# TOP PRACTICES presents THE 19TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

# **EVALUATE: EVALUATE: EVALU**

This year's Summit will equip you with the mindset and strategies you need to transform your podiatry practice from a source of stress and frustration into a **thriving**, **profitable**, and **fulfilling endeavor**. Discover how your colleagues have overcome challenges and achieved unprecedented success.

- Learn how to leverage Key Performance Indicators (KPIs) to track revenue, profit margins, and dollars per hour, optimizing your practice's efficiency and financial health.
  - Explore the transformative power of AI in streamlining front and back-office operations, enhancing patient care, and improving overall practice efficiency.
  - Gain valuable insights into implementing effective clinical protocols that optimize patient outcomes and enhance your professional reputation.
    - Uncover the benefits of hybrid cash/insurance models in gaining greater control over your practice and improving patient satisfaction.
      - Hear the most current and innovative marketing ideas from experts and your fellow practitioners.
        - Finally, learn how to cultivate a culture of trust and positivity within your leadership to foster a supportive and motivating environment for your entire team.

KEYNOTE SPEAKER JESSICA TAVERAS Director of Marketing, Foster Web Marketing A Marketing Journey to Success

Rem Jackson, CEO, Top Practices

REGISTER

this year in Chicago 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 2026, 2027, and beyond? THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 12<sup>TH</sup>

Opening Featured Session with Rem Jackson, CEO, Top Practices

Keynote

Address

5:30 pm - 7:00 pm THE KEY TO SUCCESS: WHY AND HOW YOUR COLLEAGUES WENT FROM FRUSTRATED AND ANXIOUS TO POSITIVE, PROFITABLE, PEACEFUL, AND RELAXED.

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 13TH

### 9:00 mm – 10:00 mm MASTERING YOUR METRICS: KEY PERFORMANCE INDICATORS FOR PODIATRY PRACTICE SUCCESS

This first workshop will equip you with the critical knowledge of Key Performance Indicators (KPIs) and how to leverage them to steer your practice towards unprecedented profitability.

# 10:00 mm - 10:30 mm BREAK AND VISIT WITH EXHIBITORS

### 10:30 mm – 12:00 pm REFINED FOR AN EVEN BETTER EXPERIENCE: TOPIC BASED ROUNDTABLES BY SUBJECT INTEREST

Our renowned roundtable sessions are back, and they're better than ever!

# 12:00 pm - 1:15 pm LUNCH AND NETWORKING BREAK

### 115 pm – 2:30 pm UNLOCKING PRACTICE PROFITABILITY: INSIGHTS FROM TOP-PERFORMING PODIATRISTS THE TOP PERFORMER PANEL

Join this exclusive 90-minute panel session featuring a select group of Top Practices doctors who have achieved remarkable success, generating over \$1,000 per hour of revenue while simultaneously reducing their clinical hours and increasing their bottom-line profits.

2:30 pm – 3:00 pm UNVEILING MARKETING EXCELLENCE: 2025 MARKETER OF THE YEAR AWARD WINNER PRESENTATION

## 3:30 pm - 4:30 pm **JESSICA TAVERAS** - "A MARKETING JOURNEY TO SUCCESS"

4:30 pm - 5:30 pm TOPIC BASED ROUNDTABLES BY SUBJECT INTEREST, PART TWO We end day one with a final Roundtable session and then a great night in Chicago!

**GO TO WWW.TOPPRACTICES.COM/SUMMIT FOR FULL DETAILS** 

THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 14<sup>TH</sup> 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. All Tracks: 9:00 AM – 3:30 PM

9:00 am - 10:00 am **AI UPDATE:** HOW OUR DOCTORS ARE USING AI IN THE FRONT OFFICE AND BACK OFFICE 10:00 am - 10:30 am **BREAK AND VISIT WITH EXHIBITORS** 10:30 am - 12:00 pm **MAXIMIZE YOUR INVESTMENT:** PROTOCOLS FOR MEDICAL DEVICES, DISPENSING, AND MORE 12:00 pm - 1:15 pm **LUNCH AND NETWORKING BREAK** 

1:15 pm - 3:00 pm UNLOCKING PRACTICE PROFITABILITY: STRATEGIES FOR THRIVING IN A HYBRID CASH/INSURANCE MODEL

9:00 am - 12:00 pm MASTERING HUMAN RESOURCES: ESSENTIAL STRATEGIES FOR PODIATRY PRACTICES 12:00 pm - 1:15 pm LUNCH AND NETWORKING BREAK 1:15 pm - 3:00 pm BUILDING A HIGH-TRUST CULTURE: FOSTERING POSITIVITY AND IMPLEMENTING A CODE OF CONDUCT

**TRACK THREE** 

**TRACK ONE** 

9:00 am - 10:00 am DOMINATE YOUR NICHE: MASTERING VOUTUBE FOR PODIATRY PRACTICE GROWTH 10:00 am - 10:30 am BREAK AND VISIT WITH EXHIBITORS 10:30 am - 11:15 am UNVEILING A BLUEPRINT FOR SUCCESS: A DEEP DIVE INTO A TOP-PERFORMING PRACTICE'S MARKETING PLAN 11:15 am - 12:00 pm MARKETING ROUNDTABLES: TRANSLATING SUMMIT LEARNINGS INTO ACTION 12:00 pm - 1:15 pm LUNCH AND NETWORKING BREAK

1:15 pm - 3:00 pm TOP MARKETER PANEL AND ROUNDTABLES CONTINUE

3:30 pm - 3:30 pm IGNITING YOUR SUCCESS: CHARTING YOUR PATH TO A THRIVING 2026

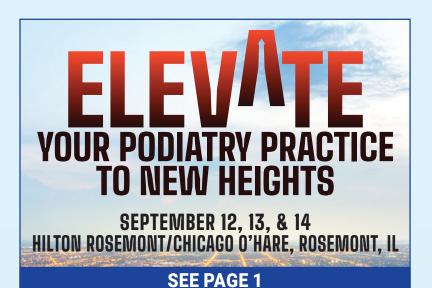
All three tracks come back together for an inspiring and empowering closing session.

DOWNLOAD THE BROCHURE AT TOPPRACTICES.COM/SUMMIT TO READ MORE



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# JESSICA TAVERAS – " "A MARKETING JOURNEY TO SUCCESS"

Jessica's journey began as a marketing pioneer in podiatry, working alongside Dr. Peter Wishnie in Piscataway, NJ. During her tenure, she achieved unprecedented marketing success, delivering some of the most remarkable results ever recorded in the industry.

Recognized for her exceptional achievements, Jessica was honored with the prestigious "Marketer of the Century" award from Top Practices in 2018.

Rem Jackson, CEO of Top Practices, has stated, "I believe Jessica possesses an unparalleled understanding of Top Practices marketing principles. In fact, she has not only mastered these principles but has also contributed significantly to the evolution of our marketing strategies with her innovative ideas."

Be inspired by Jessica's journey as she shares her valuable insights and empowers you to achieve extraordinary marketing success in your own practice.

Keynote Address

> for an INSPIRING KEYNOTE ADDRESS delivered by JESSICA TAVERAS, Director of Marketing at Foster Web Marketing.

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