



# THE 19<sup>TH</sup> TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

REGISTER NOW FOR SPECIAL EARLY-BIRD PRICING!

# ELEVATE

# YOUR PODIATRY PRACTICE TO NEW HEIGHTS

## Real World Strategies for Building and Sustaining a Thriving Podiatry Practice in Today's Complex Environment

*Join Us* **SEPTEMBER 12, 13, & 14**  
**HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL**

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.



Rem Jackson, CEO, Top Practices



**KEYNOTE SPEAKER**

**JESSICA TAVERAS**

Director of Marketing, Foster Web Marketing

**A Marketing Journey to Success**

*Join us*  
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>



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.

Opening  
Featured Session  
with  
Rem Jackson, CEO,  
Top Practices

THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 13<sup>TH</sup>

9:00 am – 10:00 am **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 am – 10:30 am **BREAK AND VISIT WITH EXHIBITORS**

10:30 am – 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**

1:15 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”**

Keynote  
Address

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](http://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**

TRACK ONE

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**

TRACK TWO

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

9:00 am – 10:00 am **DOMINATE YOUR NICHE:  
MASTERING YOUTUBE 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](https://toppractices.com/summit) TO READ MORE**



# TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



# ELEVATE

## YOUR PODIATRY PRACTICE TO NEW HEIGHTS

SEPTEMBER 12, 13, & 14  
HILTON ROSEMONT/CHICAGO O'HARE, ROSEMONT, IL

SEE PAGE 1

## JESSICA TAVERAS – “A MARKETING JOURNEY TO SUCCESS”

Keynote  
Address

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.



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

WWW.TOPPRACTICES.COM