

# MEDICAL BUSINESS MASTERCLASS



## PROGRAM OVERVIEW

ONLINE

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Running a medical business is not easy at the best of times and is set to become even more challenging with the ever increasing downward pressure of health care costs, an ageing population, and an exponential growth in technologies. The Medical Business Masterclass brings together a range of renowned industry experts to equip medical business leaders with the necessary knowledge and practical know-how to operate a successful practice, optimise staff performance, delight patients, build personal wealth, and meet today's increasing challenges in primary care.

### COURSE OBJECTIVES

From strategy, finance, leadership, marketing, technology to human resources, gain an advanced understanding of the essential elements to operating a medical business and acquire strategic knowledge to manage processes and people, and plan for the future of your practice, career and personal life.

### ACCREDITATION

16 RACGP Category 2 QI&CPD points  
8 ACRRM Core PDP points

### TOPICS COVERED

- How to run a profitable practice and delight patients
- How to avoid common medico-legal pitfalls
- How to move from bulk billing to private billing
- How to measure the true value of a patient
- How to build a great culture and optimise performance
- How to set up and run accounting for medical practices
- How to manage money, reduce risk and build wealth
- How to build a residential property portfolio
- How to prepare for major disruption in medicine
- What does medicine look like in five, 10 or 20 years' time?

## DELIVERY FORMAT

The masterclass is delivered online in a lecture-style approach by various experts in their respective fields. You can expect engaging presentations on the main challenges in practice management, and there will be immediately applicable strategies and learning takeaways after each session. Upon enrolment, you will gain access to all video lectures, presentation slides and additional resources to help you implement your learning.

## PRESENTERS



**Craig Rispin**  
Business Futurist  
Innovation Expert



**Paul Elmslie**  
Founder & CEO, HealthCert &  
National Skin Cancer Centres



**Chris Gray**  
Property Investment  
Specialist



**David Hodge**  
Tax Specialist and CEO  
Vital Addition



**Mark Ryan**  
Expert in Practice Performance  
Management



**Tristan White**  
CEO of The Physio Co.,  
Australia's #1 Place to Work



**Andrew Zbik**  
Senior Financial Planner  
Omniwealth Services

## DATES | ONLINE

Available online throughout the year

“ The business masterclass was incredible and I gathered so many ideas and tasks to start working through. Amazing information, thought provoking ideas and lots of back-up support as well.

– Dr A. Bascomb, NSW –

“ Excellent program with worthwhile strategies from various experts. I learned so much; it was highly productive.

– Dr H. Cayed, VIC –