



MEMBER EARLY-BIRD RATES CLOSE 5 JULY

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

8.50 AM – 9 AM

OPENING REMARKS

Jane Schmitt, Chief Executive Officer, AMA Queensland

9 AM – 10.30 AM

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



10.30 AM - 11 AM

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

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

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.

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

2.30PM – 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 – 3PM
**PRACTICE MANAGER STREAM
MARKETING AND PRACTICE DESIGN FOCUS**

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:

Julie Brooke-Cowden, Professional Services 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 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 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.

SATURDAY 31 AUGUST 2019

8.50 AM – 9.20 AM

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

Dr Tony Bartone, President, Australian Medical Association (*tbc*)

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;

Jane Stevens, Executive Services Industries, 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 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
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



3.15PM – 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

Panellists: **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