

From the state president

Happy EFY to you all!

The End of Financial Year is always a crazy time for practice managers, so I hope all of you have by now had a chance to relax and wind down with a glass of "chardy" or chocolate, or both.

You have to rest because guess what is next? STRATEGIC PLANNING.

All good businesses have a plan, a plan to refocus on yourself and improve or evaluate so you survive. Brian Tracey says good strategic planning asks six crucial questions:

1. Where are you now? What is your current situation?
2. How did you get to where you are today?
3. Where do you want to go from here?
4. How do you get from where you are today to where you want to be in the future?
5. What obstacles will you have to overcome? What problems will you have to solve?
6. What additional knowledge, skills, or resources will you require to achieve your strategic objectives?

AAPM NSW committee has a two-day strategic planning in September. I am happy to report we have achieved what we set out to do in September 2010. Our achievements for the year so far include:

- As at 30 June NSW has 563 members – the largest state number
- Engaging AAPM head office to supply us with secretariat services
- Assisting AAPM National in implementing a strategy to better manage the associations' finances
- Achieving sponsorship with Cutcher and Neale, UNEP, Douglas Hanly Moir, Hesta, Avant, and Medfin
- Achieving our most ambitious education agenda. For 2011 we have run, or are scheduled to run, 40 education

events made up of half day receptionist training, half day practice manager foundation days, half day practice management master classes, and multiple e-seminars. These events have been run all over our state so that all members can attend without travelling too far. Despite broad reports of low attendance in the health industry our events have been mostly very well attended and always covered costs.

- Running around 14 networking dinners so far this year. These are a popular way of remaining current and talking to others in your industry.
- Receiving many nominations for our NSW practice manager of the year. The panel of judges consisted of six delegates from leading bodies in our health industry
- Producing a P&P manual on the operations of the NSW committee
- Providing financial assistance to National for the development of the AAPM website.

It has been an honour to work with a fabulous and dedicated NSW committee.

I would like to recognise and welcome our new members since the last newsletter: Amelia Gorham, Sonia Crawford, Gina Evans, Joanne Eggins, Debra Foster, Kia Ford, Robyn Keegan, Pamela Levy, Helen Sherwood, Rodney Smith, Lake Macquarie Urology, Denise Barrett, Diane Baxter, Fiona Brown, Michael Lette, Diane Baxter, Nina Carrington, Maria Dolahenty, Sherrie D'Souza, Heather Gewin, Roman Jaworski, June O'Sullivan, Kathryn Reynolds, Susan Rayner, Julia Worboys and Hayes Cardiology.

Angela Mason-Lynch



Your NSW committee

President: Angela Mason-Lynch - angela.mason@bigpond.com
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 AAPM NSW Board representative: Debra Smith - da.smith@inter-node.on.net
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Central West Network of Practice Managers

This group was launched in Orange in November 2009 to try to help bridge the geographical restrictions of rural practices and to extend the educational and networking opportunities of AAPM into the central west. Our goal is to provide a supportive local network of practice managers to share ideas and information with each other and to meet on a regular basis for networking and educational opportunities.

We currently have about 80 members on our email network which provides a point of contact for sometimes quite geographically isolated practice managers. We also produce our own newsletter following each quarterly meeting so that those unable to travel to the meeting can still keep up to date with what is happening in the region.

Our first event for 2011 was held in Orange on Friday 18 February and it was great to have travellers from Bathurst and Parkes. Sharon Bradley, a trainer/assessor employed with TAFE in the construction industry, spoke on team delegation and team roles. Sharon addressed the different generations and how understanding the type of people we manage can provide us with the tools to better utilise our staff's skills to build a more effective and efficient team.

Our second event was held on 13 May following the AAPM Foundation and Receptionist workshops in Orange. Eric Thompson from HESTA Superannuation Fund gave us

an update of the recent superannuation changes and also discussed strategies to make our superannuation work for us more effectively, including planning for retirement and income streams.

Natalie Konchalowsky, a network specialist from Pfizer Pharmaceuticals, is special guest at our August meeting to be held in Bathurst. Her job entails providing tailored solutions to the needs and challenges faced by surgeries and staff. Solutions can include training in areas of interest, resources for screening, etc. This will be a great forum to sit down and discuss as a group the needs and challenges faced by the surgeries in the central west.

We will wind up the year back in Orange on 11 November, when Chris Brown, treasurer of AAPM NSW and accredited AGPAL surveyor, will talk about accreditation. This is a MUST, not only for GP practices, but also for specialist and allied health for whom accreditation is just around the corner. The network links managers from GP, specialist, and allied health practices throughout the central west and our informal meetings are a wonderful opportunity to share ideas, update our skills and unwind after a busy week with like-minded people in a friendly environment.

- Sue Gentles, AAPM NSW Committee

New committee member:

Anne Curtis, Forster Tuncurry Medical Centre

I am practice manager of Forster Tuncurry Medical Centre, which comprises of two sites, both in Forster.

I have been with the practice from 2006, and prior to that I was with the Department of Education and Training for 30 years in administration and management.

My new role in the health industry was like a breath of fresh air, and like many of my colleagues saw an opportunity in an exciting industry to develop many skills.

The practice consists of 10 GPs (three registrars), six nursing staff, and 11 administration staff (two trainees).

I am extremely proud of the practice and our growth since commencing in 2006, as we are offering many new and unique services to general practice.

I completed my Certificate IV in Practice Management in 2007 through UNE Partnerships, then continued to study the Diploma in Practice Management in 2008.

I joined AAPM in 2006 and commenced attending conferences. I was truly amazed at the professionalism, vision, and dedication that existed in the Association and the managers I met along the way.

I joined the NSW committee of AAPM in March 2011, and hope to serve as enthusiastically as possible to ensure the future education and recognition of the practice manager.



Anne Curtis (right) with Debbie Smith

Mentoring: Why do practice managers have all the fun?

by Corinne Webb

Show your outstanding practice manager how much they are valued and appreciated by putting their name forward for this prestigious award.

I was selected as a finalist in the 2010 Practice Manager of the Year Award, after my staff reported that I encourage teamwork, develop recruitment strategies, have positive public relations, financial management which ensured a program of renovations, knowledge of the legislation affecting the practice, and the part I loved the most – “gently persuaded” the doctors into accepting a five-year plan – not an easy task.

From this wonderful presentation night, where my two supervisors, Cathy and Heather, and Dr Elizabeth Dodd escorted me to this event at the NSW AAPM State Networking Dinner, I received the finalist’s prize which was six mentoring sessions with our practice manager “guru” Gary Smith.

These sessions were held over the last eight months via phone link, with Gary giving me his wisdom and knowledge acquired over so many years in the field. We talked for one hour, which meant I spent that hour hiding from all staff and problems. I was able to choose the topics and obviously picked areas that I had “room for improvement”.

These included:

- 1. & 2. Registrar management – never before had I recruited or managed a registrar. We discussed how to manage the process and the person, how to manage financial performance, incentives, and training payments.
- 3. & 4. Nurse management – nurses play a major role in the management of patients, so it was essential I understood different ways to establish a chronic disease management unit (CDMU) and the changing roles of nurses and the government’s incentives aimed at patient care in chronic disease. I learnt more on managing them

clinically and financially through national competency standards, nurse contracts, and initiating self-management of performance.

- 5. Nurses have a major role in management of patients. We delved further into the changing roles of nurses with total health reforms happening. We discussed a business model for a CDMU, nurse managing the recall system for this, and staffing requirements.
- 6. Implementation of nurse-led clinics. Our final topic covered financial, clinical improvement, transitional change, understanding marketplace requirements, new skills, and business model requirements.

Never before had I the opportunity for such outstanding education through one-on-one contact where I could ask anything and not feel like it was a “stupid” question or I should know the answer. After over 20 years in the pathology field, my last five years in general practice has been a steep learning curve.

The staff, doctors, and people like Gary and our AAPM organisation have provided the education and support I needed.

So, practice managers, don’t be shy, put the nomination form in front of your boss, and maybe you too will get the recognition you deserve! And why do we have more fun ... maybe we have just a little bit of help from above.

Photos:

Above: My graduation ceremony AAPM 2009 Melbourne, with UNE Partnerships’ Mark Stallwood

Left: Two “nuns” – that’s me on the left with Cathy McDonald at AAPM 2009 Melbourne – just a bit of help from above.



AAPM NSW events

Date	Event	Topic / Comments	Presenter	Co-ordinator
SEPTEMBER				
Dubbo 10 September	Receptionist Development Day & Foundation Knowledge for the Manager	Half Day RDD – Communication & You. Half Day FK - Making Meetings Work, Managing Up or Managing Out	Gary Smith/ Angela Mason-Lynch	Angela Mason-Lynch Mobile: 0412 013 907 Gary Smith Mobile: 0408 234 944 Email: nsw@aapm.org.au
UNEP 15 September	AAPM NSW Customer Service CIV		Gary Smith	☑ UNEpartnerships Ph: 1800 288 622 Email: practicemgt@unep.edu.au
Coffs Harbour 16 September	Masterclass - Doctor contracts		Cutcher & Neale	AAPM NSW Ph: 1800 196 679 Email: nsw@aapm.org.au
UNEP 16 September	AAPM NSW Customer Service CIV		Gary Smith	☑ UNEpartnerships Ph: 1800 288 622 Email: practicemgt@unep.edu.au
UNEP 17 September	AAPM NSW Budget - A Strategic Tool DIP		Paul Boland	☑ UNEpartnerships Ph: 1800 288 622 Email: practicemgt@unep.edu.au
E-seminar 22 September	Seminar 3: Occupational Health and Safety Changes			AAPM NSW Ph: 1800 196 679 Email: nsw@aapm.org.au
Ballina 24 September	Receptionist Development Day & Foundation Knowledge for the Manager	Half Day RDD – Communication & You. Half Day FK - Making Meetings Work, Managing Up or Managing Out	Tania Worroll/ Lesley Macey	AAPM NSW Ph: 1800 196 679 Email: nsw@aapm.org.au
Sydney 30 September	Foundation Knowledge for the Manager	Making Meetings Work, Managing Up or Managing Out	Angela Mason-Lynch/ Marina Fulcher	Angela Mason-Lynch Mobile: 0412 013 907 Marina Fulcher Mobile: 0417 438 895 Email: nsw@aapm.org.au
OCTOBER				
Central Coast 6 October	Networking Dinner			Debra Smith Mobile: 0412 802 096 Email: da.smith@internode.on.net
Sydney 7 October	Receptionist Development Day	Communication & You.	Tania Worroll/ Lesley Macey	AAPM NSW Ph: 1800 196 679 Email: nsw@aapm.org.au
Canberra 17 October	Networking Dinner			Sue Evans Mobile: 0402 273 248 Email: nsw@aapm.org.au
Perth 18-21 October	National Conference			Head Office Email: headoffice@aapm.org.au
UNEP 29 October	AAPM NSW Managing Customer Service DIP		Fiona Galloway	☑ UNEpartnerships Ph: 1800 288 622 Email: practicemgt@unep.edu.au
NOVEMBER				
UNEP 3 November	AAPM NSW Business Management Systems Cert IV		David Bailey	☑ UNEpartnerships Ph: 1800 288 622 Email: practicemgt@unep.edu.au

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