PRIVATE PRACTICE
& MEDICO-LEGAL CONFERENCE

Future-proofing
your practice

Friday 6 – Saturday 7 October 2017

Brisbane Convention
& Exhibition Centre (BCEC)
Welcome from the President

Dear members, guests and colleagues,

On behalf of the organising committee, I would like to extend my warmest welcome to the second edition of our combined Private Practice and Medico-Legal Conference. The conference program aims to support practitioners and their support staff in meeting the challenges of modern medical practices. Whilst medicine is often thought of in clinical terms, some of the most challenging decisions doctors face relate to difficult ethical decisions, compliance with ever-changing legislation or the day-to-day difficulties of managing a practice.

The conference offers a robust and diverse program with topics traversing both realms, from e-health, to passing accreditation, exploring new income streams for private practice, digital marketing and managing emerging risks in practice.

I trust you find the conference beneficial and welcome any feedback or suggestions you may have to help us shape the future of this professional development event.

Sincerely,

Dr Bill Boyd,
AMA Queensland President
When Dr Toby Ford recollects his time at medical school, there was a short lecture available on setting up practice. Toby recounts that some 30 years later, setting up and running his private practice has been a case of trial and error, with plenty of lessons learned along the way. Having observed the workplaces of many corporate clients throughout Australia, Toby has seen great workplace culture at play, versus cultures that are not so great. He is passionate about developing an inclusive, happy culture at his own practice and he sees work as a place for his team to thrive, personally and professionally. It is important for the team to see the patient as number one, but attracting good team members to drive patient service and satisfaction is dependent on positive leadership behaviours, traits and chemistry.

Today Toby will discuss his tips for embedding a positive culture in the workplace, whether you are setting up a new enterprise or tweaking an existing practice.
10.30AM – 12PM
Practice essentials masterclass
Chair: George Sotiris, Manager, Workplace Relations, AMA Queensland

10.30AM – 12PM
Private practice financial essentials
Speakers:
Angela Jeffrey, Director, William Buck
Simon Moore, Senior Advisor, BOQ Specialist

This interactive workshop will canvass the financial fundamentals that you need to consider when setting up or buying a practice and how you can build a solid financial foundation. Using a checklist approach, our accounting and banking experts will discuss:

► What are the advantages of buying an existing practice versus starting a new practice?
► What do you need to earn? The importance of answering this question before you start out on your journey to private practice.
► Financial structuring to suit you and your practice type.
► Access to finance and loans – what are the key considerations for funding your practice?
► The pros and cons of buying or leasing equipment and premises?
► Accounting considerations and ensuring you have the right support in place to run the financials.
► The big-ticket tax issues you need to consider and ATO compliance priorities.

10.30AM – 11.15AM
The A to Z of accreditation – insight into general practice and specialist health service requirements
Speakers:
Kim Angove, National Manager AGPAL Accreditation
Susan Francis, National Manager, QIP Accreditation

Gain an overview of the Australian General Practice Accreditation Limited (AGPAL) and the Quality Innovation Performance (QIP) accreditation processes and resources to support your practice or health service with achieving accreditation. Learn about the relevant industry standards, including recent RACGP 5th edition updates and applicability of the National Safety and Quality Health Service (NSQHS) Standards.

11.15AM – 12PM
Practice incentive payments – what other streams of income can you access?
Speaker: Loryn Einstein, Managing Director, Medical Billing Experts

Exploring practice funding alternatives, this session will discuss funding streams available to support your practice. There are a range of PIPs currently available, including:

► PIP Asthma Incentive;
► PIP After Hours Incentive;
► PIP Cervical Screening Incentive;
► PIP Diabetes Incentive;
► PIP General Practitioner Aged Care Access Incentive;
► PIP Quality Prescribing Incentive;
► PIP Rural Loading;
► PIP Teaching Payments;
► PIP eHealth guidelines; and
► Indigenous Health Incentive.

This session will explore key options open to you, along with the process and financial benefits of accreditation for your practice.

12PM – 1PM
Lunch and networking with sponsors and trade
1PM – 2.30PM
**Practice essentials masterclass**
Chair: **Julie Brooke-Cowden**, Manager, Claims and Advisory Services East, MDA National

1PM – 1.45PM
**The current state of digital transformation in Australian hospitals. How is this changing practice and what are the implications for private practitioners?**
Speakers:
- **Dr Clair Sullivan**, Consultant Endocrinologist, Princess Alexandra Hospital; Co-Director, Healthcare Innovation and Transformation Excellence Collaboration (HITEC); Co-Chair, Digital Health Improvement Network (DHIN)
- **Dr Andrew Staib**, Deputy Director Emergency Medicine, Princess Alexandra Hospital; Co-Director, HITEC; Co-Chair, DHIN

As the co-chairs for the Statewide Digital Health Improvement Network, Dr Sullivan and Dr Staib have been heavily involved in the transformation of the Princess Alexandra Hospital into Australia’s first large scale tertiary digital hospital, as well as the ongoing digital transformation of Queensland Health.

This session will provide an overview of current e-health developments and what this means for private practice.

1.45PM – 2.30PM
**Harnessing emerging technology in private practice – what is out there?**
Speaker:
- **Loryn Einstein**, Managing Director, Medical Billing Experts

Technology and patient user interface is changing at a rapid rate. This session will outline what platforms are currently available and what is on the horizon for private practice technology, including:
- Booking apps;
- Billing systems; and
- Cloud based systems.

The session will also focus on the essential considerations for privacy and data security when employing new technologies.

2.30PM – 3PM
**Afternoon tea and networking with sponsors and trade**
DAY ONE - FRIDAY 6 OCTOBER
Private Practice Focus

3PM – 3.45PM
Plenary - The practice manager/practice principal dynamic - how to achieve a successful partnership to build your practice
Panellists: Dr Mark Craig, Practice Principal, My Medical Best Practice; Cristin Ponticello, Practice Manager, My Medical Best Practice
Chair: George Sotiris, Manager, Workplace Relations, AMA Queensland

This session will explore the practice principal/practice manager dynamic and how this central relationship is fundamental to practice success through improved efficiencies and delivery of best-practice patient centred care.

3.45PM – 4.15PM
Plenary - The policy and politics of out of pocket costs – the current state of play and what’s on the horizon
Speaker: Mr Luke Toy, Director – Medical Practice, Australian Medical Association
Chair: George Sotiris, Manager, Workplace Relations, AMA Queensland

This session will consider the current policy and politics in play on the issue of out of pocket costs. Luke Toy will outline the work underway in Federal Government via the Private Health Ministerial Advisory Committee, past and current Federal Parliamentary inquiries, and private sector and private health insurance initiatives.

4.15PM – 4.30PM
Close day one
“Was very good – a well-balanced, wide-ranging informative conference.”

Dr Peter Murphy - 2016 Private Practice & Medico-Legal Conference delegate
DAY TWO - SATURDAY 7 OCTOBER
Private Practice / Medico-Legal Focus

8.50AM – 9AM
Welcome
Katharine Philp, Partner, TressCox Lawyers

9AM – 10.30AM
Plenary - Legal, clinical and procedural considerations regarding the prescribing of medical marijuana for general and specialist practice
Panellists: Dr Jeannette Young, Chief Health Officer and Deputy Director - General Prevention Division, Department of Health;
Sue Ballantyne, Senior Medical Advisor - Chief Medical Officer and Healthcare Regulation Branch, Prevention Division, Department of Health;
Dr Tony Gill, Director, Medicines Shortages Section, Pharmacovigilance and Special Access Branch, Health Products Regulation Group, Department of Health;
Julie Brooke-Cowden, Manager, Claims and Advisory Services, East MDA National
Chair: Katharine Philp, Partner, TressCox Lawyers

This panel presentation will discuss government, legal and risk perspectives with regards to the guidelines, procedures and practicalities of prescribing medical marijuana. Queensland Health will also discuss the common queries received from practitioners around the prescribing of medical marijuana, the comparative Canadian experience and what we can learn.

10.30AM - 11AM
Morning tea and networking with sponsors and trade

Ensure to select your concurrent streams

DAY ONE - FRIDAY 6 OCTOBER
Choose between the Practice essentials or Practice accelerator concurrent streams to best suit your professional development needs and interests.

DAY TWO - SATURDAY 7 OCTOBER
Choose between the Medico-legal or Practice management concurrent streams to best suit your professional development needs and interests.

You can mix and match your concurrent session attendance to suit your requirements.
11AM – 12PM
Practice management stream
Chair: George Sotiris, Manager, Workplace Relations, AMA Queensland

11AM – 11.30AM
HR essentials: Avoiding traps and ensuring you are compliant with Fair Work legislation
Speakers: George Sotiris, Manager, Workplace Relations, AMA Queensland
Vanessa James-McPhee, Senior Associate, TressCox Lawyers

This session will step through a checklist of essentials when it comes to employing staff at your practice, including employment contracts, position descriptions, performance planning and reviews and ensuring that you are compliant with Fair Work legislation.

11.30AM – 12PM
Strategic planning, positioning and defining your practice vision
Speaker: Paul Copeland, Director, Business Advisory, William Buck

Medicine is becoming increasingly competitive and successful practitioners will need to focus more on the business elements of their practice to thrive.

Understanding the vision for your practice, your point of difference and aligning the members of your organisation are key elements to building a successful practice.

This session will cover:
- Improving practice performance by defining your vision;
- Aligning staff with your vision;
- Creating your point of difference; and
- Developing an action plan to make this happen.
- Building a high performance team in your practice
- Challenges and changes facing the industry

11AM – 12PM
Medico-legal stream
Chair: Colleen Sullivan, Practice Manager

11AM – 11.30AM
Supplying patient records to third parties such as insurers – what are the legalities?
Speaker: Katharine Philp, Partner, TressCox Lawyers

Doctors regularly receive requests for records when a patient has engaged in a legal process. These requests can be made on behalf of patients and the opposite party, often insurers in a claim for damages for personal injuries.

This session will discuss the range of requests for records and how to respond in each instance, to ensure that you comply with your legal obligation of confidentiality for your patient.

11.30AM – 12PM
Ensuring doctor’s safety – what measures should your practice have in place?
Speaker: Vanessa James-McPhee, Senior Associate, TressCox Lawyers

Vanessa will discuss your obligations and best-practice processes around safety in the workplace and how to ensure you have the correct measures in place to manage physical and verbal threats against doctors, staff and other patients. The session will cover the essential aspects of ensuring safety for your staff and other patients, exploring measures you can take for a safe practice.

12PM – 1PM
Lunch and networking with sponsors and trade
**1PM – 2PM**

**Private practice stream**

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

**1PM – 1.40PM**

**Harnessing marketing for medical practice growth**

Speakers:  
**Damien Edmonds**, General Manager, Edmonds Marketing;  
**Joshua Liddle**, Solicitor, TressCox Lawyers (*AHPRA guidelines and unwanted testimonials*)

- How to develop a marketing plan?  
- Do you understand digital marketing?  
- How can you best utilise social media marketing and search engine optimisation?

In an increasingly competitive marketplace, it is no longer enough to rely on word-of-mouth. Increasingly, patients look online to research a practice’s benefits and reputation.

This session will explore the fundamentals of medical private practice marketing and how to ensure your marketing strategies and campaigns are compliant with the relevant AHPRA guidelines. You will also be stepped through a template marketing plan to help your practice achieve marketing success.

**1.40PM – 2PM**

**Finding your niche market in private practice**

Speaker:  
**Dr Lily Vrtik**, Plastic Surgeon and Reconstructive Surgeon, Brisbane

The main theme of this presentation will be around deciding what clinical area you want to focus on in private practice, how to build and shape your practice towards your objective and how to successfully market your practice to the right target audience.

---

**1PM – 2PM**

**Medico-legal stream**

Chair: **Katharine Philp**, Partner, TressCox Lawyers

**1PM – 2PM**

**Emerging medico-legal issues in private practice**

Speaker: **Gae Nuttall**, Risk Advisor, MDA National

This session will cover common and emerging risks for private practice with respect to:

- The Privacy Act – New Mandatory Data Breach Obligations;  
- E-health, telehealth and My Health Record; and  
- Advertising and social media.

---

**2PM – 2.30PM**

**Afternoon tea and networking with sponsors and trade**
2.30PM – 3.30PM

Plenary - Private practice agony aunt panel
Panellists: Dr Nigel Prior, Addiction Medicine Specialist and Psychiatrist, Wentworth Clinic; Dr Eleanor Chew, General Practitioner, Ningi Doctors; Julie Brooke-Cowden, Manager, Claims and Advisory Services, East MDA National; Associate Professor Noel Hayman, General Practitioner, Inala Indigenous Health Service of Excellence (Invited); Professor Liz Farmer, Chair – Revalidation Expert Reference Group, Medical Board of Australia (Invited)
Chair: Katharine Philp, Partner, TressCox Lawyers

This lively annual panel session will explore some common issues encountered in private practice including:
- Boundary issues;
- Dealing with impaired colleagues;
- Cross-cultural issues; and
- The latest developments in revalidation.

3.30PM – 3.35PM

Close of conference
Speaker: Katharine Philp, Partner, TressCox Lawyers

“Every AMA Seminar that I have been to has been excellent. I always walk away with new knowledge and better understanding of things I do every day. Will continue to attend any that I can.”

Amy Leck - 2016 Private Practice & Medico-Legal Conference delegate
Speakers

Julie Brooke-Cowden
Manager, Claims and Advisory Services, East MDA National

Since commencing work 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.

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 NSW’s Women’s mentoring program. She has also been a member of Concord Repatriation General Hospital’s Human Research Ethics Committee for the past 10 years.

Kim Angove
National Manager, AGPAL Accreditation

Kim is the National Manager at the Australian General Practice Accreditation Limited (AGPAL), and is responsible for overseeing the day-to-day operations for the delivery of AGPAL Accreditation for general practices. Kim has extensive experience and knowledge of AGPAL accreditation and the RACGP Standards for general practices, having been associated with AGPAL for more than 15 years.

Dr Eleanor Chew
General Practitioner, Ningi Doctors

Eleanor has practiced for close on 30 years across Australia in a variety of general practice settings. She is a member of the Medical Board Performance and Professional Standards Panel, an assessor with the Queensland Civil and Administrative Tribunal and a GP member on the Avant Queensland Medical Experts Panel.

Eleanor has been on RACGP Council (2010-2015) and has served as Vice-President and Chair of Council. She is the RACGP Queensland Provost and a director on the Australian Digital Health Agency Board.
Paul Copeland
Director, Business Advisory, William Buck

Paul has extensive knowledge in relation to the medical and dental industries, covering all areas of general and specialist practices, assisting them 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, advising them on commercial and taxation issues as they relate to the property industry. Through his strong network of referrers and business partners, Paul is able to provide his clients with specialist knowledge in their industries. He is often sought after for advice at different medical and property seminars and networks across the state on accounting issues.

Dr Mark Craig
Practice Principal, My Medical Best Practice

Since 2001, Mark has practised private, full-time musculoskeletal medicine in Milton and Southport. His special interests include back pain, prolotherapy of the sacroiliac joint, viscosupplementation and neuro-modulation of chronic pain.

After he graduated in medicine, Mark spent five years training for rural general practice in Atherton. His interests were obstetrics and anaesthetics, in addition to running a busy solo private practice seeing 200 patients per week. In 1989, Dr Craig took up an academic post with The University of Queensland teaching rural medicine, while continuing clinical practice in the various private hospital Emergency Departments in Brisbane between 1989 and 2001.

Damien Edmonds
General Manager, Edmonds Marketing

As a strategic marketing consultant, Edmonds Marketing develops marketing plans and translates these into effective, integrated communications campaigns. Working with a range of health services clients in Queensland including medical practices, research institutes and hospitals, Edmonds Marketing provides a range of marketing services including brand and positioning strategy, content marketing and social media, collateral design, media, and community relations.

Damien first discovered marketing as a young boy, intrigued by his grandfather’s advertising company in Brisbane in the 1970s. Prior to direct involvement with Edmonds Marketing, Damien’s experience included roles with Queensland Motorways, Zenith Media Worldwide in the UK, Dentsu Media in Brisbane, Nielsen Media Research in Sydney and the UK, Murdoch Magazines, and Eyecorp Outdoor.
Speakers

Loryn Einstein
Managing Director, Medical Billing Experts

Loryn provides medical billing, consultancy and lecturing services across Australia. She brings to her role as Managing Director more than 25 years of business acumen in a variety of industries, ranging from manufacturing to medical.

She has a broad range of experience in the health care sector. Over a 10-year period, Loryn performed a variety of roles as a Senior Manager for Queensland Health, including Business Manager, Director of Corporate Services and Revenue Manager for a tertiary hospital.

Dr Toby Ford
Chief Executive Officer, Ford Health

Toby is founder and CEO of Ford Health, a multi-disciplinary performance and preventative health practice with clinic sites around Australia. His team provide health risk management, logistics, health system navigation and sense making. They have been researching and quantifying how health, wellbeing and resilience effect productivity and performance in workplaces. As a keen Masters rower, with hobbies in pottery, leather, and carpentry, Toby has tried to balance his working career with other activities in parenting, philanthropy and volunteering.

Susan Francis
National Manager, QIP Health Services Accreditation

As the National Manager of QIP Health and Community Services Accreditation, Susan is responsible for the administration of all accreditation programs offered by QIP. She joined the company in 2008 following her move from Victoria where she worked in the Community Health sector focussing on Indigenous Health. Her expertise spans across a vast number of primary and allied health professions and regulatory standards at both national and state level.
Tony is a public health physician who is a principal medical adviser to the Therapeutic Goods Administration (TGA) and heads up the Medicine Shortages Section in the Pharmacovigilance and Special Access Branch, which also administers access to unapproved medicinal cannabis products. He commenced work at the TGA in February 2010 and has filled various roles including acting Chief Medical Adviser of the TGA and Senior Medical Adviser roles until before moving to his current position in September 2016. In the TGA he has been involved in the regulation of unapproved therapeutic goods as well as the scheduling of medicines.

Prior to joining the TGA, Tony spent his medical career since graduating from the University of Adelaide as a medical officer in the Australian Army rising to the rank of Brigadier.

Vanessa has over 15 years’ experience in the areas of human resources, employment and workplace law. During this time, she has assisted and advised a range of clients including practice managers, business owners of small-medium enterprises from various jurisdictions in the health and services industry. Vanessa has extensive knowledge of performance management and dismissal of employees, restructures and redundancies, workplace bullying, harassment and discrimination, transfer of business, contracts and policies and procedures. She also provides advice and representation to clients in relation to restraints, unfair dismissal claims, discrimination, general protections claims and wages claims, as well as undertaking workplace investigations.
Speakers

Joshua Liddle
Solicitor, TressCox Lawyers

Joshua joined TressCox in 2015 and currently works as a Solicitor in the Health & Aged Care Team. He regularly advises doctors and their insurers on medical negligence claims, coronial inquests, regulatory compliance, and complaints to the Australian Health Practitioner Regulation Agency (APHRA) and Office of the Health Ombudsman. Joshua also has experience in commercial litigation, and was formerly a Judge’s Associate in the Federal Court of Australia.

Chris Mariani
Medical indemnity expert, Medical and General Risk Solutions

Chris has over 20 years of insurance experience, the majority of which he has specialised in 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 the development and management of 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. He has a thorough understanding of medical indemnity legislation and holds numerous insurance qualifications and a Master of Applied Finance.

Simon Moore
Senior Advisor, BOQ Specialist

Simon is a financial specialist with 12 years’ experience. He is part of the commercial team at BOQ Specialist and specialises in finance for healthcare professionals. This covers 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.
Gae Nuttall  
Risk Advisor, MDA National

Gae’s professional interests include medico-legal education, practice management and accreditation systems. She believes that implementing good practice systems minimises risk to both doctors and their practice staff, while providing quality health care. Gae is a registered nurse, with extensive experience in general practice education and orientation of doctors new to the Australian health care system.

Katharine Philp  
Partner, TressCox Lawyers

Katharine has over 25 years’ legal experience and is highly regarded for her expertise in Health Law and Medical Negligence. This includes the defence of claims against doctors taken to trial in the Supreme and District Courts of Queensland, Coronial investigations/inquests, disciplinary action/investigations by regulators, mandatory reporting issues, disputes with specialist colleges, professional insurance and indemnity issues. For the past 10 years Katharine has been included in the Best Lawyers® Australia publication for Health & Aged Care and Medical Negligence, and was selected for ‘Lawyer of the Year’ for Health & Aged Care in Brisbane in 2018.

Cristin Ponticello  
Practice Manager, My Medical Best Practice

Cristin is an experienced practice manager, having worked with a number of busy general practices and specialists for several years. Ensuring the practice is well organised and compliant, Cristin’s compassion is also key to her success: it is how she makes patients feel about their experience that is as important as their clinical care.

She has assisted Dr Mark Craig at My Medical Best Practice to ensure it remains highly regarded by patients and the gold standard in clinical care for personalised spinal and musculoskeletal conditions. Currently undertaking an MBA, Cristin has also studied with The Royal Australian College of General Practitioners, specialising in practice management.
George Sotiris has been with the AMA Queensland Workplace Relations team for over seven years. He has a Bachelor of Business from Griffith University, majoring in employment relations and human services.

George's area of experience includes advising medical practices on employment aspects, including employment contracts, managing the employment relationship and processes for exiting employees. Familiar with key legislation, including the Fair Work Act and the Work Health and Safety Act, George provides expert advice to members to reduce the risk of potential workplace claims. Although he enjoys all aspects of this complex environment, George particularly enjoys working directly with practices to support better outcomes for doctors and their staff.

Dr Nigel Prior
Addiction Medicine Specialist and Psychiatrist

Nigel was trained in the United Kingdom and in Australia and has had extensive experience in both clinical and forensic psychiatry. He is a member of the Forensic Faculty of the RANZCP, the Medico-Legal Society of Queensland and the American Association of Psychiatry and the Law. He is a Senior Lecturer in Psychiatry at the University of Queensland.

Nigel’s special interests relate to general psychiatry involving anxiety and depressive disorders, addiction medicine and civil medico-legal practice. He has previously been a member of General Council and a Chair of the Board of Practice Standards of the RANZCP.

Lynette Reynolds
Partner, TressCox Lawyers

Lynette 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.

Specifically 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 has been selected for inclusion in the Best Lawyers® Australia editions since 2013 to 2018 for Commercial Law and in 2016 for Real Property.
Dr Clair Sullivan  
MBBS (HONS) MD  
FRACP CHIA

Consultant Endocrinologist,  
Princess Alexander Hospital; Co-  
Director, Healthcare Innovation  
and Transformation Excellence  
Collaboration (HITEC); Co-  
Chair, Statewide Digital Health  
Improvement Network (DHIN),  
Medical Lead, Digital Health  
Improvement; Co-Chair, Statewide  
Diabetes Clinical Network, Clinical  
Excellence Division, Princess  
Alexandra Hospital, Metro South  
Health

Clair is currently a senior staff specialist  
in endocrinology and cares for patients  
at Princess Alexandra Hospital. She  
is the Co-Chair for the Queensland  
Diabetes Network, the Medical Lead  
for Digital Health Improvement for  
Queensland and the Co-Chair of  
the Statewide Network for Digital  
Healthcare Improvement.

Clair graduated with Honours from  
the University of Queensland. She  
completed a Research Doctorate  
in Medicine (UK) at The General  
Infirmary at the University of Leeds  
and has recently qualified as a medical  
informatician.

Luke Toy  
Director of Medical Practice,  
Australian Medical Association

Luke has previously been the head of  
advocacy for a National Health NGO, a  
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 Honours in  
Communications (Media/ Politics), a  
Masters in Public Policy and a Masters  
in Diplomacy, and is an Adjunct  
Professional Associate at the University  
of Canberra.

Dr Andrew Staib  
Deputy Director Emergency  
Medicine, Princess Alexandra  
Hospital; Co-Director, Healthcare  
Innovation and Transformation  
Excellence Collaboration (HITEC);  
Co-Chair, Statewide Digital Health  
Improvement Network (DHIN)

Andrew has research interests in health  
systems and translation of research  
into improved patient outcomes. He  
was heavily involved as a clinical leader  
in the transformation of the Princess  
Alexandra Hospital into Australia’s first  
large scale tertiary digital hospital and  
is now involved in the ongoing digital  
transformation of Queensland Health  
as Co-Chair of the Statewide Digital  
Healthcare Improvement Network.
Speakers

Dr Lily Vrtik
Plastic and Reconstructive Surgeon, Brisbane

Lily has a very busy private practice on the Brisbane’s north side. She also holds a public consultant position in both clinical and teaching capacities at Princess Alexandra Hospital. She has been an active instructor and faculty member in nation-wide EMSB (Early Management in Severe Burns) courses for the past 3 years.

During her early years of surgical training, Lily worked at Royal Perth Hospital, Sir Charles Gairdner Hospital as well as Princess Margaret Hospital for Children. She completed her last two years of Plastic Surgery training in Queensland, at Princess Alexandra Hospital and Royal Brisbane and Women Hospital. In 2002, Lily spent 12 months working in Chang-Gung Memorial Hospital in Taiwan in their famous plastic and reconstructive unit.

Dr Jeanette Young
Chief Health Officer and Deputy Director-General, Prevention Division, Department of Health

Jeannette’s role includes responsibility for health disaster planning and response; aero-medical retrieval services; licensing of private hospitals; and policy regarding research; organ and tissue donation services; cancer screening services; communicable diseases; environmental health, preventive health and other population health services; blood, poisons and medicines.

She has specialist qualifications as a Fellow of the Royal Australasian College of Medical Administrators and as a Fellow by Distinction of the Faculty of Public Health of the Royal College of Physicians of the United Kingdom. She is an Adjunct Professor at QUT and Griffith University.

Dr Young is a member of numerous state and national committees and boards including the NHMRC, the Australian Health Protection Principal Committee, the Jurisdictional Blood Committee, the Organ and Tissue Jurisdictional Advisory Committee, and the National Screening Committee.
Conference venue
The AMA Queensland Private Practice & Medico-Legal Conference will be held at a conveniently located venue – the Brisbane Convention & Exhibition Centre (BCEC) located at Grey Street, South Bank.

BCEC is conveniently accessible via public transport with the South Brisbane train station located close by and additionally, readily accessible bus ways and taxi ranks. Ample paid parking is available in the car park under the BCEC and the nearest car park is car park three, accessed by 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% off Best Flexible Rate of the day. Delegates are welcome to book their accommodation directly with the hotel via:

- **Phone:** (07) 3364 0800

(If you are using the phone, please let your reservations team representative know you are attending the Private Practice & Medico-Legal Conference at the Brisbane Convention & Exhibition Centre).

Please note rooms are not being held for guests and rates are subject to availability at the time of booking and 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 the Brisbane central business district, please visit [wotif.com.au](http://wotif.com.au) to review hotels available nearby.

RACGP Professional Development Points
Category 2 RACGP points will be applied for.

For more information, please email Sharyn Mick, Events and Marketing Co-ordinator 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](http://www.amaq.com.au) to obtain the discounted member early-bird rates on offer. Early-bird rates are available until **Friday 25 August 2017**. Please see a 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>
</thead>
<tbody>
<tr>
<td>Early-bird member</td>
<td>$290</td>
<td>$560</td>
</tr>
<tr>
<td>(Ends 25 August 2017)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member standard</td>
<td>$350</td>
<td>$680</td>
</tr>
<tr>
<td>Non-member</td>
<td>$450</td>
<td>$880</td>
</tr>
</tbody>
</table>

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

Cancellations
Cancellations are permitted without penalty until two weeks prior to the event commencement date. After this time, a 50% cancellation fee will apply.

Transfers of registration are permitted any time until two days prior to the conference date without penalty. For any enquiries, please email registrations@amaq.com.au or phone the Events Team on (07) 3872 2222.

*The program is subject to change and AMA Queensland reserves the right to substitute advertised speakers as required.*
Refer a member
AND RECEIVE A DISCOUNT ON YOUR MEMBERSHIP RATES

WEBINARS

- Personal/Carer's Leave and Compassionate Leave 101
  Friday 23 June 9am – 10am

- Managing underperformance
  Friday 22 September 12pm – 1pm

- Social media in the workplace
  Friday 1 December 9am – 10am

Course inclusions:
- Up to three hours of training, depending on if you register for one, two or all three webinars.
- Live Q&A session at the end of each webinar
- Course slides

A link to the webinar recording sent once available

Who should dial in?
- Health practitioners who employ staff in private practice
- Practice managers

For registration details please visit www.amaq.com.au/page/Events_and_Training/Events_Calendar or phone (07) 3872 2222.
WORKPLACE RELATIONS MANUALS

- Work Health & Safety Manual
- Employer Manual
- Employee Policy & Procedure Manual
- Starting & Working in Private Practice

For more information or to order please contact the Workplace Relations Team on (07) 3872 2222 or email workplacerelations@amaq.com.au.

MEDICAL BUSINESS SUPPORT
HELPING YOU STAY ON TOP OF YOUR BOOKS

BOOKKEEPING
PAYROLL
BUSINESS ACTIVITY STATEMENT
ACCOUNTING SOFTWARE SET UP
PRACTICE PROCESS REVIEW

CONTACT US:
07 3229 5100
admin@amaqbookkeeping.com
Registration Form

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:

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

☐ AMA Queensland Member    ☐ Non-member
Position title:

Email address:

Dietary requirements:

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

☐ AMA Queensland Member    ☐ Non-member
Position title:

Email address:

Dietary requirements:

REGISTRATION CATEGORY

<table>
<thead>
<tr>
<th>ONE DAY</th>
<th>BOTH-DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Friday / Saturday)</td>
<td></td>
</tr>
<tr>
<td>Early-bird member (Ends 25 August 2017)</td>
<td>$290</td>
</tr>
<tr>
<td>Member standard</td>
<td>$350</td>
</tr>
<tr>
<td>Non-member</td>
<td>$450</td>
</tr>
</tbody>
</table>

Registration price inc GST

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

STREAM SELECTION:

Practice essentials masterclass
Friday 6 October
10.30am – 12pm

Or

Practice accelerator masterclass
Friday 6 October
10.30am – 12pm

Practice essentials masterclass
Friday 6 October
1pm – 2.30pm

Or

Practice accelerator masterclass
Friday 6 October
1pm – 2.30pm

Practice management stream
Saturday 7 October
11am – 12pm

Or

Medico-legal stream
Saturday 7 October
11am – 12pm

Private practice stream
Saturday 7 October
1pm – 2pm

Or

Medico-legal stream
Saturday 7 October
1pm – 2pm

PAYMENT
Credit card:

Visa   Mastercard   Amex

Amount: $

Card number: __________________________

Expiry date: _____ / _____  CCV: _______

Cardholders name: __________________________

Signature: __________________________

Direct deposit: Contact the events team on (07) 3872 2222.

Submit registration form:
Email: registrations@amaq.com.au
Fax: (07) 3856 4727
Post: AMA Queensland, PO Box 123, Red Hill, QLD 4059
Phone: (07) 3872 2222

Privacy information:
AMA Queensland’s primary purpose of collecting personal information on this form is to process your purchase. In providing your details you consent to your personal details being used in the manner indicated.
ABN: 17 009 660 280