



## Day 1 Navigating the Complex Landscape of Dermatology Practice Management

### Registration and Welcome

Networking opportunity: Connect with fellow practice managers — your peers in the field.

### Welcome and Setting the Scene – Cathy Baynie

- Kick-off with an overview of the two-day journey ahead.
- Emphasis on the key role you play in the success of your dermatology practice.

### Regulatory and Legislative Changes: What You Must Know to Stay Ahead

- Engaging session: Unpacking the latest regulatory changes that could affect your day-to-day operations.
- Recent updates on Telehealth, cosmetic surgery guidelines, and the broader implications for your practice.
- Text BoxReal-world examples of how practice managers have navigated these changes successfully (and a few cautionary tales about missing the fine print!).

### Morning Tea and Conversations

### Medicare Item Numbers and Billing: The Hidden Traps

- Interactive discussion: A deep dive into Medicare item numbers for dermatology services — do you know all the ones that apply to your clinic?
- Practical strategies for avoiding common billing pitfalls that can leave your practice exposed to audits or fines.
- Case study: "I didn't know I was billing wrong for two years — here's what happened."

### Risk and Reputation Management: Preventing the Unthinkable – Colleen Sullivan

- Interactive session: How can your practice safeguard its reputation amidst increasing scrutiny?
- Insights into managing patient complaints, adverse outcomes, and regulatory investigations.
- Discussion: What risks are hiding in plain sight in your practice? Learn from others' missteps and strategies.

### Lunch

### Managing Staff in Dermatology: More Than Just Managing People – Gary Smith AM

- The art of managing multidisciplinary teams in a dermatology setting — balancing clinical and administrative needs with patient care.
- Peer insights: Share stories of challenging staff dynamics, successes in motivating teams, and lessons learned in difficult situations.
- Experience exchange: "What I wish I knew before that big HR crisis — lessons in leadership."

### Afternoon Tea

### Handling GP Referrals: The Legal and Practical Side of Overwhelming Demand – Gary Smith AM

- Workshop: Managing a high volume of referrals can make or break your practice — learn how to juggle it all while staying compliant.
- Experience sharing: Practical ways to streamline processes and avoid the common pitfalls that trip up practices.
- What you didn't know about referral prioritisation and legal compliance in handling patient data.

### Reflections and Q&A – Cathy Baynie

- Open forum: Share your own stories, challenges, and the 'unknown unknowns' you've encountered in practice management.



## Day 2 Mastering Leadership, Finances, and Protecting Your Practice

### Welcome – Cathy Baynie

Coffee and Networking

### Developing Consent Forms and Documentation: More Than Just Paperwork

- Workshop: Your consent forms are your shield — how solid is yours? Learn how to develop foolproof documentation that legally protects your practice.
- Text BoxGroup activity: Share the gaps you've discovered in your own documentation and how you've filled them — what mistakes did you only realise after the fact?

### Morning Tea

### Identifying Vulnerabilities: Is Your Practice as Safe as You Think? – Gary Smith AM

- Interactive session: Where are the hidden vulnerabilities in your practice? From staff errors to clinician overreach, it's time to expose the weak spots.
- Experience sharing: Hear first-hand stories about unexpected risks — what no one warned them about and how they recovered.
- Proactive strategies: Train your staff to close these gaps before they become a problem.

### Lunch

### Financial Management: Mastering the Numbers and Keeping Your Practice Profitable

- Engaging session: You're not just running a clinic — you're running a business. Master the art of managing your practice's finances, from cash flow to profitability.
- Peer insights: "How I turned my practice's finances around" — real stories from practice managers who made big changes.
- Avoiding financial pitfalls specific to dermatology services.

### Afternoon Tea

### Leadership and Managing Change: Leading with Confidence – Gary Smith AM

- Panel discussion: Leading in a constantly evolving environment is no small feat — learn how to inspire and manage a team that's diverse in skill sets and expectations.
- What I didn't know I didn't know: Honest discussions on leadership missteps and learning to grow from them.
- How to lead through change, build resilience in your team, and create a positive practice culture.

### Wrap-Up: The Future of Dermatology Practice Management – Cathy Baynie

- Open forum: Share your thoughts on the future challenges of practice management. What's on the horizon for dermatology practices?
- Key takeaways and reflections from the two days.