

**National President's Report**  
**AGM**  
**October 2011.**



Over the past 12 months AAPM has continued to build on the strong foundations and success that has been achieved in the previous years. Our achievements and milestones have far exceeded our disappointments. Two key highlights for me have been -

1. Website - One of the Board's key objectives will be realised with the launch of AAPM's new website at the Perth National Conference. A key component of the site will be the inclusion of on-line learning modules and this reflects the importance the Board has placed on access for all to educational resources. Significant effort has gone into the complete redesign and development of this new site. To our development partners, Head Office staff and project driver – Carolyn Ingram, a sincere thank you.
2. Financial Governance – From 1<sup>st</sup> July 2011, AAPM rationalised the 10+ bank accounts across the Association to a single National Account. A significant achievement made possible through the Team efforts of our National Treasurer, Head Office staff and State Treasurers and Committees.

These have been National achievements, but we must not forget those unique achievements that individuals have been able to (and on occasions required to) accomplish within their own practice; those practices devastated by floods in Queensland and Victoria and other natural disasters across Australia. Hopefully AAPM has been able to help in some way.

Other Key Achievements & Milestones throughout the 2011 year have included –

**CEO, Head Office – AAPM House.**

Dean continues to manage a strong and functional Head Office team; the support provided to members, Directors, State Committees and Dean is a credit to our team: Danielle, Helen (left May 2011), Charles, Hugh and Anna ( commenced July 2011).

AAPM recently celebrated the 2<sup>nd</sup> anniversary of AAPM House. The have our own national base continues to provide significant benefits ( both physical and financial) to the association. Several strategic sessions / meetings with state branch representatives have been held at AAPM House during the year.

A new tenant has recently signed (September 2011) a long term lease and will be occupying the Ground Floor.

**National Board.**

With operational issues now addressed by Head Office, Directors are able to adopt a far greater strategic approach to the development of AAPM. I believe this has allowed for key issues to be identified and appropriate plans initiated to ensure the ultimate goals are achieved. As a result of proposals arising from Convocation, the second working party was established during the year – Indigenous Health; the Specialist & Allied Health Working party was formed in 2010. There is no doubting that the information provided to the board from the members of these working parties will allow specific strategies to be developed that will address and enhance the issues associated with the se areas.

As part of the strategic development, the Board has held a planning sessions with State Branch Presidents and State Treasurers. This has provided a valuable forum whereby Board strategies can be clearly conveyed to State Branches whilst also providing the Directors with state feedback on key issues. The session with State Treasurers allowed discussion around the revised financial framework that was introduced from 1.7.2011.

These forums have also enhanced the relationships between the state branch members, Head Office and the Board. This again reflects the developing maturity of the AAPM as a truly national organisation.

### **Alliance Partners.**

AAPM continues to formalise agreements with key strategic partners. The Board has identified key partners that will co-operatively assist and develop the recognition of practice managers as well as those partners who are able to provide direct benefits to individual members.

A key alliance was finalised with AHIA; for the first time AAPM and its' members now have a dedicated and authoritative National resource for advice on Human Resource and Industrial Relations matters.

NEHTA continues to be a strong supporter and advocate for AAPM. The "employment" of Hugh Miller at HO as eHealth Marketing Officer ensures that AAPM and our members will be at the forefront of this reform in Australia's health sector.

A number of new partners secured throughout the year will be attending the 2011 Conference.

### **Education.**

Providing education to practice managers remains one of AAPM's core principles. With the new AAPM website, a significant amount of effort has been dedicated to the educational aspects of the site. Key areas include the access to National / State Calendar, on-line registration and current educational resources.

A significant member benefit will be the introduction of on-line learning modules. Both the new web site and on-line modules will be launched at the 2011 National Conference.

The Board is also keen to establish regular national educational events that will compliment those state planned events. Access to resources from key alliance partners will contribute to the success of these events; furthermore, it will continue to support the delivery of education to members in all areas of the country, utilizing a variety of delivery methods / technology.

A visit by representatives of the New Zealand Practice Manager's Association in August 2011 has further enhanced the relationship between our two associations. Whilst still at an early stage, it is hoped there may be scope for joint activities, events and sharing of resources in the future.

### **Journal.**

This publication continues to provide a high quality presentation and content. AAPM is fortunate to retain our editor of many years Marilyn Bitomsky who is supported by an active and enthusiastic editorial task force. It should also be noted that the Practice Manager is highly regarded with the health sector and continues to provide a valuable resource around practice management to many of our alliance partners and stakeholders.

The continued evolution of electronic formats will require the board to consider the various formats that the journal will be available to and/or sought by members.

## **AAPM Representation.**

AAPM representatives are being increasingly sought on advisory committees and task forces.

The diversity of AAPM representation is outlined in the key representation below -

<b>Representative</b>	<b>Committee</b>
Gary Smith	Medicare Aust SCG Health Professional Portal External Sub Committee Medicare Compliance Working Group (CWG) Medicare Stake Holders Consultative Group (SCG)
Brett McPherson	RACGP GP Advocacy Support Committee DOHA - PIP Advisory Committee DOHA – Practice Nurse Incentive Payment Advisory & Review Committee DVA / AGPN – CVC Advisory Committee Medisecure Advisory Group CPM External Reference Group
Marina Fulcher	NEHTA - Stakeholder Reference Forum Australian Medical Benchmarks – Benchmarking Steering Working Party RACGP - GP Data Aggregation Council
Colleen Sullivan	ECLIPSE
Angela Mason-Lynch	RACGP Standards Committee
Jan Chaffey	DVA Practice Management Advisory Committee
Kelli Porter	MBS Telehealth Advisory Group
Anne Schmidt	ACRRM National Telehealth Advisory Committee
Dean Barton-Smith	Allied Health Professions Australia

Furthermore, whilst not specifically representing AAPM, 5 practice managers (all AAPM members) hold Clinical Lead roles within NEHTA.

The time devoted by these volunteers to represent AAPM and practice managers is significant and on behalf of the Board and members I would like to thank them for their efforts and belief in AAPM.

## **Membership.**

Whilst AAPM gains respect and recognition across the health sector, the challenge of increasing membership remains. During 2010 – 11 AAPM had 244 New members. (This is approximately 13% of our total membership !) Unfortunately, for the same period there was a similar number of resignations. So it may not be that we need to attract new members, but more so we retain our current members.

The Board's aim is to ensure that membership provides significant professional benefits to the practice manager; a combination of professional support, relevant topical education, appropriate advocacy to government and a range of individual member benefits; our challenge is to establish AAPM as the professional organisation that all practice managers want to join.

The launch of the new web site, continued provision of educational events and the introduction of a member HR / IR resource should provide a significant impact as to the benefits of AAPM membership.

**State Branches.**

Whilst the Board is responsible for national development, it is the untiring efforts of State Branch committee members that deliver the AAPM message to members within their state. The diversity of activities provided to members reflects one of AAPM's key strengths – “a national practice manager network”.

The Board aim to expand the administrative support role of Head Office to all states during 2012.; not only does this provide focused AAPM support staff but also allows for a centrally based resource centre that will enhance sharing of and access to AAPM resources.

A sincere thank you to all those state branch committee members who continue to passionately support and promote AAPM.

**Working Parties.**

Representative of a modern organisation, AAPM has established a number of project specific working parties. These working parties comprise members who have a special interest in the project and by harnessing the skills of our members I believe we are starting to utilise the enormous knowledge base that our membership possess.

These working parties continue to provide valuable input to the Board and CEO that allow a more informed decision process to be adopted.

The only way AAPM could have achieved such success is due to the unselfish efforts of those members who had devoted and volunteered so much time and energy in their belief of what AAPM could become.

The continued efforts by numerous members ensure that AAPM will continue to grow and gain further respect. All members should be aware that apart from our staff NO Director, State Committee member or AAPM committee representative receive any form of remuneration; the energies, efforts and time are voluntary. A sincere thank you those members.

I have thoroughly enjoyed the challenges and responsibilities of the National Presidency and look forward to the coming year and the success that will no doubt be achieved by AAPM.



**Brett McPherson. FAAPM  
National President.**