

Brett shares experience with Qld PMs

AAPM's national president, Brett McPherson, shared his 20+ years of experience in health practice management with practice managers from around Queensland in August.

The Practice Managers Day centred on building practice performance and creating a financial management toolkit.

"Knowing the business and how critical components - including practitioners - are performing will allow the management team to review current performance against previously agreed targets and make informed decisions on agreed strategies and business development.," Brett explained.

If you missed out on this year's event, check the AAPM website for the 2012 calendar (www.aapm.org.au).



Year End Dinner: Friday 11 November 2011

Panorama Room, Hotel Urban, 345 Wickham Terrace, Brisbane
As its name suggests, this room offers spectacular views of the city.

7.00 pm - welcome drinks and canapes, 7.30 pm - dinner

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Copy Deadlines
For Jan-Feb issue: January 10
For April-May issue: April 10
For July-August issue: July 10
For Oct-Nov issue: October 10

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President's message

Welcome to our new members to AAPM Qld, I am sure that the benefits you receive from your AAPM membership such as advocacy, support, education and networking opportunities will go a long way to helping you achieve your professional goals in practice management.

I recently attended a medical and practice management conference where the conversation in one of the sessions led to the benefits and pitfalls of the use of social media in your business, i.e. Facebook, Twitter, LinkedIn, and others. Many questions were raised by those in attendance such as privacy, staff use, patient feedback and policies needed; and this has provoked me to look more closely into the use of social media in my businesses. Is your practice using social media? If you are thinking about travelling down this path, here are a few points to consider:

1. Understand your audience: (a) Which social network medium do your patients use, if any? (b) Survey your patient base to find out whether they use it regularly.
2. Have a designated social media staff member: (a) Post regularly. (b) Use short, two-sentence paragraphs at the most. (c) Post quick tips and tricks in healthcare. (d) Think outside the box for updates – favourite movie or book reviews.
3. Plan your social media: (a) What do you want to accomplish? (b) What type of information do you wish to share? (c) Pre-plan your posts – write up a month's worth in advance (approx. 10 posts). (d) Think about current topics in the media that you can comment on.
4. Engage vs dominate: (a) It is discussion and conversation you want, not dictatorial statements. (b) Encourage feedback and viewpoints. (c) Respond to all posts including criticism. (d) Let your followers know you are not the only one talking, you are also listening.

Most importantly, your practice Policy and Procedures Manual should contain a social media policy. This needs to be a well-worded policy regarding the use

of social media in your practice and amongst the staff.

Do your staffs use social media in their everyday lives? As practice manager you need to ensure your staffs know the businesses policy on the use of social media and what your guidelines are for its use whilst in your employ. Ensure you have your legal team look over the policy to ensure your business is protected.

Did you know that AAPM has a partnership with the AHIA (Australian Health Industry Association) whereby you can access legal and IR guidance for a small yearly subscription fee, available exclusively to AAPM members? Contact AAPM head office on 1800 196 000 or email headoffice@aapm.org.au for further details and more information.

Wasn't the AAPM national conference in Perth terrific? It offered such a wealth of knowledge and the people in attendance were such advocates for networking and sharing information and ideas. I wish you and your families all the very best as we head towards the end of another amazing year. See you all at our amazing End of Year Dinner, this year at the Urban Hotel. Details to follow.

Most importantly, don't forget it's never too late to invest some time in you – take a course of yoga or sign up for a cooking class. I have been an active member of a book club and have to say it has been a great relief to catch up once a month with the girls and discuss our latest book, among other things. It has also opened up my world to a new and vast variety of books that I would never have previously chosen to read myself. Stay safe, happy and healthy.



Carolyn Ingram

Practice Managers Day 2011



AAPM President Brett McPherson with most members of the Queensland committee: (L to R) Anne Schmidt, Kim Passante, Jan Ford, Judy Bartels, Carolyn Ingram, Brett McPherson, Amanda Challenger, Robyn Kastrissios, Kim Gardner



L to R: Rose Cunnane, Colleen Sullivan



L to R: Jenne Turner, Wendy Dwyer

First medical assistants in the workforce



METRO NORTH BRISBANE

Connecting health to meet local needs

Queensland's general practice workforce has been boosted with the graduation of 47 Medical Assistants in August this year.

The trainees, from regional and metropolitan centres across Queensland, began their studies in May last year and were the first to take up the new Certificate IV in Medical Practice Assisting (HLT 43307), offered exclusively in Queensland through the Metro North Brisbane Medicare Local and Healthfirst Training Australia.

Graduate Ms Susie Pearce says the course has made her more confident in her work.

"I really loved the course. It has developed me in so many ways. I have learnt new clinical skills and gained confidence and, I have been able to pass on my knowledge to our other receptionists," Susie said.

The Certificate IV equips students to perform a wide range of clinical and administrative tasks required in the general practice setting from appointment scheduling and billing to removing sutures, performing ECGs and wound dressing.

Student Registrar Mr Simon Moore says the response from the trainees' employers and supervisors has also been positive.

"The consensus from GPs is that they are very happy with the level of education and training their trainees have received and that they appreciate the benefits of having a trained Medical Assistant who can move equally well between manning the front desk and assisting in the treatment room when need," Mr Moore said.

The new online delivery of the course has also proved a winner opening the course up to students from across Queensland and providing flexibility to fit study around work and family.

Trainees are required to attend face-to-face clinical and assessment workshops but can complete the remainder of the course work and keep in touch with tutors and other students online.

One student successfully completed an entire term in seven



Medical Assistant Susie Pearce was one of 47 graduates to receive their qualification from Queensland Minister for Employment, Skills and Mining, the Hon Stirling Hinchliffe MP at a graduation ceremony in August.

weeks, allowing her to take a planned five-week overseas holiday while another graduate managed to fit in having a baby!

The next trainee intake will be in February 2012. Enrolments close 16 December 2011.

For more information please contact Enrolment Coordinator Maralan Southern on 07 3630 7349 or email medicalassisting@mnbml.com.au, or view course information at www.mnbml.com.au/page/Programs/medical_assisting.

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medicalassisting@mnbml.com.au

BreastScreen Queensland celebrates 20 years



This month marks two special events for BreastScreen Queensland: its 20th anniversary and national breast cancer awareness month.

The breast cancer screening program opened its doors in 1991 and now provides services from more than 200 locations across the state.

Along the way it has achieved a number of major milestones, most recently the implementation of state-of-the-art digital mammography equipment across its services.

Over the years, services have gone from strength to strength, with Queensland's participation rate of 58.3% higher than the national average.



BreastScreen Queensland and David Jones staff at the launch of the new David Jones Rose Clinic, QueensPlaza

The program has carried out three million breastscreens and about 200,000 assessments. Recent market research identifies that 98 per cent of Queensland women believe BreastScreen Queensland provides an important public health service. However, its most important contribution to date is BreastScreen Queensland's role in helping reduce the number of deaths from breast cancer in Queensland.

Now, more than 96 per cent of women will survive at least one year after diagnosis and 89 per cent will survive five years or more – a 15 per cent increase since the 1980s – while the number of deaths continue to decline.

The program is excited about what the next 20 years hold.

Last month it celebrated a new partnership with David Jones that resulted in BreastScreen Queensland launching a state first — an in-store breast cancer screening service designed to attract busy working women in the city by offering shopping and a free breastscan under the one roof.

As a practice manager, you too can help spread the word about the free BreastScreen Queensland program and the importance of women having regular two-yearly breastscreens.

Women aged between 50 and 69 are specifically encouraged to participate in the program, and women in their 40s or aged over 70 are also eligible.

If you would like learn more from one of BreastScreen Queen-

sland's Health Promotion Officers or are interested in brochures or posters for your practice, BreastScreen Queensland would welcome your enquiry.

Informative presentations can also be organised for GPs and practice nurses interested in being updated on the latest news, trends and data about breast cancer and BreastScreen Queensland. Simply call 13 20 50 to speak to BreastScreen Queensland staff about your enquiry.

New Members

A warm welcome to these new members

Kylie Almond	Kingaroy
Beverley Archibald	Toowoomba
Sarah Cooling	Yeppoon
Dene Creegan	Toowoomba
Leanne Ferris	Strathpine
Nicole Grundy	Upper Coomera
Janelle Homan	Ashgrove
Emma Lenden	Cedar Vale
Catherine Leslie	Springwood
Jessica Miller	Arana Hills
Alyson Pevreal	Coomera
Daniela Sukic	Upper Mt Gravatt
Delma Tuffley	Brisbane
Faye Were	Nambour
Alison Young	Yeppoon

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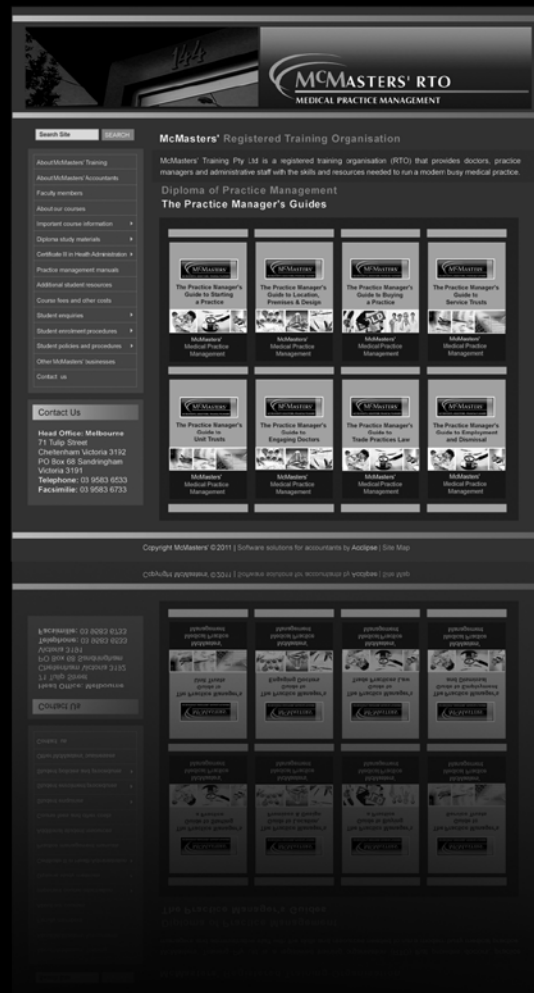
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