


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

Saturday 31 May 2025

<b>Room:</b>	<b>P6 &amp; P7</b>	
<b>08:30 – 09:00</b>	<b>Registration and Welcome</b>	<ul style="list-style-type: none"> <li>• <b>Networking opportunity:</b> Connect with fellow practice managers—your peers in the field.</li> </ul>
<b>09:00 – 09:10</b>	<b>Welcome and Setting the Scene</b>  <b>Cathy Baynie</b>	<ul style="list-style-type: none"> <li>• Kick-off with an overview of the two-day journey ahead.</li> <li>• Emphasis on the key role you play in the success of your dermatology practice.</li> </ul>
<b>09:10 – 10:00</b>	<b>Financial Management: Mastering the Numbers and Keeping Your Practice Profitable</b>  <b>Paul Copeland</b> <b>William Buck</b>	<ul style="list-style-type: none"> <li>• <b>Succession</b> – planning for an exit of a senior specialist or owner, what comes next for the practice?</li> <li>• <b>Strategic Planning</b> – 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.</li> <li>• <b>Finances</b> – understanding a profit and loss and balance sheet. Building a budget and why you might use it.</li> <li>• Opportunities for group practices to unlock value in the practice and improve tax outcomes.</li> </ul>
<b>10:00 – 10:45</b>	<b>Morning Tea and Conversations</b>	
<b>10:45 – 11:30</b>	<b>Medical Billing Compliance: Reducing Risk and Keeping your Doctors Safe</b>  <b>John Austin</b> <b>Medbill</b>	<ul style="list-style-type: none"> <li>• <b>Billing compliance framework overview</b> – Understanding the billing compliance framework and how it can affect your practice.</li> <li>• <b>Helpful hints</b> -- Hints for keeping your practice safe with compliant billing.</li> <li>• <b>Billing updates &amp; case studies</b> -- Latest billing &amp; compliance updates from DoH and relevant case studies.</li> </ul>
<b>11:30 – 12:15</b>	<b>Medicare Item Numbers and Billing: The problems it causes for Dermatology</b>  <b>Angela Mason</b> <b>Avant</b>	<ul style="list-style-type: none"> <li>• <b>Case study:</b> Deidentified matters, what went wrong and why. The penalties that prevailed.</li> <li>• <b>Group Activity:</b> Practical strategies for avoiding common billing pitfalls that can leave your practice exposed to audits or fines.</li> </ul>
<b>12:15 – 12:35</b>	<b>MediLogic Sponsored Session</b>	
<b>12:35 – 13:30</b>	<b>Lunch Break</b> <i>Hosted by MediLogic</i>	
<b>13:30 – 14:15</b>	<b>Managing Staff in Dermatology: More Than Just Managing People</b>  <b>Gary Smith AM</b> <b>Promed Solutions</b>	<ul style="list-style-type: none"> <li>• The art of managing multidisciplinary teams in a dermatology setting—balancing clinical and administrative needs with patient care.</li> <li>• <b>Peer insights:</b> Share stories of challenging staff dynamics, successes in motivating teams, and lessons learned in difficult situations.</li> <li>• <b>Experience exchange:</b> "What I wish I knew before that big HR crisis—lessons in leadership.</li> </ul>

<b>14:15 – 15:00</b>	<b>Risk and Reputation Management: Preventing the Unthinkable</b>  Colleen Sullivan OAM	<ul style="list-style-type: none"> <li>• <b>Interactive session:</b> How can your practice safeguard its reputation amidst increasing scrutiny?</li> <li>• Insights into managing patient complaints, adverse outcomes, and regulatory investigations.</li> <li>• <b>Discussion:</b> What risks are hiding in plain sight in your practice? Learn from others' missteps and strategies.</li> </ul>
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**15:00 – 15:30 Afternoon Tea and Networking**

<b>15:30 – 16:30</b>	<b>Handling GP Referrals: The Legal and Practical Side of Overwhelming Demand</b>  Gary Smith AM and Colleen Sullivan OAM	<ul style="list-style-type: none"> <li>• <b>Workshop:</b> Managing a high volume of referrals can make or break your practice—learn how to juggle it all while staying compliant.</li> <li>• <b>Experience sharing:</b> Practical ways to streamline processes and avoid the common pitfalls that trip up practices.</li> <li>• What you didn't know about referral prioritisation and legal compliance in handling patient data.</li> </ul>
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<b>16:30 – 17:00</b>	<b>Reflections and Q&amp;A</b>  Cathy Baynie	<ul style="list-style-type: none"> <li>• <b>Open forum:</b> Share your own stories, challenges, and the 'unknown unknowns' you've encountered in practice management.</li> </ul>
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**Day 2: Mastering Leadership, Finances, and Protecting Your Practice**  
**Sunday 1 June 2025**

<b>Room:</b>	<b>P6 &amp; P7</b>
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<b>08:30 – 09:00</b>	<b>Welcome</b>  Cathy Baynie	<b>Coffee and Networking</b>
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<b>09:00 – 10:15</b>	<b>Developing Consent Forms and Documentation: More Than Just Paperwork</b>  Angela Mason Avant	<ul style="list-style-type: none"> <li>• <b>Workshop:</b> Your consent forms are your shield—how solid is yours? Learn how to develop foolproof documentation that legally protects your practice.</li> <li>• <b>Group activity:</b> 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?</li> </ul>
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**10:15 – 11:00 Morning Tea and Conversations**

<b>11:00 – 11:45</b>	<b>Identifying Vulnerabilities: Is Your Practice as Safe as You Think?</b>  Gary Smith AM Promed Solutions	<ul style="list-style-type: none"> <li>• <b>Interactive session:</b> Where are the hidden vulnerabilities in your practice? From staff errors to clinician overreach, it's time to expose the weak spots.</li> <li>• <b>Experience sharing:</b> Hear first-hand stories about unexpected risks—what no one warned them about and how they recovered.</li> <li>• <b>Proactive strategies:</b> Train your staff to close these gaps before they become a problem.</li> </ul>
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<b>11:45 – 12:30</b>	<b>Challenges in the Aesthetics Industry</b>  Dr Aakriti Gupta, Medical Laser & Cosmetic Dermatologist	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Offering tips to navigate the overwhelming landscape of available options and manage expectations.</li> </ul>
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<b>12:30 – 13:30 Lunch Break</b>		
<b>13:30 – 14:15</b>	<b>Regulatory and Legislative Changes: What You Must Know to Stay Ahead</b>  <b>Angela Mason</b> <i>Avant</i>	<ul style="list-style-type: none"> <li>• <b>Engaging session:</b> Unpacking some of the regulations that could affect your day-to-day operations.</li> <li>• Practical strategies to implement that will help protect you.</li> <li>• Real-world examples of how practice managers have navigated changes successfully.</li> </ul>
<b>14:15 – 15:15</b>	<b>Culture &amp; Accountability in Dermatology Practices: A Practical HR Workshop</b>  <b>George Sotiris</b> <i>Health Industries</i>	<ul style="list-style-type: none"> <li>• <b>From Values to Action: Embedding Culture in Daily Practice</b> – How to turn workplace culture from a buzzword into real behaviours that drive team performance.</li> <li>• <b>Building Accountability Frameworks for Effective Management</b> – Practical tools to help practice owners &amp; managers set clear expectations, measure performance, and address issues confidently.</li> <li>• <b>Managing Difficult Conversations with Confidence</b> – Interactive scenarios to practice handling common workplace challenges while maintaining a positive culture.</li> </ul>
<b>15:15 – 15:45 Afternoon Tea and Networking</b>		
<b>15:45 – 16:30</b>	<b>Leadership and Managing Change: Leading with Confidence</b>  <b>Gary Smith AM</b>	<ul style="list-style-type: none"> <li>• <b>Panel discussion:</b> 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.</li> <li>• <b>What I didn’t know I didn’t know:</b> Honest discussions on leadership missteps and learning to grow from them.</li> <li>• How to lead through change, build resilience in your team, and create a positive practice culture.</li> </ul>
<b>16:30 – 17:00</b>	<b>Wrap-Up: The Future of Dermatology Practice Management</b>  <b>Cathy Baynie</b>	<ul style="list-style-type: none"> <li>• <b>Open forum:</b> Share your thoughts on the future challenges of practice management. What’s on the horizon for dermatology practices?</li> <li>• Key takeaways and reflections from the two days.</li> </ul>

### 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



**ACD  
ASM**

THE AUSTRALASIAN COLLEGE  
OF DERMATOLOGISTS

**57th Annual  
Scientific Meeting**

**31 MAY - 2 JUNE 2025**  
BRISBANE CONVENTION & EXHIBITION CENTRE