

Workshop: How to Create a Successful Practice

WEDNESDAY 30 April 2014

0800 - 1500	<i>WORKSHOP REGISTRATION</i>
0800 - 0900	<i>ARRIVAL TEA & COFFEE</i>
0900 - 0915	Introduction
0915 - 1000	Industry Overview
	<ul style="list-style-type: none"> • Cosmetic medical and surgical practice in Australia • Who currently does what and where • Comparison with overseas markets
1000 - 1030	What am I Good at?
	<ul style="list-style-type: none"> • Discovering your skill and passion • Time management • How does cosmetic medical practice compare with the conventional medical model? • Clinical scope of practice and how do I substantiate this?
1030 - 1100	Deciding on Which Services to Offer
	<ul style="list-style-type: none"> • Restrictions of practice - insurance, colleagues, markets, training and comfort • Competitors and barriers to entry • Capital costs of providing a service
1100 - 1130	<i>MORNING TEA</i>
1130 - 1300	The Business of Medicine
	<ul style="list-style-type: none"> • Business Structure • Operational efficiency • Optimal patient and community engagement <ul style="list-style-type: none"> • Profitability • Sale-able value • Lifestyle considerations • The role of Business Planning in task and people management
1300 - 1400	<i>LUNCH</i>
1400 - 1420	Compliance Issues
	<ul style="list-style-type: none"> • AHPRA • ACCS - Code of Conduct, CME • TGA • Health Departments • Local Councils
1420 - 1440	Being Seen - Marketing and Promotion
	<ul style="list-style-type: none"> • SEO and Google • Media
1440 - 1500	From Hacking to Harassment
	<ul style="list-style-type: none"> • Understand business risks; what can go wrong and being prepared for it
1500 - 1530	<i>AFTERNOON TEA</i>
1530 - 1600	Finally, the Clinic
	<ul style="list-style-type: none"> • The space • IT solutions • Employing staff • Business processes
1600 - 1615	Why Join the ACCS
1615 - 1630	Where to from here?
1615 - 1630	Closing
1800 - 2000	<i>Welcome Reception</i>

* Program subject to change at the discretion of the Conference Organisers.

Registration

FREE for all full conference registrants; otherwise \$350.

Morning and afternoon tea and lunch included.

Registration form can be completed online by following the 'Registration Form' link.