

Building a successful private practice



1. Objective

Provide Specialists with handy tips and advice on processes associated with establishing and standing out in private practice.

Introducing Healthscope hospital network and value added services to Specialists.

3. Agenda

Date: Saturday, 26 August | **Time:** 9.00am to 12.00pm

Venue: Schiavello Showroom, Crown Metropol.
8 Whiteman Street, Southbank VIC 3006

2. Target audience

• Specialist doctors:

- Young Fellows and Registrars who are nearing completion of their specialty training
- Accredited doctors and surgical assistants.

4. Parking

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8.30am	Arrival & Registration	10.30am	Hospital Business Development Presentation <ul style="list-style-type: none">• VMO promotion & support services• GP education
9.00am	Welcome & Healthscope Overview Mark Briscoe, VIC & TAS State Manager <ul style="list-style-type: none">• Interconnectivity/ cross-site accreditation/ clusters• Focus on quality and growth• Private Health Funds overview• Mobile services for Specialists (Healthscope Clinicals)• Hospital facilities (theatre, equipment, consulting, research)	10.50am	Hospital Marketing & Media Presentation Margie Jape, Digital Lead, Healthscope <ul style="list-style-type: none">• Website design, content SEO & SEM• Use of social media• AHPRA & MTAA guidelines
9.15am	Future proofing your business Vanessa Tancredi <ul style="list-style-type: none">Financial and taxation aspects setting up rooms• Business structure set up• Legal and tax structure set up	11.10am	Future proofing your operations A Prof David Williams, Neurologist and Director – Hoxton MPM <ul style="list-style-type: none">Practical administrative processes associated with setting up rooms for future growth• Staff management and training• IT systems, invoice management & billing• Building systems for electronic medical records
9.40am	Setting up rooms Joseph Tigani, Global Business Relationship Manager, Schiavello Cheryl House Principal Designer, Schiavello Healthcare Facilities <ul style="list-style-type: none">• Design Considerations• Case Studies	11.35am	2nd Panel discussion, Q&A Margie Jape A Prof David Williams
10.05am	1st Panel discussion, Q&A Mark Briscoe Vanessa Tancredi Joseph Tigani Cheryl House	11.50am	Close Mark Briscoe
10.20am	Break		

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