

unipol

Annual Report  
**2017-2018**



*"Believe in yourself.  
You are braver than you think, more talented  
than you know, and capable of more than you  
imagine"*

*— Roy T. Bennett*



*We acknowledge the Traditional Owners of the land  
on which we meet, walk, live and work  
and pay our respects to Elders, past, present and emerging.*

# Annual Report for the Year Ended 30 June 2018

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# About AAPM

The Australian Association of Practice Management Ltd (AAPM), founded in 1979, is the nation's leading membership organisation representing Practice Managers and the profession of Practice Management in all fields of healthcare.

AAPM is an independent, not-for-profit, national association which provides an array of benefits for members including advocacy, education, resources, networking, assistance and advice.

The association is actively sought after to provide information and expertise, drawn from its membership, including the provision of advice and assistance to a variety of government and industry organisations.

AAPM has a professional career development program in place. Practice Managers can achieve the status of Certified Practice Manager which recognises their management qualifications and experience, and then become a Fellow of the Association.

## **Our Vision:**

Practice Management to be universally recognised and valued at the centre of effective healthcare systems and sustainable businesses for optimal patient outcomes.

## **Our Mission:**

Our mission is to lead, promote and support excellence in healthcare practice management.

## **Our Values:**

### **INtegrity**

AAPM members and employees act with honesty and integrity when dealing with fellow members and employees, suppliers, government agencies and other stakeholders. Members and employees abide by AAPM's Code of Ethics at all times.

### **Support**

AAPM provides members with support to maintain and improve their skills and knowledge and advance their careers. AAPM will deliver programs which are highly valued by our members and the broader health care management community. AAPM provides quality advocacy as the voice of health care management.

### **Progressive**

AAPM strives to be a leader in healthcare management principles, to continually improve services to members and to keep them up to date with changes in the healthcare environment.

### **Inclusive**

AAPM encourages the sharing of information between members through networking and mentoring. AAPM provides support to members from all types of healthcare practices.

### **Respect**

AAPM members and staff treat each other with respect and dignity.

### **Excellence**

AAPM promotes excellence in healthcare practice management. AAPM strives to provide best practice services to our members and the health care community.

# AAPM Strategic Plan - Key Strategies 2018-2019

## Strategy 1: Advocacy Imperatives

Increase representation on government policy forums  
Extend AAPM Ambassador Program  
Increase recognition of importance and profile of practice management

## Strategy 2: Education Imperatives

Enhance National Education Program  
Review and strengthen partnerships  
Promote career progression through Certified Practice Manager and AAPM Fellowship.

## Strategy 3: Network Imperatives

Increase member involvement in Networking Groups  
Establish special interest groups

## Strategy 4: Marketing Imperatives

Increase Membership to 3000 by 2020.  
Increase Membership retention to 90%.  
Increase awareness of AAPM through marketing and communications.

## Strategy 5: Further develop transition from State based to National culture

Leverage interaction of State Committees and Head Office to drive the vision.

# National President's Report



The Japanese scholar Kakuzo Okakura told us: "The art of life is a constant readjustment to our surroundings." I like to think that what he really meant is that, "the art of Practice Management is a constant readjustment to our surroundings". Each of us, regardless of discipline be it General Practice, Specialist, Dental or Allied Health, have found ourselves in a career where adjusting to the constantly changing goal posts of the industry is crucial for the survival of the businesses we manage.

Seeking the knowledge and skills in order to do this is vital. AAPM endeavours to ensure that we deliver to our members the resources and knowledge you need as we continue to grow and position ourselves as the peak professional body for Practice Management in Australia.

The last twelve months has seen the winds of change blow within the organisation as well as without. We have farewelled Gillian Leach, our CEO of six years, and welcomed Nicholas Voudouris to take up the reigns of leadership for AAPM. We look forward to new directions and growth under his guidance.

## AAPM Strategic Directions

### Advocacy

AAPM Vision - Practice Management to be universally recognised and valued at the centre of effective healthcare systems and sustainable businesses for optimal patient outcomes.

Practice Managers are recognised as the key agents for change across the industry, responsible for implementing and monitoring changes and trends. This is evidenced in the constantly growing number of advisory committees, both government and health industry focused, that we are requested to participate in and sit on.

In particular this year is the significant role AAPM has played in the development of the Health Care Home Pilot and the Australian Digital Health Agency delivery of the opt-out My Health Record.

AAPM has a process by which our Ambassadors submit an Expression of Interest for each opportunity ensuring we have the most experienced members on the right committees. I encourage all experienced members to participate in the Ambassador Program.

### Membership

Our membership continues to grow at a steady rate with an excellent retention percentage. We are excited to have introduced a new membership category for Medical Practice Assistants with a commitment to ensuring their ongoing CPD needs are met.

### Education

This year we have been able to engage Corina Vucic to comprehensively review the National Education Framework to ensure that our deliverables meet the needs of each and every AAPM member in terms of content, style and accessibility.

We look forward to delivering a new look, more contemporary style of learning and professional development program in 2019.

### Networking and State Committees

The benefits of networking are critical to our personal growth and professional development.

I would like to take the opportunity to thank the Association's network coordinators who give of their time and energy to bring no less than 26 networking groups together across Australia enabling the sharing of ideas, knowledge and experience.

I encourage all of us to seek out and join our local networking groups - whether it's asking for feedback or discussing your point of view, it will help you expand your knowledge and allow you to see things from another perspective.

Similarly, I would like to offer the Board's gratitude to our State Presidents and State Committees - the "Brains Trust" of the Association. These highly motivated groups give freely of their time, skills and knowledge to act as the voice of our members and feedback to the Board and Head Office the educational and member benefit needs of the greater member body.

### Operations

The staff at Head Office have truly embraced the concept of "business as usual" continuing to work hard to deliver on the educational programs, support the network groups and members and as well as all the financial and administrative duties that occur as the normal execution of operations within our organisation.

The Board of AAPM are truly grateful for the way each of them embraces and delivers on the AAPM strategic plan.

In conclusion I would like to express my gratitude to my fellow Board members who also give freely of their time, wisdom and experience for the benefit of our members and the Association. It has been a pleasure to work alongside each of you and I look forward to the year ahead.

Cathy Baynie

A handwritten signature in black ink that reads "Catherine Baynie". The signature is written in a cursive, flowing style.

National President





It has been an honour to lead AAPM over the past six very interesting, challenging and rewarding years as the CEO. I have greatly enjoyed promoting the interests of our two thousand plus members as well as the profession of practice management. I have decided to retire at the end of July to have the opportunity to spend more time with my family and on some of my other passions which I have not had the time to follow sufficiently.

It has been my great privilege to work with an incredibly dedicated and skilled staff team over this time. We have seen the organisation achieve increasing levels of success. Our membership growth rate has doubled, our education attendance has increased dramatically and AAPM is in the best financial position it has ever been. The staff at AAPM have extensive experience in association management and are wonderfully dedicated and passionate about the success of AAPM and providing support to all AAPM members.

AAPM is now recognised by governments as one of the key organisations involved in implementing Health Reform strategies. We now receive funding through the Health Peak and Advisory Bodies Program, and we are represented on over thirty government and industry advisory groups.

We are fortunate to have significant support from our National Partners – AGPAL and QIP, Avant and The Practice Hub, Cutcher & Neale, Care Complete, InSync Surveys, Medibank, MedicalDirector, Medical Media, My Health 1st and University of New England Partnerships. These organisations have worked as true partners assisting AAPM to increase membership, helping to improve the recognition of Practice Management as a profession and providing education and industry information to our members.

We have increased the benefits of membership with regular industry updates, a professional development pathway, access to significant discounts on education and IT hardware, software and support, networking events in all states, advice through the Members Forum and telephone access to Human Resources advice. Those involved in Practice Management are increasingly aware of the benefits of AAPM membership. I have been very pleased that AAPM's membership has increased by over 30% during my tenure and the annual growth rate for membership has doubled in that time.

We have developed a National Education Framework to ensure there are uniform education offerings in every state. Members can access education at member rates, through UNEP as well as AAPM seminars, workshops and webinars.

Our flagship AAPM National Conference has always been amazing. Although I had attended many professional health and medical conferences both in Australia and internationally in my previous roles, I was incredibly impressed when I attended my first AAPM Conference in Brisbane in 2012. The quality of the speakers, the extensive trade exhibition and the passion of the delegates at every AAPM conference has contributed to an experience that once attended, you won't want to miss. Delegate attendance at the National Conference has grown by over 66% and support from our exhibitors has increased by 25% over the past 6 years. This year, the National Conference will be held in Canberra for the first time in many years. Once again, there is a very exciting array of speakers who will stimulate and inspire delegates with great opportunities to increase your skills and knowledge.

Each year, we are pleased to see increasing numbers of Practice Managers become AAPM Certified Practice Managers and Fellows. AAPM's Professional Pathway provides recognition of the skills, experience and qualifications of members. This professionalism is recognised by the Government and other health bodies who seek practice managers to advise them on the implementation of new programs.

AAPM's National Board and State Committees consist of many passionate members committed to the success of AAPM and practice management. It has been a wonderful experience to work with these people and my sincere thanks for their generous commitment of time and energy to the association.

A handwritten signature in black ink that reads "Gillian V Leach".

Chief Executive Officer

# Highlights and Achievements of 2017/2018

During 2017/2018, the Australian Association of Practice Management has seen significant achievements in the areas of key strategic focus.

## AAPM Strategic Pillars

### Advocacy

AAPM is now recognised by the Government as one of the key organisations involved in implementing Health Reform strategies. We now receive funding through the Health Peak and Advisory Bodies Program, and we are represented on over twenty government and industry advisory groups. AAPM has prepared position papers on the role of Practice Managers in digital health and on General Practice financing in Australia.

### Membership

We achieved a record growth in membership of 8.2% over the past year. AAPM has increased the benefits of membership with regular industry updates, a professional development pathway, access to significant discounts on education and IT hardware, software and support, networking events in all states and advice through the Members Forum. Those involved in Practice Management are increasingly aware of the benefits of AAPM membership.

### Education

This year saw the full implementation of the National Education Framework to ensure there are uniform education offerings in every state. The success of this program is demonstrated by the 41% growth in attendance at education events during the year. In response to the needs of rural and remote members, we doubled the number of webinars broadcast during the year improving access to education for those member's as well as those who find it difficult to leave their practice for business reasons.

### Networking

We have increased both the number of networking events and the number of attendees. The opportunity to meet colleagues at these informal events plays an important role in reducing the isolation many members face in their role of Practice Manager.

### Professional Standards and Careers

Each year, we are pleased to see increasing numbers of Practice Managers become AAPM Certified Practice Managers and Fellows. AAPM's Professional Pathway provides recognition of the skills, experience and qualifications of members. This professionalism is recognised by the Government and other health bodies who seek Practice Managers to advise them on the implementation of new programs.



## Membership

8.2% ↑



## Education Attendance

41% ↑



## Webinar Registration

49% ↑



## Networking

33% ↑



# AAPM – Our Voice in the Healthcare Sector

## AAPM has representatives on the following committees and advisory groups:

- ACRRM Telehealth Advisory Committee
- Australian Commission on Safety and Quality in Health Care
- Black Dog Institute
- CINSW Primary Care Advisory Group
- DHS Stakeholders - Consultative Group
- Digital Health Advisory Committees
- Disease Prevention, Health Promotion & Population Health Committee (SA Health)
- DOHA - PIP Advisory Committee
- DVA CVC Working Group
- DVA Toolbox
- Eclipse
- General Practice Accreditation Coordination Committee
- HCH Advisory Group - Development of Educational Resources
- HCH Implementation Advisory Group
- PIP QI Data Governance Sub-Committee
- Medicare Stakeholders Consultative Group
- NPS Medicinewise
- RACGP Expert Committee on E-health and Practice Systems
- Advance Project
- RACGP Standards Committee
- Standards Development Committee Healthcare Facilities - Security

## AAPM Out and About

A key focus again this year was to raise awareness of AAPM among healthcare professionals and practice owners in all sectors, industry suppliers and Government. Among the conferences and events we attended were:

- APNA National Conference (Brisbane)
- AGPAL Conference (Melbourne)
- AMA Queensland – Private Practice and Medico-Legal Conference (Brisbane)
- National Allied Health Conference (Sydney)
- General Practice Training Queensland Conference (Brisbane)
- AMA Victoria Build Your Practice Conference and Exhibition (Melbourne)
- myPHN Conference (Cairns)
- Federal Budget Briefing (Canberra)
- ADX18 – Sydney
- HR+ Practice Managers Conference (Launceston)

## Congratulations to all our scholarship and award recipients!



*Taygan Tucker's Scholarship was presented by Ernie Dingo at the 2017 Conference in Perth*

### Medical Director Aboriginal Health Service Scholarship

**Taygan Tucker:** In October 2017, Taygan was excited to hear that she had received the Medical Director Aboriginal Health Service Scholarship to complete the Diploma of Professional Practice Leadership with UNEP. Having been in Practice Management for less than one year, this opportunity could not have come at a better time for Taygan. She has found the course content so relevant to her daily practices and has developed within the role much quicker than she anticipated. Taygan has been able to use the assessment material for CQI within her own practice and roll out new policies and utilise resources that she has learnt about through each module. Taygan has found the online learning modules and webinars fit well with her already busy and hectic schedule and the support and encouragement offered by mentors and the student support officers is exceptional. Taygan would highly encourage those who are perhaps thinking about taking on the challenge, to just do it!

### University of New England Partnerships WA Aboriginal Health Service Scholarships

In 2017, UNE Partnerships awarded two Scholarships. Congratulations to **Derise Jones** and **Michael Cook**, both from Geraldton Regional Aboriginal Medical Service in WA.

The purpose of these Scholarships is to foster and promote continuing training and professional development to Aboriginal Health Service employees in Western Australia. The scholarship is for Management training in managing a Practice, and UNE Partnerships offer a choice of Diploma for strategic management or Certificate level for operational management.



*The WA Minister for Health and Mental Health, Roger Cook, presented the Scholarships to Derise Jones and Davies Chillibale (accepting on behalf of Michael Cook).*

## Avant Scholarships



Anita Johnson receives her Avant Scholarship at the 2017 Conference in Perth

### Recipients:

#### Stacey Moncrieff

Women's Obstetric & Gynaecology Specialists (VIC)

#### Anna Stuy

Balance Edmonton Family Practice (QLD)

#### Karen Gunson

Ocean Family Medicine (QLD)

#### Anita Johnson

Medicrew Buderim (QLD)

#### Tayla Lawrence

Developmental Paediatrics (NSW)

***"It was a wonderful surprise and honour to receive the Avant scholarship. It has been a generous gift that has enabled me to grow personally, learning how to manage day to day situations and most importantly has provided skills and resources which will be utilised in the practice for many years to come. I am now able to apply to AAPM to be a Certified Practice Manager"***

***Gail Lloyd, NSW***

***2016 Avant Scholarship recipient***

## Colleen Sullivan Scholarship

**Elizabeth Jones** was the recipient of the Colleen Sullivan Award in 2017.



Elizabeth Jones' Scholarship was presented by Colleen Sullivan at the 2017 Conference in Perth

Liz had obtained her Diploma of Practice Management in 2012 and had been a practice manager in a cardiology practice for 21 years when she was given the opportunity to become a Business Manager for a large radiology company in 2016.

The Colleen Sullivan Scholarship provided Liz with the opportunity to undertake more training in leadership development skills, project management and operational plans, which are included in the modules. Liz has found this study to be exceptionally beneficial in her new position of Business Manager. Due to Liz's previous study and vast experience, Liz obtained credits and will complete her current studies in April 2019. Being awarded the Colleen Sullivan Award in 2017 was certainly a highlight in Liz's career and has provided major advancement in her role as Business Manager at the radiology company.

## AAPM Fellowship Awards

The award of Fellowship is the gold standard of achievement for AAPM members. Fellow status recognises members who have met required levels of knowledge, skills and experience. It assists employers in identifying those who meet nationally recognised standards.

AAPM congratulates **Shabnam Ali, Kerry Emery, Katrina Pyle, Heather Farlow, Patrice Cafferky, Leanne Cullen, Darcy Inglis, Naree Hancock, Susan Gentles** and **Simone Dorevitch** on attaining Fellowship of AAPM in 2017/18.



Shabnam Ali was presented with her Fellowship at the 2017 Conference in Perth. The remaining Fellows will be presented at the 2018 Conference in Canberra.



*Shabnam Ali receives her Fellowship at the 2017 Conference in Perth*

### AAPM Meritorious Awards

Debra Smith, Sue Gentles and Shayne Murray received Meritorious Awards for their exceptional service to AAPM.

### Shayne Murray

Shayne has been an active member of the WA Committee from 2002 – 2011 and 2014-15, actively promoting AAPM membership and the education pathway offered for managers in the health sector. She was a co-convenor of the National Conference in Perth in 2011 and 2017. Shayne is a Fellow of the association and was awarded the WA Practice Manager of the Year in 2015.

### Debra Smith

Debra is a passionate advocate of Practice Management as a profession, and has been a dedicated, loyal and strongly involved member of AAPM since 1997. During this time, she has served as a NSW/ACT Committee member, National Board Director, National Vice President and National Secretary. She has also served on many advisory boards for AAPM over the years and has contributed in a multitude of ways as an advocate and voice of our association.

### Sue Gentles

Sue has served on the NSW/ACT committee for over five years, she founded and developed a large and high functioning networking group in the central west of NSW. Sue has a strong and passionate commitment to education and professional development, as well as providing the opportunity for networking and face to face education, which has seen her inject many hours into this networking group, as well into AAPM in general.



*L-R: Sue Gentles, Gillian Leach (CEO), Debra Smith and Shayne Murray*

# AAPM Life Membership

## Marina Fulcher

AAPM Life membership is awarded to a member, not only for their commitment to AAPM, but more specifically for their commitment, dedication and significant contribution to the health sector in general.

We congratulate our newest Life member, Marina Fulcher (NSW), who received this prestigious honour at the 2017 National Conference in Perth.

Marina has been an integral member of AAPM since 1998, actively undertaking roles as State Committee member, National Board Director, National President, National Vice-President and National Treasurer. She is a Fellow of the Association and in 2012 was awarded a Meritorious Award for "outstanding service and dedication to AAPM".

With over 20 years' experience working in health care industry management, Marina has managed a variety of medical practices, as well as operating her own practice management consultancy. She is also an experienced presenter and trainer.

Since 2008, Marina has been a NEHTA Clinical Governance Advisor and continues to work extensively on the national digital health agenda, which is integral to the success of the Health Care

Home model of patient care delivery. AAPM has utilised this experience by co-opting Marina to be part of the team challenged with developing Health Care Home guidance documents for the Department of Health.

A qualified leader in the design and implementation of the Australian eHealth agenda, Marina has contributed to a number of important eHealth expert advisory groups and forums, generously passing on this knowledge and experience to AAPM members. She has also represented AAPM on various industry and stakeholder committees, including the RACGP General Practice Data Governance Council, the NEHTA Stakeholder Reference Forum and Australian Medical Benchmarks.

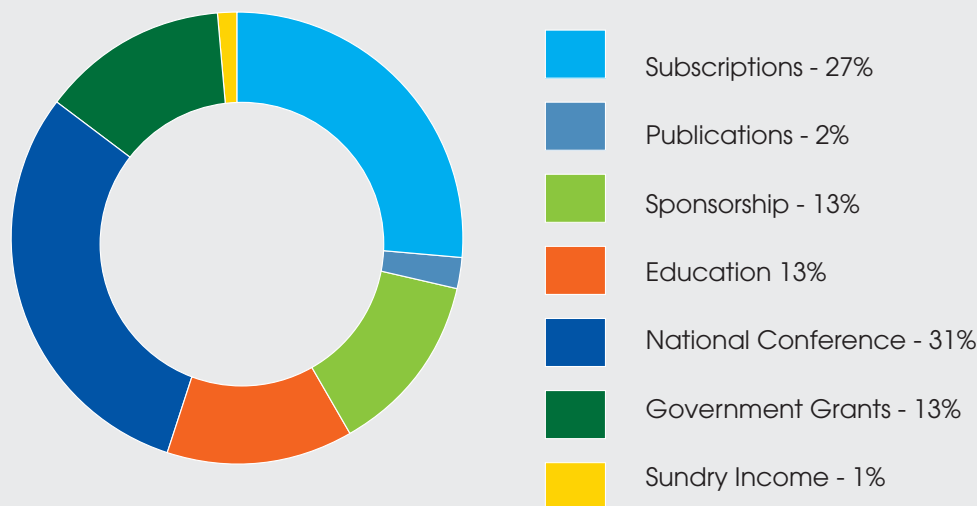
Marina is an excellent ambassador for AAPM and has been instrumental in continuing to raise the profile of the organisation and championing the role of Practice Managers at government and community level throughout the healthcare sector. She joins an elite group of only ten AAPM Life Members.



# Financial Snapshot

## Where did our revenue come from?

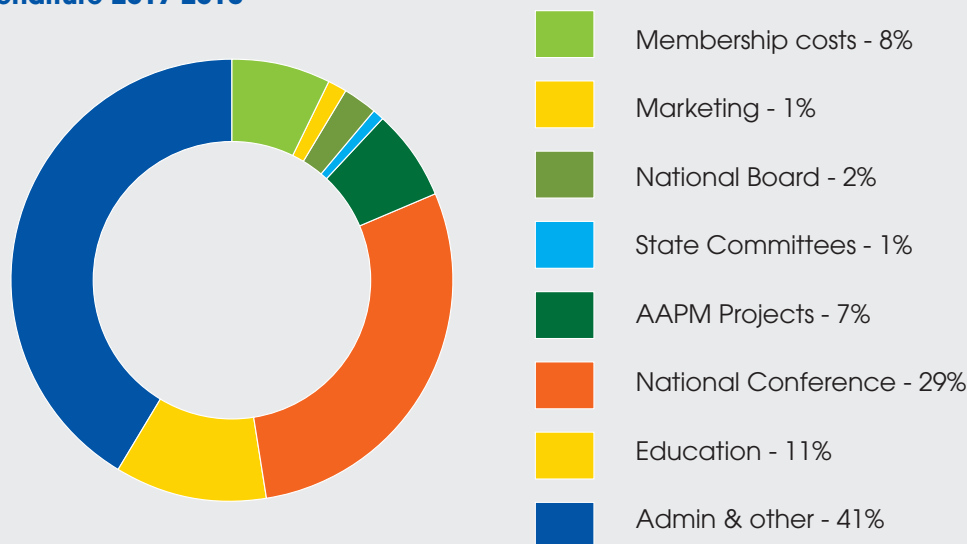
### Revenue 2017-2018



We aim to reduce our reliance on the proportion of government funding in the long term and diversify and grow other sources of income.

## Where was the money spent?

### Expenditure 2017-2018



The overall net surplus is \$255K for the year. Total revenue was \$2775K, up by 6.8% on last year. Expenditure was \$2520K up by 10% on last year. Increase in revenue and expenditure over the two years is largely driven by increased membership numbers, increases in education participation and government grants.



# 2017 National Conference

We headed west to explore the “Magic of Management” at the Conference held at Crown Perth in October. The magical theme allowed for a creative program of education, inspiration and social events.

Keynote speakers who treated us to their stories of excellence in tenacity, leadership and overcoming challenges included Steven Bradbury, Fiona Wood, Gihan Perera, the brilliant Cosantino and everybody’s favourite, Ernie Dingo. The plenary sessions were complemented by pre-conference workshops and a wide range of concurrent sessions exploring skills, ideas and methods to grow and improve healthcare practices. Delegates embraced the opportunity to network and enjoy the roving magicians at the Welcome Reception, happy hours, state breakfasts, busy trade stands and the Gala Dinner themed “It’s Dark Magic!”

## Testimonials

*“I found it meaningful, insightful and educational both on a professional and personal level.”*

*“Great experience, excellent topics covered. Wonderful opportunity to network.”*

*“I think it is important to have an annual learning experience and this is one of the best opportunities available in the health field.”*

*“It is a necessary conference to ensure that you keep up to date with what is happening in the industry.”*

## Statistics

<b>739</b>	registrations
<b>79</b>	trade stands
<b>10</b>	Conference Sponsors
<b>386</b>	attended the Gala Dinner
<b>500</b>	attended the Welcome Reception
<b>39</b>	attended the Fellows’ Dinner
<b>500</b>	attended the Happy Hours
<b>162</b>	attended the State Breakfasts













# AAPM National Practice Manager of the Year 2017

## NSW / ACT State Finalist

### **Madeline Jammal**

B.Nursing, Dip Applied Sc (UTS) ICU cert (JHH), Dip Prof Practice Leadership (UNEP), CPMAAPM



Madeline is an Intensive Care trained Registered Nurse. In 2001, she established Hills Family General Practice in North West Sydney. She is Director and Practice Manager. The practice has grown to include 13 full and part time doctors, nursing staff and a pharmacist.

At the National AAPM conference Madeline will be receiving the Barbara Meredith Award for the Diploma of Professional Practice Leadership that she completed in 2016 at UNEP.

Madeline is a Certified Practice Manager with AAPM and is the 2017 NSW/ACT Practice Manager of the Year. Madeline is a strong believer in the patient centred and Health Care Home philosophy. This includes a data driven, team based approach to chronic disease management. The practice utilises an in-house non-dispensing pharmacist and case conferences with Endocrinology teams for diabetes patients and is involved with NSW Health Integrated Care Program. The practice has implemented Patient Reported Measures with support from the NSW Agency for Clinical Innovation. Our practice started as a Health Care Home on the 1st October 2017.

## Western Australia State Finalist

### **Simone Dorevitch**

B.App.Sci (Adv.Nursing), Dip Prof Practice Management (UNEP), Cert IV Bookkeeping and Accounting (current), CPMAAPM



In 'another life' Simone worked as a Registered Nurse and subsequently as a Rehabilitation Counsellor in the field of Occupational Health. In 1998, in the face of extraordinary circumstances, Simone and her husband decided to take over a small General Practice in Perth and so began her journey

into the profession of Practice Management.

Simone has been able to visualise and cultivate a warm, positive and pro-active culture within the practice that continues to embrace the 'art and science' of General Practice – caring for our patients whilst adhering to our policies and procedures. Odin Road Medical Centre is now entering its 5th Accreditation cycle with AGPAL.

Having been a member of AAPM for over 20 years, on the WA Committee since 2014 and WA president since September 2015, Simone is passionate about providing networking opportunities for AAPM members in WA believing strongly that the Australian Primary Care Collaborative adage 'steal shamelessly and share generously' can assist Practice Managers to assist each other at work.

## Queensland State Finalist

### *Karen Campbell*



Like most of us, Karen has several careers under her belt from running the local cake shop to temping for Argentinean food importers and a terrifying medical patent agent.

After training as a speech pathologist, Karen worked both nationally and internationally before evolving into her most challenging (and joyful)

role - the practice manager of the Brisbane Clinical Neuroscience Centre.

The BCNC is a multi-disciplinary specialist practice which aims to provide exceptional, holistic, patient-focused care for children and adults with brain and spine disease. Karen's team consists of six neurosurgeons, two neurologists, and an ENT surgeon, complemented by pain physicians, radiation oncology, physiotherapy, nurses and the most wonderful administration staff.

This medical "village" provides a collaborative environment which optimises a patient's clinical pathway which occurs in the one location. With ten outreach clinics throughout Queensland, backed by a busy telehealth service, the BCNC team proudly brings medicine to the people whilst supporting medical practitioners in rural and remote communities. Karen's passion is providing patient-centred care and creating a joyful workplace for her colleagues. Karen has been a member of AAPM for several years and proudly completed her UNEP Diploma of Professional Practice Leadership earlier this year. She is both overwhelmed and honoured to represent Queensland in the National Awards.

## Tasmanian State Finalist

### *Simon Hancock*



Simon has been in Practice Management for approximately 10 years. He initially started Practice Managing a corporate Practice in Canberra then Darwin then Sydney. These Practices consisted of occupational health medicals, immigration medicals and travel medicine. When Simon made his next move to Hobart in Tasmania, he

was the Practice Manager for a local physiotherapy practice.

After resigning from this position after 6 months, Simon applied for the Practice Manager role at Huon Valley Health Centre in Huonville about 35 minutes south of Hobart. When Simon started 3 and ½ years ago, the practice in Huonville consisted of 7 Doctors, 2 nurses and 5 admin. On his first day, the Practice Principals advised that he would also be project managing the 5 months extensions and renovations to the Practice.

At this point in time, the Practice has expanded to a second location in Cygnet, 20 minutes south east of Huonville as well as an Allied Health Centre in Cygnet too. The staff has grown to 17 Doctors, 7 nurses, a Nurse Practitioner, a clinical pharmacist, a driver, 10 admin staff and a psychologist.

Future expansions have been put on hold so that consolidation can be the priority. Being a member of AAPM has allowed Simon to network and seek advice if required. Mentoring and support through AAPM has been pivotal in Simon's growth as a Practice Manager.

## SA/NT State Finalist

### Brett Miller



Brett Miller has proudly served on the AAPM State Committee (SA/NT) since 2016, and was delighted to be recognised as the AAPM SA/NT Practice Manager of the Year 2017.

A Certified Practice Manager (CPMAAPM), Brett is actively involved in AAPM as a member of the SA/NT Networking Events Sub-Committee, as an active AAPM Mentor, and

most recently had the honour of being appointed as the SA/NT Branch President (AAPM).

Brett works as the Group General Manager with The Miller Dental Group, which has grown over the past 6 years from 1 clinic (comprising 3 dentists) to become is the largest independently owned dental provider in Australia; an operation that spans more than 15 dental practices and specialist clinics across South Australia, and a team exceeding 100 staff. He is a determined and passionate advocate of accessible primary health care, as evidenced through his position as founder and current Board member of the Australian Dental Outreach Foundation and as founding Director and Ambassador of programs including the Grow Up Smiling (GUS) Program which since its inception in 2012 has become one of the largest oral health care outreach service of its kind for school-aged children in Australia.

Brett's qualifications include an Honours Degree in Science, Diploma of Project Management and MBA from the University of Adelaide. He is a Fellow of the Australian Institute of Institute of Managers and Leaders (FIML), and Member of the Australian Institute of Company Directors.

## Victorian State Finalist

### Garry Hurst



Garry, after leaving school early, worked on the family farm for the first 10 years of his career before running a small part-time IT business. This led to Melbourne where he worked for IT company MYOB in a technical support role and then in 2001 moved back to South Australia to take up a Practice Manager role (the first for the clinic)

in Millicent, South Australia before his current role managing a Medical Centre in Ararat, a rural city near the Grampians in Victoria where he has been for 10 years.

The Ararat Medical Centre has 13 full-time doctors, nursing and reception staff, interns, medical and nursing students.

Since working as a Practice Manager; Garry has led the Practice Team through 7 Accreditations, supervised renovations and expansions of two Medical Centres and more recently has contributed to the Ararat Medical Centre winning RACGP Victorian Practice of the Year (2016); RACGP Australian Practice of the Year (2016) and RWAV Victorian Rural Practice of the Year (2017). In 2013 Garry was awarded the RWAV Practice Manager Award for contributions to Rural General Practice in Victoria. In 2017 Garry received the AAPM Victorian Practice Manager award.

Garry is a Fellow and Certified Practice Manager of the Australian Association of Practice Management and holds an Advanced Diploma in Practice Management and Certificate IV in Training and Assessment.

Garry is married to Artist Tianee and is father to 3 children.

Garry enjoys tinkering in his workshop, tennis, gardening, cooking, travelling and volunteering as a Barista.



# 2017 AAPM National Practice Manager of the Year

*Congratulations to Brett Miller  
of the Miller Dental Group, South Australia  
on being selected as the  
2017 National Practice Manager of the Year*



Brett receives the National Practice Manager of the Year Award at the 2017 Conference. L to R: Danny Haydon (Immediate Past President), Gillian Leach (CEO), Cathy Baynie (National President) and Dr Richard Choong (AGPAL Chair)

**Thank you to our National Partners, AGPAL and QIP**



Quality  
Innovation  
Performance

# AAPM Education and Networking

## Education Events

Education continues to be a key deliverable of AAPM. AAPM held a wide-range of educational, networking and online events during 2017/18, which attracted more than 7091 registrants. This was an increase of 41% on 2016/17.

The National Education Framework continues to provide the core structure of education events delivered across the country. AAPM continues to refine this Framework, in conjunction with discussions with State Committees and the appointment of an Education Consultant, to ensure we deliver consistent education opportunities and value to all our members across Australia.

The Webinar Series continues to be an increasingly popular medium for education, with an increase of 49% in participation on 2016/17.

AAPM is continually looking at ways to adapt its educational platform to ensure the viability of products delivered in a very competitive environment with changing expectations of the emerging generation of new practice managers.

## Networking Events

Networking engagement has increased (33% on 2016/17). This form of activity is seen as a valuable aspect of AAPM membership. It is also an effective means of introducing and engaging potential new AAPM members.

The role of the State Committees is of paramount importance in facilitating and supporting local, regional and specialised networking events.

### Notable quotes from participants ....

***"This was one of the best information days I have been to. Thank you very, very much. Enjoyed almost every minute of it."***

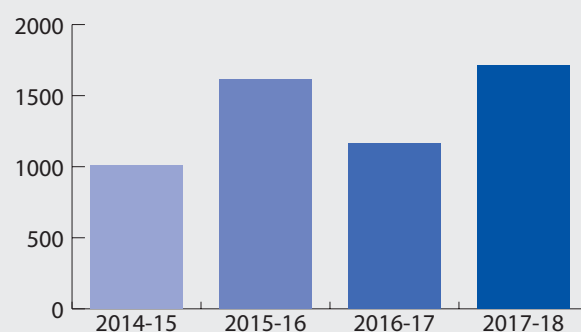
***- 2017 Technology Forum (Melbourne)***

***"It was a great day, well balanced with the philosophical and practical ways that help with the role of practice management."***

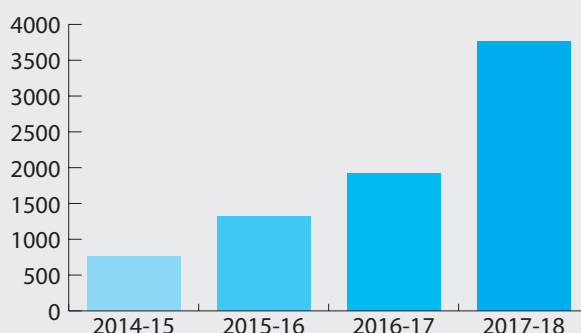
***- Practice Managers Education Day (Adelaide)***

## Comparison by Year of Event Registrations

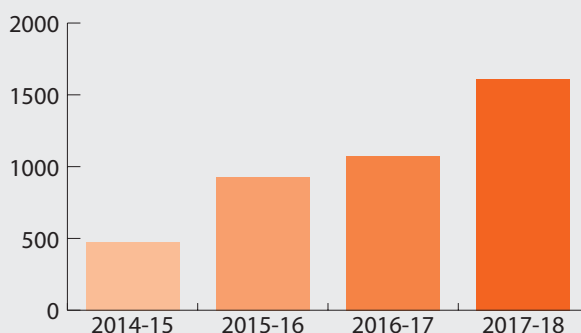
Education attendance over 4 years



Webinar participation over 4 years



Network engagement over 4 years



***"This was my first attendance at this conference and I really enjoyed meeting other managers and learning from people in the medical field."***

***- 2017 Practice Managers Education Day (Sydney)***

# AAPM National Education Framework 2018

## National Education Events

AAPM will annually facilitate a series of education programs which will be run uniformly in all states in all capital cities and in some major regional centres. The content and structure of these events will be consistent between states. State Committees may recommend specific local experts for some sessions. Some National Partners are required to be invited to present on topics in their area of expertise.

Note: AAPM National Educational Events Guidelines apply.

### Practice Manager Education Days

- Full Day Seminar
- Targeted at Practice Managers
- Will have a series of speakers.
- Trade stands available

### AAPM/APNA Workshop

- Targeted at Practice Managers and Practice Nurses
- Trade stands available.

### Receptionist/ Admin Workshop

- Targeted at Receptionists/Admin Staff
- Three-hour workshop
- Interactive workshop
- Trade stands available.

## National Webinar Program

These will include Webinars on selected Core Principles of Practice Management based on the results of the Member Survey. Webinars will be held fortnightly from February to November.

## State / Regional Events

States are encouraged to promote Network Meetings in suburban and regional locations. These may have a speaker for a short period of time (20mins maximum), followed by discussion and networking; or may be informal (i.e. discussion over coffee). These can be held at a time most suited to local members i.e. breakfast networking, lunch sessions or network dinners. Networking meetings will attract two (2) CPD point for members registering on-line. Certificates of Attendance will not be sent to participants. Education events in regional areas are encouraged providing they do not conflict with National Education Days and Webinars.

Note: AAPM Guidelines for Local Networking Groups apply & AAPM National Educational Events Guidelines apply.

### State Events

- One optional additional event
- Topic to be decided by State
- Event will be organised by HO Committee.

### Regional Events

- Small education events of 1-2 hours
- A fee will be charged with significant discounts for members
- Will usually use a local speaker or speakers.

### Networking Events

- Casual networking events of 1-2 hours
- May have a speaker for up to 20 minutes
- No fee. Refreshments paid for by attendees.



# AAPM Membership

2195 members representing over 21,000 healthcare professionals in 3445 practices.

Member growth and retention for the 2017/18 financial year:

Key strategies for increasing member numbers included:

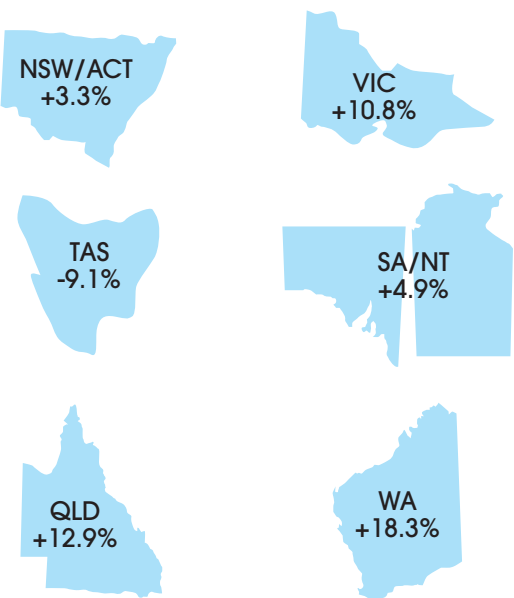
- Non-member mailing list established with targeted campaigns – resulting in 443 new contacts, 45 new members, and increased reach and awareness in the industry.
- More personalized and increased prospecting and follow up on NM event attendees, pending and lapsed members and practices replacing a member PM.
- Proactive AAPM membership presence at health industry conferences and education days.
- Tailored membership collateral for distribution by PHNs and other industry cohorts.

Retention strategies included:

- Focus on increasing member resources, benefits and support
- Targeted promotions to members eligible to apply for CPM, Fellowship and Ambassador, with emphasis on the advantages of the career pathway.
- Identify at risk categories and increased member engagement, particularly for new, 3 year and 5 year members.
- Easier online renewal and updated six point contact process for renewals: Invoiced by email, three reminders, courtesy phone call, lapsed membership letter. These prompts ensure 40-50% final notice renewal.

### Practice Types:

### Membership % Growth By State:



## Membership snapshot



506 new members!



Membership growth rate of 8.2%



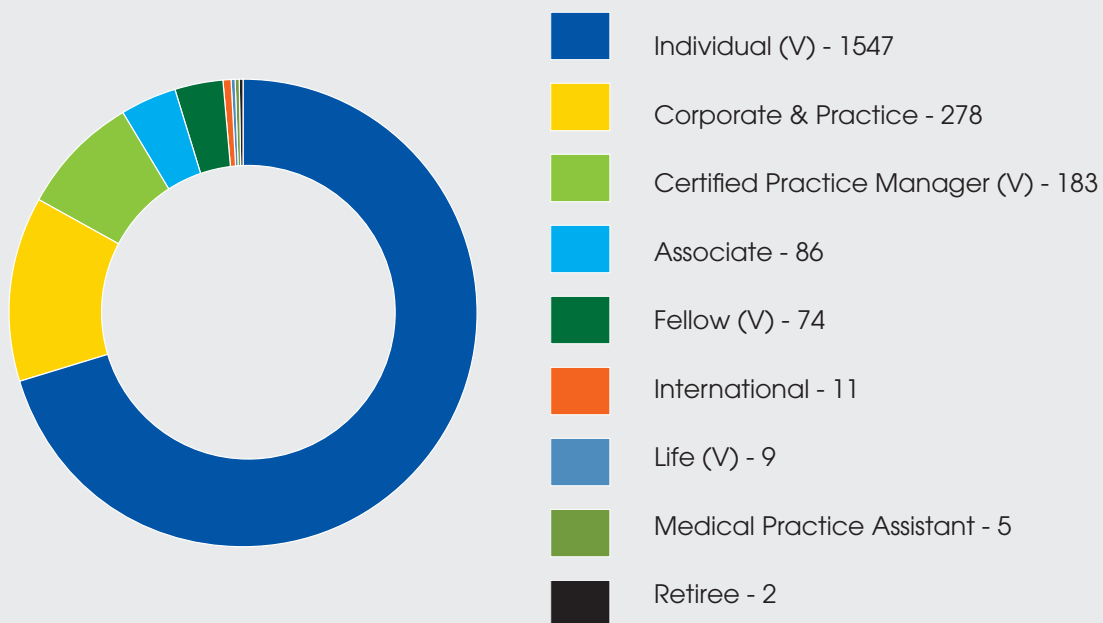
254 Practice members

– increase of 35%

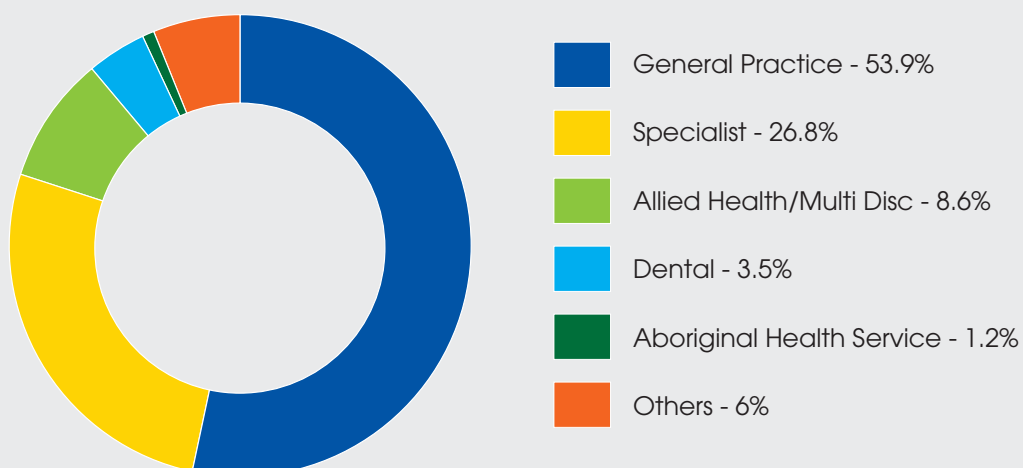


Member retention rate is at 83.2%

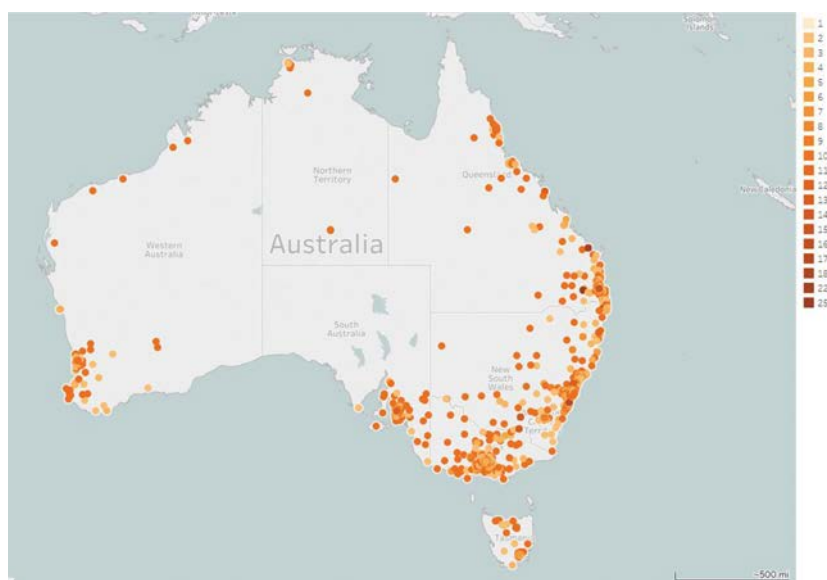
### Membership Types: (V) = voting rights



### Membership by Healthcare Practice Type



## Membership hotspots by Postcode across Australia



AAPM strives to deliver greater value to our members, improve connectivity and provide them with timely updates and information. Our Member Forum has gained traction this year and developed into a convenient avenue for members to share ideas and information, request and receive opinions and support from their peers, and expert advice from AAPM Ambassadors. Understanding where our members sit in the healthcare spectrum through member engagement and targeted member surveys allows us to design the education, resources, support and contacts best suited to them. We have expanded our Mentoring program which has now partnered over 55 Mentees with an exceptional, skilled and generous Mentor.

***"As a new Practice Manager, one of the best investments I have made towards my professional development and my future career, was becoming an AAPM member. I have learnt so much in a short period and, in particular, the mentoring program has been fantastic! I would highly recommend joining AAPM for anyone who is wanting to be an exceptional Practice Manager."***

**– Marly Spoddig (VIC)**

### **Medical Practice Assistant (MPA)**

Practice Managers are always looking for innovative and efficient ways of running the business, often with diminishing resources at their disposal. The introduction of the role of the Medical Assistant is a new and exciting employment option for workforce solutions for any practice. This year we introduced a new category of membership for the Medical Practice Assistant (MPA) whose work includes a broad range of administrative functions combined with tasks to support registered health professionals in the delivery of care to clients under the supervision of a medical practitioner. AAPM is committed to supporting them in their continual professional development.

### **Certified Practice Managers (CPMs):**

We now have 183 members who have achieved CPM status.

### **Fellowship:**

We currently have 74 AAPM Fellows.

### **Ambassadors:**

Heather Farlow, Angela Mason-Lynch, Brett Miller, Susan Teakle, Katrina Pyle and Catherine Ryan have become Ambassadors in 2017/18 providing expertise and representation for AAPM.



# Testimonials

*"Being new to medical practice it was self-evident that I should join AAPM, my professional body, for access to information and networking opportunities. Attending a couple of professional development seminars, being exposed to current thinking and information on a range of topics and networking with industry colleagues has really been a positive experience."*

*- Martin Turner (SA)*

*"The AAPM has been a wonderful resource, especially in the early years when I took on the Practice Manager role. I will always remember my first AAPM Conference in Melbourne – it was like someone switched on the light. I knew that with such a wealth of knowledge to call upon, I could confidently navigate my way forward."*

*- Marilyn Elliot OAM (20yr member QLD)*

*"With an extraordinary group of mentors who offer support to all member practices, practice managers and staff, AAPM is like no other organisation I have known in all my 18+ years of working in the medical field. The educational days and conferences empower us to offer the best of ourselves and get the best from our staff. They provide opportunities to network, often brainstorming amongst ourselves, and forming friendships with people in similar situations. I am very grateful for all the assistance provided to me through AAPM."*

*- Louise Harris (NSW)*

*"Our relatively new clinic has just undergone accreditation based on the 5th Edition standards. AAPM offered amazing guidance through their education sessions and phone support. What could have been a stressful time was made easier with the knowledge they provided, and we performed incredibly well!"*

*- Elise Sloss (VIC)*

## Core Principles of Health Care Practice Management

1. Financial Management
2. Human Resource Management
3. Planning and Marketing
4. Information Management
5. Risk Management
6. Governance and Organisational Dynamics
7. Business and Clinical Operations
8. Professional Responsibility

# Member Benefits

<b>The Practice Manager Journal</b>	A quarterly journal with the latest information for practice managers.
<b>Education</b>	AAPM offers a wide array of education programs specifically tailored for Practice Managers and their staff. These include Masterclasses, Practice Manager Education Days, Staff Development Days, seminars on specific topics and Webinars. We have standardised the Education program across the states by developing the National Education Framework. In addition, through our partnership with the University of New England, courses are offered with a significant discount for AAPM members.
<b>Professional Recognition</b>	AAPM offers a program of professional recognition from Member through to Certified Practice Manager (CPM), Fellow and Ambassador.
<b>The Guide</b>	The AAPM Guide has been developed as our better business manual for AAPM members in the healthcare sector. Best practice principles have been adopted to ensure The Guide is a flexible document and an essential part of a staff induction and training program. Customise it for your practice, so that existing practice procedures can be incorporated into the manual.
<b>Employment</b>	Free HR telephone advisory support for AAPM members
<b>AAPM Salary Survey</b>	AAPM's Salary Survey is a must-have resource for your practice. It is the only national salary survey for healthcare practice managers in Australia. The survey can be used to provide a benchmark in terms of salaries, benefits, employment conditions and qualifications of practice managers in all states and territories of Australia.
<b>Newsletters</b>	A national eNewsletter, AAPM News, is sent to all members on a fortnightly basis. AAPM State Branches may also produce newsletters with state-specific information and events for their state members.
<b>Fact Sheets</b>	Information is provided on a range of topics: <ul style="list-style-type: none"> <li>• Accounting software</li> <li>• Accreditation</li> <li>• Insurance</li> <li>• Legal issues</li> <li>• Position Descriptions</li> <li>• Practice Nurse Incentive Payments</li> <li>• Superannuation</li> <li>• Telecommunications</li> </ul>
<b>AAPM Website</b>	<ul style="list-style-type: none"> <li>• Industry News Updates</li> <li>• Personal Member portal to book events, track and update CPD points</li> <li>• State Committees pages</li> <li>• Information resources on all aspects of Practice Management</li> <li>• AAPM Awards and Scholarship information</li> </ul>
<b>E-Learning Modules</b>	eLearning modules are publicly available via the AAPM Learning Centre on the website.
<b>AAPM Shop</b>	Past webinars and merchandise may be purchased from the AAPM Shop.
<b>Procurement Portal</b>	A convenient one-stop location for great deals on IT products of all kinds, hardware and software, MYOB subscriptions and other resources to keep practices running smoothly.
<b>AVANT</b>	Free medico-legal advice hotline and risk management resource portal for members.

# Board and Staff

## AAPM National Board

AAPM's National Board and State Committees consist of many passionate members committed to the success of AAPM and practice management. Together with AAPM's highly skilled staff who are dedicated to supporting members and the profession of Practice Management, these people ensure the continued growth and success of the organisation.

**Cathy Baynie** RN Dip  
Pract Mgt CPM FAAPM  
**National President**



Cathy has career long experience in the Health Industry, in the Public, Private and Aged Care sectors.

This includes working in Primary Health Care and General Practice for the last 16 years.

Cathy is a Registered Nurse and Certified Practice Manager, having managed both semi-rural and urban practices. Whilst continuing to manage a Multi-Disciplinary Practice and a Specialist Practice in Sydney's north, Cathy is the Practice Management Advisor to the NSW Australian Medical Association, an Accreditation Surveyor, a Trainer and Assessor with the University of New England Partnerships and consultants with Practices nationally on Governance and Practice Management issues.

Cathy is the immediate past NSW/ACT State President of the Australian Association of Practice Management and a Fellow of the Association. Cathy is a firm believer that Practice Managers are key in the development and delivery of strong systems of leadership, management and quality care in Australian Primary Health Care.

**David Osman** AdDipMgt  
CPMAAPM MAICD  
**National Vice President**



David is a practice manager, healthcare trainer and has been working actively in General

Practice, community health, specialist practice in both small and large organisations.

David is a certified practice manager, accreditation surveyor and experience facilitator in the development of leadership and teams.

Working to support a number of practices around Melbourne, David enjoys spending time hands on in his practice whilst also being a strategic leader that works to ensure a balanced high quality business management and service delivery.

Having served on the AAPM Victorian Committee for the past 8 years including previously as State President and Secretary, David enjoys contributing to continuing to develop education and networking opportunities for fellow practice managers.

Being director of his own business since 2013, he is also member of the Australian Institute of Company Directors.

David believes in practice managers being the key to driving and supporting future directions of healthcare, through being the drivers of change.

**Fiona Wong** Dip Pract  
Mgt, CPMAAPM  
**National Secretary**



Fiona Wong has been on the WA Branch committee for the past 6 years and completed her Diploma of Practice

Management in 2011.

Originally from Tasmania, Fiona started out in the Credit Union industry before moving to Perth where she commenced her health industry career in 1996 with a combined Physiotherapy, Podiatry and Massage practice that amongst other clients treated the Perth Wildcats NBL basketball team and the Australian Hockey teams.

She then worked for varied specialist practices as well as for an accounting firm before settling in her current role as Practice Manager of a busy multi location, multi doctor Ophthalmology and Neurology practice.

The practice was already an AAPM member which gave Fiona her initial opportunities to attend the many local seminars for the first time. Quickly realising the rewards and benefits of being a member Fiona then joined the AAPM WA Branch Committee to be able to contribute professionally to the association.

Fiona is Western Australia's Director on the Board and is currently serving her second term on the board for her State.



**Jackie Beer**  
CPM FAAPM  
*National Treasurer*



Jackie Beer was a career banker for twenty years involved in Regional Manager, Senior Business Banking and Credit Manager

Roles and served on National Taskforces. Since starting her career in Practice Management Jackie has been instrumental in the establishment of two rural General Practices, which have had a significant focus on indigenous health while engaging a full range of General Practice services to the local community.

Jackie is currently a Practice Manager on the outskirts of Bundaberg at an accredited General Practice and Aboriginal Health Service.

Jackie has completed a Bachelor of Commerce (Accounting), Master of Management and the Leadership Journey Program through the Australian Graduate School of Management. She then completed a Diploma of Practice Management.

Jackie was the recipient of the Qld AAPM Practice Manager of the Year 2014 and following this joined the AAPM Qld Branch Committee including serving as the 2015 / 2016 Qld Branch President.

Jackie holds professional memberships being a Fellow of the Institute of Public Accountants, Fellow of the Institute of Financial Accountants, Fellow of the Financial Services Institute of Australia and a Fellow of the AAPM.

**Danny Haydon**  
Ba App SC (OT), MHLthServMgt  
CPM FAAPM



Currently a National Director of the Australian Association of Practice Management (AAPM), Danny was National

President of AAPM from 2014 to 2017. Prior to that, he was the President of AAPM SA/NT. He has also served as Treasurer of AAPM.

Danny completed a Masters in Health Service Management in 2002 and has worked in the medical industry since that time. Prior to that, he had 10 years experience in the community health sector.

Danny works for Brentnalls SA, a highly respected accounting and business advisory firm based in South Australia. In his position as Manager, Practice Management Services, Danny primarily works with the Medical and Allied Health section of Brentnalls SA. He provides a range of practice management consulting services including practice assessments and business planning. Assisting practices to plan for the future and implement strategies for improved financial performance, new models of service delivery, effective management of human resources and expanded infrastructure.

Danny is also a Director of the Northern Health Network in Adelaide.

**Cecily Igglesden** Dip  
Pract Mgt, CPMAAPM



Cecily is the Practice Manager of Prospect Medical Centre, a large multi-disciplinary practice in Northern

Tasmania, where she has worked since 2001.

Prospect Medical was awarded the 2012 Tasmanian and Australian Practice of the Year and has been the recipient of The Launceston Chamber of Commerce Business Excellence award for Exceptional Workplace in 2013. The Practice has undertaken three National Improvement foundation waves, most recently in 2015, providing an opportunity for further growth and development in chronic disease management.

Welfare and Disability, Cecily has significant management experience in both the disability and child care sectors.

She became an active and interested member of AAPM Tasmanian branch in 2008 and is passionate about continuous quality improvement and raising the profile of practice management.

**James Downing** GAICD,  
FCPA, M.Bus (ACRM), B.Bus



James is an experienced chair and board director in Not for Profit organisations and has strong strategic planning

and corporate governance understanding.

He has had an extensive career in the financial services sector which includes senior leadership roles in risk, operations, business development and general management. He also has a proven track record in the successful development and implementation of digital innovation and marketing strategies in member organisations; focussed on enhanced member experience and membership growth.

James is currently on the board of the Maldon Hospital and is a member of the 'Uniting' Finance & Property Committee. His previous board experience includes Chair of UnitingCare Knox and Chair of the CPA Corporate Committee.

**Richard Evans** Dip.Bus, BA  
(IR), MWtng, FAICD, FAIM



Richard Evans has over 30 years experience in business leadership, industry advocacy, policy

advocacy and government relations, achieving strategic outcomes and revenue growth results. He is the former Executive Director of significant national member associations: Australian Retailers Associations, Franchise Council of Australia, and the Council of Textile and Fashion Industries. He has also served as Executive Director of 6 state headquartered member associations in highly regulated sectors.

Richard served as federal politician in the Australian Parliament including chairing and providing evidence to Parliamentary Inquiries and influencing policy and legislative changes. Richard has also established Recognised Training Organisations and acted as a mediator and industry complaints officer. He has served on various industry business policy groups, government think tanks and forums, regulatory code boards and has led business trade delegations.

Richard consults to Boards, senior executives, business owners and member based associations building their reputation, relevance and revenues. His specialities are leadership, strategy, communications, advocacy and policy, and revenue.

Richard lives and is based in the bayside village of Williamstown, just outside and overlooking across Hobsons Bay, Melbourne, Australia.

**Gillian Leach** BSc, DipEd,  
FAICD (Dip), FAIM  
**Chief Executive Officer**



Gillian was appointed to the position of national CEO of the Australian Association Practice Management in May, 2012.

She was previously CEO of Whitehorse Community Health Service for 3 years after moving from South Australia to be closer to her family. In this role, she was the inaugural Chairman of the Eastern Melbourne Clinical Placement Network and a member of the Victorian Clinical Placement Council.

In South Australia she was CEO of Arthritis SA for 16 years where she grew the organisation to a prominent and successful business. In addition, Gillian helped to establish Osteoporosis Australia and as the inaugural national Executive Director for 6 years from 1994, she was invited to speak at international forums in Oslo, Berlin and Toronto.

Gillian has an extensive background in marketing and management gained with Telstra, where she was the first female executive in South Australia, with 1200 staff in three states. Gillian Leach is a past President and founding member of Women Chiefs of Enterprises International - SA. She has also served on the SA Government Management Board, and on the Board of the Australian Institute of Management for 9 years.

Gillian is also a member of the Victorian Healthcare Advisory Committee for the Australianb Institute of Company Directors, and represents AAPM on the GP Round Table and the Nursing in Primary Health Care Program Expert Advisory Group.

# AAPM Staff

Chief Executive Officer	Gillian Leach
Executive Assistant	Jan Deane
Member Services Manager	Helen Kenny
Events Manager	Nikki Walker
Partnerships Manager	Anne Kennedy
Membership Development Officer	Belinda Johnson
Finance and Business Officer	Ilona Miller
Marketing & Communications Manager	Danielle Cranefield
Communications Officer	Sue James
Networking Coordinator	Sheyda Kazemi



Back L to R: Ilona Miller, Helen Kenny, Sheyda Kazemi, Nikki Walker, Belinda Johnson, Danielle Cranefield, Anne Kennedy  
Front L to R: Sue James, Gillian Leach, Jan Deane

We're here for you!



# State Committees

**Thank you to all State Committee members for your hard work and commitment during 2017/2018**



## NSW & ACT

Fiona Kolokas – President  
Cathy Baynie – Board Director  
Angela Mason-Lynch  
Elizabeth Jones  
Anne Davis  
Gail Lloyd  
Anne Parrott  
Catherine Ryan  
Heather Farlow



## VIC

Margaret McPherson – President  
David Osman – Board Director  
Linda Osman  
Brett McPherson  
Michael Rogers  
Cheryl Wood  
Geraldine Finnigan



## TASMANIA

Leanne Cullen – President  
Cecily Igglesden – Board Director  
Lynne Green  
Elizabeth Stanick  
Linda Phillips  
Jon Erwin



## SA & NT

Brett Miller – President  
Danny Haydon – Board Director  
Prashiba Thavarajadeva  
Jill Coombe  
Karen Hogben  
Helen Schollenberger  
Denise Fabro  
Rebecca Hunt



## QLD

Kerry Emery – President  
Jackie Beer – Board Director  
Felicity Hogan  
June Hannan  
Patrice Cafferky  
Shabnam Ali  
Craig Simpson  
Jan Chaffey  
Carolyn Ingram



## WA

Simone Dorevitch – President  
Fiona Wong – Board Director  
Claire Stocks  
Dani Lindau  
Karin Tatnell  
Narelle Supanz  
Susan Stark  
Denika Quigley  
Raelene Tully

# National Partners and Sponsors

AAPM is fortunate to have significant support from a wide cross-section of National Partners – AGPAL/ QIP, Avant and The PracticeHub, Cutcher & Neale, Medibank and Care Complete, InSync Surveys, MedicalDirector, Medical Media, MyHealth 1st and University of New England Partnerships. These organisations have worked as true partners assisting AAPM to increase membership, helping to improve the recognition of Practice Management as a profession and providing education and industry information to our members.

AAPM thanks our sponsors and partners and we appreciate their support and partnership.

## National Partners



## Sponsors

We thank the following sponsors for the provision of member benefits and support at many local events.

Pulse+IT	Hesta
Douglas Hanly Moir (NSW/ACT State Partner)	Hood Sweeney
iCare (NSW/ACT State Partner)	i-med
Adelaide PHN	Inland Digital
All States Medical Supplies	Jayex
AMPHeat	Medic Alert Foundation
ANZ	Mediprotect
Audio Clinic	MedTech
Brisbane South PHN	Mind Settle
CliniTech	National Home Doctor
Clinpath	Return to Work SA
Data Minion	SSS Australia
DoctorDoctor	Summit Internet
Dorevitch Pathology	Tyro
Ego Pharmaceuticals	Viatek

## Partnerships

AAPM has formal Memorandums of Understanding with:

- Practice Managers and Administrators Association of New Zealand
- Royal Australian College of General Practitioners

AAPM has formed informal partnerships with:

- Australian Dental Association
- Australian Medical Association
- Australian Primary Health Care Nurses Association





**Australian Association of  
Practice Management**

excellence in healthcare management

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Victoria 3051

 1800 196 000

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