



Rem Jackson: Lifetime Achievement Award Recipient

He's podiatry's "Top Practice" guru.

BY ANDREW SCHNEIDER, DPM

"In times of change, the learners will inherit the world, while the knowers remain well-prepared for a world that no longer exists."—Eric Hoffer. Anyone who has heard Rem Jackson speak has heard this quote before. It is one of the first slides of all of his presentations. You may call it Rem's mission statement: to make each person in the room into "learners." He is at the conference to make each person with whom he is in contact become better.

Rem is not a podiatrist. Rem does not aspire to be a podiatrist. If you asked him earlier in his career, he would likely tell you that he would have no dealings with podiatrists, except, perhaps, as a patient. So how does this man find his way into podiatric medicine and surgery, as such a significant influencer that he has been nominated to the *Podiatry Management* Hall of Fame? And how does it happen in only 12 short years?

Rem began his professional career in the corporate world as part of a company called Classroom Connect. It was here that he learned about the start of the Internet, quickly realizing the impact it would have. After leaving Classroom Connect and joining a newsletter company, Newsletters Plus, he sought out a group that could benefit from leveraging his knowledge of corporate marketing and of the still relatively new Internet.



Rem Jackson

As luck would have it, soon after this shift, he had a fortuitous introduction to and meeting with Hal Ornstein, DPM, who was the chairman of the American Academy of Podiatric Practice Management. They both saw great potential for the AAPPD membership and a close bond was formed. Rem first spoke at the AAPPD Fall meeting in Pittsburgh in March 2007. He was an instant hit!

Simultaneously, Rem was working on his own company to complement the work being done by the AAPPD. This entity, Top Practices,

started as a marketing company, with his wife Diane signing on as COO. Top Practices worked with podiatrists, most of whom first met Rem at the AAPPD conference. Rem built his groups with an added focus on mindset, knowing that practitioners can only be productive if they take care of themselves. Top Practices hosted its first conference, known as the Summit, in 2007 in Fairfax, VA. While there were just 24 attendees at that first meeting, the summit now draws well over 200 each year.

Rem is in a unique position to objectively see the podiatric profession; he looks at each podiatrist, and sees how the game we play keeps changing. Mike King, DPM, AAPPD board member and former APMA president says, "Rem has offered more practice growth insight to the podiatric world than any other consultant. He is one of the few business individuals I have met who truly understands how the podiatric practice works and how to grow it effectively."

Because of that understanding, Rem was able to develop a unique form of direct response marketing, specifically geared to the podiatric profession. This was very different from putting up a static webpage or advertising with the *Yellow Pages*. Ben Weaver, DPM, current AAPPD president says, "Rem Jackson has changed the way we as po-

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diatrists promote ourselves. He has single-handedly revolutionized marketing and practice growth in podiatry.” In fact, you would be hard-

or her staff are too busy to do what is necessary to make the Top Practices system work for them.

But even with all of these services, Rem constantly gauges his success with a servant’s heart. He

From our first meeting in 2013, at his Top Practices Nashville event, he has been one of the most gracious and giving people I know, and over the past five years, I’ve witnessed firsthand how many lives Rem has changed with his knowledge. He is a constant source of inspiration for so many.”

Rem’s job, along with that of his wife and partner Diane, is to run and oversee Top Practices. Over the past 12 years, however, he has become a coach, mentor, and friend to so many. There are countless podiatric physicians and surgeons in practice today that owe Rem a debt of gratitude. His support of the profession, travelling nonstop speaking at meetings, both large and small, often on his own dime, is bighearted and unstinting. His personal support of APMAPAC and other foundations shows how he gives back to the profession that has embraced him.

Rem is more than a businessman. Top Practices is more than a business. Together, they are out to change lives. In that mission, they have succeeded. Rem has trans-

Rem saw the response from the profession and soon was speaking at conferences around the country; membership in the AAPPM and Top Practices grew after each conference he attended.

pressed to find a podiatric practice that employed a marketer prior to Rem’s involvement.

Rem saw the response from the profession and soon was speaking at conferences around the country; membership in the AAPPM and Top Practices grew after each conference he attended. Each talk introduced him to new practitioners who were hearing him for the first time. As a public speaker, he is second to none. He conveys trust to his audience. He considers this trust to be most valuable and would do nothing to ever betray it.

Since the early days of Top Practices, Rem has filled other vacancies in the podiatric profession. Aside from his initial foray into practice marketing, he focused heavily on mindset. By introducing podiatrists to the idea of writing down their goals and prioritizing their personal lives, Rem was not just building practices, he was building up practitioners. “Rem is an anchor of the AAPPM meetings. We receive little to no business training in our education yet so many of us are small business owners. Rem has filled that need for so many of us. But he provides more than just business education...he provides LIFE education!” attests Jeffrey Lehrman, DPM.

Top Practices has continued to grow. It now has a comprehensive practice management coaching curriculum. There is an arm of Top Practices known as Virtual Marketing Directors (VMD), who will do the work if and when the practitioner and his

always wants to know that what he’s doing is moving his members and the entire profession forward with his actions. One of his common quotes is “a rising tide floats all boats.” Rem has become a driving force behind the rising tide of podiatry and we as podiatrists are fortunate to be on one of those rising boats.

Rem’s former Top Practices member and current colleague Tina Del Buono, PMAC, says it best. “Rem Jackson has given the gift of inspi-

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ration to physicians to realize they have the ability to create the practice of their dreams in a time that speaks differently. His message of dream, desire, and determination has transformed practice after practice, allowing physicians to enjoy what they do again while creating a practice where staff are happy, efficient, and deliver quality care to the patients they serve each day.”

This infectious optimism has reached all the way overseas to Australia. Dr. Tyson Franklin, a podiatrist, Top Practices member, and Summit attendee says, “To say meeting Rem was life-changing would be an understatement.

formed Eric Hoffer’s “knowers” into “learners” and Podiatric Medicine and Surgery is better for it. There is no individual better suited for induction to the *Podiatry Management* Hall of Fame than Rem Jackson.

On a personal level, my relationship with Rem started as one of business coach and mentor. It evolved to one of collaborator, writing articles and presenting at seminars together. It most importantly grew to one of friendship. I have been proud to have known Rem and Diane since 2009 and am proud of what they have built and have selflessly given of themselves to their

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clients, friends, and their adopted professional community.

Congratulations Rem! Congratulations Diane! Congratulations Top Practices! Our profession is stronger because of all of your efforts.

at the APMA National Conference in Salt Lake City.

John Guiliana, DPM

If you look hard enough, good men are really not that hard to find. But how many of us know a man who embarked on a mission to be-

Dave Frees, Success Technologies, Inc.

I am honored and pleased to add my thoughts about Rem Jackson on this auspicious and important occasion. Rem is a true master of cultivating the aspects of one's self that earn respect and build a powerful mindset. He is also expert at teaching his skills and is genuinely interested in sharing his knowledge so that we can all have better lives and professional practices.

Thank you Rem for your kindness, wisdom, and for the lessons that you have taught us in the "classroom" and by example, and especially for showing us all that having the right mindset makes everything else possible and achievable.

Mary Beth Crane, DPM

It sounds overly dramatic, but next to my father and Dr. Bruce Werber, my podiatry mentor, Rem Jackson has been one of the most influential people in my life.

He is my business coach, my voice of reason, my creative collaborator, and my friend. He has encouraged me to navigate many changes in my life both personal and professional, and has helped me build a very successful practice while allowing me to find balance

“Rem should serve as a beacon for all people to emulate. Kind, gentle, caring, and having a passion for excellence can describe Rem’s life. A true gem!”—Guiliana

Tributes

Dock Dockery, DPM, Chairman, International Foot & Ankle Foundation, Everett, Washington

Several years ago, while attending a national medical seminar, I heard Rem Jackson give a presentation on marketing your practice and expanding your access to patients. He was very sophisticated in his style and overall delivery of the information he was trying to get across to the audience of doctors. I was impressed, and later I invited him to be on the faculty of one of the upcoming programs of the International Foot & Ankle Foundation for Education and Research. It is not easy to convince doctors that they can be better administrators, business people, or marketing experts but those that followed Rem have proven that it can be done.

Since that first IFAF meeting, I have invited Rem to be on the faculty for several other meetings in great venues including Seattle, Las Vegas, Sonoma Wine Region, and Tuscany, Italy. During these meetings, I have learned that Rem is a real lover of life, good food, and great wines (something in which we have a common interest). He is certainly a fun person to be around and he has a wealth of knowledge in his profession and is a great asset to practitioners needing a sound boost in their practices. I am very pleased to welcome Rem to the 2019 *Podiatry Management* Hall of Fame, presented

come the very best resource in his chosen area of interest and ultimately became an undisputed expert? How many of us know a man who, as an expert, is so completely understanding of the plight of others that he dedicates his life to helping them? How many of us know a man who is capable of successfully balancing family responsibilities, work, and personal interests? And lastly, how many of us know a man who loves life equally among all the things that he successfully balances? Let me introduce you to such a man, my friend Rem Jackson.

Rem is a catalyst for positive change in the podiatry community and is a great wingman for many of us.—Crane

As you all likely know, Rem is the CEO and founder of Top Practices, the podiatry marketing and management consulting company that has become very well known since its inception in 2007. Rem should serve as a beacon for all people to emulate. Kind, gentle, caring, and having a passion for excellence can describe Rem's life. A true gem!

It's an honor to call Rem Jackson my friend and fellow consultant. He is truly deserving of this meaningful induction into the *Podiatry Management* Hall of Fame.

and true happiness while being financially successful. Rem is a catalyst for positive change in the podiatry community and is a great wingman for many of us.

Thank you Rem. You are a true blessing in my life and I will be forever grateful for your friendship.

Peter Wishnie, DPM

I have known Rem Jackson for over ten years. We met at his very first podiatry marketing summit and the main topic was goal-setting. I had been goal-setting for over 15

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years at that point and didn't really think the seminar was for me. Rem promised me that if I did not learn anything at the seminar, he

listen and give you wise advice. His goal is to make every podiatrist as successful as they want to be. Rem is not only an incredibly engaging speaker, he is an amazing judge of people's potential. Rem helps

because of our relationship. Rem is podiatry's friend and ally. I do not believe that there is another person more deserving of this honor. Rem, Congratulations on being inducted into the *Podiatry Management Hall of Fame*. **PM**

“Rem helps doctors achieve a level of success that they never knew they could achieve.”—Wishnie

would refund me every single dime. Well, not only did I learn a lot that weekend, but found a mentor and a friend.

Rem's business is podiatry marketing. However, he is more than a marketer. He has provided countless hours of his service helping podiatrists not only with their practice but with their life problems as well. He will always make the time to

doctors achieve a level of success that they never knew they could achieve.

On a personal note, Rem has become one of my best friends. He has always been there for me, in good times and bad. He and his wife, Diane, graciously opened his home to me on many occasions and treats me like family. I have grown as a person, a doctor, and a human being



Dr. Andrew Schneider is in private practice in Houston, TX at Tanglewood Foot Specialists. He is a Fellow and member of the Board of Trustees and President-Elect of the American Academy of Podiatric Practice

Management (AAPP), a Fellow of the AC-FAOM, and a member of the Top Practices mastermind group. Dr. Schneider is a co-author of Social Media for the Health Care Profession and speaks internationally on topics related to practice management, marketing, wound care, and biomechanics. He was recently named one of the most influential podiatrists by Practice Management Magazine.