

Women in MEDICINE EXCLUSIVE



REGISTRATION FROM 8.00AM

Session 1 – 8.30am to 10.30am

ESSENTIALS OF PRACTICE SUCCESS

This session explores changes in the Health Business and creates a framework for regaining control of your business.

- **Simplifying the 'Business' of Medical Practice:** Learn 'How to analyse your business using the STAR framework' and develop an action plan using insights.
- **Rediscover 'What matters at your stage of Practice':** Learn how to use your vision and mission statements to create a road map, set meaningful goals and a plan to achieve them.

Session 2 – 10.45am to 12.45pm

INCREASE EFFECTIVENESS OF MARKETING AND AVOID WASTING MONEY

This comprehensive marketing session focuses on 'THINK DIFFERENT'.

- Learn what best marketers do and apply it to your practice
- First things first- Discover 4 cornerstones of successful marketing
- Discover 5 activities that produce 80% of results

Session 3 – 1.30pm to 3.30pm

5 TRENDS THAT WORK IN HEALTHCARE MARKETING

Understand marketing platforms and know how to use them to develop marketing plan, to increase patients.

- **Internal Marketing:** How to deliver your promise, put your existing assets to use, and save big dollars on marketing.
- **Branding in Medical Practice:** This session covers basic concepts like how to design your logo to advanced concepts like creating brand equity, with real life case studies.
- **Online Presence:** Why your practice should have a website? What makes a good website? How to select vendors? Do I need SEO?
- **Social Media:** Should doctors use social media? Facebook, LinkedIn and Instagram? What are best practices in using social media for medical?
- **Digital Advertising:** How to rank well with Google? This section looks at digital advertising options like Google, emails, and other digital mediums including their costs and benefits.
- **ROI:** Calculating returns on your Marketing dollars
- **Marketing Plan:** Design a marketing plan for your practice that delivers results.
- **Beyond patient experience:** How to improve patient retention, loyalty and why it is important?

Session 4 - 3.45pm to 5.30pm

LEGAL ISSUES IN MARKETING AND MANAGING COMPETITION

This session covers extensively legal issues in medical marketing.

It also looks at business from a strategic perspective and tools to manage the competition.

- **Legal issues for Healthcare Marketing:** Know Do's and Don'ts of healthcare marketing.
- **Managing your Competition:** Learn proven tools to get ahead of the competition in a systematic approach.

Networking Drinks & Nibbles

Women in MEDICINE EXCLUSIVE

Session 1 – 8.30am to 10.30am **REGISTRATION FROM 8.00AM**

'MY PROFESSION- MY-LIFE-MY TERMS'

An interactive session by Gynaecologist Dr Sneha Joshi about her transition from working 110+hours a week, standing up against workplace challenges, to living a balanced professional and personal life everyone deserves.

- What successful people do differently
- Managing stress
- Reasons and remedies for burnout



Session 2 – 10.45am to 12.45pm

MANAGING A WORKPLACE

Explore contemporary tools and strategies to manage your most important asset, your staff.

- **Recruitment, Interviews, Employment Contracts:** What should I pay my staff? Should they be casual? Questions to ask in an interview?
- **Tools to Manage Your Staff:** Staff productivity, staff performance, complaints, letting go of staff, work culture.
- **Practice Manager Role and Management:** How to develop the right team?
- **Women in Leadership:** What is expected of a practice owner? How do I deliver?

Session 3 – 1.30pm to 3.30pm

GETTING FINANCE BASICS RIGHT

This session provides the tools to make informed financial decisions about your practice, your investments and personal finance.

- **Learn the Language of Financial Statements:** Manage balance sheet, Income statement (P&L) and Cash Flow. Why they are important and how they interact and impact taxation.
- **Financial Mistakes:** Common financial mistakes in business and how to avoid them.
- **Choose the Right Business Structure:** Identify the different business structures. Best business structure for you. Changing a business structure.
- **Do's and Don'ts of Accounting and Taxation:** This section involves hands-on application with Quickbooks. Get over your fear of accounting and do your own BAS.

Session 4 - 3.45pm to 5.30pm

BUSINESS STRUCTURE AND FINANCIAL STRATEGY

What you didn't learn at University: Surprise your accountant by using tools and techniques used by financial professionals.

- **Develop your Financial Business Plan:** Understand a loan proposal, how to calculate the buying and selling price for a practice.
- **Make the Most out of Practice Software:** How to use your practice software and derive meaningful insights to drive growth.
- **Raising Finances for Practice:** How to get the best deal from your bank and available options.
- **Benchmarking Data for Specialists and General Practices:** Know where you stand in comparison with your peers and how to benchmarking effectively.
- **Questions to ask your Accountant**

Session 5 - 5.30pm to 6.00pm

MANAGING RISK OR MBS BILLING

Depending upon availability of Guest Speaker

Covers financial, business and professional risks encountered by doctors in private practice and looks at alternate innovative ways to manage risk than traditional insurance policies. OR MBS Billing with Case Studies

Networking Drinks & Nibbles