



TOP PRACTICES

VIRTUAL PRACTICE MANAGEMENT INSTITUTE

LED BY PETER WISHNIE, DPM
AND TINA DEL BUONO, PMAC



**JOINING
IS SIMPLE!**



Dr. Kevin Molan's Office Manager, Lena Wells, explains she felt like she was at her "wits end" with nowhere to turn, but when the practice joined the Virtual Practice Management Institute she said

"It literally took so much stress off of me."

Now Dr. Molan's podiatry practice is highly productive and his whole team is more relaxed, feeling more capable to handle the challenges that come their way as they grow. Says Dr. Molan

**"When you join Top Practices and you follow their direction,
there's no way you could fail."**

THE PRACTICE MANAGEMENT TRAINING AND SUPPORT YOU NEED!



“Even
Michael Jordan
Needed
a Coach”
– Rem Jackson

You don't have the time or the expertise to teach, guide, coach and mentor your staff into becoming an A-Team that supports you, your patients, and your mission.

Managing your practice gets more complex every year.

If your staff is **STRUGGLING** to make your practice successful and profitable they need a coach.

If you are satisfied with your office team but know they **COULD BE MORE EFFECTIVE AND LESS STRESSED** they need a coach

If you are highly successful and your staff is great then you really need a coach because there is no ceiling on how **PROFITABLE OR ENJOYABLE** your practice can be. Even the great Michael Jordan needed a coach.

The Top Practices Virtual Practice Management Institute (VPMI) membership gives you access to the coaching of Dr. Peter Wishnie and Tina Del Buono who have created the most powerful, accessible, and productive Practice Management System in existence.

The Top Practices Virtual Practice Management Institute gives you access to the VPMI Library. It is the most comprehensive podiatry management resource that exists and members have full 24/7 access.

HERE IS THE PROBLEM

The problem lies in making sure you have a staff that is taught, coached, mentored, and supported by coaches who know EXACTLY what to do and how to coach them.

You, doctor, are too busy, and let's face it; you were trained to be a doctor not a business coach.

Until now, having podiatry practice management coaches work intensively with your staff has been very expensive. Flying experts in for a day or two can be very helpful, but truly getting your office in tip-top shape is a marathon, not a sprint. You can't solve this in a weekend, but you can beat it with the right help.

A NEW MODEL FOR STAFF TRAINING, COACHING, AND MENTORING

The Virtual Practice Management Institute is designed to empower your staff to become a true A-Team while you focus on medicine. This remarkable, comprehensive program has been designed to cost no more than what one patient/month produces in income to your practice.

HERE'S WHAT WE KNOW

NOTHING IS GOING TO CHANGE BY ITSELF. Nothing is going to get better if you don't change how you're managing your practice. Whether your team is 2 people or 30 people, just "working harder" isn't going to solve your frustrations.

THE TIME TO ACT IS NOW. Each day that goes by without working to make your practice more efficient makes your practice worse.

YOUR STAFF NEEDS TO BETTER UNDERSTAND THE PROCESS, and that means breaking the process down into bite-sized, simple steps that are easier to chew and swallow. In this way, they can manage your practice ever-more efficiently.

ASK YOURSELF THESE QUESTIONS:

1. WHERE ARE YOU HEADING NOW?

Take 5 minutes to think about where your practice is heading right now without any changes.

2. WHERE DO YOU WANT TO GO?

Now take 5 minutes to envision what your dream practice would be like if it was being run like a top practice.

3. HOW WILL YOU GET THERE?

It is overwhelming to think about making the changes necessary to have a top practice. Remember the bite-size steps?

THE ANSWERS YOU NEED ARE HERE!

WE KNOW THE ANSWERS. You do not have to reinvent the wheel; we have done it for you. You just need to get in the vehicle and drive it to where it needs to go.

GAIN THE KNOWLEDGE. You don't have to become a practice management expert. You don't have to teach your staff. But you must be willing to not only learn what it takes to support your staff, but also be absolutely sure that you aren't part of the problem inadvertently holding them back.

BUILD A STRONG PRACTICE. This does not happen overnight, but by using the Top Practices Virtual Practice Management Institute "Slight Edge" principle, it does happen.

If you are sick and tired of being frustrated with poor results because you haven't been able to give your staff the training and tools they need to run your practice effectively, then we invite you to join the Top Practices Virtual Practice Management Institute.

MEMBERSHIP BENEFITS

Your practice becomes a member of the Top Practices Virtual Practice Management Institute for a low, monthly membership fee of \$399. If you are already a Top Practices Marketing Mastermind Member, you have a significantly reduced rate that is added to your existing membership fee (see order form). There is no extended contract; you can quit your membership at any time.

As members of The Top Practices Virtual Practice Management Institute, you and your staff receive all of the following monthly coaching, mentoring, and additional benefits. More importantly, you and your staff will finally have the resources you have been missing that will empower your team to efficiently and effectively manage your practice—without leaving the office for training. This is an on-going and incremental growth process (not a one day data dump) that will end your practice management woes.

1

COACHING AND MENTORING EVERY MONTH

Each week the Top Practices Management Coaches, led by Tina Del Buono and Dr. Peter Wishnie, along with other experts in practice management, will be teaching, coaching and mentoring your staff to enable them to get your practice running efficiently and profitably. The curriculum covers every practice management barrier and concerns a medical practices faces:

- How to build a team that works together effectively
- Managing and defeating conflict in your office
- Personnel manuals and policies that support your practice and end misunderstanding & conflict
- Effective, well-written job descriptions
- How you can coach and lead your team
- How to train your staff and how your staff can train themselves
- How to use meetings effectively
- Employee reviews and compensation
- Using your time more effectively
- Great patient service: What it is and how to deliver it
- Charting, billing, & collecting on time, accurately, and completely
- How to understand and use a budget like a professional
- How to understand your finances and use them to make your practice optimally profitable
- How to get your supplies and inventories under control
- And much, much, more (including specific issues you are dealing with within your individual office)



Dr. Peter Wishnie

2

TOP-QUALITY LEARNING RESOURCES AVAILABLE 24/7

You and your entire staff have full access to the Top Practices Practice Management Library, which includes full training modules in all aspects of practice management that can be studied and reviewed by your staff (and you) 24 hours a day. Documents, training videos, review materials—the answers you need are here.

3

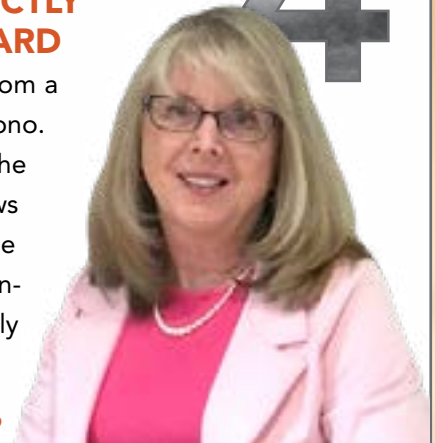
COACHING FOR YOU (DOCTOR) TO ENABLE YOU TO HELP YOUR STAFF SUCCEED

Every month there is a special program for the doctors in the practice, led by Dr. Peter Wishnie, which mentors and coaches you to support your staff so that they can manage your practice at its optimal level. This is designed to help the busy doctor who doesn't have much time to learn practice management, but needs to make sure his or her staff is performing as an A-Team. Our coaches will do the heavy lifting, but you need to make sure you know what your staff is doing and support them as they take control and transform your office into a well-run practice. Dr. Wishnie is your guide and you will have direct access to him every month to discuss any challenges or issues you or your staff are facing.

4

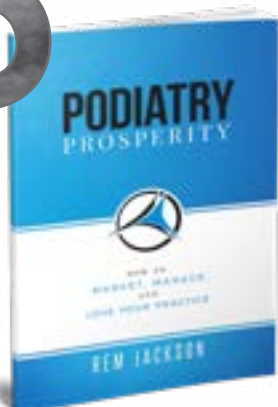
"OFFICE HOURS" WITH COACH TINA DEL BUONO FOR YOUR STAFF TO "ROLL UP THEIR SLEEVES" AND TALK DIRECTLY WITH AN EXPERT THAT CAN HELP THEM MOVE FORWARD

Your staff will be able to ask their questions, share their concerns, and learn from a nationally-recognized practice management expert—their coach, Tina Del Buono. Mrs. Del Buono is "in the trenches" with medical staff every day, acting as the office manager for Dr. John Hollander of Santa Rosa, CA. Tina not only knows how to run an office well, she knows exactly what your staff is dealing with in the ever-changing environment of managing a medical practice. After all, she is managing it in her own office every day. This much direct access to an expert is simply not available anywhere else, and not at such a low monthly cost.



Tina Del Buono

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A COPY OF REM JACKSON'S "PODIATRY PROSPERITY: HOW TO MARKET, MANAGE, AND LOVE YOUR PRACTICE."

"Podiatry Prosperity" contains the detailed plans and formulas you must grasp if you are going to change your current circumstance into what you want and know you can have with your practice.

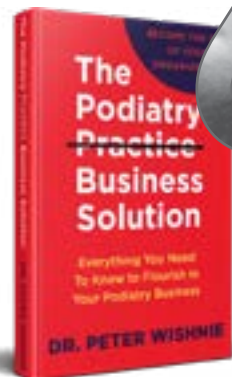
It's also loaded with the real "silver bullet" of how to get and keep your positive mindset and attitude that will drive your future success.

"Podiatry Prosperity" is an easy and quick read that you will return to over and over as you implement the Top Practices methods and transform your practice.

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A COPY OF DR. PETER WISHNIE'S BOOK "THE PODIATRY PRACTICE BUSINESS SOLUTION: EVERYTHING YOU NEED TO KNOW TO FLOURISH IN YOUR PODIATRY BUSINESS."

In this book, Dr. Wishnie teaches you how to manage every aspect of your business to make it more efficient. From hiring your "A-team", to focusing on your practice goals, to evaluating the numbers—all for the purpose of being much more profitable. Dr. Wishnie has done the leg work and put in the time. He knows what works and he has a successful podiatry practice to prove it.



7



A COPY OF TINA DEL BUONO'S BOOK "TRUTHS FROM THE TRENCHES: THE COMPLETE GUIDE TO CREATING A HIGH-PERFORMING, INSPIRED MEDICAL TEAM."

Running a medical practice is not easy, and if you've been doing it awhile, you know that you must count on your office manager to make everything smooth. It's a delicate balance between training and leading your staff. Full of real-life examples, this book outlines all the details to creating a high-performing, inspired medical team that's productive and profitable.

BONUS: Take Action Now and Receive One Free Hour of private one-on-one coaching for you and your staff. That's right, we are so sure that this program is exactly what you need to get your practice management on the right track, that Mrs. Del Buono has agreed to provide one FREE hour of private consultation with you and your staff to discuss ANY practice management topic of your choosing. As soon as we receive your application, we will contact you to schedule your FREE private consultation.



THE HEART OF THE VIRTUAL PRACTICE MANAGEMENT INSTITUTE

For the first time it is now possible to have true practice management experts train, coach, mentor, and guide your staff to manage your practice extremely well without having to pay a fortune to fly them to your office.

In the past, medical practices haven't had access to experts because the training model has been extremely flawed. While having an expert fly in for a day or two to work with your staff has benefits, they are limited simply because you can't do that much in two or three days - and it costs a bundle. This is in no way a dig on the experts that do this, many, if not most of them, are very, very good. The problem is not the teacher; it's the model of delivery.

This means you can get your nights and weekends back.



EVERY STAFF
MEMBER IS GIVEN
ACCESS TO

100%

OF THE INSTITUTE'S
PROGRAMS. THERE IS
NO LIMIT.

WE'VE REMOVED THE RISK FOR YOU

THIS IS IMPORTANT: If you want to cancel your Top Practices Virtual Practice Management Institute Membership, you can at any time, and you can keep all of the materials that you received immediately upon acceptance of your membership. We are willing to do this because we know you will receive so much value from the coaching, mentoring, training, and direct access that the program offers, you won't even consider leaving. But again, we're putting the risk on us – not you.

WHAT YOUR STAFF WILL LEARN AS MEMBERS OF THE TOP PRACTICES VIRTUAL PRACTICE MANAGEMENT INSTITUTE:

- Creating an excellent team
- Training your staff
- Staff and office efficiencies
- Great patient service
- Effective time flow
- Charting and billing effectively
- Accounts receivable and collections
- Office management staffing
- Leadership training for managers
- Overcoming challenges your team is facing
- Supply management
- Much more...

THIS IS THE ONLY PROGRAM OF ITS KIND

As a member of the Top Practices Virtual Practice Management Institute, you will be able to learn, not only from experts, but also from other practices like yours who are solving their problems and succeeding. This is a hallmark of any Top Practices program, and you don't get it anywhere else.

After all, you could spend time building a community of podiatry practices across the country who openly share their ideas about how they manage their offices so that the information you receive and implement is tried and tested (and proven to work)...
or you can plug yourself into what we've already built for you, and join the Top Practices Virtual Practice Management Institute.

I'M READY TO MANAGE MY PRACTICE LIKE A PRO!

I'm ready to get started. As a member of Top Practices Virtual Practice Management Institute, my staff will receive regular coaching and mentoring sessions led by Tina Del Buono and other practice management experts, plus access to the Top Practices Virtual Practice Management Institute Library—which includes full training modules in all aspects of practice management, plus all the tools we need to create our own practice manual. In addition, as a doctor, I will receive special monthly sessions with Dr. Peter Wishnie to coach me on managing my practice at the optimal level and to make sure my staff is performing as an A-team. In addition, I will receive Rem's "Podiatry Prosperity: How to Market, Manage, and Love Your Practice" and Dr. Peter Wishnie's "The Podiatry Practice Business Solution: Everything You Need to Know to Flourish in Your Podiatry Business", and Tina Del Buono's "Truths from the Trenches: The Complete Guide to Creating a High-Performing, Inspired Medical Team". Plus, by acting now I will receive a free one hour private consultation with Tina Del Buono. I understand that my credit card will be charged \$399/month (\$249/month for current Top Practices mastermind members). All of this comes along with Top Practices' Personal Super-Strength Guarantee – so there is no risk to me.

FAX TO 717-625-0552 or EMAIL TO ORDERS@TOPPRACTICES.COM

As soon as we receive it we'll contact you with details.

I want to join both The Top Practices Virtual Practice Management Institute and The Top Practices Marketing Mastermind Group at the combined rate of \$728/month (guaranteed for two years).

Date of Application _____

Practice/Company Name _____

Client Name _____

Contact Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Alt phone** _____

Email(s) _____

Electronic File Transfer (EFT)

ABA Routing Number _____

Account Number _____

Bank Name _____

Name on Bank Account _____

Bank account type: **Business Checking** **Checking** **Savings**

(Please note there will be a \$40 fee for insufficient funds or returned checks.)

Credit card info: **Card on File** **Visa** **MC** **Discover**

Card no. _____ **Exp. Date** _____ **CVV** _____

Name on card _____

Billing address for credit card if different than above:

Address _____

City _____ **State** _____ **Zip** _____