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

MEMBER EARLY-BIRD RATES CLOSE 5 JULY

Register online
WWW.AMAQ.COM.AU
8.50AM – 9AM
OPENING REMARKS
Jane Schmitt, Chief Executive Officer, AMA Queensland

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 Wattle, Founder, GenWise; Dr Ian Williams, General Practitioner, Camp Hill Health Care; Dr Sarah Coll, Orthopaedic Surgeon, Cairns; and Board Member, AMA Queensland

MC: 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
### 11 AM – 12.30 PM

**PRACTITIONER STREAM**

**PRACTICE PLANNING, BENCHMARKING AND FINANCIAL DECISION MAKING FOCUS**

11 AM – 11.45 AM

**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
- Julie O’Reilly, Directors, Business Advisory, William Buck

11.45 AM – 12.30 PM

**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;
- 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

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### 11 AM – 12.30 PM

**PRACTICE MANAGER STREAM**

**POSITIVE WORKPLACE CULTURE FOCUS**

11 AM – 11.45 AM

**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

11.45 AM – 12.30 PM

**ENSURING THE BEST EMPLOYEE EXPERIENCE FOR DOCTORS AND SUPPORT STAFF AT YOUR PRIVATE PRACTICE**

Based on actual feedback from practices and doctors around Queensland, this session will discuss what strategies and practices employers of choice use to attract and retain staff and how to develop a great culture at your practice.

Presenter:
- Samantha Miklos, CEO, Cornerstone Medical Recruitment

Chair:
- Dene Creegan, Practice Manager, 7 Springs Medical Centre

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12.30PM – 1.30PM

**LUNCH AND NETWORKING WITH SPONSORS AND TRADE**
1.30PM – 3PM
PRACTITIONER STREAM

1.30PM – 2.30PM
RISKY BUSINESS 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.

Presenters:
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;
Rachele Mitchell, Claims Manager, MDA National; and
Mark Higginbotham, Managing Director, The Fortus Health Group

2.30PM – 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 Professor Worley for an overview of the national pathway development, and planning in progress to support better provision of rural care.

Presenter:
Emeritus Professor Paul Worley, National Rural Health Commissioner, Department of Health

Chair:
Dr Dilip Dhupelia, President, AMA Queensland

1.30PM – 2.15PM
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

2.15PM – 3PM
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, Perfect Practice

Chair:
Colleen Sullivan OAM, Practice Consultant

3PM – 3.30PM
AFTERNOON TEA AND NETWORKING WITH SPONSORS AND TRADE
3.30PM – 4.45PM

**SPECIALIST STREAM**

3.30PM – 3.55PM

**UNDERSTANDING YOUR RIGHTS AS A VMO AND RIGHT OF PRIVATE PRACTICE**

Join John Cosgrove, Senior Industrial Advocate, AMA Queensland/ Australian Salaried Medical Officers’ Federation of Queensland to gain a contemporary understanding of the industrial relations landscape for Visiting Medical Officers (VMOs) engaged in the public hospital system.

Presenter:
John Cosgrove, Senior Industrial Advocate, AMA Queensland

3.55PM – 4.45PM

**COMMON SPECIALIST COMPLAINTS AND HOW TO AVOID THEM**

Join MDA National for a de-identified case study review of common complaints about specialists that go before AHPRA, and strategies you can put in place to mitigate risk for specialist procedures and improve the patient experience.

Presenter:
Rachele Mitchell, Claims Manager, MDA National

Chair:
Dr Sarah Coll, Orthopaedic Surgeon, Cairns and Board Member, AMA Queensland

3.30PM – 4.45PM

**GENERAL PRACTICE STREAM**

3.30PM – 3.55PM

**QUALITY IN GENERAL PRACTICE - KEEPING ON TO 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:
Chris Bedford, 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 – 3.55PM

**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**
PRIVATE PRACTICE AND MEDICO-LEGAL FOCUS

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

Whether you are a principal, contractor or practice manager, these sessions are highly relevant for your professional development.

8.50AM – 9.20AM
WELCOME AND UPDATE ON THE PRIVATE PRACTICE LANDSCAPE AND AMA PUSH FOR KEY REFORM
Dr Tony Bartone, President, Australian Medical Association (tbc)

9.20AM – 10.40AM
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 Lapahe, Partner, HWL Ebsworth;
Michelle Cowan, Senior Industrial Officer, AMA Queensland;
Dr Maria Boult, General Practitioner and Founder, Family Doctors Plus, Telstra Small Business Award winner;
Jane Stevens, Executive Services Industries, WorkCover; and
Talitha Burson, Claims Manager, MDA National

MC: Katharine Philp, Partner, HWL Ebsworth

10.40AM - 11AM
MORNING TEA AND NETWORKING WITH SPONSORS AND TRADE
11 AM – 12.30 PM
PRACTICE STREAM

11 AM – 11.45 AM
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.

Presenters:
Adjunct Professor Steve Hambleton, General Practitioner; Deputy Chairman My Health Record Expansion Program Steering Committee; and Co-sponsor Clinical Programs, Australian Digital Health Agency;
Professor Keith McNeill, Chief Clinical Information Officer and Assistant Deputy Director-General, Queensland Health; and
Dr John Aloizos, General Practitioner, Garden City Medical Centre; and Senior Clinical Lead, Australian Digital Health Agency (tbc)

11.45 AM – 12.30 PM
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

11 AM – 12.30 PM
MEDICO-LEGAL STREAM

11 AM – 11.45 AM
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:
Representative, HWL Ebsworth

11.45 AM – 12.30 PM
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 Rachele to make sense of the laws and understand your role and responsibility in relation to mandatory reporting.

Presenters:
Katharine Philp, Partner, HWL Ebsworth; and
Rachele Mitchell, Claims 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

CLINICAL GOVERNANCE FOR PRACTICES

GP's 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

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
3.15PM – 4.15PM
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

Presenters: Andrew Simpson, Assistant Secretary, Medicare Reviews Unit, Australian Government Department of Health (tbc);
Michael Ryan, Acting Assistant Secretary, MBS Policy and Specialist Services Branch, Medical Benefits Division, Australian Government Department of Health (tbc);
Professor Bruce Robinson, MBS Review Taskforce Chair (tbc);
Dr Shaun Rudd, General Practitioner, Peregian Springs Medical Centre; Member Professional Services Review Panel; and Chair, AMA Queensland Board; and
Professor Julie Quinlivan, Director, Professional Services Review Agency

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

4PM – 4.15PM
CLOSE OF CONFERENCE
SELECTED SPEAKERS FEATURED

**DR MARIA BOLTON**
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.

**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.
**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.

**JOHN COSGROVE**
Senior Industrial Advocate, AMA Queensland

John Cosgrove is an accomplished senior professional with extensive IR experience in medium to large organisations across diverse industries. He currently holds the position of Senior Industrial Advocate at the Australian Medical Association Queensland, which requires him to represent and provide advice to members in relation to complex industrial relations matters affecting doctors across Queensland.

Over the past 18 years, John has successfully directed organisational development and planning through the implementation of strategic programs and initiatives. Throughout his career, he has managed industrial relations, human resource practices, complex process improvements and staff development.

He holds two Masters Degrees in Employee Relations and Human Resources, and is currently studying Law. John possess significant expertise as a lead negotiator and senior advocate, which has enabled him to develop an authoritative and professional approach when advising senior and executive management and key stakeholders.

**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.

**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.
SELECTED SPEAKERS FEATURED

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.
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 LEPAHÉ  
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.

MARTON JAKAB  
Director, 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.

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.
Selected Speakers Featured

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 Master’s of Applied Finance.

proFesor 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 Addenbooke’s Hospital and Cambridge University Hospital Foundation Trust.

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.
**RACHELE MITCHELL**  
Solicitor and Claims Manager, MDA National

Rachele Mitchell holds a Bachelor of Laws and a Bachelor of Nursing and has practised as a solicitor in the areas of medical negligence, professional indemnity, and public liability. In addition to her legal experience, Rachele has over 10 years’ experience as a registered nurse in the surgical and perioperative environment.

Rachele commenced at MDA National following five years with the Australian Health Practitioner Regulation Agency (AHPRA) managing professional performance, and health and conduct investigations on behalf of the Medical Board of Australia among other professional boards, and later, providing advice to AHPRA and the National Boards as a senior policy advisor.

Commencing as a claims manager with MDA National in 2017, Rachele now provides assistance and advice to medical practitioners regarding medico-legal issues/risk management, professional performance and disciplinary matters, informal and formal complaints, coronial investigations, employment disputes, and legal claims.

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**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.

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**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.

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**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.
**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.

**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.
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.

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.

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 incite 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.
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.
**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**

<table>
<thead>
<tr>
<th>Registration Category</th>
<th>One Day Only</th>
<th>Both Days</th>
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<tbody>
<tr>
<td>Early-bird member (Ends 5 July 2019)</td>
<td>$295</td>
<td>$570</td>
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<tr>
<td>Member standard</td>
<td>$365</td>
<td>$685</td>
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<tr>
<td>Non-member</td>
<td>$465</td>
<td>$885</td>
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**RACGP and AAPM Professional Development**

- RACGP - Self directed learning, not accredited for CPD points. GPs can self-record via the RACGP website.
- AAPM CPD points have been applied for

For more information, please email Sharyn Mick, AMA Queensland Events and Marketing Coordinator at registrations@amaq.com.au or phone (07) 3872 2222.

**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**

Cancellations are permitted without penalty until two weeks prior to the event commencement date. After this time, a 50 per cent cancellation fee applies.

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.
# Registration Form

## Private Practice and Medico-Legal Conference 2019

### 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: ____________________________

### 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.

### 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.

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## Concurrent Stream Selection:

### Friday 30 August

<table>
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### Saturday 31 August

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## Registration Category

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</tr>
</tbody>
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Registration prices inc GST

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## Online Registration

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## Privacy Information

AMA Queensland's primary purpose of collecting personal information on this form is to process your purchase. In providing your details you consent to your personal details being used in the manner indicated.

ABN: 17 009 660 280