PRIVATE PRACTICE & MEDICO-LEGAL CONFERENCE

THINK OUTSIDE THE SQUARE

Friday 7 - Saturday 8 September 2018
Brisbane Convention & Exhibition Centre

Register now online at WWW.AMAQ.COM.AU

#ppmlc2018@amaq_qld
Welcome from the CEO

Dear members, guests and colleagues,

I am proud to present AMA Queensland’s 2018 Private Practice & Medico-Legal Conference program. Working in collaboration with our AMA Queensland Council of General Practice, Ethics & Medico-Legal Committee and corporate partners, we have delivered a topical and relevant program to meet your educational needs in private practice. Whether you are starting out or already working in private practice, our program offers assured professional advice that you would otherwise pay thousands of dollars for.

In response to your feedback, this year we now have three dedicated educational streams on Friday, catering for general practitioners, specialists and practice managers respectively. On Saturday, we commence with a topical panel discussion around common MBS issues and queries delivered directly by Department of Health and Medicare representatives. The Saturday program then features your choice of sessions on either practice management or medico-legal related issues, including a mock expert evidence session designed especially for doctors called to give evidence.

We know that professional development budgets are tight, and I’m pleased to say we have not increased our conference fees in 2018. Members enjoy cost-effective member-only early-bird rates, (which are also open to practice staff in member employ), that are half the comparable rates of competitor private practice conferences.

Convenient online registration is now available for this event – just visit www.amaq.com.au, follow the prompts and have your member login details handy. Group member registration rates are also available if you register four or more attendees from your practice – contact our Events Team on (07) 3872 2222 for more information. RACGP and AAPM CPD points have been applied for.

I look forward to welcoming you to the 2018 Private Practice & Medico-Legal Conference in September.

Kind regards,

Jane Schmitt
Chief Executive Officer, AMA Queensland
FRIDAY 7 SEPTEMBER
PRIVATE PRACTICE FOCUS

Day one

8.50AM – 9AM
Welcome
Jane Schmitt: Chief Executive Officer, AMA Queensland

9AM – 10AM
Thinking outside the square - unlocking the secrets of practice longevity and success
Join our diverse panel of specialists and general practitioners as they share their secrets for building thriving specialist and general practices, both in metro and regional areas, and learn how to differentiate yourself from the competition.

Panellists:
Dr Matt Young, General Practitioner, Medeco Medical Centre;
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council;
Dr Lily Vrtik, Plastic Surgeon and Reconstructive Surgeon, Brisbane;
Dr Judith Reddrop, General Practitioner, and Founder, Women’s Wellbeing; and
Dr Graham Hay-Smith, Ophthalmic and Cataract Surgeon, owner and CEO, Moreton Eye Group and the Moreton Day Hospital.

MC: Jane Schmitt, Chief Executive Officer, AMA Queensland

10AM – 10.30AM
Morning tea and networking with sponsors and trade
DAY ONE - FRIDAY 7 SEPTEMBER
PRIVATE PRACTICE FOCUS

10.30AM – 12PM
STARTING A SPECIALIST PRACTICE - TIPS AND PITFALLS

Our expert panelists offer key considerations for joining or setting up a specialist private practice. This advice would normally cost thousands of dollars, so have your questions ready.

Panelists:
Paul Copeland, Director, William Buck;
Lynette Reynolds, Partner, HWL Ebsworth Lawyers;
Chris Mariani, Director, Medical and General Risk Solutions;
Simon Moore, Financial Specialist, BOQ Specialist

Moderator:
George Sotiris, Workplace Relations Manager, AMA Queensland

10.30AM – 11.15AM
THE HEALTH CARE HOME - UPDATE AND FUTURE DIRECTIONS

In this session, Dr Steve Hambleton discusses progress, implementation issues and future directions for the health care homes project.

Speaker:
Dr Steve Hambleton, General Practitioner, Kedron Park 7 Day Medical Centre; and GP Representative on Health Care Homes Advisory Group

11.15AM – 12PM
THE NEW QUALITY IMPROVEMENT INCENTIVE - DOES YOUR PRACTICE QUALIFY?

In this timely session we discuss the new measure that will introduce a new quality improvement incentive into the practice incentives program (PIP). The new QI incentive aims to improve access to care; detection and management of chronic conditions; and quality, safety, performance and accountability.

Find out whether your general practice qualifies and how you can access the new scheme.

Speaker:
Dr Richard Kidd, General Practitioner; Chair, AMA Council of General Practice; Chair, AMA Queensland Council of General Practice; Chair, Scriptwise; and Clinical Lead, Brisbane North PHN

Chair:
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council

10.30AM – 12PM
HOW PRACTICE MANAGERS CAN GET THE BEST OUT OF THEIR PRACTICE SUPPORT STAFF

The challenge for practice managers is to harness the performance potential of all staff, which will ultimately ensure a successful practice. Effectively navigating staff and human resource management, financial control, legal compliance, business development and strategic planning ultimately means patients’ needs will be met and exceeded. In this session, Gary provides a framework to get the best out of your team.

Speaker:
Gary Smith, Practice Manager; and Practice Management Lecturer, University of New England

Chair:
Colleen Sullivan OAM, Practice Manager

12PM – 1PM
LUNCH AND NETWORKING WITH SPONSORS AND TRADE
1PM – 1.45PM
**Powerful techniques for increasing your specialist referrals base within AHPRA guidelines**

Receiving regular patient referrals is reassuring for any specialist. It means that another doctor trusts you to care for their patient. Yet, it's difficult to set aside time to grow referrals, ask your referral base for more, or communicate with the doctors who are already referring to you. We explore how to effectively communicate and engage with your current and new referrers without breaking the rules.

**Speaker:**
Hanya Oversby, Director, Specialist Consulting; and Director, Health Business Network

1.45PM – 2.30PM
**Social media for doctors**

Social media presents doctors with some unique opportunities to build the profile of their clinics, and expand their referral network, but it's not without its pitfalls. Like most marketing tools there are many options but all have specific uses, and knowing what to use, and how best to use it is only the beginning. Knowing the regulations will keep you out of trouble, and knowing some secrets will help you maximise return on investment.

Hear creative agency head, Scott Oxford, and MDA National Claims Manager (Solicitor), Rachele Mitchell as they discuss the 'cans' and 'can'ts' of social media for doctors.

**Speakers:**
Scott Oxford, Director, New Word Order; and
Rachele Mitchell, Claims Solicitor, MDA National

**Chair:**
Holly Bretherton, General Manager, Member Relations & Communications, AMA Queensland

1PM – 1.45PM
**What’s new with My Health Record and the Digital Health Agency?**

By the end of 2018, every Australian will have a My Health Record created for them (unless they opt out). This session provides an overview of the Digital Health Agency's strategies to address the expansion of My Health Record, integrating the system with clinical workflow, and how My Health Record can aid the management of patients with complex and chronic conditions. The privacy and security of patients’ and clinicians’ records is also addressed.

**Speakers:**
Heather McDonald, Director Education and Early Adoption, Australian Digital Health Agency; and
Dr Eleanor Chew, General Practitioner, Ningi Medical Practice; and Member, AMA Queensland Council of General Practice

1.45PM – 2.30PM
**Diversifying your general practitioner income base**

As general practice becomes more competitive, doctors are looking at different ways to generate income from their patient base. In this session we discuss how special interests can be added from a practice perspective, how they can benefit the business as a whole, and how they differentiate you from other practices – and therefore provide a competitive advantage. Ultimately this will lead to a more profitable and valuable practice.

**Speaker:**
Paul Copeland, Director, William Buck

**Chair:**
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council

2.30PM – 3PM
**Afternoon tea and networking with sponsors and trade**
3PM – 3.45PM
Succession planning for doctors operating private practices
Succession agreements protect your investment in a medical practice in the event a partner exits the business. Key advantages of succession planning include:
- Business partners will not be forced into business with inexperienced family members of a partner on death or incapacity;
- Reduces potential conflict among remaining business partners and their families;
- Adequate funding will be in place to ensure an affected partner’s family can maintain their standard of living;
- There is an agreed mechanism for valuing the business if a partner is forced to sell his/her share unexpectedly; and
- There is clarity around arrangements should an additional partner join the practice.

Anisha will discuss the importance of succession planning and why it is essential for your practice.

Speaker:
Anisha Singh, Senior Associate, HWL Ebsworth Lawyers

3.45PM – 4.30PM
Starting a general practice - tips and pitfalls
Our expert panelists offer key considerations for joining or setting up a general practice. This advice would normally cost thousands of dollars, so have your questions ready.

Panellists:
Dr Nicole Higgins, General Practitioner, Health on Central, Mackay;
Paul Copeland, Director, William Buck;
Lynette Reynolds, Partner, HWL Ebsworth Lawyers;
Chris Mariani, Director, Medical and General Risk Solutions; and
Simon Moore, Financial Specialist, BOQ Specialist

Moderator:
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council

3PM – 4.30PM
Fundamentals of bookkeeping for private practice and how to avoid common bookkeeping problems
A good bookkeeper is imperative for allowing you to provide quality care to your patients and time to focus on your practice. This session focuses on the common tips and traps of bookkeeping.

Speaker:
Angela Jeffrey, Director, Business Advisory, William Buck

3.45PM – 4.30PM
Understanding service entities
Unsure how a service entity works or if yours is running effectively? This session provides an overview of effective service entity structures and common issues faced in relation to these structures and contractors.

Speaker:
Angela Jeffrey, Director, Business Advisory, William Buck

Chair:
Colleen Sullivan OAM, Practice Manager
“AMA conference has impressive speakers on a variety of useful topics”

Jan Barnard, UQ Healthcare Ipswich, 2017 Private Practice & Medico-Legal Conference delegate
8.50AM – 9AM
Welcome
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council

9AM – 10.30AM
Medicare compliance and MBS billing - unravelling the complexities
Billing can be complex at the best of times. With the MBS review, a lot of rules are changing. This panel session explores common billing, data security, audit and compliance issues, including questions on notice that you can supply anonymously to be answered on the day.
Discussion topics include:
- An overview of MBS and common compliance issues;
- Corporate entities and compliance and billing implications for providers;
- Department of Health provider education campaign around MBS items 104/110;
- The professional services hotline for MBS queries; and
- The Australian Medical Association’s position on Professional Services Reviews and what to do if you are subject to one.

Panellists:
Ann Smith, First Assistant Secretary, Provider Benefits Integrity Division, Department of Health;
Amanda Cattermole, Chief Executive Medicare, Health and Information, Department of Human Services;
Elisa Fok, Manager, KPMG; and
Julie Brooke-Cowden, Manager, Claims and Advisory Services (East), MDA National

MC: Luke Toy, Director, Medical Practice, Australian Medical Association

10.30AM - 11AM
Morning tea and networking with sponsors and trade
11AM – 12PM
PRACTICE MANAGER STREAM - TECHNOLOGY

**Medical software - how doctors can maximise value now and work with industry to take advantage of innovations**

Doctors increasingly consider clinical software systems to be a part of business as usual. Digital health systems can facilitate administration and enable greater accuracy in areas like prescribing. However, internationally there are concerns about digital health systems and their use by the medical profession. On a national scale, My Health Record is one example of how greater consultation with doctors would have improved outcomes. Online prescription authorities are another frustration together with the multiple log ins required to interact with government systems. This presentation explores issues, innovations and ways industry and the medical profession can work together to maximise the value of digital health.

**Speaker:**
Emma Hossack, President, Medical Software Industry Association

**Chair:**
George Sotiris, Workplace Relations Manager, AMA Queensland

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11AM – 12PM
MEDICO-LEGAL STREAM

**Understanding the courts and expert evidence process**

Called before the court to present expert evidence and understandably feeling a little nervous? Join Katharine Philp, Partner, HWL Ebsworth Lawyers and the Honourable Justice David Boddice for an entertaining and educative run through of the various jurisdictions and how to prepare and present an expert evidence report.

**Speakers:**
Katharine Philp, Partner, HWL Ebsworth Lawyers; and The Honourable Justice David Boddice, Supreme Court of Queensland

**Chair:**
Vanessa James McPhee, Senior Associate, HWL Ebsworth Lawyers

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12PM – 1PM
Lunch and networking with sponsors and trade
1PM – 2.30PM
PRIVATE PRACTICE / MEDICO-LEGAL FOCUS

DAY TWO - SATURDAY 8 SEPTEMBER

1PM - 2.30PM
PRACTICE MANAGER STREAM - MARKETING AND STRATEGY

1PM – 1.45PM
Thinking outside the square with developing your strategic direction for practice
What do you want from your practice? Is the practice operating exactly how you would like it to? Do you struggle with implementing changes in your practice? In an increasingly competitive environment, running your business efficiently has never been more important. Having a clearly articulated vision for your practice is the starting point in this process.

Speaker:
Paul Copeland, Director, William Buck

1.45PM – 2.30PM
Quality practice marketing - connecting you with the people who need you most
Marketing your private practice and building a strong, reputable brand is the cornerstone to creating a profitable business with growth potential. Marketing is also key to communicating your values, products and services to attract patients who will benefit from your services.

In this dynamic and practical session, Megan Walker, health marketing specialist and owner of Market Savvy, will demonstrate how to best market your practice in ways that are low cost and low time to attract the people who need you most.

Speaker:
Megan Walker, Health Marketing Specialist and Director, Market Savvy

Chair:
George Sotiris, Workplace Relations Manager, AMA Queensland

2.30PM – 2.45PM
Afternoon tea and networking with sponsors and trade

1PM – 2.30PM
MEDICO-LEGAL STREAM

1PM – 1.45PM
Panel discussion - what to do when the wheels fall off
Do you know what to do if your practice records are held ransom by a cyberhacker, as has recently occurred here and abroad in medical practices? Maybe you are dealing with the fallout of negative comments received on a Rate my Doctor site. Or perhaps your practice has been damaged by cyclonic weather. Our expert panellists discuss how to resolve clinical, practice, compliance and insurance problems, and how to mitigate the risk of them occurring in the first place.

Panellists:
Chris Mariani, Director, Medical and General Risk Solutions; Bill Hickey, Partner, HWL Ebsworth Lawyers; Julie Brooke-Cowden, Manager - Claims and Advisory Services (East), MDA National; and Dene Creegan, General Manager, 7Springs Medical Practice

Chair:
Katharine Philp, Partner, HWL Ebsworth Lawyers
CLOSING PLENARY

2.45PM – 3.15PM

2018 private practice policy and legislative round up - what's on the horizon?

This session considers the current policy and politics in play on out-of-pocket costs. Luke Toy outlines the work underway in federal government via the Private Health Ministerial Advisory Committee, plus the current federal parliamentary inquiries, and private sector and private health insurance initiatives.

Speaker: Luke Toy, Director, Medical Practice, Australian Medical Association
Chair: Katharine Philp, Partner, HWL Ebsworth Lawyers

3.15PM – 4PM

Private practice agony aunt panel

This annual lively panel session explores some common issues in private practice. Our expert panel addresses:

- How to effectively navigate conflict scenarios within a small practice team;
- Strategies for dealing with challenging patient scenarios;
- Elder abuse, and what to do if you suspect an elderly patient is being abused by their carer who always attends appointments with your patient; and
- Ethical and medico-legal issues around genetic testing.

Panellists:
Dr Ben Duke, Consulting Psychiatrist, Connolly Clinic, Belmont Private Hospital;
Dr Michael Clements, General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council;
Julie Brooke-Cowden, Manager, Claims and Advisory Services (East), MDA National;
Dr Malcolm Smith, Lecturer, School of Law, Australian Centre for Health Law Research, Queensland University of Technology; and
Vanessa James McPhee, Senior Associate, HWL Ebsworth Lawyers

Chair: Katharine Philp, Partner, HWL Ebsworth Lawyers

4PM – 4.15PM

Conference close

Chair: Katharine Philp, Partner, HWL Ebsworth Lawyers

"AMA provides an excellent, engaging conference for any person involved in the management of general practice! Highly recommended"

Felicity Hogan, Practice Manager, Cooloola Coast Clinic - 2017 Private Practice & Medico-Legal Conference delegate

*The program is subject to change and AMA Queensland reserves the right to substitute advertised speakers as required.
**The Hon Justice David Boddice**

Supreme Court of Queensland

The Honourable Justice David Boddice graduated of Laws (Honours) from The University of Queensland in 1983. In 1984, Justice Boddice was admitted as a Barrister of the Supreme Court of Queensland and appointed as Senior Counsel in 2001.

His Honour has previously served as a member of the Queensland Anti-Discrimination Tribunal (2006-09); Chair of the Queensland Nursing Tribunal (2007-09); Director (1993-2010) and Chair (2006-10) of Barristers’ Chambers Limited; Junior Vice President (2006-08), Senior Vice President (2008-10) and Legal Patron (2014-present) of the Medico-Legal Society of Queensland; and member of the Continuing Professional Development Committee of the Bar Association of Queensland (2007-09).

Justice Boddice was appointed a Judge of the Supreme Court of Queensland in 2010.

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**Julie Brooke-Cowden**

Manager - Claims and Advisory Services (East), MDA National

Julie Brooke-Cowden graduated from Macquarie University in 1994 with a Bachelor of Science and a Bachelor of Laws. She obtained her Specialist Accreditation in Personal Injury (Defendant) Litigation in 2000 and her Master of Laws from the University of Sydney in 2005. Julie is an adjunct lecturer with the University of Notre Dame Australia’s School of Medicine in Sydney, and a mentor with the Law Society of New South Wales’ Women’s mentoring program. She was also a member of Concord Repatriation General Hospital’s Human Research Ethics Committee for the past 10 years.

Since commencing with MDA National in 2005, Julie has provided assistance and advice to doctors with respect to complaints, claims, performance and disciplinary issues, conduct and health matters, Medicare investigations and audits, pharmaceutical services investigations, and coronial investigations and inquests.

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**Dr Michael Clements**

General Practitioner, Fairfield Central Medical Practice; and Far North Area Representative, AMA Queensland Council

Dr Michael Clements served with the Royal Australian Air Force (RAAF) for 13 years. After working in various locations around the world, Michael now owns and works in a private practice in Townsville as a GP and as a designated aviation medical examiner. He is a Fellow of the Australasian College of Aerospace Medicine, Royal Australian College of General Practitioners, and the Royal Australasian College of Medical Administrators.

He completed the DipAvmed in the UK in 2010 and remains active in the RAAF Specialist Reserve. Michael continues to supervise general practitioners in training and works part-time as a director of rural generalist training for the Queensland Rural Generalist Pathway.
Paul Copeland has extensive knowledge of the medical and dental industries, including all areas of general and specialist practice. Paul assists clients with their accounting, tax and business advisory requirements. An active property developer himself, Paul also has a substantial client base of individuals and corporations in property development, and advises them on commercial and taxation issues as they relate to the property industry. Through his strong network of referrers and business partners, Paul provides his clients with invaluable specialist knowledge in their industries. His accounting advice is highly sought after at different medical and property seminars and networks across the state.

Dr Ben Duke is a psychiatrist in private practice at Belmont Private Hospital, Brisbane. He works in both clinical and civil forensic areas. He previously worked in the public sector, mainly in consultation liaison psychiatry. Ben served two terms on the AMA Queensland Council, and was President of the Australian and New Zealand Association of Psychiatrists in Training. In the spare time allowed by his four-year-old son, he plays the oboe in the Queensland Medical Orchestra, and tries to make a ballet class at least once a week.

Eliisa Fok is a Manager at KPMG Canberra in the Policy, Programs & Evaluation team currently focussing on Health, Aging and Human Services. She recently joined KPMG following her role as a Senior Policy Adviser in AMA Federal’s Medical Practice team where she managed the AMA’s Fees List and MBS reform portfolios and the AMA’s Council for Private Specialist Practice. She has held a variety of senior policy and project roles across national peak-body and not-for-profit health organisations in Australia and Canada. Eliisa has a background in health research, policy and advocacy and holds a Master of Public Health (Epidemiology & Biostatistics) from the University of Melbourne.
Speakers

DR GRAHAM HAY-SMITH
Ophthalmic and Cataract Surgeon, owner and CEO, Moreton Eye Group and the Moreton Day Hospital

Dr Graham Hay-Smith is a practicing ophthalmic and cataract surgeon and is the owner/CEO of the Moreton Eye Group and the Moreton Day Hospital. He trained in central London, working in a range of major teaching hospitals including St George’s, St Thomas’ and Guy’s, St Bartholomew’s and The Royal London. He did his ophthalmic registrar training at the world famous Moorfields Eye Hospital and a Fellowship in Medical Retina and Uveitis at the Western Eye Hospital and The Chelsea and Westminster Hospital. Prior to his successful career as an eye surgeon he was an investment banker. He was also a Lieutenant Colonel in the British Army Reserve and saw active service in the Gulf in 2003. He moved to Brisbane in 2013.

BILL HICKEY
Partner, HWL Ebsworth Lawyers

Bill Hickey is a member of HWL Ebsworth’s Litigation and Dispute Resolution team in Brisbane. He has over 30 years’ experience managing litigation and the resolution of commercial disputes. Bill advises in disputes involving directors and corporate governance, construction and engineering, contract enforcement, partnerships, professional negligence, intellectual property and insolvency situations. Bill has been recognised as one of Queensland’s leading litigators by Best Lawyers™ Australia and Asia Pacific Legal 500. Bill has proven himself to be able to work closely with his clients in order to achieve a preferred resolution strategy. As part of this, he regularly collaborates with consultants and independent experts across a variety of fields.

EMMA HOSSACK
President, Medical Software Industry Association

Emma Hossack is the Chief Executive Officer at Extensia, BarWeb and Binder. She is also the Director of ScriptWise and the President of the Medical Software Industry Association (MSIA). MSIA’s members include software providers for all aspects of Australia’s healthcare sector. Previously, Emma was a practising commercial lawyer with an interest in information logistics.
Vanessa James-McPhee is a member of HWL Ebsworth’s National Workplace Relations & Safety team and is based in Brisbane. During her career, Vanessa has gained experience in providing businesses in the medical and allied health sector with workplace advice and solutions. Vanessa’s experience includes advising on performance management and dismissal of employees, restructures and redundancies, workplace bullying, harassment and discrimination complaints, transfer of business, employment contracts and policies and procedures. Vanessa also undertakes workplace investigations, including interviewing and drafting witness statements, findings reports and recommendations, and delivers training seminars addressing employment, workplace and safety issues.

Angela Jeffrey is the Business Advisory Director at William Buck. She works extensively with the medical and dental industries, covering all areas of general and specialist practices, assisting with their accounting, tax and business advisory requirements. Angela understands the unique issues faced by practitioners, particularly those with private practices, and helps structure their business to achieve maximum results.

Joshua Liddle practices in HWL Ebsworth’s Brisbane Health Law team, and advises health practitioners from hospitals and private medical clinics on all aspects of healthcare regulation, including medical negligence claims, professional disciplinary complaints, Medicare investigations and coronial investigations. Joshua’s experience includes defending medical negligence claims under the Personal Injuries Proceedings Act 2002 (Qld), representing doctors the subject of investigation by the Office of the Health Ombudsman and Australian Health Practitioner Regulation Agency, representing doctors with respect to allegations of misconduct under the Public Service Act 2008 (Qld), and representing doctors with respect to coronial investigations, the Medicare Practitioner Review Program and Professional Services Reviews.
Speakers

CHRIS MARIANI
Director, Medical and General Risk Solutions

Chris Mariani is Medical and General Risk Solutions’ medical indemnity expert. He has over 20 years of insurance experience, the majority of which is specialised medical indemnity insurance. He previously worked for a major medical indemnity insurer managing corporate clients, brokers, underwriting and leading the products department – where he was responsible for developing and managing medical indemnity policies.

Chris has advised some of the largest medical corporate organisations in Australia, including private hospitals and health care businesses. He has worked on global insurance programs and small to medium enterprise (SME) businesses across many industries. Chris has a thorough understanding of medical indemnity legislation and holds numerous insurance qualifications and a Master’s of Applied Finance.

HEATHER MCDONALD
Director Education and Early Adoption, Australian Digital Health Agency

Heather McDonald is the Director of Clinical and Community Use and Education Support at the Digital Health Agency (2000-present). Heather worked at the National E-Health Transitional Authority prior to the Agency being formed. She has a nursing background and has worked in many areas of nursing.

RACHELE MITCHELL
Solicitor and Claims Manager, MDA National

Rachele Mitchell holds a Bachelor of Laws and a Bachelor of Nursing and has practised as a solicitor in the areas of medical negligence, professional indemnity, and public liability. In addition to her legal experience, Rachele has over 10 years’ experience as a registered nurse in the surgical and perioperative environment.

Rachele commenced at MDA National following five years with the Australian Health Practitioner Regulation Agency (AHPRA) managing professional performance, and health and conduct investigations on behalf of the Medical Board of Australia among other professional boards, and later, providing advice to AHPRA and the National Boards as a senior policy advisor.

Commencing as a claims manager with MDA National in 2017, Rachele now provides assistance and advice to medical practitioners regarding medico-legal issues/risk management, professional performance and disciplinary matters, informal and formal complaints, coronial investigations, employment disputes, and legal claims.
SIMON MOORE  
Financial Specialist, BOQ Specialist

Simon Moore is a financial specialist with over 14 years’ experience. Simon is part of BOQ Specialist’s commercial team and specialises in finance for healthcare professionals, including medical equipment leasing, motor vehicle finance, medical property finance and business loans. Prior to joining BOQ Specialist, Simon spent five years in commercial lending and two years in consumer finance.

HANYA OVERSBY  
Director, Specialist Consulting; and  
Director, Health Business Network

Hanya Oversby provides expert advice and guidance to medical specialists on medical business development and strategies. A professional business consultant, coach, advisor, educator and facilitator with an established industry reputation, she designs and delivers tailored consulting services to the medical industry.

Hanya has helped over 950 medical businesses clarify, strategise and achieve their business goals. She works collaboratively with health industry corporates to meet, drive and inspire their strategic partners’ medical business needs. She is regularly invited to chair or speak at conferences and meetings, such as The Macquarie School of Management and the Australian Society of Cosmetic Dermatology. Hanya also writes articles on medical business topics for many organisations.

SCOTT OXFORD  
Creative Director and Partner, New World Order

Scott Oxford is creative director and partner in New Word Order, a creative agency with a focus on brand and behaviour change. He has led strategy and creative for major quit smoking and vaccination campaigns, and has a passion for people and culture projects. As a business owner of 15 years he brings a practiced understanding of the importance to SMEs of ROI for brand, marketing and communication projects. He is active on his agency’s social media, as well as on a range of his own channels.
Speakers

KATHARINE PHILP
Partner, HWL Ebsworth Lawyers

Katharine Philp heads the HWL Ebsworth Health Law practice group in Brisbane and is highly regarded for her expertise in health law and medical negligence. She has 30 years’ experience defending personal injury actions across various Australian jurisdictions and has conducted health law related matters for over 25 years. Her expertise includes the successful defence of claims against doctors, coronial investigations and inquests, disciplinary action and investigations by regulators, mandatory reporting issues, disputes with specialist colleges, and professional insurance and indemnity issues. Katharine holds a Master’s of Health and Medical Law from the University of Melbourne and was the President of the Medico-Legal Society of Queensland Inc. from 2012 – 2014.

LYNETTE REYNOLDS
Partner, HWL Ebsworth Lawyers

Lynette Reynolds has practised in commercial law for more than 25 years, advising clients about all aspects of commercial and property law, including business contract advice, terms and conditions of supply, company and group structuring, and purchases and sales of businesses. In the medical and allied health sector, Lynette advises clients on medical and allied health structures including service agreements, locum arrangements, shareholders’ agreements, associateship agreements, hospital contracting arrangements and buying and selling practices. Lynette was recognised as a leading practitioner by various independent guides, including Best Lawyers™ Australia, Asia Pacific Legal 500 and the Asialaw Profiles Legal Directory.

ANISHA SINGH
Senior Associate, HWL Ebsworth Lawyers

Anisha Singh is a member of HWL Ebsworth’s Commercial team in Brisbane. Anisha has extensive experience in a range of legal areas, including taxation planning and advice, estate and succession planning, business structuring and restructuring, superannuation and commercial transactions. Anisha’s experience includes implementing estate planning and asset protection strategies for high net worth individuals, succession planning for privately-owned businesses and groups, restructuring personal or business assets in the most tax effective manner, advising on the taxation effect of various property and commercial transactions as well as acting for the taxpayer in various tax disputes.
Gary Smith has been a practice manager of a large multi-disciplinary practice in western Sydney for over 30 years. His career is extensive in managing healthcare facilities and providing health services, predominately in general practice. Gary is a past National and NSW State President of the Australian Association of Practice Management Ltd (AAPM). He is considered the guru of practice management in Australia by his peers, and an influencer in healthcare reform.

Gary is keenly interested and involved in health reform in Australia. He advises the Commonwealth Government on managing health reform and is a member of various advisory groups on behalf of AAPM.
Speakers

LUKE TOY
Director, Medical Practice, Australian Medical Association

Luke Toy is the Director, Medical Practice at the Federal AMA. He was previously the head of advocacy for a National Health NGO, the Deputy Chief of Staff and Senior Adviser to a Federal Minister, and worked in a number of federal departments and in US politics. He has an Honour’s in Communications (Media/Politics), a Master’s in Public Policy, a Master’s in Diplomacy, and is an Adjunct Professional Associate at the University of Canberra.

MEGAN WALKER
Health Marketing Specialist and Director, Market Savvy

Megan Walker is a health marketing expert with almost 25 years’ experience working with health professionals across hospitals, specialists, medical research institutes, general practice and allied health practices. She is particularly passionate about private practice in the community and her marketing style helps practitioners connect with people. Megan regularly trains peak bodies, health membership groups and Primary Health Networks on health marketing. She has worked with over 200 private health practices to achieve lasting success.

Megan is degree qualified in business and communications, and has a Master’s of Business Marketing. She is a Certified Practising Marketer, Fellow of the Australian Marketing Institute and Member of the Australian Institute of Company Directors.

DR MATTHEW YOUNG
General Practitioner, Medeco Medical Centre

Dr Matthew Young has been a general practitioner for 24 years, and is currently practising at Medeco Inala. Matt is a Senior Lecturer at the University of Queensland Medical School, and is a regular AMA Queensland Doctor Q columnist on GP issues.

Outside of medicine, he is a qualified archaeologist and captains the Ned Flanders Cricket Club – the first cricket club in world cricket history to play full national teams in every continent.
Conference venue

The AMA Queensland Private Practice & Medico-Legal Conference is at the centrally-located Brisbane Convention & Exhibition Centre (BCEC), Grey Street, South Bank.

BCEC is conveniently accessible via public transport with South Brisbane train station located close by in addition to busways and taxi ranks. Ample paid parking is available in the car park under the BCEC – enter car park 3 via Grey Street.

Accommodation

The nearest accommodation to the BCEC is located at Rydges Southbank, 9 Glenelg Street, South Bank. AMA Queensland has negotiated a discount of 10 per cent off Best Flexible Rate of the day. Delegates are welcome to book their accommodation directly with the hotel via:

- Online bookings:
  www.rydges.com/private-page/local-delegate-direct-booking-page
- Phone: (07) 3364 0800

Advise you are attending the Private Practice & Medico-Legal Conference when you make your booking.

Please note rooms are not being held for delegates and rates are subject to availability at the time of booking. The discount may not be used in conjunction with any other offer.

A 24-hour cancellation policy applies to all reservations. Any bookings cancelled after 2pm the day prior will incur a charge equivalent to one night’s accommodation.

For other accommodation options in South Bank and Brisbane central business district, visit wotif.com.au.

RACGP and AAPM Professional Development Points

- RACGP points - 20 category 2 points have been applied for
- 50 AAPM CPD points have been applied for

For more information, please email the AMA Queensland Events Team at registrations@amaq.com.au or phone (07) 3872 2222.

Pricing

Significant early-bird registration discounts are available to members and practice management staff in the permanent employ of an AMA Queensland member. Non-members can join online at www.amaq.com.au to obtain the discounted member early-bird rates on offer. Early-bird rates are available until Friday 20 July 2018. Please see summary of pricing below:

<table>
<thead>
<tr>
<th>REGISTRATION CATEGORY</th>
<th>ONE DAY ONLY registration price inc GST (Friday or Saturday)</th>
<th>BOTH DAYS registration price inc GST</th>
</tr>
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<tbody>
<tr>
<td>Early-bird member</td>
<td>$290</td>
<td>$560</td>
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<td>(Ends 20 July 2018)</td>
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Online registration

Online registration for this event is available at www.amaq.com.au. Go to the Private Practice & Medico-Legal Conference entry on the event calendar and follow the prompts. Have your member number, password and credit card details handy. Practice support staff can contact the AMA Queensland Events Team to obtain their logon to use online registration.

Cancellations

Cancellations are permitted without penalty until two weeks prior to the event commencement date. After this time, a 50 per cent cancellation fee applies. Transfers of registration are permitted until two days prior to the event commencement date without penalty. For any enquiries, please email registrations@amaq.com.au or phone the Events Team on (07) 3872 2222.
BE REWARDED

REFER A MEMBER
AND RECEIVE A DISCOUNT ON YOUR MEMBERSHIP RATES

REFER 1 MEMBER
25% discount on your membership

REFER 2 MEMBERS
50% discount on your membership

REFER 3 MEMBERS
75% discount on your membership

REFER 4 MEMBERS
No membership fee for one year

Register Online Now
Ensure to select your concurrent streams

DAY ONE - FRIDAY 7 SEPTEMBER
Choose between the Specialist, General Practice or Practice Manager concurrent streams to best suit your professional development needs and interests.

DAY TWO - SATURDAY 8 SEPTEMBER
Choose between the Practice Management or Medico-Legal concurrent streams to best suit your professional development needs and interests.

You can mix and match your concurrent session attendance to suit your requirements.

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FIRST ATTENDEE

Name: Dr / Mr / Ms / Mrs / Miss (Please circle)

☐ AMA Queensland Member  ☐ Non-member

AMA Queensland member number: __________________________

In the employ of Dr: __________________________

Practice name: __________________________

Position title: __________________________

Office phone: __________________________  Mobile: __________________________

Email address: __________________________

Postal address: __________________________

Dietary requirements: __________________________

ADDITIONAL ATTENDEES

Name: Dr / Mr / Ms / Mrs / Miss (Please circle)

☐ AMA Queensland Member  ☐ Non-member

Position title: __________________________

Email address: __________________________

Dietary requirements: __________________________

PAYMENT

Credit card:

☐ Visa  ☐ Mastercard  ☐ AMEX

Amount: $ _________

Card number: __________________________  Expiry date: ________ / ________  CCV: ________

Cardholder’s name: __________________________

Signature: __________________________

Direct deposit: Contact the Events Team on (07) 3872 2222.

REGISTRATION CATEGORY

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Registration price inc GST

Group Bookings:
A 10 per cent discount applies for four or more registrations. Contact the Events Team on (07) 3872 2222 to apply.

CONCURRENT STREAM SELECTION:

FRIDAY 7 SEPTEMBER

10.30am – 12pm  1pm – 2.30pm  3pm – 4.30pm

☐ Specialist  ☐ Specialist  ☐ Specialist

☐ General Practice  ☐ General Practice  ☐ General Practice

☐ Practice Manager  ☐ Practice Manager  ☐ Practice Manager

SATURDAY 8 SEPTEMBER

11am – 12pm  1pm – 2.30pm

☐ Practice Manager  ☐ Practice Manager

☐ Medico-Legal  ☐ Medico-Legal