

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

Saturday 31 May 2025

Room:	P6	
08:30 – 09:00	Registration and Welcome	<ul style="list-style-type: none"> <li>• <b>Networking opportunity:</b> Connect with fellow practice managers—your peers in the field.</li> </ul>
09:00 – 09:10	Welcome and Setting the Scene  Cathy Baynie	<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>
09:10 – 10:00	Financial Management: Mastering the Numbers and Keeping Your Practice Profitable  Paul Copeland William Buck	<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>
10:00 – 10:45	Morning Tea and Conversations	
10:45 – 11:30	Medical Billing Compliance: Reducing Risk and Keeping your Doctors Safe  John Austin Medbill	<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>
11:30 – 12:15	Medicare Item Numbers and Billing: The problems it causes for Dermatology  Angela Mason Avant	<ul style="list-style-type: none"> <li>• <b>Case study:</b> Deidentified matters, what went wrong and why. The penalties that prevailed.</li> <li>• Group Activity: Practical strategies for avoiding common billing pitfalls that can leave your practice exposed to audits or fines.</li> </ul>
12:15 – 12:35	Medilogic Sponsored Session - Creating Efficiencies and Streamlining Operations in your Practice	<p>Join us for an engaging panel-style discussion featuring three esteemed guest speakers.</p> <p>Our speakers will share their insights and experiences, providing valuable perspectives on the following key areas:</p> <ol style="list-style-type: none"> <li>1. <b>Creating a streamlined ordering process:</b> Improve the precision of your ordering process, ensuring accuracy and minimizing errors.</li> <li>2. <b>Efficiently managing your resources:</b> Explore the time-saving efficiencies of tech, allowing better allocation of staff and resources and enabling healthcare professionals to redirect their efforts towards more meaningful patient care, strategic business activities and improved overall practice efficiency.</li> <li>3. <b>Cost control in your practice:</b> Avoid overstock or shortages, ultimately contributing to cost-effective and seamless operations.</li> </ol>

4. **Compliance:** Optimize your internal compliance efforts, helping practices stay across budget management, order approvals, minimum stock levels and more.

This discussion will provide an overview of how technology can revolutionize the day-to-day operations of your practice, fostering a more streamlined, compliant, and resource-efficient business model.



<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> <i>Promed Solutions</i>	<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>  <b>Colleen Sullivan</b> <b>OAM</b>	<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>
<b>15:00 – 15:30</b>	<b>Afternoon Tea and Networking</b>	
<b>15:30 – 16:30</b>	<b>Handling GP Referrals: The Legal and Practical Side of Overwhelming Demand</b>  <b>Gary Smith AM and Colleen Sullivan</b> <b>OAM</b>	<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>
<b>16:30 – 17:00</b>	<b>Reflections and Q&amp;A</b>  <b>Cathy Baynie</b>	<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>

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

Sunday 1 June 2025

Room:	P6	
08:30 – 09:00	Welcome	Coffee and Networking
	Cathy Baynie	
09:00 – 10:15	Developing Consent Forms and Documentation: More Than Just Paperwork	<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>
	Angela Mason <i>Avant</i>	
10:15 – 11:00	Morning Tea and Conversations	
11:00 – 11:45	Identifying Vulnerabilities: Is Your Practice as Safe as You Think?	<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>
	Gary Smith AM <i>Promed Solutions</i>	
11:45 – 12:30	Challenges in the Aesthetics Industry	<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>
	Dr Aakriti Gupta, <i>Medical Laser &amp; Cosmetic Dermatologist</i>	
12:30 – 13:30	Lunch Break	
13:30 – 14:15	Regulatory and Legislative Changes: What You Must Know to Stay Ahead	<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>
	Angela Mason <i>Avant</i>	
14:15 – 15:15	Culture & Accountability in Dermatology Practices: A Practical HR Workshop	<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>
	George Sotiris <i>Health Industries</i>	
15:15 – 15:45	Afternoon Tea and Networking	

<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 in the Mezzanine Foyer (BCEC)

**Poster Viewing, Wine & Cheese** – Saturday 31 May 2025, 5.00pm, Exhibition Hall 3 (BCEC)

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

