



Thursday, 24 November 2016

Practice Management Masterclass

For General Practice Managers

There is a growing need for today's practice manager to take an objective view of their practice, its performance and to create business opportunities for future success. This workshop will assist you in creating a successful medical practice using innovative and practical strategies. You will start the process of developing a specific business plan to use as an operational document to improve your business.

Facilitators

Mark Donato

Director/CEO Medical Business Network

With more than 30 years of experience in health, medicine and sport, Mark has expertise in strategy, change management, innovation, marketing, sales and business development.

Brett McPherson

Manager, Consulting Services Medical Business Network

Brett is the past National President of AAPM, and has spent 12 years as National Director. Brett has 25 years of experience in health practice management across a wide range of practices.

Learning outcomes

- Identify the difference between a 'Practice Manager' and a 'Business Manager'
- Understand the importance of gathering critical information to analyse and evaluate your practices performance
- Outline the key 'profitability' factors important in medical services
- Describe 5 key strategic areas that will assist in creating a successful medical service
- Articulate what success looks like for your organisation, and begin to formulate a business plan outlining the process for achieving that success.

Event Details

Date: Thursday, 24 November 2016

Venue: Manningham Club,
The Pavilion Room
1 Thompsons Road
Bulleen, VIC 3105

Time: 9.30am to 4.00pm
Registration from 9.00am

Parking: Available on site

RSVP: Monday 21 November

Registration

[Click here](#) to register for this event

Enquiries: Kate Shirley

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To participate in this event you must be currently employed as a practice manager in a general practice located within the Eastern Melbourne PHN catchment.

Places are limited to one person per practice.

FOR MORE INFORMATION
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EASTERN MELBOURNE

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