



The Future-Ready Podiatry Practice:
Strategies for the Next Half-Decade

TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

Rem Jackson
CEO Top Practices



AI COULD KILL US ALL

Nuclear War is always a 50/50 proposition

Podiatry could sunset for lack of new students

Private Equity and Big Medicine could end private practice

Alien invasion

Zombie Apocalypse





Everything is Mindset



“In times of change, the learners will inherit the earth, while the knowers remain beautifully prepared for a world that no longer exists.”

–Eric Hoffer



"Any fool can criticize, condemn, and complain - and most fools do."

Dale Carnegie

Everything is Mindset



Embrace Innovation

- AI
 - AI Scribes
 - AI Receptionists
 - AI scheduling
 - More

Embrace Innovation

- SEO a \$75B industry has ended
- GEO (Generative Engine Optimization)
 - Consultants now advise formatting content into citable chunks, listicles, and tables to increase the odds of being referenced in chat responses.
- Local Search –Five Star reviews, testimonials

Embrace Innovation

- Cash Modalities, products, services

\$ Collected Last Year	53,438	56,883	57,592	57,960	43,923	54,390	49,753	49,077	55,822	84,626
\$ Collected Goal	75,000	75,000	75,000	75,000	75,000	65,000	65,000	65,000	70,000	80,000
\$ Collected This Year	66,154	75,465								
Actual minus Goal	-8,846	465	-75,000	-75,000	-75,000	-65,000	-65,000	-65,000	-70,000	-80,000
Notes:	1 wk vacay									
OTC \$ Last Year	21,367	21,606	20,292	21,808	13,248	15,123	8,638	13,639	19,507	42,285
OTC \$ This Year	37,015	44,615								

Book Currently Reading Profit First - Mike Michalowicz

Mission Accomplished For This Year COLLECTIONS = 875k

MONTH	\$ 3D FFO	\$ LUNULA	\$ MLS	\$ RSWT	\$ SWIFT	\$ CBD/CBG	\$EBM	\$TOLCELYN	\$ PRP
Feb-25	\$11,816	\$12,476	\$8,950	\$695	\$2,065	\$1,135	\$1,272	\$2,376	
Jan-25	\$15,380	\$4,475	\$5,100	\$1,390	\$2,065	\$795	\$1,113	\$1,584	550
Dec-24	\$13,929		\$4,950	\$695	\$2,655	\$525	\$636	\$1,760	0
Nov-24	\$10,936		\$4,050	\$0	\$2,655	\$710	\$1,272	\$2,640	0
Oct-24	\$17,775		\$7,350	\$2,780	\$3,540	\$3,125		\$1,936	550
Sep-24	\$11,336		\$2,850	\$0	\$1,180	\$895		\$1,056	550
Aug-24	\$7,787		\$2,775	\$0	\$550			\$60	0
Jul-24	\$4,493		\$1,575	\$500	\$275			\$60	0
Jun-24	\$13,179		\$0	\$0	\$0			\$0	0
May-24	\$8,286		\$1,650	\$0	\$825			\$120	0
Apr-24	\$11,981		\$5,100	\$1,000	\$1,650			\$120	0
Mar-24	\$11,382		\$3,900	\$500	\$2,200			\$60	0
Feb-24	\$13,810		\$5,400	\$0	\$1,100			\$240	0
Jan-24	\$13,078		\$1,900	\$1,000	\$2,200			\$0	0
TOTAL 2024	\$137,972		\$41,500	\$6,475	\$18,830	\$5,255	\$1,908	\$8,052	1,100

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2025 YTD

Sum of Payments Column Labels Row Labels

		Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Grand Total
MLS	\$	7,520	\$ 8,070	\$ 6,870	\$ 7,895	\$ 7,225	\$ 3,125	\$ 40,705
Nail Laser	\$	10,245	\$12,141	\$ 10,596	\$12,642	\$ 11,346	\$ 4,999	\$ 61,969
Orthotics	\$	15,235	\$12,805	\$ 15,330	\$12,160	\$ 7,760	\$ 3,040	\$ 66,330
Powersteps	\$	4,747	\$ 3,055	\$ 5,722	\$ 4,686	\$ 5,911	\$ 2,444	\$ 26,565
Retail Products	\$	1,280	\$ 560	\$ 1,622	\$ 3,005	\$ 4,825	\$ 2,628	\$ 13,920
Shockwave	\$	7,400	\$ 8,100	\$ 7,650	\$ 9,600	\$ 8,450	\$ 2,725	\$ 43,925
SWIFT	\$	4,025	\$ 5,775	\$ 7,158	\$ 4,025	\$ 7,150	\$ 2,350	\$ 30,483
Grand Total	\$	50,452	\$50,506	\$ 54,948	\$54,013	\$ 52,667	\$21,311	\$ 283,897

2025 YTD

Sum of Payments		Column Labels						
Row Labels		Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Grand Total
MLS	\$	3,450	\$ 3,650	\$ 3,050	\$ 3,950	\$ 5,350	\$ 1,450	\$ 20,900
Nail Laser	\$	5,697	\$ 5,248	\$ 5,697	\$ 6,396	\$ 6,752	\$ 3,000	\$ 32,790
Orthotics	\$	2,285	\$ 2,280	\$ 3,175	\$ 2,290	\$ 4,424	\$ 2,253	\$ 16,707
Retail Products	\$	80	\$ 80	\$ 80	\$ 650	\$ 919	\$ 520	\$ 2,329
Shockwave	\$	1,900	\$ 1,900	\$ 1,750	\$ 1,950	\$ 1,900	\$ 600	\$ 10,000
SWIFT	\$	575	\$ 1,975	\$ 1,375	\$ 1,950	\$ -	\$ 300	\$ 6,175
Grand Total	\$	13,987	\$15,133	\$ 15,127	\$17,186	\$ 19,344	\$ 8,123	\$ 88,900

Get Good At Hiring



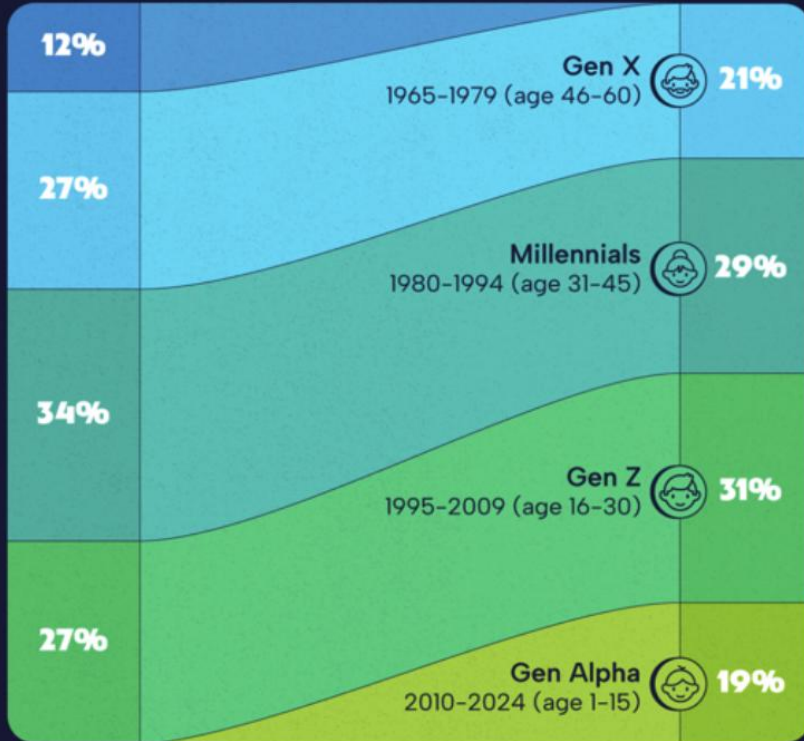
Shape the Global Workforce by 2035

Current
Workforce
Share

Projected
Workforce Share
(2035)



Boomers
1946-1964 (age 61-79)



Strengthen Your Practice with Core Business Acumen

A person standing alone can be
attacked and defeated, but two
can stand back-to-back and
conquer. Three are even better, for
a triple-braided cord is not easily
broken.
Ecclesiastes 4:12

Great Marketing is all about
Building Trust
@ Scale
and Doing it Profitably



It takes 20 years to build a reputation and
five minutes to ruin it. If you think about
that, you'll do things differently.

Warren Buffett

The single most valuable asset in your practice, after you and your well-trained staff, is your reputation. Merriam-Webster defines trust as:

a : assured reliance on the character, ability, strength, or truth of someone or something

b: one in which confidence is placed

Building Trust One Patient at a time...

...is a function of two things:

- 1) Superb Customer Service, and
- 2) Excellent and Regular Patient Communication and Marketing.

Patients Can Only Come From...

- Internet
- Referral Sources
- “Your list”
- The Community

The Top Practices Marketing Plan

The Four Pillars of Marketing



How much is a new patient worth?

- In year one?
- Lifetime?

50 New Patients/Month Value

- \$22,500/month
- \$270,000/year
- \$1,080,000 Lifetime

Why Referrals Still Matter

- New Patient = \$450
- 1 New Referral Source @1/week = \$23,400
- 5 New Referral Sources @ 1/week = \$117,000
- 10 New Referral Sources @ 1/week = \$234,000

Watch Your Practice Grow



Practice Management

- Key Performance indicators
- Procedures and Protocols

Key Metrics

Doctor:

Practice:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	AVG
New Patients Last Year													0	
New Patients Goal													0	
New Patients This Year													0	
Actual minus Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Patients Last Year													0	
Total Patients Goal													0	
Total Patients This Year													0	
Actual minus Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
\$ Billed Last Year													\$0.00	
\$ Billed Goal													\$0.00	
\$ Billed This Year													\$0.00	
Actual minus Goal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
\$ Collected Last Year													\$0.00	
\$ Collected Goal													\$0.00	
\$ Collected This Year													\$0.00	
Actual minus Goal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Book Currently Reading														
Mission Accomplished For This Year														

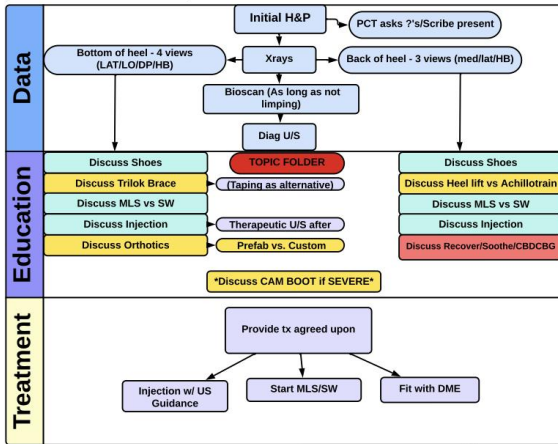
PVC/PVR Last Year	
PVC	
PVR	

PVC/PVR This Year		Goal
PVC		
PVR		

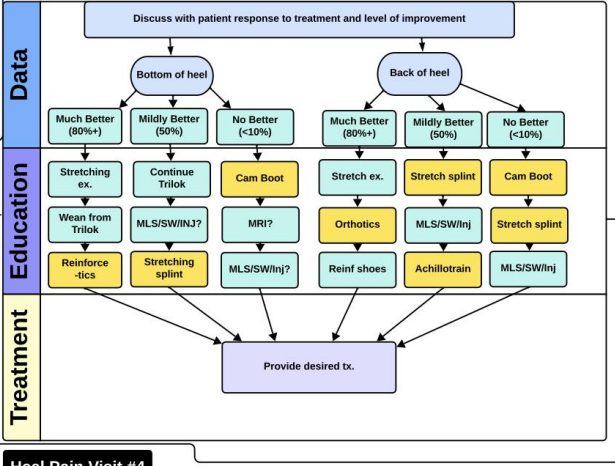
Last Year	
Hours in Clinic & Surgery	
Dollars/Hour	

This Year		Goal
Hours in Clinic to Date		
Dollars/Hour		

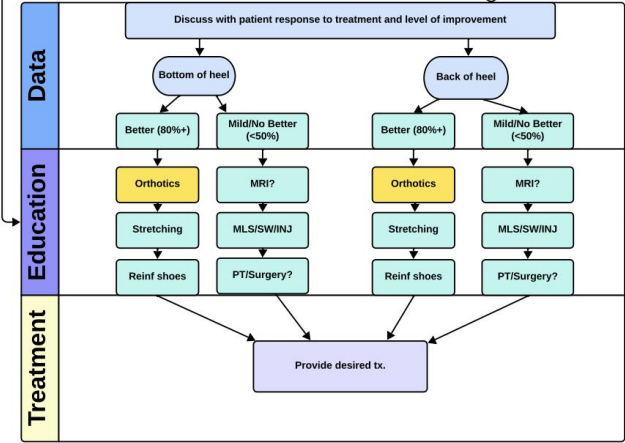
Heel Pain - Initial Visit



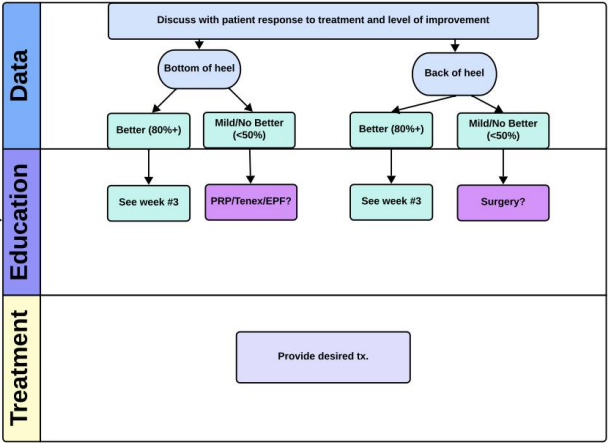
Heel Pain Visit #2



Heel Pain Visit #3

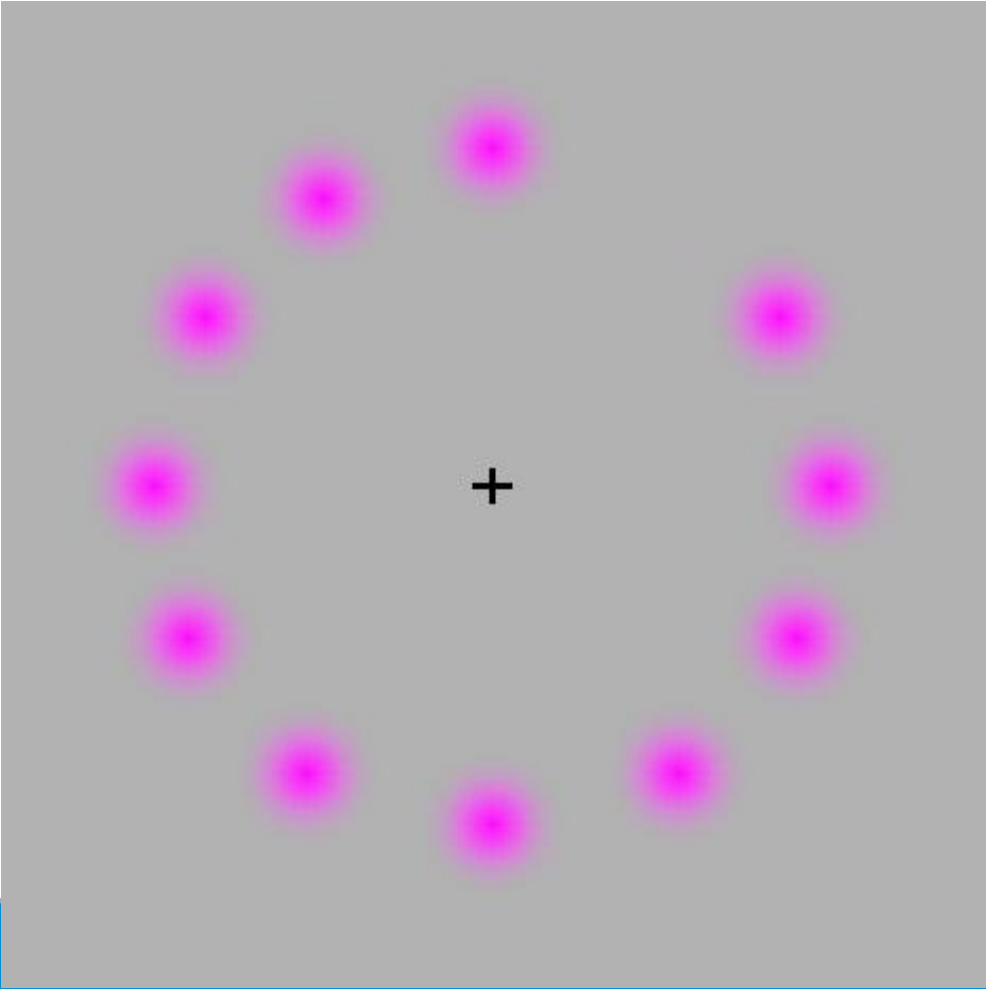


Heel Pain Visit #4



Everything is Mindset







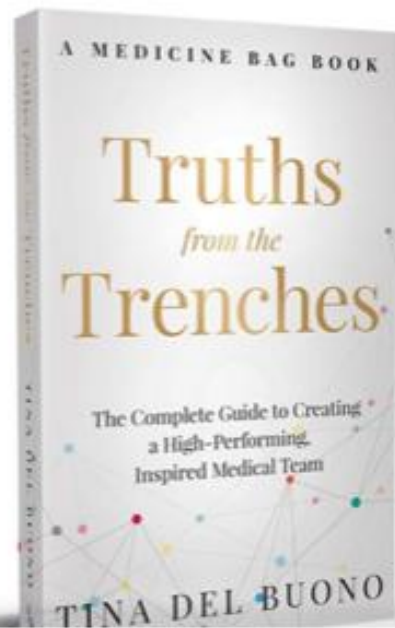
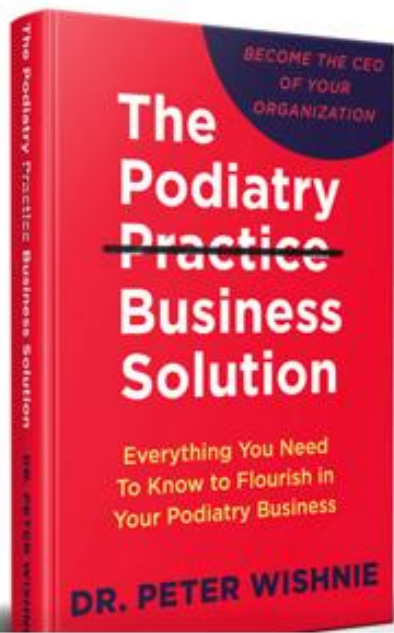
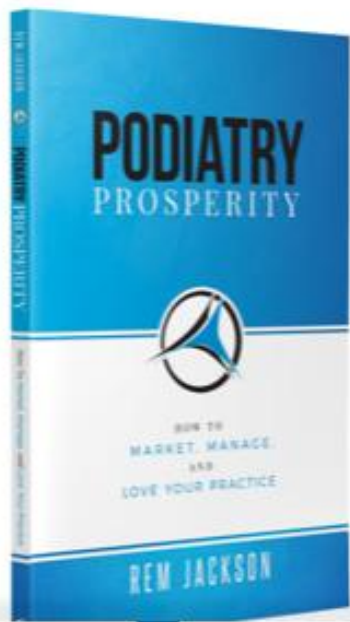
NAPOLEON HILL

WHATEVER

THE MIND CAN CONCEIVE AND BELIEVE

THE MIND CAN ACHIEVE





PROSPERITY

& Something Greater

with *Rem*
Jackson



SKIP THE BURNOUT AND STRESS

AND RUN A HIGHLY PROFITABLE PRACTICE
DURING REGULAR BUSINESS HOURS

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that shares how you can do this.**

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THE 19TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

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

KEYNOTE SPEAKER


JESSICA TAVERAS

Director of Marketing, Foster Web Marketing

A Marketing Journey to Success



Thank You



The Decision to Start Today is
the Most Important Decision of Your
Next 10 Years



TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE