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: representing organisations through
media, marketing + communication strategies :

ahoy

project:
Australian Association of Practice Management
2018 The Practice Manager magazine

media:kit



welcome

The Australian Association of Practice Management is the peak association representing the healthcare practice management industry across Australia since 1979. Our official magazine The Practice Manager, has proven itself as a powerful communication channel for informing and promoting the healthcare practice management industry.

For our industry, The Practice Manager delivers timely, reliable information in a user-friendly format, from a source that commands respect. The Practice Manager is a key element in the Association's communications strategy for the industry and the institutions that regulate it. The Practice Manager magazine provides a readership that extends well beyond the membership of the Association.

For organisations that support the healthcare practice management industry through supplying quality products and services, The Practice Manager delivers an unmatched audience of practice managers, business managers, service managers, Chief Executive Officers and principals – the key decision makers in a practice.

The Practice Manager works for advertisers in many different ways. Its quarterly schedule means that repeat advertising will build brand awareness with economical rates. Its production quality and format allows advertisers the option of presenting their messages through special features, product profiles as well as key placements.

The Australian Association of Practice Management is proud to exclusively partner with ark:media to produce, distribute and offer advertising space across the pages of The Practice Manager.

An ark:media Business Development Manager will be in touch with you soon to tell you more about this opportunity.

Yours sincerely,

Gillian Leach
Chief Executive Officer
Australian Association of Practice Management

As the official magazine of the Australian Association of Practice Management, The Practice Manager is the voice of authority on issues relating to healthcare management for practice managers, practice principals and their staff around Australia. The Practice Managers' readership, are the decision-makers on the management and administration side of practices including, but not limited to, general, dental, specialist and allied health.

Avant Practice Medical Indemnity. By doctors, for doctors.



Your Practitioner Indemnity policy covers you as a doctor...



...but you need a Practice Medical Indemnity policy like Avant's to cover the actions of your staff.

If you're a practice owner, you can't assume your individual Practitioner Indemnity will protect your practice. The actions of your staff and claims made against the practice could still put you at risk.

To ensure you have the extra cover you need as both a practice owner and employer, Avant have developed a Practice Medical Indemnity policy that seamlessly integrates with your practitioner professional indemnity.

You may want to look at your existing business cover while you're at it, as the Avant Practice Medical Indemnity policy is designed to seamlessly integrate with the new Avant Business Insurance, which means that nothing overlaps and nothing is over-looked. It's complete peace of mind.

Is your practice at risk?

- Do you provide healthcare treatment, advice or services via a trust, partnership or practice company?
- Do you employ administrative staff to support the doctors and other professionals working in the business?
- Do you engage locums and other temporary staff?
- Own or lease machinery and/or medical equipment to provide the services (eg. diagnostic equipment)?

If you tick just one box, your practice could be at risk.

Talk to Avant today to ensure you have the cover you need. Not just as a doctor, but as a practice owner.

1800 128 268 | avant.org.au/practices

Avant mutual practice
by doctors for doctors

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Your Association

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THANK YOU TO OUR NATIONAL PARTNERS



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Powering Your Journey and Driving Change:

AAPM CONFERENCE 16 – 19 OCTOBER 2018

MAKE SURE YOU SAVE THE DATE FOR THE 2018 AAPM NATIONAL CONFERENCE IN CANBERRA FROM 16-19 OCTOBER.

Taking advantage of the location, we will be getting the Government's view of healthcare, valuable information on health policies and give us the opportunity to showcase Practice Managers to the nation's leaders in health.

The theme is 'Powering Your Journey and Driving Change', focussing on Discovery, Development, and Refinement so expect to be excited and inspired by a fantastic array of speakers. They include international speakers - Dike Drummond and Debbie Mayo-Smith, Saroo Brierly with his amazing story told in the film 'Lion', adventurer - Huw Kingston and Dr Jordan Nguyen, a driving force behind positive human and technological evolution into the future.

The annual AAPM Conference is highly acclaimed for providing top level, practical education for anyone involved in practice management across all areas of healthcare. You will be inspired and motivated to lead your practice forward and be given the opportunity to network with people in similar roles all over Australia.

The extensive and busy trade exhibition allows you access to a range of services and products which will enable your practice to become more effective and efficient.

Notifiable Data Breaches scheme in force since 22 February 2018

The Notifiable Data Breaches (NDB) scheme under Part IIC of the Privacy Act 1988 (Privacy Act) establishes requirements for entities in responding to data breaches. Entities have data breach notification obligations when a data breach is likely to result in serious harm to any individuals whose personal information is involved in the breach.

The NDB scheme will apply to agencies and organisations that the Privacy Act requires to take steps to secure certain categories of personal information. This includes Australian Government agencies, businesses and not-for-profit organisations with an annual turnover of \$3M or more, credit reporting bodies, health service providers, and TPN recipients, among others.

See links to CAIC for further information:
www.oaic.gov.au/privacy-law/privacy-act/notifiable-data-breaches-scheme
www.oaic.gov.au/resources/privacy-law/privacy-act/notifiable-data-breaches-scheme/flowchart.pdf

Mental Health Pilot for Veterans

The 2017-18 Budget included \$3.6M of funding for a Coordinated Veterans' Care (CVC) Mental Health Pilot, which will be an additional service to the existing CVC Program.

The Pilot will target veterans with mild to moderate anxiety or depression and health problems, in particular musculoskeletal conditions with pain. A digital coaching app will guide them through a tailored program consisting of educational information, goal setting and monitoring.


Further details about the Pilot will be made available later in 2018. More information on the CVC Program, including details on eligibility, how to enrol patients and GP payments is available at www.dva.gov.au/providers/provider-programs/coordinated-veterans-care/guide-general-practice

Thinking of investing in cryptocurrency? Hmm...

Japan raps Coincheck, orders broader checks after \$855M cryptocurrency theft
www.abc.net.au/news/2018-01-28/coincheck-worlds-biggest-cryptocurrency-heist/9368058
News outlets worldwide including ABC News online report on the largest cryptocurrency theft on record.

Apparently trading in cryptocurrencies is risky for more than one reason... Hackers have stolen \$855M in NEM 'coins' from Japan's Coincheck exchange. Crypto-currencies which are based on blockchain technology are touted as being secure but the crypto-currency exchanges are not. Buyer beware...

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sometimes you just want more

Based on a starting income of \$50,000 and a starting account balance of \$50,000

HESTA has delivered \$17,837 more to members than the average retail super fund over the past 10 years*.

This was because of both lower fees and higher investment earnings.

hesta.com.au/betteroff

*Comparative provided by Smartfunds, commissioned by HESTA. Modelled outcome shows 10 year average difference in net benefit of the open indexed options of HESTA and 7 retail funds tracked by Smartfunds, with a 30 year performance history, taking into account historical earnings and fees - including contribution, entry and withdrawal adviser fees - of main indexed options. Outcome story between individual funds. Modelling as at 31 June 2017. This information is of a general nature. It does not take into account your objectives, financial situation or specific needs or your own financial position and requirements before making a decision. You may wish to consult an adviser when doing this. Before making a decision about HESTA products you should read the relevant Product Disclosure Statement (PDS) 2017 03 2017 or visit hesta.com.au for a copy, and consider any relevant risks. Past performance is not a reliable indicator of future performance, and should never be the sole factor considered when selecting a fund. See hesta.com.au/prospectuses for more details about modelling calculations and assumptions.



circulation : 2500

readership : 7500+

followers : 1255

followers : 528

followers : 1375

Issue 1

sales close : 2nd Feb

material dl : 7th

print by : 13th

deliver by : 23rd

Issue 2

sales close : 4th May

material dl : 9th

print by : 15th

deliver by : 25th

Issue 3

sales close : 3rd Aug

material dl : 8th

print by : 14th

deliver by : 27th

Issue 4

sales close : 2nd Nov

material dl : 7th

print by : 13th

deliver by : 26th

The Practice Manager is a key element in the Association’s communications strategy with the industry and the institutions that regulate it. The Practice Manager provides a readership that extends well beyond the membership of the Association. Four editions are produced annually in both print and digital editions.

position	x 1 rate + gst	x 2 rate + gst	x 3 rate +gst
outside back cover	\$3750	\$3565	\$3375
inside front cover	\$3500	\$3325	\$3150
inside back cover	\$3250	\$2775	\$2925
facing contents [2]	\$3350	\$3185	\$3000
facing foreword [2]	\$3350	\$3185	\$3000
double page spread	\$4750	\$4500	\$4275
full page	\$3250	\$3085	\$2925
half page	\$1750	\$1665	\$1575
quarter page	\$950	\$855	\$855
what's new: [1/3rd]	\$1000	\$950	\$900
directory: [1/6th]	\$550	\$525	\$495
flysheet: [frt]	\$1250	\$1185	\$1125



size (w x h)	trim area	type area	bleed area
double page spread	420 x 297mm	380 x 277mm	430 x 307mm
full page	210 x 297mm	190 x 277mm	220 x 307mm
half page (h)	180 x 130mm		
quarter page (h)	180 x 62mm		
half page (v)	87 x 267mm		
quarter page (v)	87 x 130mm		

whats new : 57 x 245mm
 directory : 57 x 125mm
 flysheet frt : 180 x 130mm



material: requirements ark:media uses adobe creative suite + print optimised pdfs are our preferred method of advert supply : if supplying a pdf, please ensure all images are over 250 dpi, all colour swatches are converted to cmyk, all fonts are embedded/converted to outlines : please supply double page spreads as two full pages : if our design services are required (charges apply), please ensure all images + logos are over 250 dpi/3Mb along with the content for your advert in a seperate file : images + logos can be supplied in tiff, jpeg + eps formats, content can be supplied in doc, docx, txt + rtf formats : for video integration please supply a youtube/vimeo link

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bon voyage

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