



AMA QUEENSLAND'S
PRIVATE PRACTICE AND
MEDICO-LEGAL CONFERENCE

HITTING THE MARK IN PRIVATE PRACTICE

#PPMLC2019

FRIDAY 30 - SATURDAY 31 AUGUST 2019

ROYAL INTERNATIONAL CONVENTION CENTRE,
BOWEN HILLS

Register online
WWW.AMAQ.COM.AU

DAY ONE

Day One



PRIVATE PRACTICE FOCUS

Whether you are starting out or already working in a practice, this two-day program will help you reach and exceed your targets for patient care, growth, compliance and risk management.

FRIDAY 30 AUGUST 2019

8.30AM – 9AM

WELCOME AND UPDATE ON THE PRIVATE PRACTICE LANDSCAPE AND AMA PUSH FOR KEY REFORM

Dr Tony Bartone, President, Australian Medical Association

9AM – 10.30AM

DELIVERING EXCELLENCE IN PATIENT CARE - HOW TO EXCEED PATIENT EXPECTATIONS AND KEEP YOUR PATIENTS COMING BACK

Medicine is becoming increasingly competitive and there is an emerging requirement for value-based care, not just activity-based. We are seeing this more and more with the care of those with chronic conditions. This session will explore perspectives on excellence in patient care, how you can demonstrate evidence for value-based care, how you can ensure your patients keep coming back to you, and how your patients can be the best word-of-mouth ambassadors for your private practice. Join our expert panellists from Brisbane and rural/regional Queensland for practical take-aways on how you can improve patient service at your organisation.

Panellists: **Dr Fiona Raciti**, General Practitioner and Founder, Family Doctors Plus, *Telstra Small Business Award* winner;
Dr Troye Wallett, Founder, GenWise;
Dr Ian Williams, General Practitioner, Camp Hill Health Care;
Dr Sarah Coll, Orthopaedic Surgeon, Cairns; and Board Member, AMA Queensland

Chair: **Associate Professor Michael Greco**, Chief Executive, Patient Opinion Australia;
Director, CFEP Pty Ltd, Associate Professor for School of Medicine, Griffith University;
Hon. Senior Research Fellow, School of Medicine, University of Exeter, UK;
and Board Director, Health Leaders Australia



10.30AM - 11AM

MORNING TEA AND NETWORKING WITH SPONSORS AND TRADE

CHOOSE BETWEEN PRACTITIONER OR PRACTICE MANAGER STREAM

11 AM – 12.30PM

PRACTITIONER STREAM

PRACTICE PLANNING, BENCHMARKING AND FINANCIAL DECISION MAKING FOCUS

11 AM – 11.45AM

PRIVATE PRACTICE PLANNING AND BENCHMARKING

Building on from the first plenary, this session will explore how your practice stacks up against the competition and reliable sources of measurement to gauge practice success. These measurements can feed into your business planning and improvement processes. Join William Buck for a unique industry insight into what and how to measure, and how you are performing in private practice.

Presenters:

Angela Jeffrey and **Julie O'Reilly**, Directors, Business Advisory, William Buck

11.45AM – 12.30PM

WEIGHING UP THE BIG FINANCIAL DECISIONS IN PRIVATE PRACTICE

From securing loans to buying equipment through to structuring the purchase of property investments, your medical rooms and premises for tax-minimisation and asset protection, the presenters will step through big financial decisions along the private practice journey and how to make the most of your financial resources and available support.

Presenters:

Paul Copeland, Director, Business Advisory, William Buck; and
Simon Moore, Financial Specialist, BOQ Specialist

Chair:

Dr Michael Clements, General Practitioner, Fairfield Medical Practice; Representative, AMA Queensland Council of General Practice; and AMA Queensland Councillor - Far North

11 AM – 12.30PM

PRACTICE MANAGER STREAM

POSITIVE WORKPLACE CULTURE FOCUS

11 AM – 11.45AM

DEALING WITH CHALLENGING WORKPLACE SITUATIONS

Challenging situations and behaviours often arise in the workplace, be it within the colleague-to-colleague, manager/employee or principal/contractor relationship.

Join Michelle Cowan for an overview of the relevant laws, policy framework and best-practice approach that will help you reduce the chance of challenging situations arising and help you effectively navigate these situations when they occur.

Presenter:

Michelle Cowan, Senior Advisor, Workplace Relations, AMA Queensland

11.45AM – 12.30PM

RECRUITMENT AND RETENTION MASTERCLASS

In this masterclass, Samantha Miklos will share her top recruitment and retention tips which have helped many organisations to streamline their recruitment processes and ensure retention of the right people.

Presenter:

Samantha Miklos, CEO, Cornerstone Medical Recruitment

Chair:

Dene Creegan, Practice Manager, 7 Springs Medical Centre

12.30PM – 1.30PM

LUNCH AND NETWORKING WITH SPONSORS AND TRADE

1.30PM – 2.40PM
PRACTITIONER STREAM

1.30PM – 2.20PM
**BUSINESS HURDLES
IN PRIVATE PRACTICE**

This session will step through recent case studies from private medical practice, exploring typical hurdles encountered. The panel will explore scenarios relating to practice start up, day-to-day practice management issues that may arise, and how you can implement appropriate measures in place to enhance successful outcomes.

Panellists:

Michelle Cowan, Senior Advisor, Workplace Relations, AMA Queensland;

Lynette Reynolds, Partner, HWL Ebsworth;

Simon Moore, Financial Specialist, BOQ Specialist;

Chris Mariani, Consultant, Medical and General Risk Solutions;

Julie Brooke-Cowden, Professional Services Manager, MDA National; and

Mark Higginbotham, Managing Director, The Fortus Health Group / VMSA

2.20PM – 2.40PM
**SUPERANNUATION FOR
SELF-EMPLOYED
PRACTITIONERS AND STAFF**

This session will provide details of recent legislated changes to superannuation including contributions and caps. It will also provide some strategy examples for self-employed people & staff to maximise the benefits of the low tax environment of super.

Presenters:

Marcia Senn, Financial Adviser, Morgans

John Van de Pol, Financial Adviser, Morgans

Chair:

Dr Dilip Dhupelia, President, AMA Queensland

1.30PM – 2.40PM
**PRACTICE MANAGER STREAM
MARKETING AND PRACTICE DESIGN FOCUS**

1.30PM – 2PM
**MAPPING THE PATIENT
EXPERIENCE AND THE INTERPLAY
WITH MARKETING**

Building on the concepts discussed in the plenary, this workshop will step attendees through an assessment of their current patient experience (PX) situation and then build a Patient Experience Program. Our presenter Megan Walker will canvass:

- ▶ understanding patient expectations including generational differences;
- ▶ excellence in practice – exploring case studies;
- ▶ patient experience self-assessment;
- ▶ a patient journey mapping exercise;
- ▶ discovering your why and communicating your worth;
- ▶ becoming a community hub; and
- ▶ optimising your practice.

Presenter:

Megan Walker, Director, Market Savvy

2PM – 2.40PM
**HOW DESIGN AND FUNCTION
BENEFITS YOU, YOUR PATIENTS
AND STAFF**

Join Perfect Practice for an understanding of how good design and layout can benefit practice workflow, provision of patient care and satisfaction of both staff and patients.

Presenter:

Marton Jakab, Director, Marketing Perfect Practice

Chair:

Colleen Sullivan OAM, Practice Consultant

2.40PM – 3PM
THE NEW RURAL GENERALIST NATIONAL PROGRAM

Despite significant investment in rural health workforce plans over recent decades, medical workforce distribution, co-ordination and barriers to health service access are still challenges for people living in rural communities. Join for an overview of the national pathway development, and planning in progress to support better provision of rural care.

Presenter:

Dr Adam Coltzau, President, Rural Doctors Association of Australia

Chair:

Dr Dilip Dhupelia, President, AMA Queensland

3PM – 3.30PM
AFTERNOON TEA AND NETWORKING WITH SPONSORS AND TRADE

3.30PM - 4.45PM
GENERAL PRACTICE STREAM

3.30PM - 3.55PM
**QUALITY IN GENERAL PRACTICE
- KEEPING ON TOP OF THE
CHALLENGES**

Accreditation is a practice's recognition of and commitment to safety and quality of care, providing assurance for owners, managers, staff, funding bodies and consumers about the high standards demonstrated. It also supports entry to the practice incentives program. So what are the challenging areas of the RACGP standards for general practice, and how can you address these?

Presenter:
Kim Angove, National Manager, AGPAL Accreditation

3.55PM - 4.45PM
**UNDERSTANDING THE LATEST PIP
CHANGES INCLUDING THE QUALITY
PIP**

Learn the latest updates on the Practice Incentives Program. In particular, this session will focus an outline of the quality Practice Incentives Program.

Presenter:
Martin Rocks, Assistant Secretary, Primary Health Networks Branch, Department of Health

Chair:
Dr Michael Clements, General Practitioner, Fairfield Medical Practice; Representative, AMA Queensland Council of General Practice and AMA Queensland Councillor - Far North

3.30PM - 4.45PM
PRACTICE MANAGER STREAM

3.30PM - 4.45PM
**MEDICARE ESSENTIALS FOR
PRACTICE MANAGERS**

With many recent changes to the MBS and escalating compliance activities relating to improper billing, this session is designed for practice managers who are concerned about being up-to-date with billing and billing compliance. This session will step through the essential MBS updates and changes that can impact your practice, as well as giving practice managers some tips on how to keep their practice compliant.

Presenter:
Loryn Einstein, Managing Director, Medical Billing Experts

Chair:
Michelle Cowan, Senior Industrial Officer, AMA Queensland

4.45PM
DAY ONE CLOSE

DAY TWO

Day Two



PRIVATE PRACTICE AND MEDICO-LEGAL FOCUS

Building on the learnings from the first day of the conference, the Saturday program allows you to choose between contemporary practice management or medico-legal educational content.

Whether you are a general practitioner, specialist or practice manager, these sessions are highly relevant for your professional development.

SATURDAY 31 AUGUST 2019

8.50 AM – 9.20 AM

OPENING REMARKS

Jane Schmitt, Chief Executive Officer, AMA Queensland

9.20 AM – 10.40 AM

SAFE AND HEALTHY MEDICAL WORKPLACES - BEST PRACTICE AND YOUR DUTY OF CARE

- ▶ Considerations for duty-of-care for service providers and employers;
- ▶ What constitutes a safe and healthy workplace?
- ▶ Best-practice examples of organisations doing it well;
- ▶ Effect on defending claims if you don't take preventative action; and
- ▶ Practical strategies for ensuring the wellbeing of your contractors and staff.

Panellists: **Heinz Lepahe**, Partner, HWL Ebsworth;
Michelle Cowan, Senior Industrial Officer, AMA Queensland;
Dr Maria Boulton, General Practitioner and Founder, Family Doctors Plus, *Telstra Small Business Award* winner;
Tanya Cambey, Industry Manager, WorkCover; and
Talitha Burson, Claims Manager, MDA National

Chair: **Katharine Philp**, Partner, HWL Ebsworth

10.40 AM - 11 AM

MORNING TEA AND NETWORKING WITH SPONSORS AND TRADE

11AM – 12.30PM
PRACTICE STREAM

11AM – 11.45AM

THE INTERFACE BETWEEN DIGITAL HEALTH IN HOSPITALS AND PRIVATE PRACTICE - UPDATES AND IMPROVEMENTS

This panel will discuss the digital interface between hospitals and general practice and current developments, along with the future for e-health and self-monitoring.

Panellists:

Adjunct Professor Steve Hambleton, General Practitioner; Deputy Chairman *My Health Record* Expansion Program Steering Committee; and Co-sponsor Clinical Programs, Australian Digital Health Agency; and
Professor Keith McNeil, Chief Clinical Information Officer and Assistant Deputy Director-General, Queensland Health

11.45AM – 12.30PM

BUYING INTO OR SELLING A PRACTICE - TIPS AND TRAPS

Whether you are at the start or end of your private practice career, this invaluable session will consider what to look for in buying into a practice and what to consider when selling. Join Paul Copeland of William Buck who will step through the methodology that informs best-practice decision making, and what you need to look at in relation to:

- ▶ practice valuations;
- ▶ the negotiations process; and
- ▶ other essential factors to consider beyond the clinical aspects.

Presenter:

Paul Copeland, Director, Business Advisory, William Buck

Chair:

Dr Eleanor Chew OAM, General Practitioner, Ningi Doctors; Member, Australian Digital Health Agency Board; and Representative, AMA Queensland Council of General Practice

11AM – 12.30PM
MEDICO-LEGAL STREAM

11AM - 11.45AM

WORKPLACE CONTRACT LAW MASTERCLASS

- ▶ Essential elements to legally enforceable employment contracts/contractor agreements;
- ▶ Exploring the fundamental differences between employers and service entities and the contract of employment/contractor agreement;
- ▶ Issues to consider around casual employment;
- ▶ Individual Flexibility Agreements (IFAs); and
- ▶ How and when to engage the support of AMA Queensland and HWL Ebsworth.

Presenter:

Heinz Lepahe, Partner, HWL Ebsworth

11.45AM - 12.30PM

MANDATORY REPORTING - WHAT DOES IT REALLY MEAN FOR TREATING PRACTITIONERS?

Mandatory reporting laws are complex, as are the situations of the doctors that appear before you as patients and your professional responsibility as a treating doctor. Join Katharine and Julie to make sense of the laws and understand your role and responsibility in relation to mandatory reporting.

Presenters:

Katharine Philp, Partner, HWL Ebsworth; and
Julie Brooke-Cowden, Professional Services Manager, MDA National

Chair:

Michelle Cowan, Senior Industrial Officer, AMA Queensland

12.30PM – 1.30PM
LUNCH AND NETWORKING WITH SPONSORS AND TRADE

1.30PM – 3PM
PRACTICE STREAM

1.30PM – 2.15PM

CLINICAL GOVERNANCE FOR PRACTICES

GPs prefer to work in practices that provide good care and are safe and have reliable safety systems. Clinical governance in private practice supports quality improvement/practice improvement (QI/PI) targets, preventable admissions, practice accreditation and links with the importance of good clinical governance with recruiting and retaining staff.

Rather than look at QI/PI as a burden and a target in itself we can focus on providing good clinical governance which, as a consequence, will also help practices meet the QI/PI targets.

Presenter:

Dr Kean-Seng Lim, General Practitioner, Mt Druitt Medical Centre; and AMA NSW President

2.15PM – 3PM

TAKING ADVANTAGE OF COMMERCIAL PROPERTY OWNERSHIP FOR PRIVATE PRACTICE - THE OPTIONS AND BENEFITS FOR BEST OUTCOMES WITH THE RIGHT STRUCTURES AND ADVICE

Simon Moore will step through the benefits of owning practice premises (as opposed to leasing) at a time when rates are historically low and the market is right for buyers. Simon will provide advice around the right structures and the essential considerations for stepping into commercial property ownership.

Presenter:

Simon Moore, Financial Specialist, BOQ Specialist

Chair:

Dr Michael Clements, General Practitioner, Fairfield Medical Practice; Representative, AMA Queensland Council of General Practice; and AMA Queensland Councillor - Far North

1.30PM – 3PM
MEDICO-LEGAL STREAM
MARKETING AND PRACTICE DESIGN FOCUS

QUT PRESENTS END OF LIFE LAW FOR CLINICIANS WORKSHOP

End of life law can be complex. The law is different in each Australian State and Territory, and differs depending on whether or not a person has capacity. Research has revealed significant knowledge gaps about end of life law amongst Australian clinicians and also that they would like to know more about it.

The *End of Life Law for Clinicians* training program aims to improve clinicians' knowledge of end of life law in clinical practice.

In this workshop, clinicians will explore how the law applies to two case studies based on real clinical scenarios. Legal topics that will be explored include:

- ▶ capacity and consent to treatment;
- ▶ Advance Care Directives;
- ▶ withholding and withdrawing life-sustaining medical treatment;
- ▶ substitute decision-making; and
- ▶ palliative medication.

Presenters:

Professor Lindy Willmott, Faculty of Law, QUT; and **Dr Shih-Ning Then**, Senior Lecturer in the School of Law, Australian Centre for Health Law Research, QUT

Chair:

Katharine Philp, Partner, HWL Ebsworth



3PM – 3.15PM
AFTERNOON TEA AND NETWORKING WITH SPONSORS AND TRADE



3.15 PM – 4.15 PM

THE AMA MBS ROUND UP - MAKING SENSE OF THE RECENT REFORMS PROCESS, COMMON ISSUES AND BILLING ETHICALLY

- ▶ Recap on the recent MBS review and reform;
- ▶ Changes to item numbers to flag;
- ▶ What matters typically go before the Professional Services Review (PSR) especially items that are frequently misused; and
- ▶ Strategies for billing ethically

Panellists: **Dr Shaun Rudd**, General Practitioner, Peregian Springs Medical Centre; Member Professional Services Review Panel; and Chair, AMA Queensland Board;
Adjunct Professor Steve Hambleton, General Practitioner; Deputy Chairman My Health Record Expansion Program Steering Committee; and Co-sponsor Clinical Programs, Australian Digital Health Agency; and
Professor Julie Quinlivan, Director, Professional Services Review Agency

Chair: **Luke Toy**, Director – Policy, Australian Medical Association

4.15 PM – 4.25 PM

CLOSING REMARKS AND PASSPORT PRIZE WINNERS ANNOUNCEMENT

Katherine Gonzalez Cork, General Manager Member & Communications, AMA Queensland

4.25 PM

CLOSE OF CONFERENCE

SPEAKERS

Speakers



SELECTED SPEAKERS FEATURED



KIM ANGOVE

National Manager, AGPAL Accreditation

Kim Angove is the National Manager for AGPAL, and is responsible for overseeing the day to day operations for the delivery of AGPAL Accreditation for general practices. Kim has extensive experience and knowledge of AGPAL accreditation and the RACGP Standards for general practices, having been associated with AGPAL for more than 15 years.



DR MARIA BOULTON

General Practitioner and Founder and Company Director, Family Doctors Plus, Author, *Telstra Small Business Award* winner

Dr Maria Boulton, together with Dr Fiona Raciti, founded the general practice clinic Family Doctors Plus (Windsor, Brisbane), with a view to make a difference in health care with a focus on education. In 2017, Family Doctors Plus was awarded the *Telstra Queensland Business of the Year Award*. In 2018, Maria was named one of the *100 Faces of Small Business* in Queensland and a finalist for *Businessperson of the Year* in the Brisbane Lord Mayor's Business Awards.

Dr Boulton completed her medical degree at the University of Queensland in 2002, and is a Fellow of the Royal Australian College of General Practitioners. She enjoys all aspects of general practice in particular family medicine and skin cancer screening.

Dr Boulton is passionate about preventive medicine, continuity of care and ongoing education and is a regular guest on *Afternoons with Kat Feeney* on ABC Brisbane Radio where she discusses the latest in health news affecting the local community and disease prevention. She has been invited to discuss various medical and business topics at conferences in Brisbane and interstate.

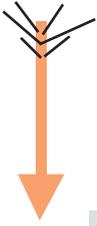


JULIE BROOKE-COWDEN

Manager, Professional Services, MDA National

Julie Brooke-Cowden graduated from Macquarie University in 1994 with a Bachelor of Science (BSc) and a Bachelor of Laws (LLB). She obtained her Specialist Accreditation in Personal Injury (Defendant) Litigation in 2000 and her Master of Laws (LLM) from the University of Sydney in 2005. Julie is an Adjunct Lecturer with the University of Notre Dame Australia's School of Medicine in Sydney, and a member of the NSW Law Society's Professional Conduct Committee. She has also been a member of Concord Repatriation General Hospital's Human Research Ethics Committee for the past 15 years.

Since commencing work with MDA National in 2005, Julie has provided assistance and advice to Doctors with respect to complaints, claims, performance and disciplinary issues, conduct and health matters, Medicare investigations and audits, Pharmaceutical Services investigations, and Coronial investigations and inquests.



TALITHA BURSON

Claims Manager, MDA National

Talitha Burson holds a Bachelor of Laws and Bachelor of Arts (Social Analysis). She commenced her career as a law clerk in 2000 and was admitted as a solicitor in 2003, practising predominantly as a criminal lawyer.

Talitha then moved to the United Kingdom, principally working with health practitioner councils in health and registration matters, and in commercial law, specialising in privacy matters and data protection.

On her return to Australia in 2011, Talitha commenced representing nurses in professional regulatory matters. She began work with MDA National in 2017, providing assistance and advice to medical practitioners with respect to regulatory, disciplinary, performance and health matters, claims, investigations and employment disputes.



DR MICHAEL CLEMENTS

General Practitioner, Fairfield Central Medical Practice; Director, Rural Generalist Training, Queensland Rural Generalist Pathway; and Far North Area Representative, AMA Queensland Council

Dr Michael Clements served with the Royal Australian Air Force (RAAF) for 13 years. After working in various locations around the world, Michael now owns and works in a private practice in Townsville as a GP and as a designated aviation medical examiner. He is a Fellow of the Australasian College of Aerospace Medicine, Royal Australian College of General Practitioners, and the Royal Australasian College of Medical Administrators.

He completed a Diploma of Aviation Medicine in the UK in 2010 and remains active in the RAAF Specialist Reserve. Michael continues to supervise general practitioners in training and works part-time as a Director of Rural Generalist Training for the Queensland Rural Generalist Pathway.



DR SARAH COLL

Orthopaedic Surgeon, Cairns; and Board Member, AMA Queensland

Dr Sarah Coll graduated from the University of Western Australia in 1994. She spent her intern year in Perth before moving permanently to Queensland. She trained in orthopaedic surgery in Cairns and throughout Brisbane until moving back to Cairns in 2005. She is a visiting medical officer at Cairns Private Hospital and is an AMA Queensland Board Member.

SPEAKERS

Speakers



SELECTED SPEAKERS FEATURED



PAUL COPELAND

Director, Business Advisory, William Buck

Paul Copeland has extensive knowledge of the medical and dental industries, including all areas of general and specialist practice. Paul assists clients with their accounting, tax and business advisory requirements. An active property developer himself, he also has a substantial client base of individuals and corporations in property development, and advises them on commercial and taxation issues as they relate to the property industry. Through his strong network of referrers and business partners, Paul provides his clients with invaluable specialist knowledge in their industries. His accounting advice is highly sought after at different medical and property seminars and networks across the state.



MICHELLE COWAN

Senior Industrial Officer, AMA Queensland

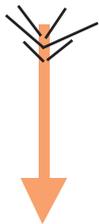
Michelle Cowan joined AMA Queensland in late 2017 from an Industrial Officer Role with another member organisation, working in both the state and federal jurisdictions. Michelle's early career was established in retail management roles for leading retailers, where she developed expertise in recruiting, training, developing and managing large workgroups in dynamic work environments. She returned to study law in 2010 and on graduation took an associate position in the Queensland Industrial Relations Commission. She then moved into private legal practice, specialising in employment and workplace relations law. Michelle's breadth of experience from all sides of employment disputes informs members about their employment rights, obligations and the practical options available to resolve workplace issues. Michelle has a particular interest and experience in workplace bullying matters, assisting both employers and employees resolve bullying complaints.



LORYN EINSTEIN

Managing Director, Medical Billing Experts

As Managing Director of Medical Billing Experts, **Loryn Einstein** manages a successful medical billing and private practice consulting business across Australia, as well as consulting and lecturing on a variety of topics.



ASSOCIATE PROFESSOR MICHAEL GRECO

Chief Executive, Patient Opinion Australia; Director - CFEP Pty Ltd; Associate Professor, School of Medicine, Griffith University; and Honorary Senior Research Fellow, School of Medicine, University of Exeter, UK; and Board Director, Health Leaders Australia

Associate Professor Michael Greco is CEO of Client-Focused Evaluations Program (CFEP) and Patient Opinion which has offices in Australia and the UK. CFEP is involved primarily in the provision of patient and colleague feedback to clinicians and healthcare organisations. He holds professorial and honorary senior research fellow posts at the School of Medicine, Griffith University and the Medical School, University of Exeter, UK.



ADJUNCT PROFESSOR STEVE HAMBLETON

General Practitioner; Deputy Chairman *My Health Record* Expansion Program Steering Committee; and Co-sponsor Clinical Programs, Australian Digital Health Agency

Adjunct Professor Steve Hambleton is a Past President and Vice President of the Australian Medical Association. He was the State Manager of the corporate medical centre provider Foundation Healthcare in Queensland (now IPN) in 2001. He was President of AMA Queensland in 2005-6 and served on the AMA Council of General Practice at a state and federal level for more than 15 years and currently is president of the AMA Queensland Foundation.

Adjunct Professor Hambleton was the AMA representative on the National Immunisation Committee from 2006-2010 and was a member of the Pharmaceutical Benefits Advisory Committee 2007 -2009. He is Deputy Chair of the Australian Digital Health Agency Expansion Program and Co-Sponsor of the clinical reference group and clinical programs.

In April 2015 he was appointed the Chair of the Primary Health Care Advisory Group to investigate options to provide better care for people with complex and chronic illness, and is currently on the Health Care Homes Implementation Advisory Group.

He is also Deputy Chair of the Medicare Benefits Schedule Review Taskforce. In 2018, Adjunct Professor Hambleton was appointed as a Director of the Digital Health CRC.



MARK HIGGINBOTHAM

Managing Director, Fortus Health Group

Mark Higginbotham has over 20 year experience in setting up and managing specialist medical practices. While his career began as an external accountant, mainly with medical practitioners clients, he has spent the past 10 years consulting to or working in medical specialist groups, including BrizBrain & Spine and Complete ENT. He founded Virtual Medical Specialists Australia and is a director of the Newro Foundation.

Mark is a CPA and a member of the Australian Institute of Company Directors. He has a unique insight into what is required for a successful private medical specialist practice. He has developed strategic and business plans, produced customised management reports, rolled out IT systems, sourced and fitted out medical suites, set up practices in greenfield locations, recruited medical specialists, overseen HR restructures and written up business protocols for the efficient administration of practices.

SPEAKERS

Speakers



SELECTED SPEAKERS FEATURED



MARTON JAKAB

Director, Marketing Perfect Practice

Marton Jakab drives the marketing and communications efforts for Perfect Practice, who create environments for their clients that enrich many people's lives. Marton is passionate and inspires dentists, doctors, veterinarians and allied health professionals to think about and understand the importance of the many benefits that come with a functioning and aesthetically pleasing healthcare practice environment. He is responsible in delivering this relevant advice to the healthcare community and the right message to those healthcare practitioners who are wanting to start, renovate, relocate or expand their business. Marton is backed by an experienced management team, senior architects, interior designers, design consultants, project consultants, project managers, estimators, contract administrators, graphic designers, specialist consultants and all the trades of course to deliver outstanding practices for his clients.

Over his 26 year career in the corporate environment and in management teams, Marton has worked for both advertising agencies as well as on the client side. He also ran his own marketing and creative consulting business for nearly a decade offering strategic consulting advice to hundreds of clients. Marton's academic qualifications include a Bachelor degree in Psychology, a Master's degree in Commerce (majoring in marketing) and a diploma in marketing research.



ANGELA JEFFREY

Director, Business Advisory, William Buck

Angela Jeffrey is the Business Advisory Director at William Buck. She works extensively with the medical and dental industries, covering all areas of general and specialist practices, assisting with their accounting, tax and business advisory requirements. Angela understands the unique issues faced by practitioners, particularly those with private practices, and helps structure their business to achieve maximum results.



HEINZ LEPAHE

Partner, HWL Ebsworth

Heinz Lepahe is a Partner leading HWL Ebsworth's Workplace Relations and Safety Group in Brisbane. He specialises in providing employment law and workplace relations advice. Heinz assists clients in a range of industries including finance, public sector, transport, manufacturing, construction, hospitality, health and aged care, and professional services. Heinz's practice incorporates both corporate advisory and litigation services.

He is a skilled litigator and formidable advocate, and continues to regularly appear in court on behalf of clients. Heinz also lectures final year law students at Griffith University on Workplace Law and is a sought-after speaker at industry and professional forums. He also regularly presents training programs for use by employers.



DR KEAN-SENG LIM

General Practitioner, Mt Druitt Medical Centre and AMA NSW President

Dr Kean-Seng Lim is a GP Principal in a small group practice in Mt Druitt, GP Supervisor and the 2015 *RACGP GP of the Year*. He is the Deputy Chair of the AMA Council of General Practice and also currently sits on the Mt Druitt Medical Practitioners Association Management Committee.

He has previously served on the Board of Wentwest - the Western Sydney Primary Health Network, on the RACGP NSW Faculty board and as chair of the NSW GP Registrars Association and has also been a NEHTA Clinical Lead.

At local level, he has been involved in developing and implementing the SALSA Program which is a schools based obesity prevention program in western Sydney, and has been actively engaged in the Western Sydney implementation of the Medical Home Model.



CHRIS MARIANI

Consultant, Medical and General Risk Solutions

Chris Mariani is Medical and General Risk Solutions' medical indemnity expert. He has over 20 years of insurance experience, the majority of which is specialised medical indemnity insurance. He previously worked for a major medical indemnity insurer managing corporate clients, brokers, underwriting and leading the products department – where he was responsible for developing and managing medical indemnity policies.

Chris has advised some of the largest medical corporate organisations in Australia, including private hospitals and health care businesses. He has worked on global insurance programs and small to medium enterprise (SME) businesses across many industries. Chris has a thorough understanding of medical indemnity legislation and holds numerous insurance qualifications and a Masters of Applied Finance.



PROFESSOR KEITH MCNEIL

Chief Clinical Information Officer and Assistant Deputy Director-General, Queensland Health

Professor Keith McNeil plays a key role in the clinical leadership of the statewide eHealth program. He works closely with key stakeholders to maximise the clinical and patient safety benefits associated with technology in the healthcare setting, while minimising risk.

Professor McNeil has previously worked within Queensland Health as the Head of Transplant Services at The Prince Charles Hospital, Chief Executive Officer at Royal Brisbane and Women's Hospital, and Chief Executive Metro North Hospital and Health Service.

More recently, Professor McNeil was Chief Clinical Information Officer, National Health Service, United Kingdom following roles as Chief Executive Officer at Addenbrooke's Hospital and Cambridge University Hospital Foundation Trust.

SPEAKERS

Speakers



SELECTED SPEAKERS FEATURED



SAMANTHA MIKLOS

Occupational Therapist and CEO, Cornerstone Medical Recruitment

Samantha Miklos is an Australian trained occupational therapist and the founder and driving force behind Cornerstone Medical Recruitment. Passionate about medical recruitment and healthcare, Sam founded Cornerstone in 2012 and under her leadership the company has undergone rapid expansion to become Australia's highest rated medical recruitment agency, as rated by medical professionals. Sam's ultimate vision is to make an impact on the healthcare available in every Australian community through the provision of high-quality recruitment.



SIMON MOORE

Financial Specialist, BOQ Specialist

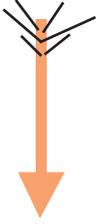
Simon Moore is a financial specialist with over 14 years' experience. Simon is part of BOQ Specialist's commercial team and specialises in finance for healthcare professionals, including medical equipment leasing, motor vehicle finance, medical property finance and business loans. Prior to joining BOQ Specialist, Simon spent five years in commercial lending and two years in consumer finance.



JULIE O'REILLY

Director, Business Advisory, William Buck

Julie O'Reilly is a Business Advisory Director at William Buck, providing meaningful advice on general tax and strategic business planning including: establishment, structuring, asset protection and growth strategies. Julie has specialised knowledge in relation to the health industries, covering all areas from allied health, medical and dental practices, assisting them with their accounting, tax and business advisory requirements.



KATHARINE PHILP

Partner, HWL Ebsworth Lawyers

Katharine Philp heads the HWL Ebsworth Health Law practice group in Brisbane and is highly regarded for her expertise in health law and medical negligence. She has 30 years' experience defending personal injury actions across various Australian jurisdictions and has conducted health law related matters for over 25 years. Her expertise includes the successful defence of claims against doctors, coronial investigations and inquests, disciplinary action and investigations by regulators, mandatory reporting issues, disputes with specialist colleges, and professional insurance and indemnity issues. Katharine holds a Master's of Health and Medical Law from the University of Melbourne and was the President of the Medico-Legal Society of Queensland Inc. from 2012 - 2014.



PROFESSOR JULIE QUINLIVAN

Director, Professional Services Review Agency

Professor Julie Quinlivan is Director of the Professional Services Review, Member of the Administrative Appeals Tribunal of Australia, Editor in Chief of the Journal of Psychosocial Obstetrics and Gynaecology and on the Editorial Board of the Australian and New Zealand Journal of Obstetrics and Gynaecology and Frontiers in Diabetes. She has published 260 books, book chapters, original research articles and conference proceedings. She is a former Pro Vice Chancellor and Executive Dean of Medicine, Dean of Medicine and Dean of Health. She has been Chair of the WA Clinical Senate and a Non-Executive Director of both Area Health Service and TAFE Boards.



DR FIONA RACITI

General Practitioner and Founder, Family Doctors Plus, *Telstra Small Business Award* winner

Dr Fiona Raciti is a Brisbane based GP and Company Director. In 2016 together with Dr Maria Boulton, she opened Family Doctors Plus, an award winning general practice with a view to make a difference in health care. Their innovative ideas on education, customer service, recruitment and health care won them the *2017 Telstra Queensland Business of the Year Award*. In 2018 they were named one of the *100 Faces of Small Business* in Queensland.

Dr Raciti completed her medical degree with honours at the University of Queensland and has a Fellowship from the Royal Australian College of General Practitioners. She has also completed a Diploma of Child Health and a Certificate in Clinical Occupational Medicine through Monash University. Dr Raciti is a founding member of the Australian Lifestyle Medicine Association.

She has a special interest in women and children's health, travel medicine and occupational medicine. She is passionate about continuing her education to provide up-to-date evidence based care for her patients. She has been an active member of the PHN Geriatric Outreach Service Committee and has been involved in several steering groups on aged care. Dr Raciti is keen to mentor other GP's in business and has been invited to speak at several events on the business of general practice.

SPEAKERS

Speakers



SELECTED SPEAKERS FEATURED



LYNETTE REYNOLDS

Partner, HWL Ebsworth Lawyers

Lynette Reynolds has practised in commercial law for more than 25 years, advising clients about commercial and industrial property; commercial and corporate contract advice; terms and conditions of supply; company and group structuring; purchases and sales of businesses.

Lynette regularly advises clients in the medical and allied health sectors. She has assisted many health practitioners in the set-up of new clinics, documenting shareholder and related agreements, and advising on contracts with private hospitals and other health industry participants. Lynette was selected for inclusion in the 2013 to 2018 editions of Best Lawyers®: Australia for Commercial. In addition, she was selected for inclusion in the Asia Pacific Legal 500 (2013/14) for Corporate/M&A and (2016) Real Estate.



JANE STEVENS

Executive Services Industries, WorkCover

Jane Stevens is the Executive within the Services Industries at WorkCover Queensland. Jane's role is responsible for the implementation of strategic and operational initiatives to deliver an outstanding customer experience within the services industries segment. With a background in Physiotherapy Jane is passionate about evidence based practice and building strong working relationships with customers and stakeholders to achieve successful outcomes. She has experience within WorkCover as relationship manager for various stakeholder groups including the Australian Orthopaedic Association.



DR SHIH-NING THEN

Senior Lecturer in the School of Law, Australian Centre for Health Law Research, QUT

Dr Shih-Ning Then is a Senior Lecturer in the School of Law and a member of the Australian Centre for Health Law Research at the Queensland University of Technology. She teaches and researches in the area of health law and ethics. Her research interests include issues in healthcare faced by groups traditionally considered as vulnerable in society, including adults with decision-making difficulties and children. She is currently a member of the National Health and Medical Research Council's Organ and Tissue Working Committee and her current research includes an Australian Research Council funded project on effective support for decision-making by adults with cognitive impairment.



LUKE TOY

Director – Policy, Australian Medical Association

Luke Toy is the Director, Medical Practice at the Federal AMA. In this role he oversees the policy areas including the MBS, Private Health Insurance, Public Hospital Funding and Health Financing, Aged Care, Compliance issues, AHPRA related issues, eHealth, Medical Indemnity and the AMA Fees List. He was previously the head of advocacy for a National Health NGO, the Deputy Chief of Staff and Senior Adviser to a Federal Minister in a number of portfolios, and worked in a number of federal departments and in US politics. He has a First Class Honour's in Communications (Media/Politics), a Master's in Public Policy, a Master's in Diplomacy, and is an Adjunct Professional Associate at the University of Canberra.



DR TROYE WALLETT

Founder, GenWise

Dr Troye Wallett is a GP with a specific interest in older Australians. In 2014, he recognised the need for GPs in Aged Care Facilities and understood that barriers to entry prevented them from visiting their older patients. In response, he co-founded GenWise, an aged care specific general practice. Three years later GenWise won the 2017 Telstra Business of the Year award. It was recognised as a purpose-driven, ethics based company with a focus on customer service and patient outcomes.

Troye's mind is layered like a golden ratio rectangle which is vital to managing the varied aspects of business, patient care and family life. It is how he keeps his balance. Interacting regularly with octogenarians, health care professionals and the GenWise team has given him the insight that maintaining that balance is vital to a productive and full life. Combining his medical knowledge and self-experimentation, Troye is driven to make a positive difference in the way we think about ourselves and the world around us. Because the lens through which we view the world dictates 90% of our reality.



LINDY WILLMOTT

Faculty of Law, QUT

Lindy Willmott is a Professor in the Law Faculty at QUT. She researches extensively in the health law field, particularly at the end of life. She has co-authored multiple texts as well as the website 'End of Life Law in Australia', and is involved in empirical research projects funded by the Australian Research Council and the National Health and Medical Research Council. Lindy co-leads a project funded by the Commonwealth Department of Health to provide legal training to medical specialists, and a project funded by the Victorian Department of Health to provide legal training to medical practitioners on voluntary assisted dying.

EXTRA

Extra

CONFERENCE VENUE

The AMA Queensland *Private Practice & Medico-Legal Conference* is at the centrally-located Royal International Convention Centre (RICC), at Bowen Hills also known as the Brisbane Showgrounds.

RICC is conveniently accessible for those travelling from all Brisbane locations by car. There are two main car parking facilities within the Brisbane Showgrounds, the closest car park to the convention centre is the RICC Car Park located off Gregory Terrace. Parking rates start from \$13 for all-day parking. To review the parking facilities and rates, please visit www.brisbaneshowgrounds.com.au/information/parking.



ACCOMMODATION

The nearest accommodation is Rydges Fortitude Valley. AMA Queensland has negotiated a 10 per cent discount off the best flexible rate of the day. Delegates can book accommodation online and quote BRISBANEHG at <https://www.rydges.com/private-page/brisbane-showground-attendees-accommodation-fortitude-valley/>



Alternatively, you can contact the hotel direct on (07) 3188 3000.

Please note rooms are not being held for delegates and rates are subject to availability at the time of booking. The discount may not be used in conjunction with any other offer.

A 24-hour cancellation policy applied to all reservations. Any bookings cancelled after 2pm the day prior will incur a charge equivalent to one night's accommodation.

Group Name: Private Practice & Medico-Legal Conference

Promo Code: BRISBANEHG

Check-in: 29-Aug-2019

Check-out: 31-Aug-2019

Hotel address: 601 Gregory Terrace, Bowen Hills

For other accommodation options in Fortitude Valley and Brisbane CBD, visit wotif.com.au.

program info

PRICING

Significant early-bird registration discounts are available to members and practice staff in the permanent employ of an AMA Queensland member.

Non-members can join online at www.amaq.com.au to obtain the discounted member early-bird rates on offer. **Early-bird rates are available until Friday 5 July 2019.**

REGISTRATION CATEGORY	ONE DAY ONLY registration price Inc GST (Friday <u>or</u> Saturday)	BOTH DAYS registration price Inc GST (Friday <u>and</u> Saturday)
Early-bird member (Ends 5 July 2019)	\$295	\$570
Member standard	\$365	\$685
Non-member	\$465	\$885



DOCTORS AND PRACTICE MANAGERS PROFESSIONAL DEVELOPMENT

- ▶ RACGP - Self directed learning, not accredited for CPD points. GPs can self-record via the RACGP website.
- ▶ Gain 25 (twenty-five) AAPM CPD points. AMA Queensland's Private Practice and Medico-Legal Conference has been allocated 2.5 (two point five) AAPM CPD Points per 1 (one) hour of education by The Australian Association of Practice Management Ltd (AAPM).

For more information, please contact the Events Team on (07) 3872 2222 or email registrations@amaq.com.au

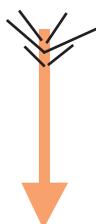
ONLINE REGISTRATION

Online registration is available at www.amaq.com.au. Go to the *Private Practice & Medico-Legal Conference* entry on the event calendar and follow the prompts.

Members, have your member number and password, plus credit card details handy.

CANCELLATIONS

All cancellations must be in writing to registrations@amaq.com.au. Cancellations within 40 days prior to the event will receive a 100 per cent refund, less a \$55 administration fee. Cancellations within 14 days prior to the event will receive a 50 per cent refund. Refunds are not available within 13 days prior to the event.



Transfers of registration are permitted until two days prior to the event commencement date without penalty. For any enquiries, please email registrations@amaq.com.au or phone the Events Team on (07) 3872 2222.

* THIS PROGRAM IS SUBJECT TO CHANGE AND AMA QUEENSLAND RESERVES THE RIGHT TO SUBSTITUTE ADVERTISED SPEAKERS AS REQUIRED



PRIVATE PRACTICE AND MEDICO-LEGAL CONFERENCE 2019

Registration Form

FIRST ATTENDEE

Name: Dr / Mr / Ms / Mrs / Miss (Please circle)

AMA Queensland Member Non-member

AMA Queensland member number:

In the employ of Dr:

Practice name:

Position title:

Office phone: Mobile:

Email address:

Postal address:

Dietary requirements:

ADDITIONAL ATTENDEES

Name: Dr / Mr / Ms / Mrs / Miss (Please circle)

AMA Queensland Member Non-member

Position title:

Email address:

Dietary requirements:

Name: Dr / Mr / Ms / Mrs / Miss (Please circle)

AMA Queensland Member Non-member

Position title:

Email address:

Dietary requirements:

Table with 3 columns: REGISTRATION CATEGORY, ONE DAY (Friday / Saturday), BOTH DAYS. Rows include Early-bird member, Member standard, and Non-member.

Registration prices inc GST

Group Bookings:

A 10 per cent discount applies for group bookings of four or more registrations. Contact the Events Team on (07) 3872 2222 to apply.

CONCURRENT STREAM SELECTION:

FRIDAY 30 AUGUST. Selection options for 11am-12.30pm, 1.30pm-3pm, and 3.30pm-4.45pm. Roles include Practitioner, Practice Manager, Specialist, and General Practice.

SATURDAY 31 AUGUST. Selection options for 11am-12.30pm and 1.30pm-3pm. Roles include Practice and Medico-Legal.

PAYMENT

Credit card:

Visa Mastercard AMEX

Amount: \$

Card number:

Expiry date: / CCV:

Cardholder's name:

Signature:

Direct deposit: Contact the Events Team on (07) 3872 2222.

ONLINE REGISTRATION

Online registration for this event is available at www.amaq.com.au. Go to Private Practice & Medico-Legal Conference entry on the event calendar and follow the prompts.

SUBMIT REGISTRATION FORM: Email: registrations@amaq.com.au, Fax: (07) 3856 4727, Post: AMA Queensland, PO Box 123, Red Hill, QLD 4059, Phone: (07) 3872 2222

Privacy information: AMA Queensland's primary purpose of collecting personal information on this form is to process your purchase.

ABN: 17 009 660 280



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