

This one day workshop is designed to assist medical practitioners, medical business owners and practice managers to understand the fundamentals of setting up and running a comprehensive and efficient skin cancer service within the primary care environment. It has been developed as an extension of the highly popular business section within the Certificate in Primary Care Skin Cancer Medicine.

Program Objectives

The workshop is designed to provide a comprehensive approach to all elements required to build and run a successful skin cancer business.

Delegates will also be supplied all of the forms and paperwork as templates for them to implement in their practice immediately after the workshop. The course will provide the participants the tools, knowledge and business materials to set up an effective skin cancer practice in a primary care environment.

Who Should Attend?

- Doctors wishing to maximise their efficiency in managing skin cancer in primary care
- Medical business owners looking to develop their businesses
- Practice Managers seeking to more efficiently manage skin cancer in their practice
- Nurses involved in the management of skin cancer screening or treatment

This Workshop Covers:

- Appointment Book structure to maximise efficiency
- Workflow management principles
- Setting up your clinic: tools, equipment and ergonomic efficient layout
- Patient registration and information sheets
- Efficient head to toe examinations, note taking and image capture
- Ideal treatment room set up and staff usage to maximise efficiency
- Medicare and private billing
- Medico-legal information
- Patient marketing and general marketing principles
- Understanding patient expectations and how to exceed them from the reception counter to the treatment room

The Course Includes:

- A one day interactive workshop with catering
- Reference materials including full colour copy of all PowerPoint slides presented
- Patient information sheets in template form
- Opportunities to discuss your unique clinic situation and how it can be best managed
- Certificate of Attendance

CPD Points

RACGP - 27 Category 2 Points

Presenters



Mr Paul Elmslie

MBA, AFCHSE, FAIM

Skin Cancer Business Management and Workflow Efficiency Consultant

Mr Paul Elmslie is the Managing Director of HealthCert Pty Ltd and has a Master of Business Administration (MBA). He is also a member of the International Dermoscopy

Society and on the international advisory board of the International Society of Teledermatology. He is also a presenter in the University of Queensland's Certificate in Primary Care Skin Cancer Medicine Course.

His background in skin cancer business management and workflow efficiency is a culmination of his experience in co-founding and as the CEO of one of Australia's largest chain of skin cancer clinics and his subsequent consultancy business assisting primary care practices across Australia, the United States of America and the UK. He has been building and developing skin cancer education and training for primary care doctors and nurses for the past ten years and has assisted in the development of the University of Queensland's Primary Care Skin Cancer Medicine Unit Certificate Courses. His passion is assisting GPs and nurses to develop systems that give them the skills and structures to provide the best, most comprehensive skin cancer service for their patients whilst understanding patient expectations and the regulatory environment.



Mr Matt Woollard

Mr Woollard has been running skin cancer practices from large groups to solo practices for the past seven years. His key areas of knowledge are Medicare billing and the operational elements related to maximising support staff in a primary care environment.

He still consults to large medical groups across Australia and presents as part of the University of Queensland's Certificate in Primary Care Skin Cancer Medicine Course.