

Subspecialty – Practice Managers



Dr William Ardrey (Australia)

- **The Business of Ophthalmology and Maximising Value**

Dr Ardrey is a management/optimisation consultant and chairs a number of public and private companies in the biotechnology and healthcare sectors.

“As practice managers, we need to continuously refine goals to align with the needs of patients in the market, the practice styles of the ophthalmologists supported by the practice, and the goals of the partners and shareholders in the practice.”

“New patients are the lifeblood of any practice. Integrated marketing communications (advertising, personal selling, public relations, sales, direct marketing, internet marketing) has long been used to acquire new patients. However, increasingly, new media (social media such as Facebook) and referral-base management have taken on new complexities.”



Dr Steve Clark (Australia)

- **Specialist Accreditation**

Dr Clark is CEO of Quality in Practice (QIP) and Australian General Practice Accreditation Limited (AGPAL). QIP/AGPAL is based in Brisbane, Australia, and provides accreditation and quality improvement services in the primary health care sector.

Dr Clark’s presentation during APAO will focus on the role of accreditation in improving safety and quality outcomes so that people’s health and wellbeing can be maximised. He will give examples of practices which already have accreditation and discuss how they achieved it.



Ms Sarah Dahlenburg (Australia)

- **Industrial Relations and Human Resources**

Ms Dahlenburg is Director, Medico-Legal and Employment Relations for the Australian Medical Association NSW Limited. During her presentation at APAO, she will discuss changes to the Fair Work Act and the implications for practice.

The Fair Work Act 2009 was introduced in Australia two years ago to “simplify” awards applying to employees, and yet there’s still confusion about how the new awards apply to medical practices.

“Practice Managers need to be aware of the new awards, when they apply, the new minimum

standards applying to all employees, and other changes to employees' wages and conditions," says Ms Dahlenburg.

This session will explain the new system, and provide the opportunity to ask questions about changes to the Fair Work Act.



Ms Cheryl McDonald (Australia)

- **Risk Management in Practice**

Ms McDonald holds a Bachelor of Laws (University of Adelaide), a Graduate Diploma of Legal Practice and has been admitted to practice as a barrister and solicitor in the Supreme Court of South Australia.

Ms McDonald's session on 'Risk Management in Practice' will explore the areas of medico-legal vulnerability in ophthalmology practice, and focus on practical strategies for risk management. An overview of ophthalmology claims and complaints by patients will be provided as part of this discussion.

"Risk management is as much about promoting patient safety as it is about avoiding litigation," says Ms McDonald. "Fortunately most adverse incidents or near misses can be avoided with knowledge of the risks and the commitment to implement and maintain good risk management strategies. A practice manager and the practice staff have a vital role in minimising risk and optimising patient care."

The session will also look at the issues of informed consent, privacy and confidentiality. "Robust systems and procedures for tracking the ordering and return of tests results, communicating with patients and allied health providers, and patient recall are important risk management tools," she says. "The best strategy is having the right risk management culture in your practice. The presentation will also look at resources available to help medical practices manage risk."

Note: All effort has been made to check facts with each presenter. The writer accepts responsibility for any inadvertent errors in transcript.