A FUTURE-PROOF PRACTICE

JOIN US OCTOBER 9, 10, AND 11
HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL



Rem Jackson, CEO, Top Practices

TAKE BACK CONTROL OF YOUR PRACTICES AND YOUR FUTURE

This isn't just another seminar. It's a strategic retreat designed to help you reclaim your time, your profit, and your passion for podiatry.

KEYNOTE ADDRESS THE ARCHITECT VS. THE BUILDER

PRESENTED BY

DR. MELISSA LOCKWOOD
HEARTLAND FOOT AND ANKLE, BLOOMINGTON, IL



The Top Practices Summit is held only once a year.

What do you want your practice to be like in 2027, 2028, and beyond?

THE AUTONOMY BLUEPRINT

LEVERAGING TECH, CASH, AND TALENT
FOR A FUTURE-PROOF PRACTICE



STOP REACTING. START LEADING.

For years, we've talked about "elevating" our practices. But in 2026, elevation isn't enough, you need **AUTONOMY**. Let me explain...

We are living through a unique moment in podiatry. AI is promising to change everything, insurance companies are tightening their grip, and the "labor shortage" is forcing us to rethink how we lead. You can either be swept up in the chaos, or you can use it as fuel.

At this year's Top Practices Annual Summit, we are handing you **YOUR AUTONOMY BLUEPRINT**. We've cut through the noise to bring you the three essential strategies for a thriving, independent future:

- 1 AI INTEGRATION:** How to evaluate and adopt the tech that actually buys you back your time.
- 2 CASH MODALITIES:** How to provide elite patient outcomes and massive practice growth on your own terms.
- 3 LEADERSHIP MASTERY:** How to stop "managing" and start coaching your team into a self-sustaining powerhouse.

This isn't just another seminar. It's a strategic retreat designed to help you reclaim your time, your profit, and your passion for podiatry. In other words: **YOUR AUTONOMY BLUEPRINT**.

YOUR AUTONOMY BLUEPRINT
REGISTER NOW – OCTOBER 9, 10, AND 11, 2026

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THE FUTURE—YOUR FUTURE—IS WHAT YOU BUILD

Whether you want to lead a solo practice or scale to a 10-doctor group, the outcome depends on one thing: **THE PLAN**. Every elite team has one. At the Top Practices Summit, we are teaching the plan for doctors who refuse to "sell out" and instead choose to "stand out."

THIS SUMMIT IS FOR THE VETERANS who love treating patients but are tired of the administrative hassle. **IT IS FOR THE TRAILBLAZERS** who are defying the naysayers by opening new practices and want to skip the "school of hard knocks" by learning from those who are thriving in private practice today.

PRIVATE PRACTICE IS NOT A SOLO SPORT

That is the mission of Top Practices. We are building a future where the business of podiatry is as rewarding as the medicine. Join me and several hundred of your colleagues in **CHICAGO, IL, ON OCTOBER 9, 10, AND 11. BRING YOUR KEY STAFF WITH YOU**. Let them see the vision so they can help you build it before you even walk through your clinic doors on Monday morning.

EXPERIENCE THE POWER OF THE MASTERMIND

At the Summit, you won't just sit in a dark room and take notes. You will join a community. You will be encouraged to form mastermind groups and accountability circles, connections that have sustained our members for nearly two decades. There is simply no other meeting like this in podiatry.

Stop settling for stress, anxiety, or the fear of "what's next." Your life as a business owner can be enjoyable, sustaining, and deeply rewarding. Since 2007, we have helped over 1,600 podiatrists move from frustration to freedom.

GIVE US ONE WEEKEND TO SHOW YOU HOW TO LOOK FORWARD TO MONDAY MORNING. Because when you have the Blueprint, the future isn't something that happens to you—it's something you create.



Dedicated to your success,

Rem Jackson
CEO, Top Practices

PS See page 21 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!

YOUR AUTONOMY BLUEPRINT
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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 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



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

CHARLIE HOFHEIMER





THE SUMMIT STARTS

FRIDAY EVENING, OCTOBER 9TH

5:30 PM – 7:00 PM

FRIDAY
THE FOUNDATION



THE AUTONOMY MANIFESTO

The next five years in podiatry will not belong to the practitioners who work the hardest, but to those who think most strategically. We open the Summit with a deep dive into the "**AUTONOMY MANIFESTO**," a high-level briefing on the shifting landscape of private practice from 2026 to 2031. We will examine why the "middle of the road" has become the most dangerous place to be, where stagnant insurance reimbursements meet rising overhead, and why the only path to true professional freedom is through the intentional integration of AI, Cash Modalities, and Leadership Mastery. This isn't just a lecture on market trends; it is your invitation to stop being a passenger in your own practice and start becoming the architect of your future.

To bridge the gap between theory and reality, we immediately transition into our first interactive event: **THE AUTONOMY AUDIT**. In this opening roundtable, you will join your peers for a "no-filter" assessment of your current practice health. This is a fast-paced, moderated session designed to help you identify exactly where you are currently "trapped", whether it's the bottleneck of insurance dependency, the "tech debt" of outdated systems, or a staffing model that requires your constant oversight. By identifying these friction points on night one, you set the stage for a targeted, productive weekend of problem-solving.

We conclude this opening evening by laying out the roadmap for the next two days. You will leave this session with a clear understanding of "Your Autonomy Blueprint" and a renewed sense of purpose.

The goal is simple: to ensure that when you head to dinner with your colleagues and or staff, you are no longer talking about the problems facing podiatry, you are already discussing the solutions you are about to implement. The blueprint is ready; it's time to start building.



*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 AUTONOMY BLUEPRINT
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THE SUMMIT CONTINUES

SATURDAY, OCTOBER 10TH

9:00 AM – 10:00 AM

THE ARCHITECT VS. THE BUILDER

PRESENTED BY
DR. MELISSA LOCKWOOD

Most podiatrists are “Builders”—skilled craftspeople who are excellent at treating patients but find themselves trapped in the daily grind of laying every brick of the business themselves. If the Builder stops working, the building stops

growing. In this powerhouse keynote, Dr. Melissa Lockwood—winner of the Top Practices Marketer of the Year, Innovator, and Drive Awards—shares how to make the psychological and operational shift to becoming a **“PRACTICE ARCHITECT.”** This isn’t about working harder; it’s about designing a high-performance system where the CEO (you) provides the vision, and the system (your team and tech) provides the results.

Dr. Lockwood is often described as the “prototypical” Top Practices doctor, not just because of her industry-leading KPIs, but because of her resilience. She has sat in your chair and faced the exact challenges that keep you up at night: associate doctor friction, staff turnover, and the crushing weight of administrative complexity. Dr. Lockwood will pull back the curtain on how she navigated these hurdles to build Heartland Foot and Ankle into a model of efficiency and profitability. She will demonstrate that true autonomy comes from having the courage to stop “owning a job” and start leading an organization.

Attendees will walk away with a clear understanding of the **“ARCHITECT’S MINDSET”** and the specific structural changes required to future-proof their practice. You will learn how to identify the “cracks in the foundation” of your current workflow and how to implement the systems that allow for consistent growth without constant doctor intervention. This session is your masterclass in leadership, showing you that it is possible to achieve elite-level clinical success while reclaiming your personal freedom.



SATURDAY
INTELLIGENCE & INNOVATION

**KEYNOTE
ADDRESS**

PRESENTED BY
DR. MELISSA LOCKWOOD

OWNER OF HEARTLAND
FOOT AND ANKLE,
BLOOMINGTON, IL

10:00 AM – 10:30 AM

BREAK AND VISIT WITH EXHIBITORS

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**10:30 AM – 12:00 PM**

AI POWER PANEL & DEMOS THE FILTER IN ACTION

The “AI Revolution” has arrived in podiatry, but not every tool is ready for the clinic. In this high-velocity session, we move beyond the buzzwords to show you exactly what is working now and what is still “Beta-Bait.” We have assembled a panel of early adopters and tech innovators to demonstrate live, real-world applications of AI that are already buying doctors 1–2 hours of their lives back every single day. This isn’t a theoretical discussion, it’s a live-fire demonstration of the tools that will define the next decade of your practice.

We will focus on four “Quick Wins” for any podiatry office:

- 1. AMBIENT AI SCRIBING:** Watch as we demonstrate how new AI tools listen to a mock patient encounter and instantly generate a structured, chart-ready SOAP note, allowing you to maintain eye contact with your patient instead of your keyboard.
- 2. THE AI FRONT OFFICE:** See how 24/7 AI voice agents handle complex scheduling, triage heel pain inquiries, and manage prescription refills at 2:00 AM without a human ever picking up the phone.
- 3. AI-GENERATED AFTER-VISIT SUMMARIES (AVS) + TREATMENT PLAN AUTOMATION:** We will demo structured, patient-friendly summaries delivered via secure text or portal immediately after the visit that improve clarity, compliance, and treatment acceptance.
- 4. AI CALL MONITORING + TAGGING + QA:** Automatically transcribing and tagging calls (new patient, price objection, insurance confusion, urgency, etc.), scoring them against a simple rubric, and surfacing coaching insights. That becomes a training tool, conversion optimizer, and marketing intelligence engine all in one.

The centerpiece of this session is “**THE AI LITMUS TEST.**” We will provide you with a framework to evaluate any new piece of tech based on its “**FREEDOM ROI.**” Does it save more time than it takes to manage? Does it integrate with your current EHR? Most importantly, does it enhance the patient experience or create a digital barrier? You will leave this session with a “Buying Guide” for 2026, ensuring that when you invest in technology, you are buying autonomy, not another headache.

12:00 PM – 1:15 PM

LUNCH AND NETWORKING BREAK

Breakfast and lunch are included in your registrations for Saturday and Sunday, allowing you significantly increased time for networking, discussions, and visiting with our exhibiting companies.

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1:15 PM – 2:30 PM

MODERATED ROUNDTABLES DEEP DIVE INTO THE TECH STACK

We Tried X, and It Failed—Here's Why

If the morning was about the promise of technology, this afternoon session is about the reality. The moderated roundtables are a hallmark of the Top Practices Summit because they provide a safe zone for practitioners to share their scars and their successes. In these small-group discussions, we aren't just looking for what works; we are looking for the "Implementation Friction" that no one ever tells you about. You will sit with peers who have navigated the same EHR transitions, AI integrations, and digital marketing shifts you are considering, and more, giving you a chance to learn from their "expensive mistakes" before you make them yourself.

The focus of this session is the **"AUTONOMY POST-MORTEM."** Moderators will guide the conversation through specific "fail points," such as:

- ✓ **THE INTEGRATION TRAP:** Why that "perfect" AI scribe didn't talk to your specific EMR.
- ✓ **THE STAFF REVOLT:** How to handle a team that is terrified that "AI is coming for their jobs."
- ✓ **THE FEATURE BLOAT:** Identifying the 80% of software features you're paying for but never use.
- ✓ **AND MORE...**

You won't leave these tables with a brochure; you'll leave with a **"VETTED TECH LIST."** By crowd-sourcing the collective intelligence of the Top Practices community, you can bypass the "School of Hard Knocks" and move straight to the tools that deliver an ROI on your time and peace of mind. This is peer-to-peer consulting at its highest level—honest, actionable, and entirely focused on protecting your practice from the "Shiny Object Syndrome" that stalls so many great doctors.

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

THE ROUNDTABLE RULE

What is said at the table, stays at the table. This is your opportunity for radical honesty with the only people who truly understand your daily challenges.

**2:30 PM – 3:00 PM**

THE BIG REVEAL 2026 MARKETER OF THE YEAR MASTERCLASS

This is the most anticipated 30 minutes of the Summit, the unveiling of the **2026 MARKETER OF THE YEAR**. Since 2011, this session has served as the “North Star” for the Top Practices community, but this year, we’re raising the stakes. We aren’t only honoring someone who raised the bar with their marketing; we are recognizing a practitioner who has used the **AUTONOMY BLUEPRINT** to dominate their local market, bypass insurance hurdles, and build a practice that thrives whether the doctor is in the room or on vacation.

Witness the “Behind the Scenes” breakdown as our winner takes the stage to pull back the curtain on their most successful campaigns of the last 12 months. You will see the exact metrics, the creative assets, and the “AI-driven” marketing workflows that allowed them to scale while reducing their personal workload. This is a rare, “no-gatekeeping” look at what is actually moving the needle in podiatry right now across the **Four Pillars of the Top Practices Marketing Plan**.

But we aren’t stopping at the “what”, we are diving into the “how.” Our winner will share the leadership secrets they used to get their team to own the marketing process, turning their staff into a self-directed engine of new patient acquisition. Whether you are a solo practitioner or leading a multi-doctor group, you will leave this session with a **“SUCCESS TEMPLATE”** you can plug directly into your own practice to kickstart your journey toward total autonomy.

**3:00 PM – 3:30 PM**

BREAK AND VISIT WITH EXHIBITORS

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3:30 PM – 4:15 PM

KEY TOPICS PANEL SYNTHESIS OF THE BLUEPRINT

The most dangerous part of any Summit is leaving with “information overload”, a notebook full of ideas but no clear path forward. The Key Topics Panel is designed to prevent exactly that. In this high-intensity session, our moderators and lead experts return to the stage to harvest the best insights, most surprising “fails,” and “aha!” moments from the afternoon’s roundtables. We move from the what to the how, connecting the dots between the morning’s AI demos and the reality of your practice’s specific bottlenecks.

This is where the “Your Autonomy Blueprint” becomes personal. We will address the “Spicy Questions” that bubbled up during the small-group discussions:

- 
THE ROI FILTER: Which AI tool emerged as the clear winner for “Time-Back” efficiency?
- 
THE RESISTANCE FACTOR: How to pivot your leadership style when your team pushes back on new systems.
- 
THE SOVEREIGNTY SHIFT: Real-world examples of how practitioners are successfully integrating cash services without alienating their core patient base.

Think of this as your “Executive Briefing.” Rather than wading through hours of notes, you get a curated, moderated summary of the collective intelligence in the room. This session ensures that every attendee, whether a veteran looking to streamline or a new owner looking to skip the hard knocks, walks away with a unified understanding of the day’s most critical takeaways. We aren’t just summarizing; we are strategizing for the “Monday Morning Reality.”



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

PAUL STEINKE, DPM



YOUR AUTONOMY BLUEPRINT
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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

4:15 PM – 5:00 PM

THE AUTONOMY ESCAPE ROOM A KINETIC STRATEGY SPRINT

It's time to take the gloves off. After a day of high-level strategy, we're ending Saturday with a high-energy, "on-your-feet" exercise designed to test your new Autonomy Blueprint under pressure. In this session, the room will be broken into "Rapid Response Teams." Each team will be handed a series of "Practice Pressure Points", real-world scenarios ranging from a sudden staff walk-out to an insurance audit or a marketing flatline. Your mission? Use the collective intelligence of your table to "build" a solution using the AI, Cash, and Leadership tools discussed today.

This isn't just a brainstorming session, it's a race. As the music pumps and the clock ticks down, teams will move through three "Sprint Stations":

- 1. THE TECH HACK:** Promptly identifying the specific AI tool that could have prevented this crisis.
- 2. THE CASH PIVOT:** Scripting a high-value patient conversation to recapture lost revenue.
- 3. THE COACH'S CALL:** Role-playing the specific leadership conversation needed to get the team back on track.

Expect noise, laughter, and some healthy competition. We are moving from the "passive learning" of a typical conference into the "active mastery" required to run a top-tier practice. This session is designed to prove one thing: when you have the right blueprint and a tribe of like-minded peers, no challenge in podiatry is insurmountable. You'll leave the room energized, connected to your colleagues, and ready for a well-earned drink at the networking party.

5:00 PM – 5:30 PM

THE TOP PRACTICES NETWORKING PARTY!

Yes, the party is back! After a high-octane day of building your blueprint, it's time to shift gears. This is where the best ideas of the day truly "marinate." Join Rem, our speakers, and your fellow "Architects" for a chance to relax, grab a drink, and engage in the informal masterminding that has become the soul of the Top Practices Summit.

Whether you want to follow up on a specific AI demo from the morning or dive deeper into a conversation from the roundtables, this is your time to connect without the clock ticking. Think of it as the "Boardroom After Hours", a space to share wins, solve lingering puzzles, and build the relationships that will support your practice long after we leave Chicago.

Once the party wraps, you'll be perfectly positioned to head out to the superb restaurants within easy walking distance of the Summit or venture into the heart of Downtown Chicago for an evening on the town. Relax, recharge, and get ready for a powerhouse Sunday!

*BACK BY
POPULAR
DEMAND!*

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 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



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THE SUMMIT CONTINUES

SUNDAY, OCTOBER 11TH

ATTENDEES WILL BREAK OUT INTO THREE DIFFERENT WORKSHOP TRACKS ON SUNDAY. THE WORKSHOPS ARE DESIGNED SO THAT ANYONE CAN ATTEND THEM BASED ON THE TOPIC.

SUNDAY
IMPLEMENTATION

Sunday is about **Implementation**. Saturday provides the blueprint, but Sunday is where the “**ARCHITECT**” builds the foundation. By splitting into specialized tracks, we ensure that the Doctor (CEO), the Team (Operations), and the Growth Engine (Marketing) are all being upgraded simultaneously.

ALL TRACKS: 8:30 AM – 3:30 PM



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

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 Chicago (it's easy to do).

YOUR AUTONOMY BLUEPRINT

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TRACK ONE

THE CEO (FINANCE & CASH)

9:00 AM – 10:00 AM

THE PATH TO CASH PANEL

Stop asking insurance companies for permission to provide elite care. In 2026, the gap between traditional reimbursements and practice costs is wider than ever. This panel features practitioners who have successfully integrated high-margin cash modalities—from advanced Shockwave (EPAT/ESWT) and Class IV Lasers to 3D-printed custom orthotics and regenerative biologics. We'll discuss the “Sovereignty Script”—how to present these options to patients so they see the value in the outcome, not just the cost of the service.



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

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

10:30 AM – 11:30 AM | LED BY: MIKE MCNEILL

THE MATH OF AUTONOMY: FINANCE WORKSHOP

Profit is not what's left over; it's what you plan for. Mike McNeill leads this deep-dive into the “Autonomy Dashboard.” You will learn how to analyze your 2026 revenue cycle, identify “profit leaks” in your billing, and calculate the exact “break-even point” for new cash services. Leave with a customized financial roadmap that ensures your practice remains a wealth-building asset, regardless of CMS fee schedule cuts.

11:30 AM – 12:00 PM | LED BY: JAY HENDERSON

PEAK CAPACITY: THE STAFFING ROI

A practice can only grow as far as the staff can carry it. Jay Henderson shows you how to ensure your team is operating at peak capacity without burning out. This session focuses on the “Human ROI”—aligning individual strengths with practice goals so that every team member becomes a profit center rather than a payroll expense.

12:00 PM – 1:15 PM LUNCH AND NETWORKING BREAK

(LUNCH IS PROVIDED. KEEP THE CONVERSATION GOING.)



This session is where the “blueprint” gets microscopic. While the morning sessions cover the *why*, these afternoon roundtables are all about the *how*. We’ve divided the room into focused hubs so you can spend time on the specific lever you need to pull in your practice.

1:15 PM – 3:00 PM

TOPIC-SPECIFIC ROUNDTABLES: THE SOVEREIGNTY DEEP DIVES

The “CEO” track concludes with our signature high-intensity roundtables. We’ve filtered the noise to focus on the three pillars that determine your level of autonomy: **Revenue Integrity, Clinical Conversion, and Scalable Systems**. Choose your table and come prepared for an open-book, radical-honesty discussion with peers who have navigated these exact transitions.

TABLE A: ADVANCED BILLING & REVENUE INTEGRITY (2026 EDITION)

Standard billing is becoming obsolete. At this table, we dive into the transition from reactive collections to **Revenue Integrity**. We will discuss:

- **The AI Claim Scrubber:** How to use predictive analytics to “fix” claims before they are sent, maintaining a 98% clean-claim rate.
- **Price Transparency as a Tool:** Scripts for front-desk staff to handle the “2026 Patient”, the one who demands accurate estimates and digital wallet payment options upfront.
- **The “Gold Card” Strategy:** How to leverage your clean documentation to qualify for waived prior authorizations with major payers.

TABLE B: THE CASH CONVERSION SCRIPTING LAB

This is a role-play and strategy hub. If you’ve invested in expensive lasers or shockwave units that are currently gathering dust, this table is for you. We will tear down and rebuild your clinical presentation, focusing on:

- **Outcome-Based Selling:** Shifting the conversation from “the cost of the procedure” to “the cost of inaction.”
- **The “Hybrid Model”:** How to present cash-pay ancillaries alongside insurance-covered treatments without feeling like a “salesperson.”
- **The 3-Minute Conversion:** Mastering the high-value conversation that ends with a patient saying, “*Let’s do it*” before you even leave the room.



TABLE C: SCALING & MULTI-DOCTOR SYSTEMS

Whether you are hiring your first associate or opening your fourth location, scaling requires **Operational Autonomy**. This table focuses on the “CEO hand-off”:

- **The Associate Roadmap:** How to onboard a new doctor so they are profitable in 30 days, not 6 months.
- **Centralized Success:** Discussion on centralized billing and “call center” models that allow the clinical team to focus 100% on the patient.
- **The Exit or Legacy Plan:** Structuring your systems so the practice has value independent of your personal surgical volume.



HOW TO CLOSE THE LOOP

To make this session even more valuable, each table will produce a **“ONE-PAGE IMPLEMENTATION SHEET”** that will be digitized and sent to all attendees. This ensures that even if you sit at Table B, you get the “Cliff Notes” and refined scripts from Table A and C.

3:00 PM – 3:30 PM

CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP

We bring all three tracks together for one final, high-energy send-off. This isn't a passive “goodbye”, it's a launch. Rem Jackson will lead the room through the finalization of your **90-Day Roadmap**. Before you walk out the door, you will have identified:

1. **The One AI Tool** you will integrate to buy back 5 hours of your week.
2. **The One Cash Service** you will launch to reclaim your financial sovereignty.
3. **The One Leadership Habit** you will start on Monday to empower your team.

You'll leave Chicago not just with a notebook full of ideas, but with a **BLUEPRINT FOR AUTONOMY** and a community of hundreds of colleagues ready to hold you accountable to your own success.



TRACK TWO THE COACH (CULTURE & TEAMS)

FOCUS: BUILDING A SELF-DIRECTED ORGANIZATION

Track 2 is the heartbeat of the **AUTONOMY BLUEPRINT**. While the doctor focuses on the “CEO” financial strategies, this track is designed to turn your staff into a high-functioning, self-directed team.

The goal here is to move from **Management** (which requires constant effort from the doctor) to **Coaching** (which empowers the team to solve their own problems).

9:00 AM – 10:00 AM FRONT-END FREEDOM: HOW TO HAVE YOUR MEDICAL ASSISTANTS MANAGE THEMSELVES

The most “trapped” doctors are those who have to answer every question about the schedule, the phones, or the patient flow. This session introduces the **Self-Directed Work Team (SDWT)** model. You will learn how to transition your Clinical Assistants and Receptionists from «task-takers» to «process-owners.» We cover the «Agile Daily Huddle» and the specific protocols that allow your team to optimize the receptionist’s role and manage the back office without you ever having to say, “*Who is in Room 4?*”

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

10:30 AM – 11:15 AM WORKSHOP: FROM BOSS TO MENTOR - HOW TO CREATE A “LEADER-LEADER” ENVIRONMENT

Drawing on the principles of high-performance organizations, this workshop focuses on the language of leadership. Most doctors are trained to be the “Answer-Man,” which unintentionally breeds a culture of dependency. We will work through the “**Ladder of Leadership**” framework, teaching you how to shift your responses so your staff begins to say, “*I intend to...*” rather than “*What should I do?*” This is the secret to building a practice that doesn’t just «survive» your absence but thrives during it.

11:15 AM – 12:00 PM STAFF ROUNDTABLE: WHAT MOTIVATES THE 2026 WORKFORCE?

The labor market has changed. What worked to keep a team five years ago doesn’t work today. This moderated discussion—specifically for staff—is a “safe space” to discuss what actually drives engagement, loyalty, and peak performance in a modern podiatry office. We’ll dive into non-monetary incentives, the “Autonomy/Mastery/Purpose” framework, and how to create a culture that becomes a magnet for A-Players.



12:00 PM – 1:15 PM LUNCH AND NETWORKING BREAK (LUNCH IS PROVIDED. KEEP THE CONVERSATION GOING.)

1:15 PM – 3:00 PM TINA'S SESSION: THE CONFLICT-TO-COACHING PIPELINE

Every practice has friction, but «The Coach» knows how to turn that friction into fuel. Tina leads this deep-dive masterclass on the **Conflict-to-Coaching Pipeline**. You will learn a step-by-step system for handling everything from “Office Drama” to associate doctor friction.

- **The Coaching Conversation:** A 3-part script to address underperformance without creating resentment.
- **The Drama Detox:** How to identify and eliminate the «triangulation» that kills office culture.
- **The Performance Pivot:** Knowing when to coach a team member up, and when it's time to coach them out of the organization.



THE “COACH” TAKEAWAY

By the end of this track, your team members won't just have a list of new rules; they will have a new identity. They will leave Chicago seeing themselves not as “employees,” but as **PRACTICE PARTNERS** who are responsible for the Autonomy Blueprint's success.

3:00 PM – 3:30 PM CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP

We bring all three tracks together for one final, high-energy send-off. This isn't a passive “goodbye”—it's a launch. Rem Jackson will lead the room through the finalization of your **90-Day Roadmap**. Before you walk out the door, you will have identified:

1. **The One AI Tool** you will integrate to buy back 5 hours of your week.
2. **The One Cash Service** you will launch to reclaim your financial sovereignty.
3. **The One Leadership Habit** you will start on Monday to empower your team.

You'll leave Chicago not just with a notebook full of ideas, but with a **BLUEPRINT FOR AUTONOMY** and a community of hundreds of colleagues ready to hold you accountable to your own success.



TRACK THREE THE VISIONARY (MARKETING)

FOCUS: AUTOMATED GROWTH AND AUTHORITY IN THE AI ERA

Track 3 is for the **VISIONARY**. It's where we shift from the "what" of podiatry to the "how" of growth. In 2026, marketing isn't just about being seen; it's about being the most trusted, accessible, and AI-optimized answer to a patient's pain.

9:00 AM – 10:00 AM THE AI-ENHANCED MARKETER: 3 MONTHS OF CONTENT IN 3 HOURS

In 2026, "content fatigue" is real, but "content necessity" has never been higher. This session is a live workshop on leveraging **Generative AI**, not to replace your voice, but to amplify it. We will demonstrate how to feed a simple 5-minute transcript of you talking about heel pain into AI agents that instantly produce a month's worth of blog posts, social media reels, and patient education emails. Learn the "Top Practices Prompt Library" to ensure your content is HIPAA-compliant, clinically accurate, and maintains the unique "Doctor-as-Teacher" tone that patients trust.

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

10:30 AM – 11:15 AM THE "BLUE-CHIP" CASE STUDIES: WHAT'S MOVING THE NEEDLE NOW?

We pull back the curtain on the most successful, high-ROI marketing campaigns of 2025 and 2026. This isn't theoretical, it's a data-heavy dive into real Top Practices member results. We will analyze:

- **The "Zero-Click" Search Strategy:** How to optimize your practice so you appear in the "AI Overviews" at the top of Google.
- **Short-Form Video Mastery:** Why 60-second «Behind the Scenes» videos are currently outperforming \$10k produced commercials by 3-to-1.
- **The Internal Referral Engine:** The exact automated «recall» campaigns that are generating tens of thousands in "found revenue" from existing patient databases.



11:15 AM – 12:00 PM MARKETING ROUNDTABLES: SOLVING THE “HIGH-QUALITY LEAD” PUZZLE

Join a focused group of peers to troubleshoot your specific marketing bottlenecks. Whether you're struggling with a saturated local market, high “cost-per-click” on Google Ads, or a website that isn't converting visitors into appointments, this is your peer-review session. Moderated by marketing experts, these tables allow you to “audit” your current strategy against the most successful models in the country.

12:00 PM – 1:15 PM LUNCH AND NETWORKING BREAK (LUNCH IS PROVIDED. KEEP THE CONVERSATION GOING.)

1:15 PM – 3:00 PM THE MARKETING MASTERMIND: ROLL UP YOUR SLEEVES

This is the “Execution Lab.” Bring your laptop and your 2026 goals. In this extended working session, our Top Marketer Panel will help you build your **12-Month Autonomy Growth Plan**. We move from «ideas» to «implementation» by:

- Mapping out your Q4 2026 and Q1 2027 campaigns.
- Identifying the specific “Cash Modality” you will lead with in your local advertising.
- Setting up the automation triggers so your marketing runs on autopilot while you're in surgery.

3:00 PM – 3:30 PM CLOSING SESSION: YOUR 90-DAY AUTONOMY ROADMAP

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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 12, 13, and 14 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*

*STILL NO SMALL PRINT.



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



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



YOUR AUTONOMY BLUEPRINT
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EXCUSES WON'T CUT IT YOUR PRACTICE DESERVES MORE

"But Rem, it's different for me!"

Sound familiar? We've all heard it. The belief that our unique circumstances somehow exempt us from the principles of successful practice management.

THINK AGAIN.

Every practice, regardless of location or specialty, needs patients. And every patient, at their core, is a human being with a problem seeking a solution. We have a proven track record of helping practices thrive across the globe – from Australia to Canada and throughout the United States.

THE BIGGEST OBSTACLE TO YOUR SUCCESS ISN'T A LACK OF RESOURCES, IT'S INACTION.

We often fall prey to the illusion of progress, making minor adjustments while the competitive landscape continues to evolve. We wait for a "crisis" to spur us into action, but by then, it may be too late.

THIS SUMMIT IS YOUR ANTIDOTE TO COMPLACENCY.

It's designed to break free from the cycle of stagnation and equip you with the tools, strategies, and mindset to **GUARANTEE YOUR FUTURE SUCCESS**. At the heart of it all lies a simple truth: **SECURING THE EMOTIONAL AND FINANCIAL WELL-BEING OF YOUR FAMILY**. While other goals may exist, this fundamental desire drives us all.

The healthcare landscape is on the cusp of a transformative era – a "Second Golden Age" of opportunity.

Do you have the plan to capitalize on this unprecedented wave of change?

Do you have *YOUR* Plan?

This is not just talk. **It's time for action.**



BRING YOUR TEAM, UNLEASH YOUR PRACTICE'S POTENTIAL

You can't build a championship team alone.

Bringing your key staff members to the Summit is an investment in your practice's future.

When your entire team experiences the Summit together:

- ✓ **THEY GAIN A SHARED UNDERSTANDING OF THE VISION:** Everyone will be on the same page, aligned with the practice's goals and strategies.
- ✓ **THEY EMBRACE THE PLAN WITH ENTHUSIASM:** Witness firsthand the collective energy and shared commitment that fuels success.
- ✓ **THEY BECOME ACTIVE PARTICIPANTS IN THE TRANSFORMATION:** They will return to the practice empowered to implement the plan and drive positive change.

Trying to transfer the Summit's energy and insights to your staff after the fact is nearly impossible. By bringing your team, you create a powerful synergy that accelerates growth, fosters collaboration, and ensures that the Summit's impact extends far beyond the conference hall.

Invest in your team, invest in your future. Bring your key staff members to the Summit and unlock your practice's true potential.

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

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WHAT IS A TOP PRACTICE?

Every podiatrist envisions a different ideal for their practice. However, at the heart of every successful practice lies a fundamental truth:

A TOP PRACTICE SERVES THE OWNER, NOT THE OTHER WAY AROUND.

Imagine a practice that runs smoothly and efficiently, freeing you to focus on what you do best: providing exceptional patient care.

Imagine a practice that generates consistent profitability, allowing you to achieve your financial goals and live life on your own terms.

Imagine a practice that empowers you to achieve a level of personal and professional fulfillment you never thought possible.

THIS IS THE ESSENCE OF A TOP PRACTICE.

2026 has witnessed the rise of countless podiatrists who have achieved unprecedented success.

Why?

Because they were ready. They embraced the challenge. They took action.

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

JIM ROHN

YOUR AUTONOMY BLUEPRINT
REGISTER NOW – OCTOBER 9, 10, AND 11, 2026

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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.

ARE YOU SERIOUS ABOUT TRANSFORMING YOUR PRACTICE?

Many of us talk about wanting to make significant changes in our practices. We yearn for increased profitability, improved patient satisfaction, and a more fulfilling work-life balance. Yet, when it comes to taking concrete action, we often find ourselves making excuses and postponing the necessary steps.

Is this you?

- Are you tired of spinning your wheels and struggling to achieve consistent growth?
- Have you tried various strategies, only to find yourself stuck in a rut?
- Do you crave a clear roadmap to success, a plan that delivers quantifiable results and a significant return on your investment?
- Are you ready to cultivate a high-performance culture within your practice, where staff are empowered and motivated to provide exceptional patient care?
- Do you want to build a truly bulletproof practice, one that can weather any storm and thrive in the years to come?

IF YOU ANSWERED “YES” TO ANY OF THESE QUESTIONS, THEN THIS SUMMIT IS A MUST-ATTEND.

YOUR AUTONOMY BLUEPRINT
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THIS SUMMIT IS NOT A THEORETICAL EXERCISE.

Forget vague platitudes and “should” statements. This isn’t a seminar where you’ll passively listen to abstract ideas.

THIS SUMMIT IS AN ACTION WORKSHOP.

We will roll up our sleeves and **WORK TOGETHER** to craft your **2026/27 Breakthrough Plan**.

You will leave with a **concrete, actionable plan** to:

- ✓ **EXPLODE YOUR PRACTICE GROWTH.**
- ✓ **DEVELOP A HIGH-PERFORMING TEAM.**
- ✓ **MASTER THE ART OF RUNNING A PROFITABLE AND FULFILLING PRACTICE.**

This is not just information; it’s a blueprint for your success.

By the end of this Summit, **YOU WILL KNOW** exactly how to implement these strategies and achieve your goals.



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 AUTONOMY BLUEPRINT
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YOUR PRACTICE YOUR GREATEST ASSET

Your practice is your most valuable asset, exceeding any investment portfolio. It's the engine that drives your professional and personal ambitions.

IT'S TIME TO BREAK FREE FROM THE DAILY GRIND AND INVEST IN YOUR PRACTICE'S FUTURE.

This Summit will equip you with the systems and strategies to achieve unprecedented growth in 2026–2031.

YOU'RE NOT ALONE.

Dozens of your peers are already experiencing remarkable success.

YOUR INCOME REFLECTS YOUR CLOSEST ASSOCIATIONS.

Surround yourself with winners – fellow podiatrists who are as committed to building a thriving practice as you are.

DON'T SETTLE FOR MEDIOCRITY.

Take control of your destiny.

REGISTER FOR THE SUMMIT TODAY AND UNLOCK YOUR PRACTICE'S TRUE POTENTIAL.



YOUR AUTONOMY BLUEPRINT

REGISTER NOW – OCTOBER 9, 10, AND 11, 2026





REGISTER EARLY AND SAVE!

REGISTER BEFORE JUNE 30TH AND GET THE VERY BEST RATE!

Yes, I'm ready to attend the Top Practices Marketing and Management Summit in Rosemont, Illinois. My Seminar Registration includes admission to all sessions, course workbook, breakfast and lunch 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 & AELS Members

First Attendee from the Practice:	✓
Top Practices Mastermind Members EARLY BIRD SAVINGS — \$895	
Top Practices Mastermind Members After June 30th — \$1095	
AAPP/AELS Members EARLY BIRD SAVINGS — \$995	
AAPP/AELS Members After June 30th — \$1195	
General Registration EARLY BIRD SAVINGS — \$1095	
General Registration After June 30th — \$1295	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member — \$395	
AAPP/AELS Members — \$455	
General Registration — \$475	
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 September 30, 2026.





THE TOP PRACTICES SUMMIT COMES TO HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL

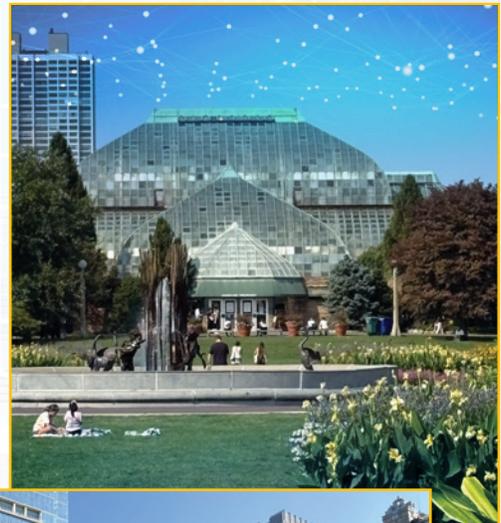
HOTEL RESERVATIONS

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 toll-free reservations line at 1-888-452-6943 and ask for Top Practices Summit room block (TOP) and the low group rate of \$179. If booking online, just enter your dates and select a room. Don't delay, reservations must be made before midnight CDT on Thursday, September 23, 2026.

The Hilton Rosemont/Chicago O'Hare is located a mile from O'Hare International Airport ORD. The Fashion Outlets, restaurants, Parkway Bank Park Entertainment Center, and Rosemont Theater are all within half a mile, and Allstate Arena is three miles away. There is also an L-train station nearby that will take you to downtown Chicago. The hotel offers a heated indoor pool with skyline views, fitness center, restaurant, and bar.





To My Top Practices Members

This Summit is an indispensable gathering for every Top Practices member. There's no substitute for the energy and inspiration that comes from connecting with other high-achieving doctors and their teams.

This is your opportunity to:

- ✓ Forge stronger bonds with fellow members and build lasting connections within the Top Practices community.
- ✓ Learn from the collective wisdom of the most successful practices in podiatry.
- ✓ Receive personalized guidance and actionable strategies to further accelerate your growth.

Don't miss this once-a-year opportunity to **CONNECT, LEARN, AND GROW ALONGSIDE YOUR PEERS.**

To The Doctors Who Are Not In Top Practices

Now is the time to join the movement.

Experience firsthand the power of the Top Practices community and **DISCOVER THE STRATEGIES THAT ARE TRANSFORMING PRACTICES ACROSS THE NATION.** Building a thriving practice can be challenging, but it doesn't have to be a solitary endeavor.

At the Summit, you'll gain access to:

- ✓ Proven strategies for practice growth and profitability.
- ✓ A supportive community of like-minded professionals.
- ✓ The tools and resources you need to achieve your practice goals.

I guarantee you won't be disappointed.

Dedicated to Your Success,

Rem Jackson

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



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