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TOPIC CATEGORIES

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- C. FINANCIAL & EFFICIENCIES**
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A. STRATEGY

1. Practice Sustainability – Is your practice a future investment or liability?

Why are the Prime Minister and Health Minister interested in Health and Life's business model?

- Strategic Planning – so does your practice have a future?
- The future sustainable business model for healthcare practices!
- Are you throwing good money after bad?
- The lifecycle of a practice are you really at the end?
- What to do with the spare consulting room?
- Keys to effective practice management
- Establishing a sound administrative structure
- “Earn while you sleep” the ideal practice model.

Attachments

- *Medical Observer Article 25.5.07 – On Your Own Terms*
- *H&L Best Practice Indicators Diagram*
- *H&L Best Practice Indicators*

2. Strategic Planning – So you have a future

*Are you throwing good money after bad?
You have to have an end point!*

- *Keys to effective practice management*
- *The future of general practice*
- *Goal setting*
- *Establishing a sound administrative structure*

3. Succession Planning – Successful Recruitment & Retention of Doctors including Overseas Doctors

The 30 second pitch to a new doctor

The percentage approach -going beyond “eat what you kill” when remunerating providers

- Stopping “tyre kicker” – how to reduce protracted and expensive negotiations with a provider wanting to join your practice
- Commonly missed key terms in you provider contracts and negotiations
- From employee to owner – a sustainable professional career path model

Attachments

- *Recommended Organisational Structure*
- *Proposed Legal & Taxation Structure*
- *Best Practice Diagram Model – Getting Back to Basics*
- *Problems and Pitfalls*

Overseas Doctors Special Topics

- Using the correct legal structures to avoid malpractice claims
- Using the correct Visa applications to legally reduce employer obligations and Malpractice claims

- Tricks to reduce provider “flight risk” and improve succession planning
- Legally enforceable restrictive covenants.

Attachments

- *Recommended Organisational Structure*
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- *Problems and Pitfalls*

B. LEGAL

4. Optimal Medico Legal & Tax Structures & Doctors Contracts

Negotiating sustainable and doctor friendly contracts

- Earn while you sleep not just eat what you kill agreements
- We guarantee you (unless you are client) do not have the right legal and taxation structure and why?
- Good documentation that passes the “eat well and sleep well test”
- Proven track record structures that make your practice investment, tax, medico-legally and family friendly based on sound and sustainable commercial principles
- Common mistakes in doctor contracts and practical solutions your advisers often miss.

Attachments

- Proposed Legal & Taxation Structure
- Proposed Legal & Taxation Structure using a Discretionary Unit Service Trust

5. Practice agreements - do I really need one?

Gentle agreements are a recipe for disaster. If it’s not in writing is 100% reason why practice arguments arise. Good practice agreements prevent arguments and promote excellent clinical and commercial governance and succession planning after the honeymoon period is over! Most importantly it keeps the tax office and litigation lawyers at bay.

- Why should I have one?
- What a good agreement should cover
- Key areas it should address
- Peace of mind is critical through openness and transparency.

6. Are you protecting yourself and your practice from medical malpractice claims?

Poor or no agreements, unnecessarily exposes you to malpractice claims is it really worth it?

- Common legal structure problems
- Medical indemnity crisis
- Failure to protect assets

7. New ruling – Service Trusts

Service trusts are still legal and critical for succession planning and the tax office supports them contrary to popular belief.

- Most practitioners' pay too much tax?
- Key outcomes
- Are trusts still worth it - absolutely?

8. Who's the Boss – are you liable?

The Corporation Laws make practice managers and spouses liable – of they are not to careful!

- An honest fool is not excuse for ignoring the law
- Types of Directors – the Practice Manager who is a Shadow Director
- Duties of a director
- What are you responsible for?
- What are the civil and criminal penalties?
- Laws that a Director is responsible for in a healthcare practice.

9. Accreditation standards vs. legal standards

Why the accreditation standards fall short of contemporary case law – practical tips on how you need to meet your legal obligations to your patient according to current case law.

- Key Objectives
- Risks involved?
- How the legal cases are not meeting the legal standards

10. Medicare Audits – are they illegal?

Are the current audits legal and what should you really do? Are you compromising your providers without their consent?

- Current audit activity
- Issues to consider?
- How do I respond? The end of bulk billing?
- What should practices do?

11. Family Trusts no longer provide the asset protection you once thought you had!

- Recent Federal Court Rulings expose your family trust and spouse to litigation
- A new and simple tax friendly solution to the new laws
- How to make practice ownership more attractive.

Attachments

- *Proposed Legal & Taxation Structure*
- *Proposed Legal & Taxation Structure using a Discretionary Unit Service Trust*

C. FINANCIAL & EFFICIENCIES

12. Best Practice financial Performance Indicators and Reporting (short presentation)

Is your practice really running efficiently and how do you know?

- Do you have the right number of support staff to providers?
- Are your overheads too high or too low?
- Picking the low hanging fruit- are you missing out on practice revenue?
- What is a sustainable profit target for your practice?
- The practice dash board report and the annual The Good, Bad and Ugly Report how they can simplify and help you monitor whether your strategic plans are working.
- How do you compare to the industry average are you operating at Best Practice – we discuss H&L annual benchmarking report results with over 1200 practices over a 17 year period.

Attachments

- GP KPI Medical Fees
- Practice Review
- Monthly Practice Dashboard Report
- Benchmarking Exercises

13. Best Practice Financial Performance Indicators and Reporting (workshop)

Is your practice really running efficiently and how do you know?

- Practical workshop how to calculate performance ratios for your practice
- Don't reinvent the wheel - practical demonstration and examples on how to use Quick Books and MYOB to instantly monitor your practice.
- How to understand your financial statements.

Attachments

- GP KPI Medical Fees
- GP Ratios Example
- Industry Average 2008 Results – GP's, specialist and allied health
- Practice Review
- Monthly Practice Dashboard Report Template

14. Efficient Practices – Have you got the right systems in your practice?

Including topic 9 how do you identify and practically resolve practice inefficiencies

- Don't under-estimate the value of a good practice manager
- Job Description - What role do you play?
- Practical tips and tricks to reduce or eliminate mundane tasks
- Educating and empowering staff and patients to improve practice efficiencies
- Staffing – have you got the right mix?
- Staff communications – do you have an effective computer system?
- Team Building – getting the best out of your staff
- Staff Conflict Resolution – how to deal with the problem?
- Linking financial performance to staff remuneration?
- How do I reward practice staff – it's not all about the money

Attachments

- Best Practice diagram Model – getting back to basics
- Example Minutes
- Example Agenda
- Proposed Organisational Structure

15. Advertising – Ethical Strategies to improve your services and bottom line

Working ethically smarter and not harder so patients value your services

- Legal and financial benefits
- What effect will corporatisation or competition will have on your practice?
- The real cost of loyalty?

16. Appointments – Efficient systems to improve your services and bottom line

The future sustainable business model for healthcare practices, how to increase capacity and viability without increasing practice hours! Ideas are from David Dahm the author of the National Primary Care Collaborative national report on reducing patient waiting times sustainably. David was the national financial analyst involved in setting national benchmark standards in 2008 for primary care practices.

- Get the right patients in and the wrong out
- Defining priority
- Defining characteristics of visit types
- Use nursing time to your advantage

17. Public Relations – are patients really happy with your service?

The price of loyalty??

1. Legal and financial benefits
2. What effect will it have against your competitor?
3. Why is loyalty important?
4. How does it reduce medical litigation?

18. Improving Practice Efficiencies using your existing computer system

How do you use existing systems to improve practice efficiency and your bottom line?

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19. TKO – A New practice management tool move from strategic

A computerised practice manual and automated job description and policy manual for your practice that will save you enormous time and money.

- TKO Live demonstration

D. HUMAN RESOURCES

20. Selecting the best staff for your practice

Staff represent 60% of your overheads. Can you afford to get recruitment wrong?

- Know what you need
- Job descriptions
- Interview process
- Staff loyalty & productivity

21. The New Health Professionals and Support Services Award 2010

The unprecedented new industrial laws make it imperative practices employ full time staff and monitor excessive over time of pay a \$33,000 fine per breach from 1.1.2010.

- Who is affected?
- Key Issues – how can you avoid the new rules
- What to do next - Document employment contracts or face big penalties

22. The New Nurses Award 2010

The unprecedented new industrial laws make it imperative practices employ full time staff and monitor excessive over time of pay a \$33,000 fine per breach from 1.1.2010.

- Who is affected?
- Key Issues – how can you avoid the new rules
- What to do next - Document employment contracts or face big penalties

23. The New Medical Practitioners Award 2010

The unprecedented new industrial laws make it imperative practices employ full time staff and monitor excessive over time of pay a \$33,000 fine per breach from 1.1.2010.

- Who is affected? Registrars, Overseas and Employee Doctors
- Key Issues – how can you avoid the new rules
- What to do next - Document employment contracts or face big penalties

24. What are you worth and how to get it?

Your staff need to be empowered how do you make this happen?

- Does training have anything to do with it:
- Key components in determining salary
- What role do you play?
- Average Salaries in Australia
- Tax effective salary packaging
- Rewarding performance for effort a model
- The impact of the new Health Awards!

25. Getting the people thing right

Staff represent your biggest overhead i.e. 60% how do you legally avoid them?

- Systems are more important than staff?
- The better the system the fewer experienced staff you need!
- Staff moral improve staff performance and productivity
- How many support staff do you need?
- How do you improve staff productivity

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26. Team Based Profit Sharing

How do you reward your staff and yourself so it is a win win?

- 80% of something is better than 100% of nothing
- A best practice sustainable business model for your practice

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27. Negotiating skills and Contracts & GP Registrars what is their value & financial issues

- Successful doctor contract negotiations – Win v Win
- A professional and financial career path model!
- Right structure and contracts do you have them?
- GP Registrars and the Awards
- GP Registrars what more can you offer them?
- Can you sell your practice – is it investment, tax and family friendly?
- Overseas doctors and Registrars – Pitfalls and Tricks
- Good practice documents which ones do you need?

28. The New Fair Work Act 2009

This topic provides a practical overview of the new Federal Laws and how they relate to the Modern Awards and practice employment agreements. This is a practical presentation and step by step guide on how to best navigate around the complex rules.

29. The World's Best Practice

It you're not too busy to read this and attend this Seminar then you're on the road to success. Turn your dream into reality. Eighty years of international research into the secrets of organisations that excel will show you how. The world's most successful practices are world class thinkers, they're fast moving, and have advanced processes and systems in place. To become one of them, ask yourself.

What do I do? How do I do it? Why do I do it?

This seminar will include;

- Practice and board culture
- Commercial and clinical governance
- Leadership and management
- Your personal/practice business lifecycle
- Eat well and sleep well strategies
- Business models – earn while you sleep not eat what you kill
- Don't throw good \$\$\$ after bad
- Succession planning – having 'skin' in the game
- Time management using real-time calendar
- Processes
- Dash board reporting – the balanced scorecard
- The wheelies, the wedgies and much more!

You will walk away from this seminar with ready to use simple, practical tolls to resolve inefficiencies and maximize your service delivery and profitability, with *less stress*.

30. The Director's Pathway

- Setting the strategic vision
- Clinical and Commercial Governance

Our evaluation form will be handed out and we would greatly appreciate any feedback.

Thank you for your time, should you have any queries regarding this presentation or anything discussed please do not hesitate to contact our office.

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