


Day 1: Navigating the Complex Landscape of Dermatology Practice Management

Saturday 31 May 2025

08:30 – 09:00	Registration and Welcome	<ul style="list-style-type: none">• Networking opportunity: Connect with fellow practice managers—your peers in the field.
09:00 – 09:10	Welcome and Setting the Scene Cathy Baynie	<ul style="list-style-type: none">• 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.
09:10 – 10:00	Financial Management: Mastering the Numbers and Keeping Your Practice Profitable Paul Copeland William Buck	<ul style="list-style-type: none">• Succession – planning for an exit of a senior specialist or owner, what comes next for the practice?• Strategic Planning – taking your practice to the next level. Building a business strategy and associated plan to position the practice to attract great staff and doctors, improve culture grow value and profitability.• Finances – understanding a profit and loss and balance sheet. Building a budget and why you might use it.• Opportunities for group practices to unlock value in the practice and improve tax outcomes.
10:00 – 10:45	Morning Tea and Conversations	
10:45 – 11:30	Medical Billing Compliance: Reducing Risk and Keeping your Doctors Safe Loryn Einstein Medbill	<ul style="list-style-type: none">• Billing compliance framework overview – Understanding the billing compliance framework and how it can affect your practice• Helpful hints – Hints for keeping your practice safe with compliant billing• Billing updates & case studies – Latest billing & compliance updates from DoH and relevant case studies
11:30 – 12:15	Medicare Item Numbers and Billing: The problems it causes for Dermatology Angela Mason Avant	<ul style="list-style-type: none">• Case study: Deidentified matters, what went wrong and why. The penalties that prevailed.• Group Activity: Practical strategies for avoiding common billing pitfalls that can leave your practice exposed to audits or fines.
12:15 – 12:35	MediLogic Sponsored Session	
12:35 – 13:30	Lunch Break	<i>Hosted by MediLogic</i>
13:30 – 14:15	Managing Staff in Dermatology: More Than Just Managing People Gary Smith AM	<ul style="list-style-type: none">• 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.

	<p>Risk and Reputation Management: Preventing the Unthinkable</p> <p>Colleen Sullivan OAM</p>	<ul style="list-style-type: none"> • 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.
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15:00 – 15:30 Afternoon Tea and Networking

<p>15:30 – 16:30</p>	<p>Handling GP Referrals: The Legal and Practical Side of Overwhelming Demand</p> <p>Gary Smith AM and Colleen Sullivan OAM</p>	<ul style="list-style-type: none"> • 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.
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<p>16:30 – 17:00</p>	<p>Reflections and Q&A</p> <p>Cathy Baynie</p>	<ul style="list-style-type: none"> • Open forum: Share your own stories, challenges, and the 'unknown unknowns' you've encountered in practice management.
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Day 2: Mastering Leadership, Finances, and Protecting Your Practice

Sunday 1 June 2025

<p>08:30 – 09:00</p>	<p>Welcome</p> <p>Cathy Baynie</p>	<p>Coffee and Networking</p>
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<p>09:00 – 10:15</p>	<p>Developing Consent Forms and Documentation: More Than Just Paperwork</p> <p>Angela Mason Avant</p>	<ul style="list-style-type: none"> • Workshop: Your consent forms are your shield—how solid is yours? Learn how to develop foolproof documentation that legally protects your practice. • Group 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?
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10:15 – 11:00 Morning Tea and Conversations

<p>11:00 – 11:45</p>	<p>Identifying Vulnerabilities: Is Your Practice as Safe as You Think?</p> <p>Gary Smith AM</p>	<ul style="list-style-type: none"> • 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.
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<p>11:45 – 12:30</p>	<p>Challenges in the Aesthetics Industry</p> <p>Dr Aakriti Gupta, Medical Laser & Cosmetic Dermatologist</p>	<ul style="list-style-type: none"> • The aesthetic industry has experienced significant growth in recent years, offering patients a variety of advanced treatments to address skin concerns. With this rapid evolution comes challenges—both for practitioners and patients. • Offering tips to navigate the overwhelming landscape of available options and manage expectations.
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12:30 – 13:30 Lunch Break		
13:30 – 14:15	Regulatory and Legislative Changes: What You Must Know to Stay Ahead Angela Mason <i>Avant</i>	<ul style="list-style-type: none"> • 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. • Real-world examples of how practice managers have navigated these changes successfully (and a few cautionary tales about missing the fine print!).
14:15 – 15:15	Culture & Accountability in Dermatology Practices: A Practical HR Workshop George Sotiris <i>Health Industries</i>	<ul style="list-style-type: none"> • From Values to Action: Embedding Culture in Daily Practice – How to turn workplace culture from a buzzword into real behaviours that drive team performance. • Building Accountability Frameworks for Effective Management – Practical tools to help practice owners & managers set clear expectations, measure performance, and address issues confidently. • Managing Difficult Conversations with Confidence – Interactive scenarios to practice handling common workplace challenges while maintaining a positive culture.
15:15 – 15:45 Afternoon Tea and Networking		
15:45 – 16:30	Leadership and Managing Change: Leading with Confidence Gary Smith AM	<ul style="list-style-type: none"> • 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.
16:30 – 17:00	Wrap-Up: The Future of Dermatology Practice Management Cathy Baynie	<ul style="list-style-type: none"> • 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.

Join us for:

Welcome Reception – Friday 30 May 2025, 5.00pm onsite at BCEC

Poster Viewing, Wine & Cheese – Saturday 31 May 2025, 5.00pm, Exhibition Hall (BCEC)

College Party – Saturday 31 May 2025, 7.00pm, Rivershed, Howard Smith Wharves



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THE AUSTRALASIAN COLLEGE
OF DERMATOLOGISTS

**57th Annual
Scientific Meeting**

31 MAY - 2 JUNE 2025
BRISBANE CONVENTION & EXHIBITION CENTRE