

APPROVED FOR
10 CPD
POINTS

Risk Management and Clinical
 Governance category, level 1

RANZCO 
 ACCREDITED CPD ACTIVITY 2019

The Royal Australian
 and New Zealand
 College of Ophthalmologists

Event program - 15 June 2019

8.00am	Registrations open Tea & Coffee available	
9.00am	Welcome to delegates Expo convenors Dr Laurence Sullivan & Dr Andrew Atkins	
9.05am	Event Opening Address direct from the US - Dr Glaucomflecken, Twitter's most popular ophthalmologist In this light hearted opening address Dr Glaucomflecken will be sharing some of the crazy things he's come across during his time on Twitter, including eyeball tattoos, using aged urine eyedrops, sungazing, and the Visine epidemic.	
9.15am	Physio & ergonomics for ophthalmologists - Demonstration CHANGE Health Solutions Neck & back care for the working ophthalmologist - signs of impending damage.	
9.20am	10 min transition period	
9.30am	Finance breakout sessions (Delegates have a choice of two presentations)	
	<p>Building a practice from scratch Dr Anton Van Heerden</p> <p>5 years ago Dr Anton Van Heerden began the Armidale Eye Clinic as a New Fellow. Hear how he navigated the challenges of setting up a practice.</p>	<p>Change stops for no-one Mr Jarrod Bramble, Partner, Cutcher & Neale Mr Phil Smith, Partner, Cutcher & Neale</p> <p>Finance specialist Jarrod Bramble has been working with doctors for most of his career. In this session he'll be offering expert insight into just how ophthalmologists will need to adapt to changes stemming from the Federal Budget 2019.</p>
10.00am	10 min transition period	
10.15am	<p>Connecting with consumers online: Navigating the digital world to give your ophthalmology practice an edge Mr Pete Saunders, CEO/Co-Founder, Health Delivered</p> <p>Melbourne marketing expert Pete Saunders is an experienced digital strategist working across the health and education sectors. In this highly practical session Pete will take delegates through:</p> <ul style="list-style-type: none"> • The changing dynamics of the relationship between consumers and medical professionals & how we navigate this; • Understanding what a good consumer experience online is; • Understanding what consumers are looking for in terms of health information; • Utilising the right tools to give your practice a strong digital presence 	
10.40am	Morning Tea	

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11.10am	Breakout sessions (Delegates have a choice of two presentations)	
	Safe mentoring - A guide Ophthalmologist & AMA Victoria President A/Prof Julian Rait Join ophthalmologist and AMA Victoria President A/Prof Julian Rait as he guides Expo delegates through the critical issues of: <ul style="list-style-type: none"> • bullying & harassment • gender equity • cultural awareness • mentor & mentee expectations, and hear about new initiatives being put in place to better support mentees 	Self-care for ophthalmologists Dr Jane Deacon, Manager, Medico-Legal Services, MDA National, WA MDA National Medico-Legal Advisory Services Manager, GP, mum and marathon runner Jane Deacon shines a light on self-care for ophthalmologists.
11.40am	10 min transition period	
11.50am	Physio & ergonomics for ophthalmologists — Demonstration CHANGE Health Solutions Neck & back care for the working ophthalmologist - exercises & strategies to prevent problems.	
11.55am	Breakout sessions (Delegates have a choice of two presentations)	
	Specialist risk advice for new and established eye surgeons Mr Bradley Gecelter, Partner, Priority Life Mel Novak, Marketing Development Manager, Priority Life Whether you are a new or established ophthalmologist, it's possible you've had the following thoughts about your personal insurance covers: <ul style="list-style-type: none"> • As I'm getting older my premium is becoming really expensive and it's starting to hurt my cashflow • I don't know why my premium keeps going up • I'm not sure what I am even covered for • Maybe I should just cancel my policy Join Priority Life to answer these questions and more	The collaborative care model for working with optometrists A/Prof Andrew White Sydney glaucoma specialist A/Prof Andrew White wrote the guidelines for 'the collaborative care of glaucoma patients by ophthalmologists and optometrists'. In this session he'll take delegates through the practicalities of working in partnership with optometrists to deliver excellence in eye care, both in the community and within the hospital setting.
12.25am	10 min transition period	
12.35pm	Physio & ergonomics for ophthalmologists — Demonstration CHANGE Health Solutions Fitness & surgery - how core strength will increase surgical stamina.	

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12.40pm	<p>The pros and cons of owning your own day hospital. Is it still worth it? Scott Bell, Chief Operating Officer, Nexus</p> <p>To own or not to own? Between private health insurers, regulators, and suppliers the business of medicine is becoming increasingly complex. So, is the viability of 'owning your own place' still worthwhile? Scott Bell will explore the challenges and opportunities of being an owner/ investor; from the benefits and pitfalls of running your own practice, partnering with others in a business, through to setting up your own day hospital. What options are out there to ensure you have the operating environment you require? Know what to expect, who to look to for advice and support, how to find and retain staff, source funding and reduce risk, and design for optimal performance...along with tips to encourage others to get on board with your plan.</p>	
1.10pm	Lunch (1 hour)	
2.10pm	<p>The Insiders - Closed session for RANZCO Fellows Medico-politics panel session</p> <p>Victoria AMA President A/Prof Julian Rait OAM, ASO CEO Mr Kerry Gallagher, ASO Board Director A/Prof Alex Hunyor + moderator ASO President Dr Peter Sumich dissect the big issues.</p>	
3.00pm	10 min transition period	
3.10pm	<p>Breakout sessions (Delegates have a choice of two presentations)</p>	
	<p>Legally Speaking - Avoid the pitfalls Scott Chapman, Partner, HWL Ebsworth</p> <ul style="list-style-type: none"> • What do I need to do if I'm selling my practice? • The minefield of data storage • 5 employee issues you need to be aware of • Legal documentation...what do I need if I'm joining a practice as a partner or accepting a hospital term? 	<p>The perfect practice/renovating your rooms Sam Koranis, Managing Director, Medifit</p> <p>Top tips for the design and construction of your practice, including the latest trends & how your practice flow and aesthetics can impact on patient experience.</p>
3.30pm	Afternoon Tea	
4.10pm	<p>Unravelling the MBS - Q & A (Closed session for RANZCO Fellows) Panel presentation</p> <ul style="list-style-type: none"> • The FAQs • The why's • The what for's • & the WTFs <p>We'll tackle it all in this intense panel presentation led by ASO President Dr Peter Sumich as we draw on the knowledge of MBS guru and ASO Board Director A/Professor Alex Hunyor & our other panelists.</p>	
5.10pm	<p>Program close & invitation to Cocktail event Dr Peter Sumich (20 min break)</p>	
5.30pm	Cocktail event, Ruco Bar, The Grand Hyatt	

Day Surgery Strategy Breakfast meeting

The future of day surgeries and private surgical care

Event program - 16 June 2019

8.00am **Registration + seated breakfast**

8.30am **Introduction** - Dr Peter Sumich

Keynote address - Federal Health Minister Greg Hunt - TBC

The future of day surgeries and private surgical care

- **The AMA perspective** - Dr Tony Bartone, AMA President & A/Prof Julian Rait, AMA Victoria President
- **The consumer perspective** - Speaker TBC

Discussion

- **The health economist perspective** - A/Prof Peter Sivey, School of Economics, Finance & Marketing, RMIT
- **The private health insurer perspective** - Ms Rachel David, Chief Executive Officer, Private Healthcare Australia
- **The private health insurance regulator perspective** - Mr Shaun Gath, former CEO of the Private Health Insurance Administrative Council (PHIAC)

Discussion

- **The day surgery provider perspective** - Mr Scott Bell, Chief Operating Officer, Nexus
- **The device industry perspective** - Mr Shaun Anderson, Country Manager Australia & New Zealand Johnson & Johnson
- **The day hospital sector perspective** - Ms Jane Griffiths, Day Hospitals Australia
- **The surgeon's perspective** - Dr Peter Sumich

Discussion

10:00am **Family Fued!** All views welcome.

What happens when you mix day surgery owners, surgeons, private health insurance commentators, and health economists together and get them to discuss the curly issues of day surgeries and private health insurance? We're going to find out as we move into our freewheeling discussion and question time.

11.30am **Close**

