



CULTURE BOOK

Fourth Edition



ONE EXCEPTIONAL TEAM DEDICATED TO SAVING LIVES

“ We believe
that our people and our culture
are the most important assets of our business.
If our people work together as one team,
we can handle any challenge.
We are here
to make a difference. ”

Paul Elmslie
Founder and CEO

CULTURE BOOK

The Culture Book has been designed to give our employees, customers, business partners, family, and friends some insight into what makes HealthCert and its different business divisions tick and why a great work culture is at the heart of our business.

We are excited to share our journey with you as we grow an organisation with a higher purpose and collectively work towards making a difference in the world.

We are convinced that a meaningful, fun and energetic workplace for our team will result in a more successful business and delighted customers.

Our team works together across departmental, geographical and cultural boundaries to deliver excellence to our customers and excel their expectations every day. We listen, we care and we use every opportunity to learn, grow and have fun together.

We hope that you enjoy reading the Culture Book and learning more about our team culture and our work.

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WELCOME



Just over 11 years ago, the idea to create an innovative skin cancer education and healthcare delivery model sparked the birth of HealthCert on July 1, 2006. To date, our journey has seen the development of three businesses which serve doctors and patients globally, and help save lives every day.

My experience in the skin cancer business made me realise that unfortunately GPs don't receive the necessary training to manage skin cancer with confidence. In collaboration with The University of Queensland, we developed the world's first university-certified primary care skin cancer course with academic credit into a Master's program. Today, we work with six universities globally and have released 15 certificate and professional diploma courses in various medical fields which have helped upskill over 8,000 doctors from 24 countries.

In 2009, we opened our first state-of-the-art skin cancer facility in Queensland to provide patients and local GPs with low-cost, quick access to vital skin cancer care. Currently, our network includes five dedicated skin cancer centres in three states of Australia, with another five slated in the next year. All facilities are staffed with specially trained doctors and nurses who deliver care to the highest quality clinical standards, and help reduce the burden on the public hospital system and specialist practices.

We always look to be ahead of the curve and this also includes the development of technologies which will be at the forefront of clinical services in the future. Based on our vision to enable quick access to specialist diagnosis to patients in rural and remote areas, we created a Tele-Dermatology platform which allows "virtual consultations" with consultant dermatologists.

The commonality with all three businesses is our vision, purpose, core values – and our unique team of exceptionally talented and dedicated people who share a passion for making a difference and saving lives. I want to thank all of you, past and present, for all you have done to help us and to help others.

Here is to the future... and we are just getting started!

A handwritten signature in blue ink, reading "Paul Elmslie".

Paul Elmslie
Founder and CEO

OUR COMPANY

We are a global organisation committed to achieving better patient outcomes through comprehensive GP education and universal access to diagnosis and treatment. The service we provide is the excellent output of almost 100 passionate people, based across five countries and operating through three businesses:



MEDICAL EDUCATION



BIG HAIRY AUDACIOUS GOAL

We aim to educate 22,000 GPs in Australia and 100,000 medical professionals globally.



SKIN CANCER CENTRES



BIG HAIRY AUDACIOUS GOAL

We aim to develop 30 skin cancer centres across Australia and 500 centres in the USA.



TELE-DERMATOLOGY



BIG HAIRY AUDACIOUS GOAL

We aim to enable 1,000,000 tele-medicine consultations world-wide.

OUR COMPANY

MEDICAL EDUCATION



What we do

Through our comprehensive education programs, we equip medical professionals with the knowledge and skills to diagnose and treat skin cancer and other medical conditions with confidence.

How we stand out

In collaboration with renowned universities and industry experts, we offer the only university-certified education program consisting of foundation to advanced face-to-face and online courses at professional certificate, advanced certificate and professional diploma levels. All courses are professionally accredited and count towards Masters degrees and clinical attachment programs in Australia and overseas.

Who we serve

Our programs are targeted to time-poor medical professionals working in general practice and striving to provide safe and effective patient care through continued professional development. Through our professional diploma pathways, we also assist doctors who seek to develop sub-specialised skills in various fields.

How we make a difference

We help medical professionals to detect and treat skin cancer and other medical conditions in primary care. The newly acquired skills allow GPs to improve patient outcomes and potentially save lives.



OUR COMPANY

SKIN CANCER CENTRES



What we do

In our purpose-built facilities, we provide a “one-stop shop” to patients for lesion diagnosis and treatment. The dedicated skin cancer centres also function as referral centres and teaching facilities for local GPs.

How we stand out

The specially trained team of doctors and nurses provide quick access to high-quality, low cost skin cancer care to their local communities. Our purpose-built facilities enable professional screening, treatment and vital patient education of high-risk groups. By improving the access to inexpensive skin cancer care, we take a significant step towards reducing the mortality and morbidity of skin cancer in Australia.

Who we serve

We provide skin cancer care to the general public but mainly seek to help the high-risk population groups including people aged 50 or older who show the highest incidence of non-melanoma and melanoma skin cancer.

How we make a difference

Our innovative skin cancer centre model allows us to move skin cancer management from public hospitals to primary care and fill the void in the delivery of skin cancer services created by a shortage of specialists. Overall, we improve patient outcomes and save lives.



OUR COMPANY

TELE-DERMATOLOGY



What we do

Through our Tele-Dermatology platform eDerm, we enable quick diagnosis and treatment recommendations on skin cancer and general dermatology cases – an invaluable service, especially for rural GPs.

How we stand out

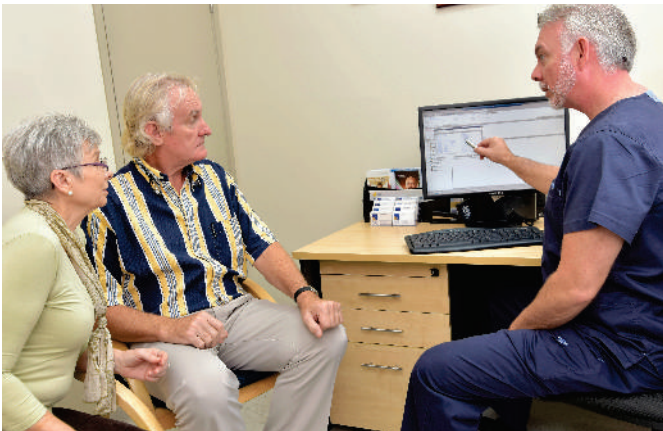
Our platform allows GPs to capture and securely transmit patient images of dermatological conditions along with a brief history to a remote consultant dermatologist. Via this “virtual consultation”, patients are consequently able to receive a specialist diagnostic opinion and management advice from their local GP, without having to wait for an appointment at their local hospital or a hard-to-access specialist.

Who we serve

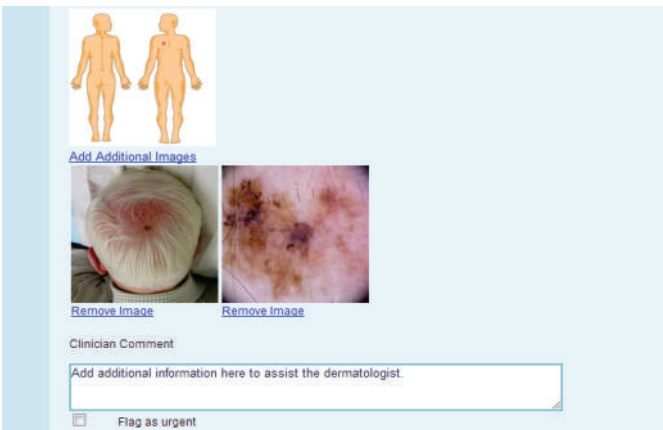
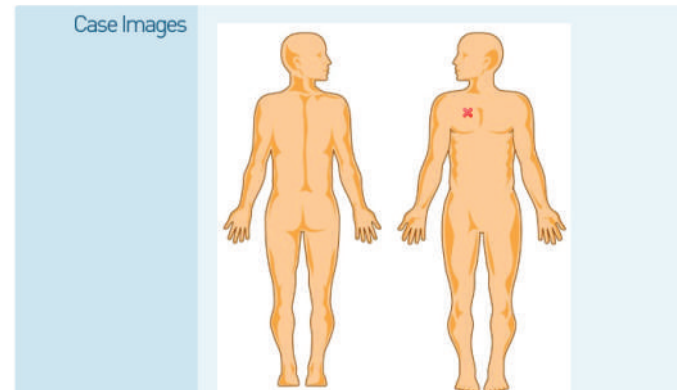
Through our Tele-Dermatology platform, we serve both general practitioners and dermatologists who work together to achieve the best patient outcomes, including a quick diagnosis and an efficient treatment plan.

How we make a difference

By providing GPs and patients with quicker access to a specialist opinion, we reduce the burden on the healthcare system and save the patient time and money by identifying if the condition can be treated in primary care or requires a specialist.



Patient Name: Example Case NHS: 222-222-2222 DOB: 1969-07-21 Accession Number: 12 Lesion: 1



OUR VISION

**A WORLD WHERE NOBODY DIES
FROM SKIN CANCER**

OUR PURPOSE

**TO SAVE LIVES
THROUGH SKIN CANCER EDUCATION
AND UNIVERSAL ACCESS
TO DIAGNOSIS AND TREATMENT**

OUR CORE VALUES



DETERMINED TO MAKE A DIFFERENCE

We seek to improve access to skin cancer diagnosis and treatment by teaching valuable skills, streamlining processes and challenging outdated attitudes in professions and the community.



ENTHUSIASTIC TEAM

We are proud to take responsibility for our work, committed to achieving the best results and learning from setbacks to inspire innovative solutions.



EXCELLENCE IN DELIVERY

We continuously strive for world-class excellence through innovation, professional development and the delivery of high-quality services.



PASSIONATE ABOUT SAVING LIVES

We are a passionate and supportive team dedicated to reducing deaths through education and improved access to efficient diagnosis and treatment.

OUR CULTURE COMMITMENTS

Culture is seen by some people as some warm, fuzzy thing that can't be touched. To some extent this is true. Culture in my view is what we feel about our place of work and the people who surround us. But what makes a great work culture?



Find A-players who fit our values and the job role

We carefully select A players who believe in our core values and share our passion for what we do. To identify the “superstars”, we use tools like the “Culture Index” questionnaire, the “Top Grading” recruitment process and our Culture Book.



Create an engaged workforce with can-do attitude

We constantly strive to find new ways of doing things better in our business and communication is key in working out solutions and overcoming challenges. Having a positive frame of mind and a “can-do” attitude will create magic in the workplace which our customers will feel.



Achieve maximum customer satisfaction at all times

We want to deliver the best customer experience possible. Therefore we must have an unrelenting focus on the “moments of truth” and the touch points that distinguish between a good and a great experience. We want to have delighted customers who would recommend us without hesitation.

OUR CULTURE COMMITMENTS

Here is what I believe makes HealthCert and the National Skin Cancer Centres a great place to work, and what we need to achieve and maintain so we can continue to grow as a business. – Paul Elmslie, Founder & CEO



Value the team and take pride in our work

We spend one third of our life at work so we should find enjoyment and purpose in what we do. Customers will never love our business unless we do. A helping hand and team spirit are invaluable for the success of each employee and the well-being of the company as a whole.



Invest in professional development and grow together

We are a growing, diverse group of skilled professionals and we all can learn and teach each other something. A portion of the company's turnover is reserved for team education and we encourage every employee to undertake professional development every year.



Think big and make an impact in the world

We are a small team making a big impact. Every tiny improvement, new idea, constructive debate or even mistakes will bring us closer to our goal. We must stay innovative, positive and focused on our work which makes a difference to our community every day.

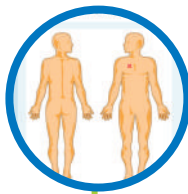
OUR STORY

In collaboration with The University of Queensland, we run our first skin cancer medicine course, with 20 attendees.



2006

We start to build the TeleDerm software and teach our first Dermoscopy Masterclass.



2008

In collaboration with the Skin Cancer Collage, we run our very first annual Skin Cancer Conference in Brisbane.



2009

We expand to the US and teach our first skin cancer certificate courses in Atlanta and Las Vegas.



2010

2011

2012

HealthCert is born! Founded by Paul Elmslie, a pioneer in building sub-specialised primary care skin cancer clinics.



We develop four more skin cancer certificate courses which we deliver in six different states.



We open the Redcliffe Skin Cancer Centre with eight committed staff and doctors.



We partner with the Monash University and launch the Primary Care Office Procedures Workshop in Melbourne.



We release our first online course in skin cancer business management, presented by Paul.



OUR STORY

We launch HealthCert International in Singapore to focus on the global expansion of our businesses.



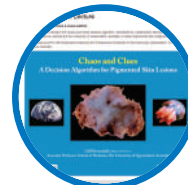
We deliver our first Skin Cancer Forum in Barossa and the GP Update program with the RACGP.



We run a joint Skin Cancer Conference with the skin Cancer Council in Queensland.



We release the Professional Diploma of Dermoscopy in collaboration with 12 global skin cancer experts.



In collaboration with Bond University, we release Professional Diploma programs in various medical fields which count towards multiple Masters degrees.



2013

2014

2015

2016



Our Tele-Dermatology platform e Derm wins the first NHS contract for innovation in service supply.



We launch two online skin cancer certificate courses and welcome our 5000th doctor to attend our education events.



We extend our program and launch new courses in Aesthetic Medicine, Dermatology and the GP Update.



We launch the National Skin Cancer Centres and secure five sites across Australia.

OUR TRADITIONS AND METHODS

Team Advances



2017 education events calendar release at team advance in Sydney, December 2016.



Whale watching during team advance in Byron Bay, July 2016.

Twice a year, our team gathers for a few days offsite to strategise, brainstorm and set the goals for the next 12 months. The get-togethers offer a great opportunity to eliminate the geographical distance between the various team members and refocus the whole team on the big picture.

We invite inspiring speakers and external consultants to share their expertise and help us overcome challenges and discuss innovative ideas.

Of course, we also use the time to bond while sharing some extraordinary experiences together, including indoor skydiving, GoKart racing or whale watching.

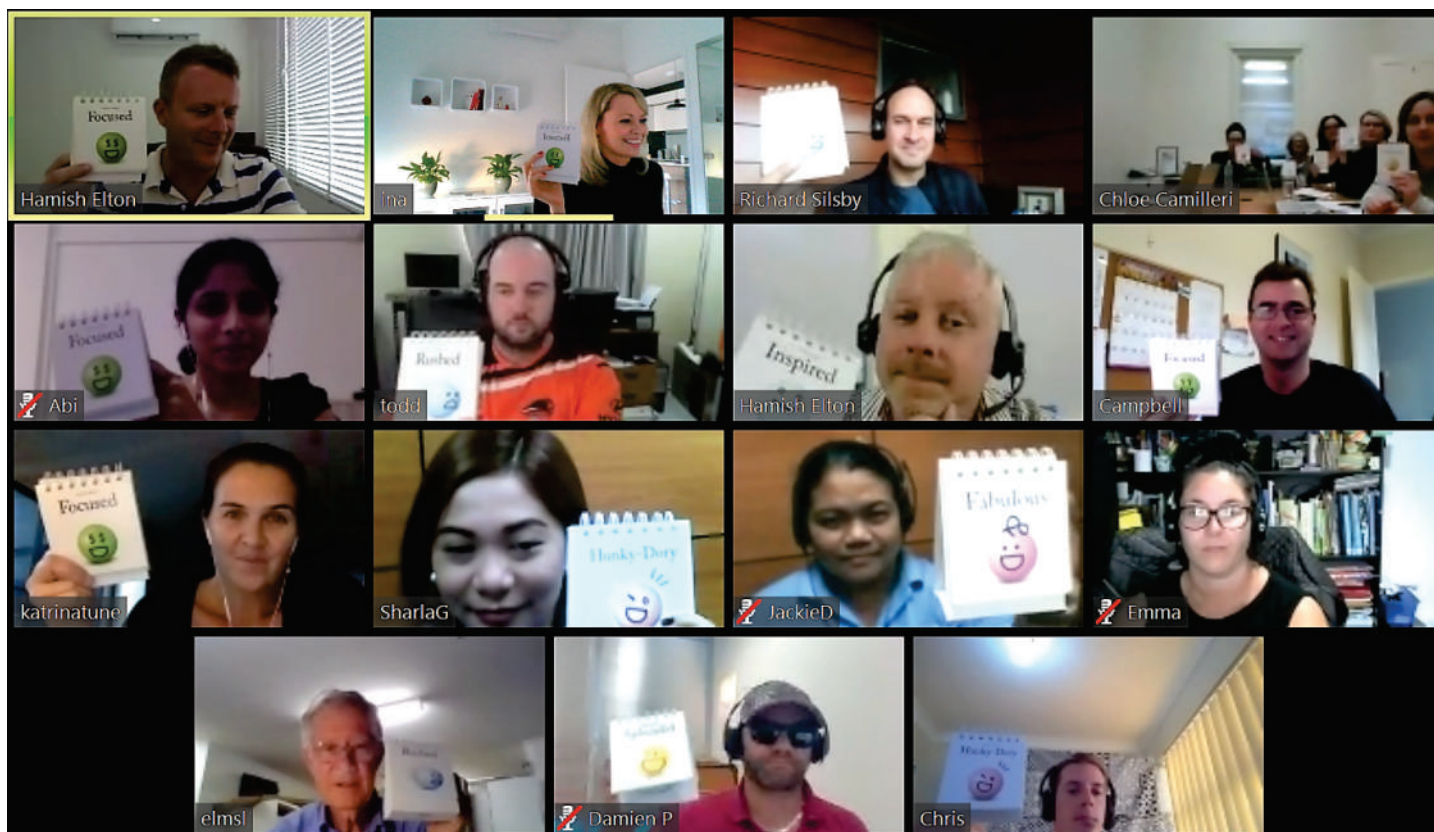


Learning session with Alan Anderson, specialist in employee engagement and leadership assessment, during team advance in Byron Bay.

Daily Huddles, Weekly Meetings and Quarterly Planning

As our team is spread across five countries, an efficient meeting rhythm helps us stay aligned and address potential problems early. Every morning the entire team joins via video conference for a Daily Huddle. The ten-minute meeting syncs all team members for the day as we share our priorities to work on, the latest numbers and potential “stucks” we need help with.

The weekly meetings give each department the opportunity to provide an update on their main achievements in the last seven days and their focus for the next week. We share our personal and business good news, discuss the latest customer feedback and address any pressing issues. The team also gathers on a quarterly basis to review the highlights and lessons learned, and to define our priorities for the next quarter.





Visiting the Arrowhead Centres in Phoenix to learn about their innovative healthcare business model.



Three-day Key Executive Program at MIT in Boston, October 2016.

Active learning and continued improvement ●

Professional development and personal growth is important to our organisational culture. All team members undertake professional development on a regular basis, in Australia and overseas. We use the team collaboration software Confluence to share information, document work processes and make available an extensive library of video tutorials on various tasks.

We love to learn from thought leaders in the healthcare field and visit their businesses to build valuable relationships. We also frequently engage gurus in various areas of expertise to mentor our teams on customer service delivery, sales, operations, and culture.



Visiting the 3Gen head office in California to learn how DermLite Dermatoscopes are made.



Giving back



SKIN CANCER
INSTITUTE

We work hard every day to do our part in making the world a better place.

We helped set up the not-for-profit organisation Skin Cancer Institute which aims to work with governments, researchers, and medical and non-medical professionals to develop accessible and innovative solutions in the fight against skin cancer.

Through the National Skin Cancer Centres, we not only deliver vital, low-cost skin cancer care to our patients but we also educate the local communities. We regularly offer free training for high-risk group patients and professionals who can aid in the early detection of skin cancer.



Through HealthCert, we provide university-certified skin cancer education to all our clinical staff at no cost. We have also released a free online skin cancer course and we support GPs in developing countries through our Doctors for Development scholarship program.



Free skin cancer training at the Monash Skin Cancer Centre for hairdressers in the local community.



A delicious BBQ on a yacht cruising through the Sydney harbour to celebrate the end of the year 2016.



Working hard, having fun

As much as we love what we do, work can get a bit crazy at times so we know we need to unwind – and we are good at it!

From great offsite team activities through to weekly team lunches, birthday celebrations, memorable Christmas parties, extraordinary dinner experiences, and the annual Gala Dinner – there is always plenty of opportunity to get to know the lighter side of your colleagues and bond on a personal level!



Team lunch with the Adelaide office staff.



Fringe Festival with the team and their partners.



Every year, on July 1, we celebrate the HealthCert Day with all teams and their partners. This was the date we ran our very first course with 20 doctors in attendance.



The HealthCert team at the Gala Dinner after the annual Skin Cancer Summit, July 2016.



Dinner with the National Skin Cancer Doctors in Brisbane, providing an update on the newest business development and skin cancer research.



 HealthCert 10 Years





Gala Dinner after the annual Skin Cancer Summit
to celebrate HealthCert's 10th anniversary.



OUR EXCEPTIONAL TEAM



We are proud of our team which has grown from its original roots in Australia to now include colleagues and partners from Austria, Greece, Indonesia, Italy, Japan, the Philippines, Singapore, Thailand, the UK, and the US.



Paul Elmslie

Founder & CEO
HealthCert & National Skin Cancer Centres



The best advice anyone has given me is...
Never give up.

If I could know the answer, I would ask...
How can I live to 120?

The most adventurous thing I've ever done was...
Hot air ballooning in Cappadocia, Turkey.

WHAT THE TEAM SAYS:

Paul makes it look easy! There are so many words to describe our amazing CEO: driven, humble, generous, charismatic, energetic, visionary, caring, passionate, brilliant, kind-hearted, and a little crazy. Paul is a fearless leader, an inspiring mentor and a futuristic thinker who cares immensely for his staff and makes a real difference in the world. We are honoured to be part of his team.



Hamish Elton

Chief Operating Officer
HealthCert International



I would love to meet...
Leonardo da Vinci because he was far ahead of his time.

The most adventurous thing I've ever done was...
High altitude, low opening, free fall parachute solo jump.

I would describe my job to a child as follows...
I help people do their jobs better.

WHAT THE TEAM SAYS:

Hamish has such a positive, supportive and trustworthy nature, with great communication skills, and we admire the passion he has for his role. He is generous, patient, helpful and organised, and makes all our jobs a little bit easier. Hamish is a humble guy whose focus and diligence make him a fantastic leader. We appreciate his open-minded approach and permanent smile!



Matt Woollard

Chief Operating Officer
National Skin Cancer Centres



The most adventurous thing I've ever done was...
Scuba diving at night.

I would describe my job to a child as follows...
I write emails all day long.

If I won the lottery, I would...
Cash in the ticket!

WHAT THE TEAM SAYS:

We have so much love and respect for Matt. He thrives in the face of multiple stressors, has fantastic people skills, and brings so much knowledge to our team. He is approachable, hard-working, professional and intelligent, and ensures the business runs smoothly. Matt is a proactive workaholic who brings all the details together. He is reliable, organised and funny, and spins a great sci-fi story!



Damien Peutherer

Financial Controller
HealthCert & National Skin Cancer Centres



The most adventurous thing I've ever done was...
Surfing the north shore in Hawaii (waimea bay / pipeline).

I would describe my job to a child as follows...
I count money.

If I won the lottery, I would...
Check my bank account to confirm.

WHAT THE TEAM SAYS:

Damo is our trusted numbers man. He is easy going and friendly, with a great sense of humour and a lot of patience! We know he would rather be a professional golfer than an accountant, but he is very passionate about his job and extremely organised. His accurate and diligent approach to work balances out his fun and mischievous outlook on life.

OUR EXCEPTIONAL TEAM



Christine Guyler

Head of Course Development
HealthCert International



The best advice anyone has given me is...
Go for it! You are as young as you feel.

The most adventurous thing I've ever done was...
Climbing the Himalayas.

I would love to meet...
Mother Teresa for a deep and meaningful conversation.

WHAT THE TEAM SAYS:

Vibrant, motivated, cheery and intelligent – that's Christine! She is such an eccentric, bubbly and happy person, it's hard not to smile when Christine is around. We love her joyful attitude and bright ideas which have raised the HealthCert standard to another level. Christine is fun and sweet. Nothing is ever a problem for this ball of energy who gives us a lift every time we meet.



Katrina Tune

Corporate Partnerships Manager
HealthCert International



I would love to meet...
My two grandparents who died before I was born.

If I won the lottery, I would...
Take my family and friends on an overseas holiday.

The most adventurous thing I've ever done was...
Running with the bulls in Pamplona.

WHAT THE TEAM SAYS:

Warm, passionate and articulate, Katrina is a new member to the team who has already brought success. Her bright attitude makes her a positive influence on the company. We admire her intelligence, friendliness, good humour, and warm professionalism. Katrina is an experienced, supportive and welcoming person who we love to hang out with. She is a role model for our team!



Damien Chang

Accounts Manager
HealthCert International



If I could know the answer, I would ask...
What could I have done better in all stages of my life?

The most adventurous thing I've ever done was...
Making explosives to their fullest potential.

If I won the lottery, I would...
Donate a portion to the Children Cancer Foundation.

WHAT THE TEAM SAYS:

This bright young man has a wicked sense of humour and we enjoyed hearing weekly updates about his wife's pregnancy. Damien is the Money Man, keeping the accounts machine rolling along with his good humour and happy attitude. We are inspired every day by his enthusiasm and dedication to the job. He is a great team player and obviously a proud dad!



Serena Brown

Accounts Manager
National Skin Cancer Centres



The best advice anyone has given me is...
Life is short. Don't stress the little things.

If I could know the answer, I would ask...
Will my three sons live a successful, long and happy life?

I would love to meet...
Nostradamus so he could tell me the winning lotto numbers.

WHAT THE TEAM SAYS:

Serena is a simply amazing addition to our team. Her bright smile would lighten anyone's mood and she is always keeping busy. Serena is a hard worker and an amazing mum who goes the extra mile to get things done right, and we love her enthusiasm for the job. She is caring, kind, and great at taking ownership when required.



Ina Heinitz

Marketing Manager
HealthCert & National Skin Cancer Centres



The best advice anyone has given me is...
Listen to your gut, it's always right.

The most adventurous thing I've ever done was...
Moving to a completely foreign country – five times.

If I won the lottery, I would...
Donate to animal protection organisations and travel.

WHAT THE TEAM SAYS:

What would we do without our marketing queen? Ina is a cheeky, warm and helpful superstar who gets through an astronomical workload and delivers 24/7. She is always on the go, working day and night across different businesses and extra projects, with beauty, brains and a whole lot of passion! She inspires us with her positivity, commitment and friendly professionalism.



Abbie Green

Marketing Coordinator
HealthCert & National Skin Cancer Centres



The best advice anyone has given me is...
Throw kindness around like confetti.

The most adventurous thing I've ever done was...
Swimming with baby elephants in Malaysia.

I would describe my job to a child as follows...
I write about skin cancer to help people be healthy.

WHAT THE TEAM SAYS:

The newest addition to our marketing team, Abbie is a creative and independent worker who delivers fantastic results. We are blown away by her positive, bubbly, passionate, and kind nature. Abbie is an extraordinary talented wordsmith who will help us spread our message. She is smart and engaged in doing good for the community – a great match for our company!



Abi Ashok

Digital Marketing Executive
HealthCert & National Skin Cancer Centres



If I could know the answer, I would ask...
Is it possible for everyone to stay happy?

The most adventurous thing I've ever done was...
Abseiling near a waterfall in India.

I would love to meet...
My parents again who are no more and spend time with them.

WHAT THE TEAM SAYS:

Abi is a quiet achiever who has been like a duck taking to water in our office. We love her big smile and all the value she offers to the team as a simply amazing digital marketing strategist. She is a supportive and responsive team player who goes out of her way to deliver the very best outcomes. We admire Abi's bright outlook on life!



Shane Hatchard

Marketing Strategist
National Skin Cancer Centres



If I could know the answer, I would ask...
What will this week's lotto numbers be?

I would love to meet...
Michael Jordan who is my sporting hero, and Michael Jensen who is working on finding a cure for cancer.

I would describe my job to a child as follows...
I help companies grow.

WHAT THE TEAM SAYS:

Shane is a marketing guru who supports us in taking the business to the next level. He is a good friend and a valuable addition to our team, helping us deliver on our core values. Shane is friendly, efficient, helpful and likes to joke. He is always across a dozen tasks at once and we know he is reliable – we can just lean back and trust he'll deliver!

OUR EXCEPTIONAL TEAM



Richard Silsby

Education Advisor
HealthCert International



If I could know the answer, I would ask...
What does the future hold for me and my family?

The most adventurous thing I've ever done was...
Canyoning, including Claustal Canyon in the Blue Mountains.

I would love to meet...
Noah because he could build a pretty big boat.

WHAT THE TEAM SAYS:

Compassionate and methodical, Richard is the voice of our customer in every meeting and event. He keeps us focused with his calm, kind and patient nature. He is so easy to work with – a dedicated, supportive and encouraging mentor who is always willing to listen and help out. Richard is a great communicator and a caring team member, and we love having him around.



Campbell Elton

Education Advisor
HealthCert International



The best advice anyone has given me is...
The five Ps: Prior Preparation Prevents Poor Performance.

If I could know the answer, I would ask...
In the middle seat on a plane, which armrest is yours?

The most adventurous thing I've ever done was...
Going on a stunt in a Red Bull Extra EA-200.

WHAT THE TEAM SAYS:

The bright spark of our daily huddle, Campbell has such an awesome energy. He is a great communicator and joker at the same time – a dangerous combination! Campbell is a positive, kind, articulate and cheerful kind of guy. He deals with our customers very well and the smile never leaves his face. He is passionate and respectful and always strives to do better.



Chris Watt

Education Advisor
HealthCert International



The best advice anyone has given me is...
You never learn anything by talking.

The most adventurous thing I've ever done was...
Climbing Jungfrau in Switzerland.

I would love to meet...
Bill Gates because he has an interesting history and his philanthropic endeavours are inspiring.

WHAT THE TEAM SAYS:

Chris is a machine! He is an efficient and focused master of execution, with immaculate attention to detail and an outstanding ability to see tasks through to the end. Forever helpful and supportive, Chris is a passionate mentor and shows the highest level of diligence and commitment to his work. We admire his drive, kindness and remarkable intelligence. He is great to work with!



Emma Kipping

Education Advisor
HealthCert International

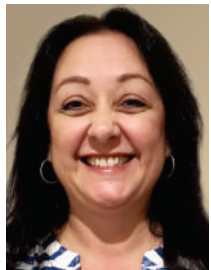


If I could know the answer, I would ask...
Will my children be happy?

I would love to meet...
Miles Davis because he inspired me to pick up a saxophone, and Hemingway because I spent my childhood listening to his stories.

WHAT THE TEAM SAYS:

A juggler of work and motherhood, Emma is a cheerful, bubbly and eccentric person who is always smiling and laughing. She is a bright spark on our team, offering a streak of intelligence and wit that makes her a calming person to be around when we need to get the job done. Emma tells great stories and we love her fun nature.



Loretta Blackburnough

Sales Coordinator
HealthCert International



The most adventurous thing I've ever done was...
Travelling around the US and Europe for six months.

I would love to meet...
Walt Disney to learn more about his life journey.

If I won the lottery, I would...
Take an overseas holiday, flying 1st class.

WHAT THE TEAM SAYS:

Our Loretta is sensitive, warm, supportive, and a lot of fun! She is a genuinely beautiful person who gives the best advice and has an immense amount of passion and love for her children. Loretta is always keen to learn and work hard for the team, but not without her gorgeous smile! She is a helpful and responsible person whose kindness brightens every day.



Jacqueline Rowe

Executive Assistant to the CEO
HealthCert International



If I could know the answer, I would ask...
Why does life go SO FAST once you're over 40?

The most adventurous thing I've ever done was...
Walking across Spain and raising \$10k for a charity.

I would describe my job to a child as follows...
I need to be Wonder Woman.

WHAT THE TEAM SAYS:

As Paul's executive assistant, Jacqui has one of the toughest jobs in the company – getting Paul organised and keeping track of his millions of tasks. Lucky she is extremely well organised! Jacqueline is friendly, smart and professional, with a diligence to her work that we admire. She leads a healthy and active lifestyle and loves to travel, having previously worked all over the world.



Jackie Delfin-Anapio

Student Support
HealthCert International



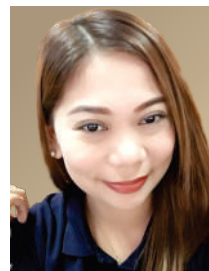
I would love to meet...
Pope Francis to ask him to pray for my family's health.

I would describe my job to a child as follows...
Be the sunshine at all times and help everyone anytime.

If I won the lottery, I would...
Take my family to the happiest place on earth: Disneyland.

WHAT THE TEAM SAYS:

Jackie is a positive and cheerful person who is always ready to help out. She takes her responsibilities seriously and often shares good feedback with us to lift our spirits. Her friendly professionalism complements her helpful and reliable attitude, and she brings a bright energy to the workplace. Jackie is not only supportive and kind, but also gives us valuable Christmas countdowns!



Sharla Garcia

Student Support
HealthCert International



The best advice anyone has given me is...
Live, love, laugh.

The most adventurous thing I've ever done was...
Whizzing along the tallest zipline in the Philippines.

I would love to meet...
God and listen to his words of wisdom.

WHAT THE TEAM SAYS:

We love hanging around with Sharla! She is a valuable team member who operates behind the scenes with a happy, helpful and supportive approach. She is pleasant and kind, always ready to help out, and we love her enthusiasm and efficiency. Sharla's smile is second to none. It is awesome to see such a caring, loving, outgoing, and positive person every day.

OUR EXCEPTIONAL TEAM



Carolyn Turner

Course Coordinator
HealthCert International



The best advice anyone has given me is...
Don't sweat the small stuff.

The most adventurous thing I've ever done was...
White water rafting and climbing the King's Canyon Cliffs.

If I won the lottery, I would...
Donate, share with family and travel to Canada.

WHAT THE TEAM SAYS:

Carolyn is a caring, encouraging and committed worker. It's refreshing to work with Carolyn because of her lovely smile, fresh perspective and positive attitude. She is a supportive and valuable team player who is always willing and able. Carolyn is approachable, knowledgeable, nurturing, and kind. We admire the way she stays cool under pressure and we love her passion for dancing!



Chloe Camilleri

Event Coordinator
HealthCert International



The best advice anyone has given me is...
Life is tough darling, but so are you.

I would describe my job to a child as follows...
I'm like an octopus! I have lots of arms to do lots of at once.

If I won the lottery, I would...
Buy the block of land my family currently leases so we can keep it in our family for generations to come.

WHAT THE TEAM SAYS:

Cheerful, caring, organised, good humoured – Chloe is a great asset to the events team. She tells awesome stories and loves to laugh. Her efficient, friendly and hands-on approach makes her a warm and welcoming team member who always cares. Chloe has been hugely supportive and gets the job done, no questions asked. We couldn't ask for a better addition to the team!



Kelly Thompson

Event Manager
HealthCert International



The best advice anyone has given me is...
Be the best version of yourself.

The most adventurous thing I've ever done was...
Moving to Canada and having a little bit of mischievous fun along the way.

If I won the lottery, I would...
Surprise loved ones with an unexpected gift.

WHAT THE TEAM SAYS:

Kelly is the glue that holds our events together. She is bright, bubbly and the queen of colour coordination. Our organiser extraordinaire who never stops smiling, Kelly is an efficient multi-tasker whose positivity and warmth complement her focused professionalism. She is sensible, hard-working and friendly, and we admire her passion. Kelly is a happy and caring person who takes pride in her work.



Jim Elmslie

Event Coordinator
HealthCert International



I would love to meet ...
My parents again and ask them all the questions I didn't ask when I was young.

The best advice anyone has given me is...
Look after the pennies – the pounds will look after themselves.

WHAT THE TEAM SAYS:

Our Jim is a workhorse who never complains, no matter what we throw at him. He is a dedicated team player who is full of funny stories and constantly strives to please everyone. We don't think he ever stops working! Jim is driven, passionate and kind. He enjoys a chat, offers a bright smile every day, and has a very generous nature. He is always helpful and happy!



Todd Kingsford

IT Manager
HealthCert International



The best advice anyone has given me is...
Never look back in regret but move on to the next thing.

I would describe my job to a child as follows...
It's like herding stray cats but with computers.

If I won the lottery, I would...
Spend a year following the Formula 1 around the world.

WHAT THE TEAM SAYS:

Don't be fooled by Todd's quiet demeanour. He is an intelligent, funny and hard-working IT guru who types faster than anyone else we know. Todd is passionate about his work and committed to bringing the best innovations to our team. Sometimes his laconic sense of humour catches us by surprise, but he has an amazing knowledge of his field and works miracles behind the scenes.



Khanchai Pannaen

IT Developer
HealthCert International



I would love to meet...
My grandmother again because she raised me.

I would describe my job to a child as follows...
I make other people's lives easy and comfortable.

If I won the lottery, I would...
Invest in a mutual fund and retire.

WHAT THE TEAM SAYS:

Khan is a remarkably efficient and hard-working guy who brings a fresh perspective to our team. He is a very talented IT developer whose tireless work keeps our business ticking along smoothly. Khan is always up for a challenge and strives to achieve the best results. He is a quiet achiever and we admire the dedication he shows towards his work every day.



Joener Preagola

IT Developer
HealthCert International



The best advice anyone has given me is...
Enjoy your life.

The most adventurous thing I've ever done was...
Getting married – every day is a new adventure.

I would love to meet...
Jesus Christ to hear his sermons and wise words.

WHAT THE TEAM SAYS:

Joener is our Ruby guru who works hard behind the scenes to make sure our systems are up-to-date and our customers are always satisfied. He provides invaluable support to the development team with his hard-working nature and responsible attitude. Joener is quiet, efficient, and gets every job done. He enjoys the adventures of married life with his beloved wife and beautiful daughter!



Sigit A. Saputro

Graphic Designer
HealthCert & National Skin Cancer Centres



The best advice anyone has given me is...
Do what you can, where you are, with what you have.

The most adventurous thing I've ever done was...
Climbing a mountain without a compass or a map.

I would describe my job to a child as follows...
I am creating beauty and sharing it with others.

WHAT THE TEAM SAYS:

Sigit works tirelessly behind the scenes to design all our marketing materials. He always gets the job done with no questions asked and no complaints – even when we give him crazy deadlines to meet! He is extremely hard-working, friendly and responsive, and surprisingly patient no matter how often we change our minds. We love Sigit's diligence and never-ending creativity.

OUR EXCEPTIONAL TEAM



David Wilkinson

Advisory Board Member
HealthCert International



The best advice anyone has given me is...
It's all about the journey, not the destination.

The most adventurous thing I've ever done was...
Scuba diving with sharks without a cage, with my son.

I would love to meet...
Elon Musk to ask how on earth he does what he does.

WHAT THE TEAM SAYS:

David is an extraordinarily engaging presenter who manages to captivate his audience after 10+ years. He is our advisory rock, always happy to let us know what we are doing right (and wrong!). David is truly passionate – a voice of reason and an all-round good person. He has a wealth of knowledge and experience, and we are incredibly lucky to have him as part of our team.



James Roche

Advisory Board Member
HealthCert International



I would love to meet...
Frank Sinatra to hear him tell stories and sing.

The best advice anyone has given me is...
When being pressured to make a decision, default to NO.

If I could know the answer, I would ask...
Is Elvis still alive?

WHAT THE TEAM SAYS:

Jimmy is the person who holds the mirror up to the business. His wisdom and insights are invaluable and without his guidance we would not be where we are today. He helps keep our business focused and is always there to help when we struggle with anything. He is amazingly articulate, very pragmatic and a true friend.



Alan Miltz

Advisory Board Member
HealthCert International



The best advice anyone has given me is...
Smile and the world smiles back, cry and you cry alone.

I would love to meet...
Nelson Mandela – I grew up in a time of Apartheid in South Africa, and always admired the Mandela spirit of freedom and equality.

WHAT THE TEAM SAYS:

Alan is a successful business speaker globally and an extraordinary expert in all things finance who has helped our business grow remarkably. He has an endless passion for what we do and continually pushes the management team to think bigger and better. Alan is the voice of reason on the advisory board, always articulating what the rest of us are thinking!



Geoff Green

Advisory Board Member
HealthCert International



The best advice anyone has given me is...
You have the power to decide how you respond to any situation.

If I won the lottery, I would...
Go on a South American extravaganza – the Amazon, Galapagos Islands, Machu Picchu, Patagonia and Antarctica.

WHAT THE TEAM SAYS:

We love working with Geoff who is an intelligent legal guru with a warm nature and a great smile. No matter what questions we might have, Geoff is there to answer them 24/7. An old family friend who has been working with Paul for 20 years, Geoff helps us solve and understand complex legal questions in very simple terms.



Victor Harling

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



If I could know the answer, I would ask...
Do gravity waves travel faster than the speed of light?

The most adventurous thing I've ever done was...
Riding a mountain bike across Australia.

I would love to meet...
Einstein — we would have the same hairdresser.

WHAT THE TEAM SAYS:

King Victor is knowledgeable, funny, and a fantastic teacher and role model. He is an excellent surgeon with a quirky sense of humour and a positive part of the team. Not only is he an amazing teacher, but he also forever makes us laugh with his great jokes and easy-going attitude. Victor is the backbone of Redcliffe — a professor of all things skin, cycling and trivia!



Tars Lim

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



If I could know the answer, I would ask...
Does God exist?

I would love to meet...
My father who was killed by the Japanese before I was born.

I would describe my job to a child as follows...
I help people get better.

WHAT THE TEAM SAYS:

Tars is like the father of our centre. He is lovable and kind, with so much knowledge to share. He is an excellent surgeon and a great role model who really cares about his patients. We value his precise surgical work, generous advice and willingness to help out. Tars is a lovable guy and the centre is a much better place with him around!



Colin Armstrong

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



The most adventurous thing I've ever done was...
Assisting in an autopsy under police armed protection during a tribal fight in PNG highlands.

If I won the lottery, I would...
Reword Descartes' proposition to "I spend, therefore I am" but I'd spend it on making a difference for other people, too.

WHAT THE TEAM SAYS:

Colin is generous, talented, and a great educator and mentor. He has a caring, compassionate and easy going attitude and constantly does best by his patients. Colin is an extraordinary talented doctor who produces excellent results. He is always there to help with modesty, integrity and efficiency. We love the kindness he shows to everyone, but most of all we love his humour!



Ian Greenwood

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...
Gotta be in it to win it!

The most adventurous thing I've ever done was...
Travelling to Anchorage in Alaska.

I would describe my job to a child as follows...
I cut out barnacles and sew up the holes.

WHAT THE TEAM SAYS:

Ian is an old-school gentleman. He is a caring and accomplished role model who brings many years of experience to the job. He is an excellent surgeon, a fantastic teacher, and an all-round lovely man! Ian is always polite, friendly and thoughtful, and we think he is the perfect balance in our team. He is truly a thorough and responsible doctor with a wealth of knowledge.

OUR EXCEPTIONAL TEAM



Paul Paterson

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...
Always have your next holiday planned.

I would love to meet...
Adam Hills. Funny guy who doesn't take himself seriously.

I would describe my job to a child as follows...
I find and cut out naughty skin spots.

WHAT THE TEAM SAYS:

We need more Pauls! Paul is a great surgeon with a wicked sense of humour. His fun personality makes him popular with staff and patients – he is a real crack up who always sees the lighter side of things. Mr Happy is keen to learn, extremely knowledgeable, and a fantastic role model. You know it's going to be a good day when Paul is working.



Lisa Daniels

Skin Cancer Doctor
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...
Do what is right, not what is easy.

I would love to meet...
William Wilberforce, for his integrity, tenacity, strength of convictions, and valuing each human life.

WHAT THE TEAM SAYS:

Lisa is a talented addition to the Redcliffe family. She is a young lady with a lovely smile, who has risen to the challenge of learning and mastering new skills. She is happy, optimistic and caring, offering knowledgeable and supportive reassurance to her patients. Her bright and bubbly enthusiasm goes hand-in-hand with her gentle nature. We think she is a multi-talented superstar!



Suzy Hillhouse

Training and Development Coordinator
National Skin Cancer Centres



The most adventurous thing I've ever done was...
Travelling in a Porsche on the Autobahn at 180mph.

I would love to meet...
Abraham Lincoln to listen to him speak.

If I won the lottery, I would...
Put it in the bank and make a list of all the people who made a difference in my life.

WHAT THE TEAM SAYS:

There is nothing Suzy cannot do – she is a champion of the business and the heart of the centre. Suzy is a kind, reliable and empathetic superstar! She is also a supportive and positive teacher who never leaves a stone unturned. We love her beautiful smile and great sense of humour. Suzy brings us joy with her warmth, focus and commitment – and she makes the best soup!



Yvonne Robson

Centre Supervisor
Redcliffe Skin Cancer Centre



The most adventurous thing I've ever done was...
Canyoning down Mohican River in North America.

I would love to meet...
My grandmother who died when I was 10.

If I won the lottery...
I would fly my family over from the UK, first class.

WHAT THE TEAM SAYS:

We can always depend on Yvonne; she won't shy away from a challenge! She is a supportive, caring and approachable person who treats everyone with respect. Her laugh is infectious and she is a real joy to work with. A fantastic team leader, Yvonne is an exceptional people person who gets on very well with patients. The centre wouldn't be the same without her.



Kim Rose

Centre Nurse
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...

If you do what you love, you will spend your life loving what you do.

I would love to meet...

Mother Teresa because she was so insightful and caring.

If I won the lottery, I would...

Help people less fortunate.

WHAT THE TEAM SAYS:

We love Kim! Kim is highly experienced and always thinking of ways to improve things. She has a lovely smile and a positive attitude, and we appreciate the dedication and focus she shows to her patients. Kim's empathy and hands-on efficiency make her great to work with. She is a dependable person with a fun and jolly nature that never fails to brighten up our day.



Jessica Stone

Centre Nurse
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...

Enjoy the journey.

If I could know the answer, I would ask...

How can we reduce human suffering worldwide?

The most adventurous thing I've ever done was...

Abseiling 100m, then squeezing through a cave system in Waitomo.

WHAT THE TEAM SAYS:

Jess's smile can brighten anyone's day. She is a dedicated quiet achiever who is caring, helpful and diligent. We love her sweet nature and vibrant sense of humour – and so do her patients! Jess has learnt a lot since joining our centre and has proven herself as an efficient, capable and friendly person whose creativity and positive attitude make her a real joy to work with.



Ellenore Ritchie

Centre Nurse & Medical Receptionist
Redcliffe Skin Cancer Centre



If I could know the answer, I would ask...

Why did my grandfather leave Sweden?

The most adventurous thing I've ever done was...

Skiing from a summit of a very high mountain.

If I won the lottery, I would...

Ensure my children have a freehold home.

WHAT THE TEAM SAYS:

Happy, hard-working and efficient, Ellie always has a funny story to tell. She has a beautiful smile and a positive outlook on life, and offers the highest level of patient care and support. Ellie's sense of humour lifts patients' spirits and makes her a pleasure to work with. She is helpful, talented and fun, with a streak of determination and a lovely nature.



Kim O'Neil

Medical Receptionist
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...

Not my circus, not my monkeys.

The most adventurous thing I've ever done was...

Trekking up a mountain in Nepal.

I would love to meet...

Marylin Monroe to find out what really happened.

WHAT THE TEAM SAYS:

Kim has a wealth of experience and is amazing with patients. Her friendly, supportive and positive outlook makes her awesome to work with. We love her wicked sense of humour and hard-working attitude. Kim is very efficient and an excellent receptionist, who always gets tasks done no matter what. She brightens up the centre and we love her beautiful smile.

OUR EXCEPTIONAL TEAM



Eden Langley

Medical Receptionist
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...
Beauty is pain.

I would love to meet...
Vin Diesel—he's gorgeous!

I would describe my job to a child as follows...
I help people see a doctor to make them better.

WHAT THE TEAM SAYS:

We would clone Eden if we could. She has a big smile and is great with patients. We have so much respect for her efficiency, positivity and maturity, and we think she will have an awesome career. Nothing is too much trouble for our Super Girl, who is always cheerful, organised and keen to help. Eden is a bright light at Redcliffe and we love her caring nature.



Karen Glenn

Medical Receptionist
Redcliffe Skin Cancer Centre



The best advice anyone has given me is...
Life is short. Do the things you love most.

I would love to meet...
Elvis because he was such a talented entertainer.

If I won the lottery, I would...
Fly first class to the Carribean.

WHAT THE TEAM SAYS:

Karen has one of the kindest and most caring souls. Her soft and gentle nature makes her fantastic with patients. She is easy to be around, always willing to help out, and has proven herself as a steady, reliable and friendly quiet achiever. R&CC wouldn't be the place it is without Karen's amazing sense of humour, maturity, experience, and beautiful smile.





Tim Hackett

Skin Cancer Doctor
Coorparoo Skin Cancer Centre



If I could know the answer, I would ask...
How to catch big fish at Moreton Island?

I would love to meet...
Julius Caesar to show him where the world has gone.

I would describe my job to a child as follows...
I am getting rid of the nastiness that comes from not using sunscreen.

WHAT THE TEAM SAYS:

We are blown away every day by Tim's commitment to the job. A great doctor who is fastidious about his work, Tim is very approachable and easy to talk to. He willingly shares his vast knowledge and experience in a way that makes everyone feel welcomed as a colleague. We really admire Tim's dedication and passion for helping people.



Carmel Meiklejohn

Centre Supervisor
Coorparoo Skin Cancer Centre



I would love to meet...
Bruce Springsteen – he rocks!

I would describe my job to a child as follows...
I help patients who come to see a doctor.

If I won the lottery, I would...
Plan a holiday for the whole family in Canada.

WHAT THE TEAM SAYS:

Carmel is the backbone of the centre, patiently balancing everything so we can all continue to chug along day by day. We admire her calmness in difficult situations and her ability to get things sorted. Carmel is a good trainer and a great mate. We can always count on her to be reliable and helpful, and keep things running at a high standard.



Francis Tan

Skin Cancer Doctor
Coorparoo Skin Cancer Centre



The best advice anyone has given me is...
Don't give up medicine for rock'n'roll.

I would love to meet...
Bruce Lee to dispatch a bowl of noodles, then come away with one choreographed fight scene.

If I won the lottery, I would...
Fly my family to Singapore for a long lunch.

WHAT THE TEAM SAYS:

Francis is an excellent addition to our centre. He is friendly and professional – it's no wonder his old patients seek him out! We think he's absolutely hilarious, always happy, and a great bloke to work with. Francis has lots of new ideas and a fresh approach that brings a new perspective to the centre. Did we mention he's also an incredible rock'n'roll singer?



Letricia Belford

Centre Nurse
Coorparoo Skin Cancer Centre



The best advice anyone has given me is...
Be true to yourself and be kind to others.

If I could know the answer, I would ask...
What does my future hold?

The most adventurous thing I've ever done was...
Being the oldest competitor in a 5km challenge with 17 obstacles at night.

WHAT THE TEAM SAYS:

We love working with Trish! A diligent and caring nurse, she has a disarming manner that makes even the most challenging patient become compliant. We look forward to seeing her smile every day and she's really funny, even when she isn't trying to be! Trish is a great nurse who always strives to make every session a pleasant and productive one.

OUR EXCEPTIONAL TEAM



Jamie Munro

Centre Nurse
Coorparoo Skin Cancer Centre



If I could know the answer, I would ask...
How can one work out women?

The most adventurous thing I've ever done was...
Trekking to Everest Base Camp.

I would describe my job to a child as follows...
I help make people's skin better.

WHAT THE TEAM SAYS:

If only all nurses were like Jamie! Attentive, caring and kind to patients, Jamie adapts to whatever is thrown at him. He's a fantastic person to work with and makes the patients feel so comfortable. Jamie leaves us in stitches every day with his quick sense of humour. He's our only male nurse so sometimes we feel a bit sorry for him, but he makes a great cup of tea!



Anne Meiklejohn

Medical Receptionist
Coorparoo Skin Cancer Centre



The best advice anyone has given me is...
Karma exists. What goes around comes around.

If I could know the answer, I would ask...
Is there life on Mars?

I would love to meet...
Morgan Freeman because his voice is god-like.

WHAT THE TEAM SAYS:

Anne has a heart of gold that makes her a pleasure to work with. Her compassion and openness towards patients is second to none and she always gives her job everything she's got. We love how hard Anne works at providing a comprehensive and caring service. Her passion is contagious – and she's a sports fan to boot!



Joan Foote

Medical Receptionist
Coorparoo Skin Cancer Centre



The best advice anyone has given me is...
Always err on the side of generosity.

If I could know the answer, I would ask...
What happened to the Beaumont children?

The most adventurous thing I've ever done was...
Starting a restaurant and running it for 10 years.

WHAT THE TEAM SAYS:

Our Joan is a great lady to work with and a very caring, beautiful friend. She is incredibly organised and has the ability to do anything she applies herself to. Nothing seems to faze Joan – she always has a story to tell and a smile on her face. We think we are blessed to have such a tireless and dedicated person on our team.



Jani Hillhouse

Medical Receptionist
Redcliffe and Coorparoo Skin Cancer Centre



The best advice anyone has given me is...
Life is too short to worry about the little things.

I would love to meet...
Marie Lu who is my favourite author!

I would describe my job to a child as follows...
When you come to see a doctor, you will see me at the front desk with a smile, so come and say hello.

WHAT THE TEAM SAYS:

Jani's bubbly personality and lovely smile make her a hit with patients and colleagues alike. She is so positive, friendly and efficient, and always gives the most sincere welcome at the front desk. Jani has a bright influence in the centre; we think she warms up every room! We can't get enough of her caring and thoughtful professionalism.



Hamilton Ayres

Skin Cancer Doctor
Monash Skin Cancer Centre



The best advice anyone has given me is...
Fake it till you make it.

If I could know the answer, I would ask...
Will I make it to brunch with Paul on time?

The most adventurous thing I've ever done was...
Getting lost trekking near the border of China and Vietnam.

WHAT THE TEAM SAYS:

Hamilton is a genuinely kind, smart and caring doctor who is wonderful to work with. He passionately cares about his patients and is always there to remind us of the importance of what we do. Hamilton is grounded, efficient and personable, with a remarkable knowledge about all things skin cancer. He even has a fan club of patients who come out from his consultations!



Samantha Moses

Centre Supervisor
Monash Skin Cancer Centre



The best advice anyone has given me is...
"I hope" is not a plan!

The most adventurous thing I've ever done was...
Diving with sharks in Tahiti with my husband.

I would love to meet...
Someone living 200 years from now so I can learn about life in the future.

WHAT THE TEAM SAYS:

Sam is the heart and soul of the centre. She is incredible at ensuring that everything goes to plan and is always here when we need her. Sweet and kind with amazing intuition, Sam is our ray of sunshine whose calm demeanour goes a long way towards helping everyone develop their potential. Her industry experience is invaluable and we love the passion she has for her family and horses!



Ruth Nimbargi

Skin Cancer Doctor
Monash Skin Cancer Centre



If I could know the answer, I would ask...
How can I best make my life and time count?

The most adventurous thing I've ever done was...
Getting onto a running train at night in India.

I would describe my job to a child as follows...
I pick out important colours, shapes and sizes.

WHAT THE TEAM SAYS:

Ruth is thriving in her new role. She is very passionate about her work and always looking for ways to improve what we do. Ruth has a caring, peaceful, devoted and calm nature and always puts her patients first. She is a great skin cancer doctor who follows through with everything, helping everyone wherever she can. She also has a lovely singing voice!



Stella Patience

Centre Nurse
Monash Skin Cancer Centre



I would love to meet...
Albert Einstein because of his wisdom beyond equations.

I would describe my job to a child as follows...
I help people stay well with very healthy skin.

If I won the lottery...
I would make a list of worthy causes and divide it up.

WHAT THE TEAM SAYS:

We can always count on Stella to get the job done. She is a beautiful and gentle lady who applies the utmost diligence to everything she does. Stella has a sweet, caring nature and we think she is a simply gorgeous person! Nothing is too much trouble for our Stella. We love her caring and helpful approach to life and her patients.

OUR EXCEPTIONAL TEAM



Stephanie Cross

Medical Receptionist
Monash Skin Cancer Centre



The best advice anyone has given me is...
There is nothing that can't be solved with a cuppa, some chocolate and a cuddle.

If I could know the answer, I would ask...
What is the secret to living a happy life?

I would love to meet...
J.K. Rowling as I'm a massive Harry Potter fan.

WHAT THE TEAM SAYS:

Here is a lady who always has a smile on her face. Enthusiastic and hard-working, Steph has excellent customer service skills and a cheerful, friendly attitude. She is a reliable asset to the centre and we love being around her. Her vibrant personality goes hand-in-hand with her striking intelligence. Steph is our little gem!



Angela Ricci

Medical Receptionist
Monash Skin Cancer Centre



The best advice anyone has given me is...
Don't leave for tomorrow what you can do today.

The most adventurous thing I've ever done was...
White water rafting under the Iguazu falls.

If I won the lottery, I would...
Build schools for children in third world countries.

WHAT THE TEAM SAYS:

Angela is our quiet achiever. A gentle and consciences member of the team, Angela is a hard worker who is devoted to the company's cause. We admire her focus, diligence and reliable attitude towards everything she does. Angela has a remarkable love for her family and a passion for helping people. Did we mention she makes the best cakes, too?



Rhiannan Dike

Medical Receptionist
Monash Skin Cancer Centre



The best advice anyone has given me is...
Don't let anyone stand in your way of achieving your dreams.

If I could know the answer, I would ask...
What happens to us when we pass away?

I would love to meet...
The original S Club band because I absolutely love them.

WHAT THE TEAM SAYS:

Rhiannan's smile is contagious! She is a helpful and bubbly person who strives to get things done to the best of her ability. Rhiannan does whatever is asked of her and we admire the dedication she shows towards her job. She is a very loyal supporter of our cause and we are so grateful for her help.



Craig Russell

Skin Cancer Doctor
Darling Downs Skin Cancer Centre



The best advice anyone has given me is...
Always be a gentleman – a naughty gentleman!

If I could know the answer, I would ask...
Are men ever able to understand women?

I would love to meet...
Eve to know why Adam thought she was worth eating an apple for.

WHAT THE TEAM SAYS:

Craig is one of the most generous people we know. He has a big heart and a wicked sense of humour that keeps us entertained. He is passionate, kind, always smiling, and great fun to work with. Craig is a wonderful boss and an awesome skin cancer doctor who takes his time and always gives 110% to his patients – and they love him!



Nicolette Lyons

Centre Supervisor
Darling Downs Skin Cancer Centre



The best advice anyone has given me is...
Doesn't matter how bad today was, tomorrow is a new day.

I would love to meet...
Pink as I love her music.

I would describe my job to a child as follows...
We fix ouchies!

WHAT THE TEAM SAYS:

Nikki is a considerate and knowledgeable supervisor who is fantastic at her job. She is a kind and understanding person who goes out of her way to help others. We love the support and encouragement Nikki offers around the centre and admire the way she juggles all her responsibilities. She makes out like she is super tough, but we think she's a real softie underneath!



Margaret Bilic

Medical Receptionist
Darling Downs Skin Cancer Centre



The best advice anyone has given me is...
Slow down. If you don't, He will send down a 4 x 2 and make you slow down... and He has!

The most adventurous thing I've ever done was...
Travelling to the UK, Europe and Hong Kong alone.

If I won the lottery, I would...
Finish building our house.

WHAT THE TEAM SAYS:

Working alongside Margaret is a real pleasure. She is such a hard worker and always wants to go the extra mile in all that she does. We love Margaret's super supportive and caring nature. Nothing is ever a problem and she is always the first to help out. We think Margaret is a kind-hearted quiet achiever and we simply love her to bits!



Jenny Griessen

Centre Nurse
Darling Downs Skin Cancer Clinic



If I could know the answer, I would ask...
What does the future hold?

The most adventurous thing I've ever done was...
Rapid rafting on a tube down a river.

I would love to meet...
Elvis as he is my idol to this day.

WHAT THE TEAM SAYS:

Jenny is a very loyal and compassionate lady. She is trustworthy and eager to learn, and a pleasure to work with. She shows a remarkable dedication to her job and has a friendly, approachable and reliable attitude. We appreciate all the hard work she does diligently, and the positive vibes she brings to work every day. Jenny is awesome to have around!



James Ryatt

Medical Receptionist
Darling Downs Skin Cancer Centre



The best advice anyone has given me is...
Be humble.

If I could know the answer, I would ask...
How can we control quantum entanglement?

If I won the lottery, I would...
Donate all to charity because riches are a trap.

WHAT THE TEAM SAYS:

We think James is a technology wiz! He is always willing to offer support with admin tasks and tries hard at everything he does. James is a kind-hearted guy whose valuable input is greatly appreciated in reception. The youngest member of our team, James works very well under instruction and brings a fresh perspective to our world.

OUR EXCEPTIONAL TEAM



Karen Thompson

Medical Receptionist
Darling Downs Skin Cancer Centre



If I could know the answer, I would ask...
What came first, the chicken or the egg?

The most adventurous thing I've ever done was...
Raising three kids and all of us surviving.

If I won the lottery, I would...
Burst into tears, then rush out to buy a new car.

WHAT THE TEAM SAYS:

Karen is a mentor to many of us. She has a friendly, understanding and caring attitude that makes her an awesome team player. It's a pleasure to see her bubbly and happy smile every day, and she's always happy to go the extra mile for people. Karen's focused and cheerful outlook on life makes her a great teacher – and she is the guru of filling cancelled appointments!



Tim Barnes

Skin Cancer and Aesthetic Medicine Doctor
New Town Skin Cancer Centre



The best advice Aesthetic Medicine has given me is...
Work hard, play hard as life is shorter than you think.

If I could know the answer, I would ask...
Is there really life beyond our galaxy?

The most adventurous thing I've ever done was...
Canoeing down the Sepik River in a dug-out tree bought for \$5 in Papua New Guinea.

WHAT THE TEAM SAYS:

Tim is a great surgeon whose professionalism, efficiency and kindness shine through every day. He is approachable, caring and reliable, and practises what he preaches! Dr Perfect – uh, we mean Tim – is a hard worker and a fantastic teacher. We love his dedication to making a difference and would all like to take a ride in his Mini Cooper & MKI when he finishes the restoration.



Dianne King

Skin Cancer and Aesthetic Medicine Doctor
New Town Skin Cancer Centre



The best advice anyone has given me is...
Stay true to your heart and go with your gut instinct.

If I could know the answer, I would ask...
How do we prevent dementia?

The most adventurous thing I've ever done was...
Trekking through Samaria Gorge in Crete at 40C.

WHAT THE TEAM SAYS:

Di is a kind-hearted softie with a brilliant mind! She is honest, smart and funny, and we love the knowledge she brings to the centre. Di is open-minded and has really broad interests, so she is great for conversation. She is a fantastic practitioner. Her loving and sweet nature goes hand-in-hand with her vibrant personality and gorgeous smile. We think she is awesome to work with!



Eliza Reid

Skin Cancer Doctor
New Town Skin Cancer Centre



The best advice anyone has given me is...
Anything is possible if you want it enough.

If I could know the answer, I would ask...
What is the recipe to make vegemite?

The most adventurous thing I've ever done was...
Swimming in the Devils Pool above Victoria Falls.

WHAT THE TEAM SAYS:

Eliza never ceases to amaze us with the enthusiasm she puts into her work. She is an intelligent and friendly person who always does a thorough job. She is passionate about the cause and always ready to jump in however she can to help people. We really adore Eliza's sweet nature and the joy she brings to the workplace every day.



Sally Peacock

Skin Cancer Doctor
New Town Skin Cancer Centre



The most adventurous thing I've ever done was...
Holding dynamite with the fuse lit.

I would love to meet...
Grandma to find out if there is life after death.

If I won the lottery, I would...
Buy a boat and book a fancy holiday.

WHAT THE TEAM SAYS:

With her cheeky smile and happy-go-lucky attitude, how could we not love Sally? She is so relaxed and down to earth, and always goes the extra mile to get the job done. It's no wonder all her patients are happy campers – she's awesome! Sally is a kind and dedicated person with a lovely spirit and a cheerful outlook on life.



Rachel Bradley

Skin Cancer Doctor
New Town Skin Cancer Centre



The best advice anyone has given me is...
If you can keep your head, when all around are losing theirs, it's possible you haven't grasped the situation.

If I could know the answer, I would ask...
How much longer have we got?

I would describe my job to a child as follows...
I am chopping off the bad bits of people's skin.

WHAT THE TEAM SAYS:

Who is hilarious, generous, cheerful and kind? Rachel is! Rachel is a great skin doctor who has been with us for many years and seems to be permanently happy. She is a sweet and caring person who never ceases to put patients at ease with her beautiful smile and warm, outgoing demeanour. We just love having that English accent around the centre!



Jedrek Marek

Skin Cancer Doctor
New Town Skin Cancer Centre



The best advice anyone has given me is...
If you're going to do something, do it well or not at all.

The most adventurous thing I've ever done was...
Climbing the world's 6th highest mountain in Cho Oyu.

I would love to meet...
Jerzy Kukuczka, the toughest climber to have lived.

WHAT THE TEAM SAYS:

Jedrek is the roving skin cancer man, mopping up advanced skin cancer in far reaching places on people who have never had a check. He is a real character with a heart of gold, and an excellent doctor for our team. Jedrek has an extraordinarily adventurous spirit – he's always up for a challenge and is passionate about mountaineering. We love his go-get-it attitude towards work and life.



Linda Quarell

Centre Supervisor
New Town Skin Cancer Centre



The best advice anyone has given me is...
Always speak the truth.

If I could know the answer, I would ask...
How can I make my family and friends cancer-free?

I would love to meet...
Audrey Hepburn as she saw beauty in everything.

WHAT THE TEAM SAYS:

Linda is a very dedicated, long-term employee who goes beyond the call of duty. Her extraordinary sense of humour keeps us on our toes, and she is highly efficient in everything she does. Linda has a bright and bubbly personality that we love to see every day and she is really easy to work with, keeping the practice running smoothly with her amazing organisational skills.

OUR EXCEPTIONAL TEAM



Angeline Banks

Centre Nurse
New Town Skin Cancer Centre



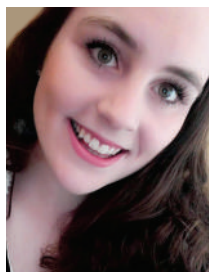
If I could know the answer, I would ask...
What should I cook for dinner tonight?

The most adventurous thing I've ever done was...
Going on a 10 day-silence-meditation retreat.

I would love to meet...
Dalai Lama as I am interested in Buddhism.

WHAT THE TEAM SAYS:

Our Angeline is a wonderful nurse and an even better cyclist! We think she is a picture of elegance: always smiling, always friendly, and always beautiful. Angeline is lovely with her patients and often takes the initiative to bring a fun and happy attitude to the centre. She's a fantastic role model and is always first to step up to a challenge.



Stevie Dwyer

Clinical Assistant
New Town Skin Cancer Centre



The best advice anyone has given me is...
If you don't have anything nice to say, don't say anything at all!

I would describe my job to a child as follows...
I help cut out people's bad freckles.

If I won the lottery, I would...
Buy a new car.

WHAT THE TEAM SAYS:

Stevie is a very efficient worker with an awesome sense of humour. Volleyball extraordinaire, we are so lucky to have Stevie as part of our team. She is a wonderfully caring person with a heart of gold and a lot of talent. She is not only very knowledgeable in what she does, but also has a very bright and bubbly personality that we love!



Amy Farrell

Centre Nurse
New Town Skin Cancer Centre



The best advice anyone has given me is...
Always be kind.

If I could know the answer, I would ask...
Can I have a million dollars?

I would love to meet...
Channing Tatum. He looks like a nice guy.

WHAT THE TEAM SAYS:

Amy is our fabulous recent recruit who is showing great potential. She is a helpful and kind person with a glowing personality. We can tell that she is a beautiful person and a wonderful asset to our team. Amy's compassion and devotion make her a great person to have around the workplace, and we are all looking forward to getting to know her better.



Caroline Brogan

Clinical Assistant
New Town Skin Cancer Centre



The best advice anyone has given me is...
Don't have regrets

I would love to meet...
Jesus as I've got a lot of questions!

If I won the lottery, I would...
Drink champagne – the good stuff!

WHAT THE TEAM SAYS:

Caroline brings so much enthusiasm and energy to the centre and always keeps us on our toes! She makes our lives easy with her hard-working attitude, fabulous organisational skills, and ability to do absolutely everything. Caroline is fun to work with – a kind and knowledgeable friend who keeps us on time and smiling, too. We wish we all had the efficiency of Caroline, the Energizer Bunny!



Britt Wardlaw

Clinical Assistant
New Town Skin Cancer Centre



The best advice anyone has given me is...
Be yourself.

The most adventurous thing I've ever done was...
Giving birth twice naturally without drugs.

I would love to meet...
Justin Bieber as he's good looking and talented.

WHAT THE TEAM SAYS:

Our Britt is always happy and great fun to work with. She is a quick learner who is amazing at making people feel comfortable. Her warm personality and positive outlook on life make her a bright light in our practice. Britt is a Justin Bieber fan who has a cheerful and enthusiastic attitude towards work and life. She is a pleasure to work with!



Melissa Churchill

Medical Receptionist
New Town Skin Cancer Centre



I would love to meet...
Gene Simmons – I love the band!

I would describe my job to a child as follows...
I work in skin cancer, and skin cancer is very serious.

If I won the lottery, I would...
Give money to my family.

WHAT THE TEAM SAYS:

Mellow Mel is so lovely to work with. She is a fantastic receptionist, with a cool, calm and consistent attitude towards her job. Mel is always organised, friendly and helpful and never fails to get the job done. We love her eagerness to help and the kindness she shows towards each and every person she meets. Mel is our sweet possum!



Amber Coleman

Medical Receptionist
New Town Skin Cancer Centre



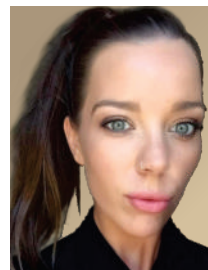
The best advice anyone has given me is...
Don't make decisions when you're angry and never make promises when you're happy.

If I could know the answer, I would ask...
Can I have the day off?

The most adventurous thing I've ever done was...
Travelling overseas alone at the age of 15.

WHAT THE TEAM SAYS:

Amber is a genuinely lovely person who is a positive influence and role model in the workplace. She is so enthusiastic and loves to learn. Amber is easy to chat with and a great conversation-maker, so there's never a boring moment when she's around! We love her outgoing attitude and the commitment she dedicates to her job. She is honestly a pleasure to work with.



Ellie Blackaby

Medical Receptionist
New Town Skin Cancer Centre



The best advice anyone has given me is...
Listen to your mother.

If I could know the answer, I would ask...
How can I make my daughter's life the best possible?

If I won the lottery, I would...
Book an appointment with Australia's best financial advisor.

WHAT THE TEAM SAYS:

Ellie is a wonderful asset to our team. She is always cheerful, hard-working, down to earth, and keen to help out where she can. She is extremely friendly with all staff and patients, has many talents we admire and is simply fun to be around! Did we mention she is an incredible cook, too?

OUR EXCEPTIONAL TEAM

One minute with the managers...



What is your role at HealthCert?

My role is focused on business development, including new courses, university partnerships and doctor recruitment for the skin cancer centres. I am also responsible for the vision and the strategic direction of the businesses, the structure of the company and building a great team culture!

What are your team's main responsibilities?

The HealthCert team is responsible for all business operations – finance, regulatory requirements, contracts as well as managing our key partnerships. The National Skin Cancer Centres team works hard to deliver excellent patient care, implement great service innovations and recruit the best doctors and support staff in the country.

What makes your team successful?

From finance management, marketing, sales, IT through to organisation, problem solving and execution of daily business, all HealthCert team members work very hard to make sure we are here for many more years to come. The truly dedicated and generous National Skin Cancer Centres team makes it possible to build Australia's best skin cancer facilities.

What are your team's goals for the future?

My goal is for us to be recognised as the world-leading provider of skin cancer education and primary care skin cancer care. I want us to be ahead of the innovation curve and take all of our collective knowledge, originally developed in Australia, to the rest of the world so we can help save lives globally.

“ My goal is for us to be recognised as the world-leading provider of skin cancer education and primary care skin cancer care. ”

Paul Elmslie
Founder & CEO



What is your role at HealthCert?

I am responsible for the day-to-day operations of the Medical Education and Tele-Dermatology business units. I see myself as the conductor, guiding our team to be able to work together, ensure our courses are delivered to the highest standard and have the necessary technology to live our core value of excellence in delivery.

What are your team's main responsibilities?

The education team initially identifies a need in the professional development of medical professionals, chooses the subject matter experts and develops the program. Subsequently, we organise the face-to-face or online delivery of the program with the support of the highly capable IT, marketing, human resources, finance, and logistics team.

What makes your team successful?

Our team works so well because we support and encourage each other to be the best. We are most proud when our alumni share their positive patient outcomes due to the skills they have learned in our programs. This is how we know we are making a difference.

What are your team's goals for the future?

We look forward to developing new programs to increase our reach within the medical community and positively impact more patients' lives, including those living in the US and Asia where some core skills are still lacking in modern medicine.



What is your role at National Skin Cancer Centres?

In my role as Chief Operating Officer, I oversee the operations of all our skin cancer centres and manage the construction, development and opening of the new facilities. I am also actively involved in the recruitment and onboarding process of all medical staff and doctors.

What are your team's main responsibilities?

Our team operates high-end referral skin cancer centres throughout Australia which deliver quick, efficient and low-cost skin cancer diagnosis and treatment to the community. By identifying life-threatening melanoma and other skin cancers early, we save lives.

What makes your team successful?

The team of doctors and support staff we have currently assembled represents some of the most experienced professionals in Australia in the area of skin cancer medicine.

What are your team's goals for the future?

Our very clear and simple goal is to build 30 skin cancer centres over the next five years across Australia.

“ Our team works so well because we support and encourage each other to be the best. ”

Hamish Elton

Chief Operating Officer
HealthCert International

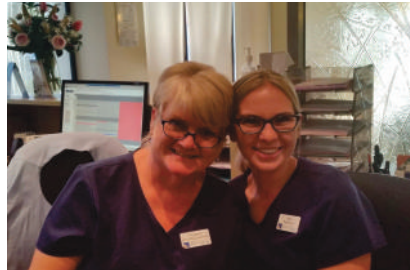
“ By identifying life-threatening melanoma and other skin cancers early, we save lives. ”

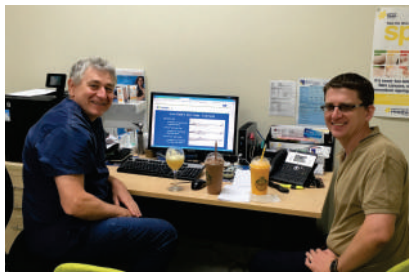
Matt Woollard

Chief Operating Officer
National Skin Cancer Centres



National
Skin Cancer
Centres





A few snaps from our five skin cancer centres
and the incredible teams.



OUR WORK AND TIME TOGETHER

My most memorable HealthCert moment was to be told that I was going to fail at running skin cancer courses in 2006 but almost 8,000 trained GPs later, I think that I have proved them all wrong. My future goal is to build 500 skin cancer referral centres and educate 100,000 physicians globally.

– **Paul**, Founder and CEO



Working at HealthCert has been a pleasurable learning experience. I have grown in many ways and I appreciate all the opportunities provided to me.

– **Jackie**, Student Services Support



I have always been proud to work at Redcliffe because of the quality of work the team provides and the commitment to our patients. The best part though is the people I work with, the teamwork and camaraderie. Even though our work is of a serious nature, we still have fun delivering quality care that makes a difference within the community every day.

– **Suzy**, Training and Development Coordinator





What makes me proud of my work is the difference we make in people's lives, especially when we detect a melanoma.

– **Matt**, COO, National Skin Cancer Centres

One of my most memorable moments with the company was the 10th anniversary gala dinner when Professor David Wilkinson spoke about the organisation and Paul. It was such an honest and heartfelt acknowledgement of the man, the company, and the journey.

– **Kelly**, Event Manager

Really every day we, as a team, help many people get peace of mind.

– **Yvonne**, Centre Supervisor

What I like most about my work is that we are building a small business into a large business, while doing good for the community. My wish is to become an internationally recognised professional development provider for doctors worldwide.

– **Hamish**, COO, HealthCert International



One thing we're really good at is diagnosing and treating a melanoma successfully – and getting together for a great dinner with nice wine!

– **Tars**, Skin Cancer Doctor



One thing we're really good at is getting through a mountain of work. Everyone has huge task lists and it is a credit how much is achieved. I wish to be an active participant and contributor to the growth of the company in the future.

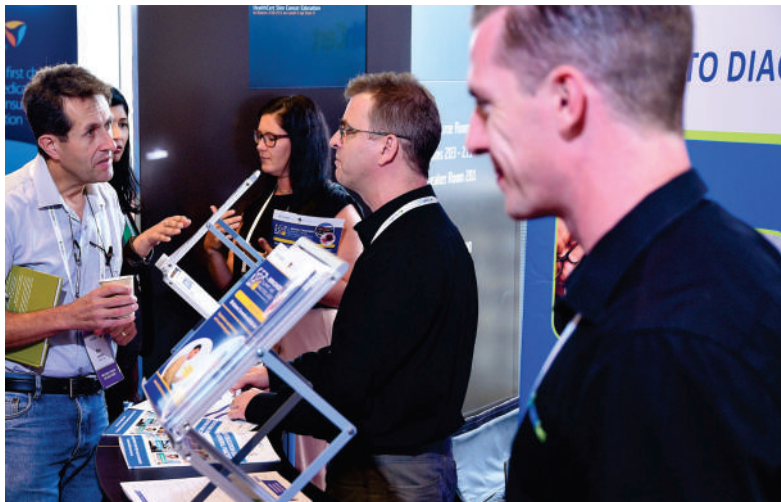
– **Chris**, Education Advisor

OUR WORK AND TIME TOGETHER



My proudest moment at work was the one week when we had 10 proven Melanomas come through. The fact that some of these patients came in for another area of concern but our doctors found Melanomas is incredible.

— **Jani**, Medical Receptionist



When a doctor who has attended our courses can accurately diagnose a melanoma, this can change the life of the patient, and this is very rewarding. My wish is to continue to develop my role and be an integral part of HealthCert's success.

— **Richard**, Education Advisor

My favourite core value is us being passionate about saving lives. No matter how tiring work gets, you always go home with a smile and a happy heart, knowing that you helped saving lives through world-class education and patient care.

— **Sharla**, Student Services Support



My favourite core value is having an enthusiastic team. This will drive and encourage, and go hand in hand with our other core values.

— **Loretta**, Sales Coordinator

What makes me proud about my work is delivering best-practice skin cancer medicine, being part of a great team, having patients who value our service and keep coming back.

— **Eliza**, Skin Cancer Doctor



What makes me proud of my work is that apart from providing excellent medical care, our patients often comment on how they feel so well cared for and that we have made much easier what can be such a daunting experience.

– **Karen T., Medical Receptionist**

I am proud of the fact that we have nearly one third of the Redcliffe population as patients and they seek out our skin cancer centre because it is seen as THE place to go.

– **Colin, Skin Cancer Doctor**



My wish for the future is to continue to provide the best possible service for our patients.

– **Carmel, Centre Supervisor**

My most memorable HealthCert moment was meeting Paul at MIT – what a great journey! I love the fact that there is always a solution to everything and I wish that in the future HealthCert becomes the global brand for skin cancer awareness.

– **Alan, Advisory Board Member**



My favourite tradition is to teach our professional and technical skills to other practitioners.

– **Ian, Skin Cancer Doctor**

What motivates me most to do what I do is diagnosing and treating skin cancer with the knowledge and skills I have obtained from working within the skin cancer industry.

– **Victor, Skin Cancer Doctor**

OUR WORK AND TIME TOGETHER



What makes me proud of my work is that we deliver high-quality professional care while keeping the atmosphere light with music, jokes and team lunches. There is so much teaching and the ripple effects from that shared knowledge go throughout Australia and the world. Think how many patients we can reach!

– **Jessica**, Centre Nurse



My favourite company tradition is breaking last year's records and enjoying the journey. And our post-event parties are always memorable!

– **Damien**, Financial Controller

My favourite core value is us being passionate about saving lives. I lost my own partner through cancer and if there is a way to prevent anyone else going through what we have, then that's what we should be aiming for. Life is so very precious. Every life.

– **Stella**, Centre Nurse

We are all committed to delivering outstanding education to medical professionals but we are also committed to having fun. It's great to be a part of a team that has that balance!

– **Chloe**, Event Coordinator

My proudest moment was to find a Melanoma on my first day of work at the Redcliffe Skin Cancer Centre. My wish for the future is to assist all Australian GPs to feel competent in skin cancer recognition and initial management.

– **Paul P.**, Skin Cancer Doctor



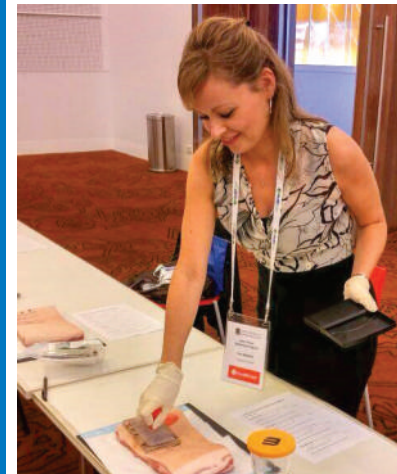


One thing we're really good at is thinking outside of the box!

– **Christine**, Head of Course Development

I love the fact that the HealthCert team works hard but also knows how to reward people for their efforts. Us getting together a few times a year and enjoying each other's company reminds me every single time that this all is far more than just a job – it's a great journey with family and good friends.

– **Ina**, Marketing Manager



One of my favourite company traditions are our team advances. Being so dispersed around the world, the get-togethers give us a chance to resolve issues and the after-work activities always involve things I'd never be able to do otherwise.

– **Todd**, IT Manager

My proudest HealthCert moment was when I taught the first course ever. We keep on rolling out great courses, year after year, and delivering them at high professional standards. My wish for the future is to keep rolling and keep growing

– **David**, Advisory Board Member

What motivates me to do what I do is the appreciation I receive even for the smallest things.

– **Abi**, Digital Marketing Executive



OUR WORK AND TIME TOGETHER



What motivates me most about my work is seeing my patients' life courses change and me being able to play a part in their journey.

– **Ruth, Skin Cancer Doctor**

What makes me proud of my work is the amazing professional team who put their patients' health and well-being first. They are all kind and considerate, and are an awesome bunch to work with.

– **Margaret, Medical Receptionist**

One thing we're really good at is helping doctors help people.

– **James, Advisory Board Member**

My favourite core value is excellence in delivery. To me this means, not just having 'satisfied' customers, but having 'completely satisfied customers'. If we are excellent in everything we do, both within and outside the organisation, we will have truly extraordinary results.

– **Campbell, Education Advisor**



What motivates me most about my work is finding skin cancers otherwise missed or not known to patients. Saving a life is a bonus!

– **Francis, Skin Cancer Doctor**



My favourite core value is us being passionate about saving lives. It always reminds me of how important what we do is.

– **Stephanie**, Medical Receptionist

What motivates me most about my work is the fact that we have the opportunity to “cure” someone from a potentially life-threatening disease, and this is not a common thing in medicine.

– **Tim B.**, Skin Cancer Doctor



My wish for the future is that we successfully break into the international market and keep the team spirit.

– **Carolyn**, Course Coordinator



What motivates me most about my work is to know that we provide a very important service to doctors that addresses a critical need within the community.

– **Katrina**, Corporate Partnerships Manager

My favourite core value is excellence in delivery. This is what sets us apart and means the most to the people walking through the door.

– **Sam**, Centre Supervisor



OUR MAIN ACHIEVEMENTS



Restructured course program with new education pathways

We have restructured our course program to provide GPs with university-certified education pathways in specific interest areas. The three-part programs in skin cancer medicine, skin cancer surgery, dermoscopy, general dermatology, and aesthetic medicine commence at a foundation level (Professional Certificate) and progress through to an advanced level (Advanced Certificate) and the most accomplished level (Professional Diploma).

New partnerships to support GP education

We are excited to enter new partnerships with local and international universities and other teaching institutions to help us provide Australia's only university-certified education programs for GPs. HealthCert graduates now also receive academic credit into Masters programs at the Medical University of Graz and The University of Manchester, and can participate in clinical attachment programs at the medical universities of Vienna and Lyon.



Over 35% of all Australian GPs trained

Since 2006 almost 8,000 GPs have participated in our education programs. These doctors can now achieve better patient outcomes in primary care and potentially save lives. In addition to the new three-part professional diploma programs, we have also developed new courses, workshops and clinical attachment programs, and have brought UK's largest education program, the GP Update, to Australia.



Expansion of the National Skin Cancer Centres

The newly launched National Skin Cancer Centres continue to grow with five fully operating facilities in Queensland, Victoria and Tasmania, and four more sites to be launched by the end of 2017. The dedicated facilities feature the latest technology in digital dermoscopy and skin cancer screening, and represent a high-quality referral option to local GPs managing patients outside their scope of practice or comfort level.



The opening celebration of the Monash Skin Cancer Centre.



The first melanoma patient and life saved at the Monash Skin Cancer Centre on the second day after opening.

2,000+ lives saved at the National Skin Cancer Centres

Staffed with highly qualified skin cancer doctors and specially trained nurses, our skin cancer detection and treatment facilities continue to deliver vital skin cancer care, and reduce the mortality and morbidity of skin cancer. Across all five centres, the teams have diagnosed over 2,000 melanomas to this day and have made a real difference to the local communities.

Growing the family

Our HealthCert alumni community grew from 327 attendees in 2006 to over 3,500 course alumni in 2017. The National Skin Cancer Centres have been just as busy, with the newest centre in Monash taking almost 2,000 patient appointment bookings in the first month after opening. As we continue to expand both businesses, our teams grow as well. What started as a one-man-show 11 years ago has now grown into a big family with almost 100 professionals across five countries.



The ever-growing HealthCert Education Team, Melbourne 2017.

OUR PARTNERS, PATIENTS AND FRIENDS



There is a real team feeling about working with HealthCert and all the team members have been incredibly friendly, welcoming and supportive. My proudest moment was when the first ever aesthetics course was finished and 50% of delegates gave us a 10/10 assessment.

— Nick Kokotis,
Lecturer, Aesthetic Medicine



I like working with HealthCert because of the great group of people. My most memorable moments with HealthCert are not at all suitable for such a publication, but I will always remember Paul's kindness after the IDS in Barcelona when he took us into the lounge at the airport.

— Alan Cameron,
Lecturer, Advanced Dermoscopy



Working with HealthCert is like being part of one big Australian (and now global) family. When I started my subspecialisation in skin cancer over 10 years ago, I needed to be reassured my education provider was university-affiliated and working to achieve a "gold standard" of skin cancer education. I am eternally grateful for the collegial support and friendships I have made through my attendance of HealthCert conferences. I cannot believe those 10 years have passed so quickly! Thank goodness I am now doing aesthetic medicine!

— Dianne King, Lecturer, Aesthetic Medicine



My proudest HealthCert moment was working out that I've stood in front of over 1,000 doctors and taught them how to do better surgery. There are lots of individual one-on-one moments when someone has the lightbulb start glowing, but the total volume is something that I'm quite proud of.

— Tony Dicker, Lecturer, Skin Cancer Surgery





What I like most about HealthCert is the opportunity to teach enthusiastic, motivated doctors and allied health from around Australia and the world. My proudest HealthCert moment is every time a participant says "After years of confusion, that finally makes sense to me!"

— **Hamilton Ayres,**
Lecturer, Skin Cancer Medicine



I taught surgical courses for over 10 years with HealthCert. They are extremely well run events, with an efficient organisational team. I've enjoyed my stint.

— **Sharad P. Paul,**
Lecturer, Advanced Skin Cancer Surgery



HealthCert has high professional standards, provides unsurpassed levels of education and training and is exceptional in its approach to learning.

— **Chris Clifopoulos,**
Lecturer, Aesthetic Medicine



HealthCert is a well-run organisation with a great team – personable, keen to help, reliable, enabling. My proudest moment was being able to design, produce and present an extensive educational tool – the Professional Certificate of Clinical Procedures – to an Australia-wide audience.

— **Maurice Brygel,** Lecturer, Clinical Procedures

OUR PARTNERS, PATIENTS AND FRIENDS



What I like most about HealthCert is that it is an efficient, effective and energetic organisation with motivated staff to help deliver our teaching. My favourite moment was when uncle Paulie was driving the disco at Hamilton Island.

– **John Pyne,**
Lecturer, Advanced Dermoscopy



I have been working with HealthCert for about 15 years and I love their mix of high professional standard and personal touch! I have so many memories... Going on stage in a wonderful, huge, and crowded conference hall, singing in a karaoke bar, flying on the barrier reef...

– **Giuseppe Argenziano,** Lecturer, Dermoscopy



What I like most about HealthCert is that it is a great group – professional x 3.

– **Tony Azzi,**
Lecturer, Advanced Skin Cancer Surgery



What I like most about HealthCert is the dedication that Paul and the team have to improving GP skin cancer practice to provide all Australians with access to timely and appropriate skin cancer diagnosis and management.

– **Alister Lilleyman,**
Lecturer, Advanced Skin Cancer Surgery



HealthCert exhibits the best attributes of a customer-focused business that is powered by a shared vision and a passion to educate and train in the fight to eliminate death from skin cancer. HealthCert cares deeply about its mission and this shines through in what it does. This is inspirational and all too rarely encountered in business. At HealthCert it's never business as usual! The team is caring, committed to continual improvement, smart, agile and fun!

– **Fiona McPetrie and Simon Clark,**
Lecturer, Skin Cancer Medicine



It is most reassuring when my relevant procedures and associated treatments are so diligently attended to. The staff have always professionally cared for me and this care is excellent, at all times, and has contributed so much to my well-being and of course gives me the greatest of confidence for my future.

– Ken Riley, National Skin Cancer Centres Patient



I had an absolute amazing night at the skin cancer training course. The team were so friendly and helpful. I learned so much and can take back a lot of helpful information to my family, friends and clients. I will also book a full skin check.

– Orla Heavey,
Participant of the Skin Cancer Course for Hairdressers



Everyone at HealthCert is deeply committed to the cause of saving lives and all muck in to help when needed irrespective of the job description. The size of the business has never been a limitation to the vision of what it can achieve. The capacity of the business to operate across several countries, in different time zones and at the same time cater to the needs of individual staff is commendable.

– Cassandra Scott, Consultant



I recommend HealthCert to my clients because I know they deliver a great service, both as an educator in world first medical certificates in primary care skin cancer medicine and as a consultant showing medical practices the way to outstanding client service.

– Kathy Gilbert, Consultant



We like working with HealthCert as it is such an energetic company. In the last 10 years, I met some wonderful people from the team who I now regard as friends. The education events are always very well run and the entire HealthCert team does a great job in meeting the needs of the doctors and the exhibitors.

– Cain Tetley, Exhibitor, Warner & Webster



OUR PARTNERS, PATIENTS AND FRIENDS



One of the most significantly positive aspects of working with HealthCert for me is the way in which our Sonic team have been able to establish warm, friendly and professional relationships with all of the HealthCert team. There are many professional organisations I work with but not too many that have staff of the quality that HealthCert does. I can honestly say that I haven't met or worked with any HealthCert team member that I didn't feel I would enjoy spending time with in both a work or a social setting.

– **Lindsay Thitchener**,
Exhibitor, Sonic Healthcare

Super easy going, friendly and ultra positive team. I was a little worried when I first entered the skin cancer centre but was feeling a lot calmer once inside. I will definitely be going back for my annual skin check-ups!

– **George Bayios**, National Skin Cancer Centres Patient



After attending courses for 30 years, I rank the HealthCert skin cancer medicine course as number one. The course is practical and very useful to all doctors who diagnose and treat skin lesions. Top marks to the organisers!

– **Peter Laundy**, Skin Cancer Course Participant





I am very thankful to both HealthCert and the UQ Masters degree in educating and inspiring me to be better in the field of skin cancer medicine. In providing me, along with thousands of doctors, access to so much knowledge, HealthCert too is indirectly responsible for the early pick up of skin cancer resulting in decreased mortality and morbidity from this most prevalent disease in our country. HealthCert's impact is so positive on a national and global scale-mine in the small microcosmos of the Northern Beaches of Sydney.

– **Julie Argent**, Skin Cancer Course Participant



I like the HealthCert commitment to delivering high quality courses for doctors that build on a knowledge base and allow them to attain additional qualifications and skills in specialised areas of general practice. My proudest moment was when we delivered the inaugural Professional Certificate of Aesthetic Medicine, as I believe it is the only aesthetic medicine course by doctors for doctors that encompasses all aspects of aesthetic medicine.

– **Jenny Kimmins**, Lecturer, Aesthetic Medicine

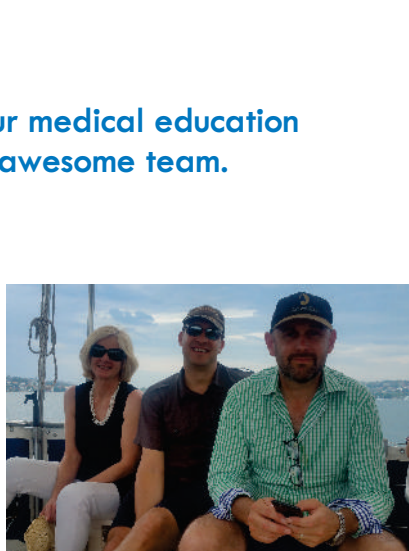
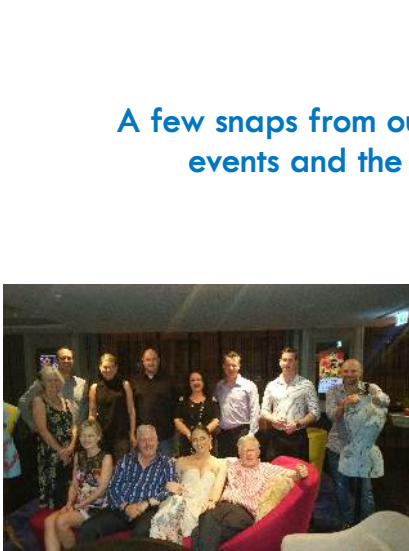


The HealthCert team is extremely well organised, down to the smallest detail. The students want to be there, the faculty want to teach and the HealthCert staff are keen to make everything go perfectly. The end results speak for themselves.

– **Jonny Levy**, Lecturer, Skin Cancer Surgery







A few snaps from our medical education events and the awesome team.

A FEW CLOSING WORDS

We appreciate everyone sharing their thoughts and helping us make this book happen. A special thanks goes to Ina Heinitz for all of her passion and hard work in creating the 4th edition of the Culture Book, and to Matt Woollard, Jackie Delfin-Anapio and Abbie Green for their assistance in collating information and pictures used throughout the book.

We would also like to express our gratitude to our colleagues, partners, friends, and families who have shared our crazy ride full of lessons, growth and fun over the last 11 years. Thank you for going above and beyond to help us achieve our goals and make a difference every day. We genuinely love and appreciate every single one of you.



Honouring our team, partners and friends with a special award for their support at the 10th anniversary Gala Dinner, July 2016.

“ Do not go
where the path may lead.
Go instead
where there is no path
and leave a trail. ”

Ralph Waldo Emerson
Our philosophy



PROGRESSIVE
 ACCESSIBLE EMPOWERING EDUCATION
 CARE FOR PATIENTS, DOCTORS AND FRIENDS
 UNSURPASSED MEDICAL EDUCATION

EFFICIENT
 KNOWLEDGE
 EXCELLENCE
 CONSISTENT
 SUCCESSFUL
 TEAMWORK
 GIVING
 DETERMINED
 HONESTY
 EXCELLENCE
 DEDICATED
 ENDURANCE
 MOTIVATING
 COLLECTIVE
 DYNAMIC
 PERSISTENCE
 HELPFUL
 CARING
 DEVOTED
 INNOVATING

INTEGRITY
 MAKING A DIFFERENCE
 ATTENTION TO DETAIL
 DEDICATED INTERNATIONAL
 COMPETITIVE
 TRUSTWORTHY DEVOTED
 VISIONARY
 BEST MEDICAL EDUCATION
 EXCELLENT TEACHING ORGANISATION
 CONTINUAL IMPROVEMENT
 ENERGETIC CRAZY
 SKIN CANCER MEDICINE

BUSY
 PASSIONATE
 EDUCATIONAL
 RELAXED
 MEANINGFUL
 CHALLENGING
 INSPIRING
 HONESTY
 PERSISTENCE
 DEVOTED
 INNOVATING

INNOVATIVE
 DEPENDABLE
 OPTIMISTIC

PROGRESSIVE
 EXCELLENCE
 CREATIVE
 DEVOTED
 VISIONARY
 FOCUS
 FUN
 HONESTY
 RELAXED
 HONESTY
 DEDICATED
 SMART



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