



THE 19TH 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?**

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS

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

Transform Your Podiatry Practice: Join Your Colleagues at The Top Practices Summit

The changes that are coming to medicine and podiatry continue to accelerate, and the foreseeable future is going to be packed with change. A lot of change. This can be scary. But it doesn't have to 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.** At this year's Summit you and your team will be able to focus on the following agenda and plan:

Mindset & Leadership

- Shift from frustration and anxiety to positivity, profitability, and peace.
- Cultivate a culture of trust, positivity, and a code of conduct that builds teamwork.
- Leadership strategies that will motivate and support your team.

Practice Management & Finance:

- Key Performance Indicators (KPIs): Track revenue, profit margins, dollars per hour.
- Optimize practice volume, hours, schedules, patient mix, and staffing.
- Budgeting and financial planning for practice success.
- Improve practice efficiency and reduce costs.
- Utilize AI in front and back-office operations.
- Explore cash-pay/direct-pay, and hybrid cash/insurance models where over 50% of your revenue is from cash.

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Marketing & Patient Acquisition:

- Strategies to attract and retain patients.
- Develop and implement effective marketing plans.
- Improve your online presence and search engine ranking (e.g., YouTube).
- Case studies of successful marketing campaigns.

Clinical Excellence:

- Implement effective clinical protocols for medical devices.
- Explode your profits from dispensing products and equipment.
- Enhance patient care and outcomes.

Team Building & HR:

- Improve your staff morale and engagement.
- Develop strong job descriptions.
- Address HR and employment issues.

Peer-to-Peer Learning:

- Our famous roundtable discussions and networking opportunities.
- Learning from successful podiatrists (Top Performer Panel).
- Build relationships with colleagues and form mastermind groups.

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

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.

That is the mission 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 Chicago, IL September 12, 13, & 14**. Bring your key staff with you so they know what to do before you even return to your office on Monday.

This conference will equip you with the mindset and strategies to transform your podiatry practice from a source of stress and frustration into a thriving, profitable, and fulfilling endeavor.

At the Summit, 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 elevate your podiatry practice to new heights.**

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. **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. 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 19 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!

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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



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THE SUMMIT STARTS ON FRIDAY EVENING, SEPTEMBER 12TH

5:30 pm – 7:00 pm

Opening
Featured Session
with
Rem Jackson, CEO,
Top Practices

THE KEY TO SUCCESS: WHY AND HOW YOUR COLLEAGUES WENT FROM FRUSTRATED AND ANXIOUS TO POSITIVE, PROFITABLE, PEACEFUL, AND RELAXED.

The Top Practices Summit kicks off with a high energy opening session led by Top Practices Founder and CEO, Rem Jackson, and a panel of highly successful Top Practices doctors. This opening session will reignite your passion and equip you with the mindset and strategies to transform your podiatry practice into a thriving, fulfilling, and profitable enterprise.

You've chosen a noble profession with the potential for incredible prosperity, but the realities of running a successful practice can be daunting. Many podiatrists face daily struggles with overwhelming workloads, time constraints, and persistent stress. This session will explore the root causes of these challenges and reveal proven strategies to overcome them.

Learn how to:

- ✓ **Shift** your mindset: Move beyond frustration and anxiety to cultivate a positive, profitable, and peaceful practice environment.
- ✓ **Embrace** a leadership style that fosters trust, positivity, and a thriving team culture.
- ✓ **Implement** key performance indicators (KPIs) to track and improve revenue, profit margins, and dollars per hour.
- ✓ **Develop** a clear vision for your practice and create a roadmap for achieving your goals.

This powerful opening session will set the stage for the entire Summit and inspire you to take control of your practice and achieve your full potential. Be sure to arrive on time at 5:30 PM to maximize your learning experience.

“ 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



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THE SUMMIT CONTINUES ON SATURDAY, SEPTEMBER 13TH

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.

Key Takeaways:

- **Understand the power of data:** Learn how to effectively track and analyze key metrics such as Per Visit Revenue, Profit Margins, Dollars Per Hour, and over 20 more KPIs.
- **Identify areas for improvement:** Discover where your practice is excelling and pinpoint areas for optimization to maximize revenue and minimize costs.
- **Develop actionable strategies:** Gain practical insights into implementing changes based on your KPI analysis, such as adjusting appointment scheduling, optimizing patient flow, and improving treatment protocols.
- **Take control of your financial destiny:** Learn how to use data-driven decisions to improve your bottom line, increase profitability, and ensure the long-term sustainability of your practice.

This workshop is essential for any podiatrist who wants to:

- **Gain a competitive edge:** Understand your practice's performance in relation to industry benchmarks.
- **Improve efficiency and productivity:** Streamline operations and maximize the return on your investment.
- **Make informed business decisions:** Base your strategic choices on data-driven insights.
- **Achieve greater financial stability and long-term success and unlock the full potential of your practice by mastering the power of KPIs.**

10:00 am – 10:30 am

BREAK AND VISIT WITH EXHIBITORS

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS
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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!

This year, we've refined the format to ensure you get the most out of these valuable peer-to-peer learning opportunities.

- ✓ **Targeted Discussions:** Dedicated tables will be set up for specific areas of interest, such as marketing, management, leadership, staff development, administration, finance, and metrics. You'll have the opportunity to connect with colleagues facing similar challenges and share best practices.
- ✓ **Expert Guidance:** Experienced practitioners and industry experts will be present at each table to facilitate discussions and offer valuable insights.
- ✓ **Flexible Participation:** Attend as many tables as your schedule and interests allow.
- ✓ **Dynamic Format:** We'll announce 30-minute intervals, enabling you to easily switch between tables and explore a variety of topics.

Before the Summit, you'll receive a playbook outlining the roundtable topics and table numbers. This will allow you to plan your participation and maximize your learning experience.

Don't miss this unique opportunity to connect with your peers, share your experiences, and gain valuable insights from industry leaders.

12:00 pm – 1:15 pm

LUNCH AND NETWORKING BREAK

This year lunch on Saturday and Sunday is included in your registration fee. No need to leave the meeting. Allowing you significantly increased time for networking, discussions, and visiting with our exhibiting companies.

Lunch is
included
in your
registration.

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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.

This is an unparalleled opportunity to:

- **Gain invaluable insights:** Learn directly from leading podiatrists who have mastered the art of building highly profitable and fulfilling practices.
- **Discover proven strategies:** Uncover the key strategies, tactics, and mindsets that have enabled these doctors to achieve extraordinary results.
- **Ask your burning questions:** Engage in a dynamic Q&A session with the panelists, addressing your specific challenges and seeking expert advice.

This panel discussion is unlike any other in podiatry. Don't miss this chance to learn from the best and gain the knowledge and inspiration to elevate your own practice to new heights of success.

“ 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



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

Witness the unveiling of the 2025 Marketer of the Year Award winner! This highly anticipated session has been a perennial favorite at every Top Practices Summit since its inception in 2011.

Learn firsthand from this year's exceptional award winner as they share their proven marketing strategies and tactics. Discover how they have successfully built a thriving practice across the four pillars of the Top Practices marketing plan.



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

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3:30 pm – 4:30 pm

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.

“ 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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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!



“ 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



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



PAUL STEINKE, DPM



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THE SUMMIT CONTINUES ON SUNDAY, SEPTEMBER 14TH

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

In this workshop, we'll explore the cutting-edge ways AI is revolutionizing podiatry practices. Discover how your colleagues are successfully leveraging AI technologies to streamline operations, enhance patient care, and boost efficiency. We'll delve into real-world examples of AI applications in the front office, such as automated appointment scheduling, patient communication, and data analysis. We'll also explore how AI is transforming back-office functions, including medical record management, billing and coding, and administrative tasks. Learn how to harness the power of AI to improve your practice's productivity, enhance patient satisfaction, and achieve greater success in today's evolving healthcare landscape.

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

This session will delve into the effective utilization of medical devices, dispensing strategies, and other advanced technologies to enhance patient care and increase practice profitability. Learn from leading practitioners and industry experts as they share their top tips and proven case studies for maximizing the return on your investment in medical devices and products.

This interactive session will feature presentations from our exhibiting companies and their valued customers, providing real-world examples of how to successfully integrate these technologies into your practice for optimal patient care and increased profitability.

TRACK ONE

12:00 pm – 1:15 pm

LUNCH AND NETWORKING BREAK

(Lunch is provided. Keep the conversation going.)

1:15 pm – 3:00 pm

UNLOCKING PRACTICE PROFITABILITY: STRATEGIES FOR THRIVING IN A HYBRID CASH/ INSURANCE MODEL

In today's evolving healthcare landscape, increasing reliance on insurance reimbursements can leave practices vulnerable to declining payments and frustrating denials. This session will explore the power of hybrid cash/insurance models and how to successfully integrate cash-based services and procedures into your practice.

Key Takeaways:

- **Discover the benefits of a hybrid model:** Learn how to strategically incorporate cash services to increase practice revenue and reduce reliance on insurance payments.
- **Explore the "Access Program" approach:** Understand how subscription-based models can enhance patient acceptance and streamline cash flow.
- **Gain practical insights:** Learn from successful practitioners who have successfully implemented hybrid models and achieved significant practice growth.
- **Develop a roadmap for success:** Gain actionable strategies for transitioning towards a more cash-centric practice while maintaining patient satisfaction.

This session will provide you with the knowledge and confidence to navigate the complexities of the current healthcare system and build a thriving, profitable practice.

3:00 pm – 3:30 pm

IGNITING YOUR SUCCESS: CHARTING YOUR PATH TO A THRIVING 2026

Join Rem Jackson for an inspiring and empowering closing session. Receive a powerful recap of key takeaways and actionable strategies from throughout the Summit. Review how to translate Summit learnings into concrete, achievable goals for your practice. This empowering session will leave you feeling energized, motivated, and equipped to take your practice to the next level as we celebrate your achievements and embark on a journey of continued growth and success in 2026.



9:00 am – 12:00 pm

MASTERING HUMAN RESOURCES: ESSENTIAL STRATEGIES FOR PODIATRY PRACTICES

This in-depth workshop will delve into the critical aspects of Human Resources management within a podiatry practice.

We will focus on:

- **Essential HR Forms & Documentation:** Learn about the essential HR forms and documentation required to ensure compliance with labor laws and maintain a legally sound employment environment.
- **Defining & Tracking Key HR KPIs:** Discover key HR KPIs such as employee turnover rate, employee satisfaction, and training completion rates. Learn how to track these metrics effectively to identify areas for improvement.
- **Leveraging Operational KPIs:** Explore how operational KPIs, such as patient flow, appointment utilization, and staff productivity directly impact HR performance.
- **Data-Driven Decision Making:** Learn how to gather and analyze HR and operational data to make informed decisions regarding staffing levels, training needs, and employee compensation.
- **Crafting Compelling Job Descriptions:** Participate in a hands-on exercise where you will write or revise a job description for a key position within your practice. Learn how to write clear, concise, and engaging job descriptions that attract the most qualified candidates.
- **Building a High-Performing Team:** Gain practical strategies for creating a positive and productive work environment that attracts and retains top talent.

This workshop will provide you with the knowledge and tools to effectively manage your human resources, enhance employee satisfaction, and build a high-performing team within your podiatry practice.

12:00 pm – 1:15 pm

LUNCH AND NETWORKING BREAK

(Lunch is provided. Keep the conversation going.)

TRACK TWO



1:15 pm – 3:00 pm

BUILDING A HIGH-TRUST CULTURE: FOSTERING POSITIVITY AND IMPLEMENTING A CODE OF CONDUCT

This interactive workshop, designed especially for the entire staff, will explore the critical elements of building a high-trust and positive work environment.

Key Takeaways:

- **The Power of Trust:** Understand the profound impact of trust on team dynamics, productivity, and patient care. Explore Simon Sinek's powerful quote: "A team is not a group of people who work together, a team is a group of people who trust each other."
- **Cultivating Positivity:** Learn practical strategies for fostering a positive and supportive work environment, including recognizing and appreciating contributions, celebrating successes, and addressing challenges constructively.
- **Developing a Code of Conduct:** Participate in a group discussion to develop or refine a Code of Conduct that reflects your practice's values and ethical principles.
- **Open Communication & Feedback:** Learn effective communication and feedback strategies to build trust, foster transparency, and address concerns openly and respectfully.
- **Team Building Activities:** Engage in interactive team-building activities designed to strengthen relationships, enhance communication, and foster a sense of camaraderie.

This workshop will provide you with the tools and knowledge to create a workplace where everyone feels valued, respected, and motivated to excel. Join us for a collaborative and engaging session that will strengthen your team and elevate your practice to new heights.

3:00 pm – 3:30 pm

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9:00 am – 10:00 am

DOMINATE YOUR NICHE: MASTERING YOUTUBE FOR PODIATRY PRACTICE GROWTH

In today's digital age, YouTube has become a powerful platform for reaching new patients and establishing your practice as a thought leader in the community.

This workshop will equip you with the knowledge and strategies to effectively leverage YouTube to grow your practice and attract new patients.

Key Takeaways:

- **Understanding YouTube Algorithms:** Learn how YouTube's algorithms work and how to optimize your videos for better search visibility and increased organic reach.
- **Creating High-Quality Content:** Discover best practices for creating engaging and informative YouTube videos that resonate with your target audience.
- **Developing a Compelling YouTube Strategy:** Learn how to develop and implement a comprehensive YouTube strategy that aligns with your practice's marketing goals.
- **Optimizing Videos for Search:** Master the art of keyword research and video optimization techniques to improve search engine rankings and attract more viewers.
- **Building a Strong YouTube Presence:** Learn how to build a loyal community of subscribers and engage with your audience through comments, Q&As, and live streams.
- **Measuring and Analyzing Results:** Learn how to track key metrics, analyze your YouTube performance, and make data-driven adjustments to your strategy.

This workshop will provide you with the tools and knowledge to effectively leverage YouTube as a powerful marketing channel, attract new patients, and establish your practice as a trusted authority in the podiatry field.

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

“ 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

TRACK THREE



10:30 am – 11:15 am

UNVEILING A BLUEPRINT FOR SUCCESS: A DEEP DIVE INTO A TOP-PERFORMING PRACTICE'S MARKETING PLAN

This insightful session will provide a unique opportunity to dissect the marketing strategies of one of our most successful Top Practices members.

- **Learn** from a real-world example of a highly effective podiatry practice marketing plan.
- **Analyze** the key components of this successful marketing plan, including online marketing, social media engagement, patient communication, and community outreach.
- **Compare** the presented marketing plan to your own and identify areas for improvement within your practice.
- **Witness** firsthand how a well-executed marketing strategy can drive practice growth and achieve unprecedented success.

This in-depth case study will provide you with valuable inspiration and actionable strategies to elevate your own marketing efforts and achieve your practice's full potential.

11:15 am – 12:00 pm

MARKETING ROUNDTABLES: TRANSLATING SUMMIT LEARNINGS INTO ACTION

Roll up your sleeves and join your peers in collaborative roundtable discussions to translate the valuable marketing insights gained throughout the Summit into actionable plans for your practice.

- **Deepen your understanding:** Engage in in-depth discussions with fellow attendees to clarify concepts and address any lingering questions.
- **Develop actionable strategies:** Develop specific, measurable, achievable, relevant, and time-bound (SMART) marketing goals for your practice.
- **Create a roadmap for implementation:** Outline the steps necessary to implement your chosen marketing strategies and track your progress.
- **Gain valuable peer feedback:** Receive feedback and support from your colleagues as you refine your marketing plans.

These interactive roundtables will provide you with the support and guidance you need to confidently implement your marketing strategies and achieve your practice's full potential.

TRACK THREE



12:00 pm – 1:15 pm

LUNCH AND NETWORKING BREAK

(Lunch is provided. Keep the conversation going.)

1:15 pm – 3:00 pm

TOP MARKETER PANEL AND ROUNDTABLES CONTINUE

3:00 pm – 3:30 pm

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Join Rem Jackson for an inspiring and empowering closing session. Receive a powerful recap of key takeaways and actionable strategies from throughout the Summit. Review how to translate Summit learnings into concrete, achievable goals for your practice. This empowering session will leave you feeling energized, motivated, and equipped to take your practice to the next level as we celebrate your achievements and embark on a journey of continued growth and success in 2026.

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).

TRACK THREE



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*

“ 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



*STILL NO SMALL PRINT.

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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.



GREGG NEIBAUER,
DPM

“ 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. ”



ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS
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TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

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.

2025 has witnessed the rise of countless podiatrists who have achieved unprecedented success.

Why?

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



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.

- ⇒ 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**.

“ 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 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

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS
REGISTER NOW – SEPTEMBER 12, 13, AND 14, 2025



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 **2025/26 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.



I Guarantee It.
SEE PAGE 19

“ 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

“ 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

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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 2024/25.

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.**

“ 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



ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS
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REGISTER EARLY AND SAVE!

Register before May 31st 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) _____

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 AAPPMP & AACPM Members

First Attendee from the Practice:	✓
Top Practices Mastermind Members EARLY BIRD SAVINGS — \$895	
Top Practices Mastermind Members After May 31st — \$1095	
AAPPMP/AENS Members EARLY BIRD SAVINGS — \$995	
AAPPMP/AENS Members After May 31st — \$1195	
General Registration EARLY BIRD SAVINGS — \$1095	
General Registration After May 31st — \$1295	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member — \$395	
AAPPMP/AENS 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 3, 2025.**



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 \$169. If booking online, just enter your dates and select a room. Don't delay, reservations must be made before midnight CDT on Thursday August 28, 2025.

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.



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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

“ Successful people do what unsuccessful people are not willing to do. Don't wish it were easier, wish you were better. ”

JIM ROHN



ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS
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