

# RANZCO 47th Annual Scientific Congress Practice Managers Program 1 - 3 November 2015

| TIME        | SUNDAY<br>1 November  | TIME        | MONDAY<br>2 November  | TIME        | TUESDAY<br>3 November   |
|-------------|---|-------------|---|-------------|---|
| 8.45-10.00  | <p><b>Practice Marketing for Results</b><br/><b>Scott Bell, Nexus Day Hospitals</b></p> <p>"Practice marketing for results" will aim to impart the proven marketing tips and techniques that are used by successful practices to grow their business and create sustainable, profitable outcomes. Understand how to build a respected, recognised brand and build powerful partnerships that will establish the foundation on which to grow your practice and attract more of the type of work you are seeking.</p>   | 9.00-10.00  | <p>No session</p> <p><b>Making the most of your relationship with Southern Cross Health Society</b></p> <p>Program sponsors Southern Cross Health Society provide a keynote address including updates on the systems they use every day to process claims for Southern Cross members and a discussion about support services available to practices.</p>  | 8.30-10.00  | <p><b>One of the team or leading the team?</b><br/><b>Simon Thiessen</b><br/><b>The Real Learning Experience</b></p> <p>Key topics</p> <ul style="list-style-type: none"> <li>• The challenge of working closely with people you lead</li> <li>• Three tests of leadership</li> <li>• Can you lead a friend?</li> <li>• Being liked AND being respected</li> <li>• When people don't perform</li> <li>• When people behave badly</li> <li>• Dealing with molehills rather than mountains</li> </ul> |
| 1000-1030   | MORNING TEA   | 1000-1030   | MORNING TEA   | 1000-1030   | MORNING TEA   |
| 10.30-1130  | <p><b>AVANT</b><br/><b>Presentation about privacy in practice</b></p> <p>Once again this year, we are pleased to have AVANT provide an informative and thought provoking presentation on case studies and scenarios that have various privacy implications such as:</p> <ul style="list-style-type: none"> <li>• Dealing with young patients and their parents</li> <li>• Emailing results to a patient – what happens if someone else opens the email?</li> <li>• Legal implications of providing patient information to insurances companies and the police.</li> <li>• Dealing with negative feedback that appears on social media.</li> <li>• Backing up patient files on a portable hard drive – what happens if it goes missing?</li> </ul> | 10.30-11.30 | <p><b>Macular Disease Foundation Australia and Macular Degeneration New Zealand</b></p> <p>An important discussion jointly chaired by Julie Heraghty from Macular Disease Foundation Australia and Phillippa Pitcher from Macular Degeneration New Zealand, highlighting the latest news and information about MD within an Australian and New Zealand context.</p>   | 10.30-11.00 | <p><b>Open Forum Discussion</b></p> <p>Following on from previous lecture, One of the team or leading the team? In this session we will discuss issues raised and discuss your practice challenges!</p>   |
| 11.30-12.30 | <p><b>miga "Eye-popping stories"</b></p> <p>This fascinating session provides insight into the role of ophthalmology practice staff in reducing risk and optimising patient care. The presentation will be full of case studies based on real claims as well as risk management tips. The presenter would be a miga Risk Management professional who is well versed in claims exposure and practice management tips.</p>  | 11.30-12.00 | Session to be advised   | 11.30-1230  | <p><b>Australian Health Industry Group</b><br/><b>David Wenban</b></p> <p>Performance Management</p>  |
| 12.30-13.00 | <p><b>Oculo</b><br/><b>Dr Kate Taylor</b></p> <p>Oculo™ is a secure way to send referrals and other clinical correspondence. The Oculo System creates an online record of patients' ocular histories, examination findings and clinical imagery. Dr Kate Taylor, CEO of Oculo, will draw on her experience in both ophthalmology and business, including presenting Oculo, a new tool to connect optometry and ophthalmology and enhance the continuity of patient care.</p>  | 12.00-13.00 | <p><b>Going Paperless</b><br/><b>Richard Smith from Focus Eye Centre and Brian Chua from Gordon Eye Surgery</b></p> <p>In this session Dr Smith and Dr Chua will discuss their experiences in converting from paper files to electronic medical records and will answer all your questions about the experience</p>   | 12.30-1300  | <p><b>Practice Accreditation Update</b><br/><b>Dr Alex Hunyor Snr and Tanya Parsons, RANZCO</b></p> <p>This an important update from the RANZCO Professional Standards Committee on the current progress of the practice accreditation project, future plans and how your practice can get involved.</p>  |
| 1300-1400   | LUNCH   | 1300-1400   | LUNCH   | 1300-1400   | LUNCH   |
| 14.00-14.45 | <p><b>Open Forum Discussion</b></p> <p>What would you do in this situation? In this session a panel of experienced practice managers will answer all your questions!</p>  | 1400-1500   | <p><b>Networking session – get to know your fellow practice managers</b></p>  | 1400-1500   | <p><b>Australian Health Industry Group</b><br/><b>David Wenban</b></p> <p>Interviewing techniques</p>   |
| 14.45-15.30 | <p><b>Crisis Leadership</b><br/><b>Sally Rosenberg</b></p> <p>Sally Rosenberg, Practice Manager of Hamilton Eye Clinic, will talk about her experience of managing a crisis when fire damaged her practice. In this session she will cover</p> <ul style="list-style-type: none"> <li>• The key elements of crisis leadership</li> <li>• Protecting and securing information</li> <li>• Lessons learned</li> </ul>  | 15.00-15.30 | <p><b>Eye Learning Online</b><br/><b>Kelly Chard</b></p> <p>Eye Learning Online offers a range of short online courses that aims to increase ophthalmic knowledge and improve clinical skills. Since its launch in September 2014, it has proven to be an invaluable tool for training existing or new personnel. The course has been utilised in major cities as well as regional areas to address staff shortages in ophthalmic clinics, and reduce the stress involved in the training process.</p>  | 1500        | Tour – details to be advised  |
| 1530-1600   | AFTERNOON TEA   | 1530-1600   | AFTERNOON TEA   | 1530-1600   | AFTERNOON TEA   |
| 16.00-16.45 | <p><b>AAPM Salary Survey 2015</b><br/><b>Colleen Sullivan</b></p> <p>This session will present the results from the AAPM National Salary Survey 2015. It will be of particular interest to ophthalmology practices as it will include the data for the RANZCO practices who contributed to this year's survey. We have also included data relating to practice staff both administrative and clinical. This is the only National Salary Survey for practice managers in Australia and we now have a longitudinal study to see what are the trends and influences on staff and salaries.</p>   | 16.00-17.00 | <p><b>RANZCO Practice Issues Forum</b><br/><b>Panel Discussion – Dr Brad Horsburgh, Dr Alex Hunyor, Colleen Sullivan</b></p> <p>This forum will give delegates the opportunity to present a series of questions to a panel of College Representatives. There will be an opportunity to discuss specific topics, to ask questions and to raise particular issues that arise at the coalface of your practice. We will invite questions and topics to be submitted to the panel.</p> <p>Suggested topics to include</p> <ul style="list-style-type: none"> <li>• Health Reforms and their impact on practices and patients</li> <li>• MBS – Schedule Review</li> <li>• Medicare and Health Fund compliance for Ophthalmology practices</li> <li>• Private Health Cover</li> <li>• Practice costs</li> </ul> |             |   |

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| 16.45-17.30 | <b>Career Path for a Practice Manager</b><br><b>Colleen Sullivan</b><br>Practice Management has come a long way and in today's healthcare practice, the practice manager plays a key role in the success and sustainability of the practice. Is there a career path for a practice manager and what are the steps to achieve this? This session will explore the opportunities available for a career as a practice manager and will include how to raise your levels of qualifications and experience and demonstrate this. | 17.00-17.30 | <b>Human Resources Focus</b><br><b>David Andrews (RANZCO CEO)</b><br>An interesting insight into developing a strong HR function in a medium sized business. David will talk about the process of sourcing a consultant, taking part in a 360 diagnostic and then working on the gaps identified. Practice Managers/Business Managers may come across the same time and resourcing constraints in a practice. He will then open the floor to discussion in the context of a busy medical practice. |      |                       |
|             |  | 17.30       | <b>Drinks followed by Practice Managers Dinner</b>   |      |                       |