



HPMI NEWCASTLE WEEKEND
PRACTICE ADMINISTRATION CPD
SATURDAY 3 AUGUST 2019

McDonald Jones Stadium, 294 Turton Road, Broadmeadow 2292

- 8.30 am **REGISTRATION**
- 8.45 am **WELCOME TO COUNTRY** **John Manton**, Aboriginal Access Manager, PHN
- 8.55 am **HOW TO EFFECTIVELY MARKET YOUR PRACTICE** **Leonie Arnebark** CEO, Reality Marketing, Terrigal
 - The what, why, how and when of marketing
 - Marketing planning
 - The power of branding
 - Creating an exceptional patient experience
 - Maximising your online presence
 - Top tips for social media
 - How to measure success
- 10.00 am **EMPLOYING A DOCTOR** **Janice Hall**, Rural Doctors Network
 - DWS Status
 - Employing an overseas trained doctor
- 11.00 am **MORNING TEA and TRADE DISPLAYS**
- 11.40 am **MEDICARE** **Donna Dykes**, Business Development Officer
 - assist health professionals utilise Medicare digital services
 - PRODA, HPOS, and PIP
- 1.45 pm **LUNCH BREAK and TRADE DISPLAYS**
- 2.30 pm **WHAT LAWS APPLY TO A WORKPLACE AND THOSE THAT WORK WITHIN IT?** **Emma Gruschka**, Senior Associate, Sparke Helmore

This session will focus on key laws and concepts that impact employment relationships and workplace health and safety. It will address Fair Work Act 2009 (Cth) requirements, modern awards, contracts of employment, casuals and contractors and work health and safety. With a focus on the practical application of the law, participants are encouraged to come along with questions that can be navigated together through Emma's knack for making the law, make sense.
- 4.30 pm **CLOSE**

Please indicate below which sessions you wish to attend below

I AM A HPMI Member (Free Registration) **I AM A NON MEMBER (\$155 Non Members)**

Title: _____ Given Name: _____ Surname: _____

Phone Number: _____ Email Address: _____

I require dietary consideration as follows _____

I WISH TO PAY \$155 BY

- Cheque made payable to University of Newcastle
- Credit card via phone (please phone (02)49138177)

I WISH TO ATTEND:

- 8.45am – How to Effectively Market Your Practice
- 10.00am – Employing a Doctor
- 11.40am – Medicare
- 2.30pm – Contracts and Work Entitlements



P (02) 4913 8163
F (02) 4913 8763
E hunterpostgrad@newcastle.edu.au
W www.hpmi.org
ABN 15 736 576 735

Address:
HPMI, Hunter Building,
University of Newcastle
Callaghan NSW 2308



