

Practice Managers Forum 2026

Future-Proofing Practices: Leadership, Innovation & Collaboration

Saturday 16 May – Sunday 17 May 2026

Melbourne Convention and Exhibition Centre (MCEC)

Please note that this program is subject to change.

Day 1: Leadership, Strategy & Collaboration

Saturday 16 May 2026

Room: MR 210

08:30 – 09:00	Registration and Welcome	• Networking opportunity: Connect with fellow practice managers—your peers in the field.
09:00 – 09:30	Welcome and Setting the Scene Ms Cathy Baynie	• Kick-off with an overview of the two-day journey ahead. • Introductions • Emphasis on the key role you play in the success of your dermatology practice.
09:30 – 10:30	Opening Plenary Beyond Operations: Leading Dermatology Practices into the Future Ms Noni Robertson, Health Practice Creations Group	High-performing dermatology practices depend on strategic leadership as much as operational efficiency. This session explores the evolving role of Practice Managers as they transition from administrators to influential leaders. Drawing on real-life experience, it provides practical strategies to enhance efficiency, strengthen clinician partnerships, improve patient experience, and ensure long-term financial sustainability.
10:30 – 11:00	Morning Tea and Conversations	
11:00 – 11:40	From Hire to Exit: The Power of Structured Feedback Mr George Sotiris, HR in Health	High-performing workplaces do not leave feedback to chance. From recruitment through to the end of employment, structured feedback processes form the foundation of strong culture, reduced risk, and better retention outcomes. This session explores how leaders can embed feedback at every stage of the employee lifecycle — starting with robust reference checking during recruitment, moving to regular performance check-ins and structured reviews, and concluding with meaningful exit interviews. Rather than viewing feedback as reactive or disciplinary, this session reframes it as a proactive leadership tool that strengthens decision-making, improves engagement, and reduces performance management disputes. Practical and immediately implementable, participants will gain a clear framework for creating consistent, legally sound feedback mechanisms across their organisation.
11:40 – 12:20	Financial Sustainability in Dermatology Practices: What	• Rising cost pressures and how to manage them • Strengthening margins without compromising clinical care • Forecasting and cash flow planning in volatile environments

	Practice Managers Should Prioritise in 2026 and Beyond Ms Belinda Hudson, William Buck	• Common ATO audit triggers in healthcare • Employment classification and payroll compliance • How to interpret financial reports for operational strategy
12:20-12:30	Team Medical Sponsored Session	Provides a snapshot of emerging medical equipment, consumables, and workflow solutions relevant to dermatology practice operations. Highlighting practical innovations that support clinical efficiency, safety, and patient care, offering a valuable insight into developments.
12:30 – 13:30	Lunch Break	
13:30 – 14:30	Plenary Session Leading Wellbeing and Performance in Dermatology Practices Dr Ira van der Steenstraten, Capstan Partners	This interactive workshop empowers Practice Managers to strengthen their leadership, strategic thinking and collaborative capabilities with a coach approach aligned to four key themes: Self -Management (including well-being), Relationship Management, Working in the Practice, and Working on the Practice. Attendees engage in both practical and reflective exercises, with learning outcomes that build self-awareness, leadership presence, foster team alignment and drive purposeful strategy.
14:30 – 15:10	Plenary Session Managing Patient Information in Specialist Practices - From My Health Record to Emerging AI Risks Mr Craig Hong, Hillhouse Legal Partners	This session will explore the legal obligations associated with managing patient information in specialist practices, using My Health Record as a starting point. Craig Hong will provide an overview of privacy responsibilities before examining the broader regulatory framework under the Privacy Act and Australian Privacy Principles. The session will address key areas including consent, data handling, disclosure, record retention and data breach response. The session will also consider the increasing use of artificial intelligence in healthcare, including associated privacy risks and compliance considerations for practice managers. This session is designed to provide practical, real-world guidance to support compliant and effective information management within specialist practices.
15:10 – 15:40	Afternoon Tea and Networking	
15:40 – 16:40	Fireside Chat	• Practical/useful tips and tricks • Share your own stories, challenges, and the ‘unknown unknowns’ you’ve encountered in practice management.
18:30 – 21:00	Practice Managers Dinner (sponsored by Team Medical)	• Gradi Crown Melbourne, Ground Floor, 8 Whiteman Street, Southbank, VIC  

Day 2: Innovation, Resources and Practical Skills

Sunday 17 May 2026

Room:	MR 210	
07:30 – 08:30	Avant Business Solutions Sponsored Breakfast Session How practice managers thrive – Automate. Delegate. Outsource Ms Emily Swan, Ms Anna-Maria Gibb, Avant Business Solutions Mr Marko Novakov, Avant Law	Offers actionable insights into leveraging smart tools and technology to automate routine tasks, build systems that support effective delegation, and outsource key functions through trusted service providers. For Automate and Outsource, we'll explore a range of available tools and service models, with practical examples drawn from Avant Practice Solutions. For Delegate, we'll focus on internal systems, team capability, and documented workflows that enable safe, compliant, and scalable delegation. Avant Law Commercial (ALC) will unpack the legal considerations relevant to practice operations, including contracting structures, privacy obligations, and compliance requirements for outsourcing and delegation. 
08:30 – 09:00	Welcome Ms Cathy Baynie	Coffee and Networking
09:00 – 9:40	Keynote Dermatology Nursing in Practice: How Clinic Systems Shape Care Ms Laura Neal, Director of Nursing	Maximising the Role of Nurses in Dermatology Practices
09:40 – 10:20	Plenary Session WHS Duty of Care & Psychosocial Risk: What Leaders Need to Know Ms Vanessa James-McPhee, HR in Health	Work health and safety obligations extend beyond physical hazards. Under Australian WHS laws, employers have a clear duty of care to eliminate or minimise psychosocial risks in the workplace so far as is reasonably practicable. This session provides leaders with a practical overview of their WHS obligations, including what constitutes a psychosocial hazard, how these risks arise in modern workplaces, and what a compliant risk management approach looks like in practice. Attendees will leave with a clearer understanding of their legal responsibilities and the proactive steps required to manage psychosocial risk before it escalates into regulator scrutiny, workers' compensation claims, or broader workplace disputes.
10:20 – 10:50	Morning Tea and Conversations	
10:50 – 11:30	Plenary Session Technology for clinical and practice efficiency – your journey to an AI-enabled practice Ms Lena Wallish, Ms	This session explores how technology can enhance both clinical and practice operations. It will showcase key AI tools and practice management solutions, with practical demonstrations, and discuss how an AI-enabled and workflow-optimised practice can help doctors and practice managers focus more on delivering quality care. Avant Law Commercial (ALC) will provide guidance on the key legal considerations when implementing technology and AI in healthcare

	Anna-Maria Gibb, Avant Business Solutions Mr Marko Novakov, Avant Law	
11:30 – 12:10	Plenary Session Navigating the Practice Revenue Cycle and Emerging Compliance Pressures Mr Brendan Homann, Medbill Pty Ltd	Provides a clear, practical walkthrough of the modern medical practice revenue cycle, from patient access to final reimbursement. We'll explore recent compliance developments—including payer policy shifts, documentation standards, and audit trends—that directly influence practice income. Attendees will gain insight into how these changes affect cash flow, risk exposure, and operational efficiency, along with strategies to strengthen revenue integrity and maintain financial stability in an evolving regulatory environment.
12:10 – 13:10	Lunch Break	
13:10 – 13:50	Plenary Session Software in Practice - A Practical and Neutral Overview Ms Kendall Schutz, Nexus Co Solutions	A balanced discussion of systems such and supporting practices with implementation and transitions between platforms. • Strengths and practical considerations of each system • Common challenges during setup or migration • Real-world insights on managing system change effectively • Key factors to consider when assessing "fit" for a practice
13:50 – 14:30	Case Study: Building the Business Case (From a Practice Manager's Perspective). Project Management and Change Management in Action Ms Kendall Schutz, Nexus Co Solutions	• Practical steps for planning and delivering successful projects • Engaging teams and maintaining momentum • Managing resistance and embedding sustainable change • Lessons learned from real implementation experiences
14:30 – 15:00	Afternoon Tea and Networking	
15:00 – 16:00	Closing Keynote Strengthening Your Practice's Digital First Impression: How Practice Managers Can Build Trust, Reputation and Professional Visibility Ms Kylie Chown, My Digital Brand <i>Speaker, Trainer and Facilitator on LinkedIn and Social Media</i>	Today, people are learning about you and your practice before they ever step foot inside your clinic. Whether it's potential staff, patients, suppliers, or peers, your digital presence is often your first impression. For practice managers, that brings both opportunity and responsibility. This session is designed for practice managers who want to confidently show up on LinkedIn, build their personal and professional reputation, and ensure their practice is represented well online. Attendees will walk away with clear, actionable steps to create a credible online presence and manage their reputation without needing to be social media experts or spend hours each week online. Key Takeaways: • How to create a professional LinkedIn profile that reflects your role, builds trust, and supports your clinic's credibility • Ways to increase practice visibility, support recruitment, and highlight team culture • Strategies to grow and engage your healthcare network with purpose

- Tips to share content that positions you and your clinic positively without needing to post every day
- What to do when things go wrong on social media: responding to negative comments.

16:00 – 16:20 **Wrap-Up: The Next Decade of Practice Management: Vision & Action**

Ms Cathy Baynie

- **Open forum:** Share your thoughts on the future challenges of practice management. What's on the horizon for dermatology practices?
- Key takeaways and reflections from the two days.

Join us for:

Welcome Reception – Friday 15 May 2026, 5.00pm at Aerial, 17 Dukes Walk, South Wharf

Poster Viewing, Wine & Cheese – Saturday 16 May 2026, 5.00pm, Exhibition Hall (MCEC)

Practice Managers Dinner – Saturday 17 May 2026 (exclusive) as part of your registration 6:30pm at Gradi Crown Melbourne, Ground Floor, 8 Whiteman Street, Southbank, VIC

College Party – Saturday 17 May 2025, 7.00pm, Showtime Events Centre, 61 S Wharf Promenade, South Wharf

