

FOR MEDICAL, HEALTH & BEAUTY PROFESSIONALS

BUILDING A MASTER BUSINESS PLAN FOR YOUR CLINIC

8.30 REGISTRATION

9.00 OPENING & WELCOME

WHY A BUSINESS PLAN IS SO IMPORTANT

9.05 Overview of a business plan – visions, values and goals, **Hanya Oversby**, Specialist Consulting

9.25 Planning your exit strategy – my biggest learnings having sold to an ASX listed company, **Suzie Hoitink**, Registered Nurse, Ex-director of Clear Complexions Clinics

9.45 Sharing the plan to ensure your team is fully engaged in your business, **Lizzy Boots**, Boots and All Consulting

10.05 GROUP ACTIVITY

10.30 - 11.00 NETWORKING AND REFRESHMENT BREAK

BUSINESS DEVELOPMENT AND MARKETING

11.00 Marketing your aesthetic practice, **Michelle Kearney**, Bella Media

11.20 My experience with podcasts – from zero to 3,500 subscribers in the first month, **Dr Russel Knudsen**, Hair Transplant Surgeon, The Knudsen Clinic

11.40 Video is king, **Alfie Lombardi**, Trusted Surgeons

12.00 Social media and email communication. What are your people actually doing in this space? Is it risky to you? Are your patients' expectations increasing your risk?, **Angela Mason Lynch**, RN, AVANT, PracticeHub

12.20 Patient retention strategies, **Nicole Montgomery and Alfie Lombardi**, Trusted Surgeons

12.40 DISCUSSION

1.00 - 2.00 LUNCH AND NETWORKING BREAK

PEOPLE MANAGEMENT AND HR

2.00 Revealing the true cost of staff recruitment and retention , **Lizzy Boots**, Boots and All Consulting

2.20 Leadership, **Hanya Oversby**, Specialist Consulting

2.40 Time is of the essence – don't neglect those email leads, **Lizzy Boots**, Boots and All Consulting

3.00 Your most common 'patient experience' concerns – crowd sourcing practical solutions, **Kerry Bielik**, Insight Patient Satisfaction Solutions

3.20 DISCUSSION

3.30 - 4.00 NETWORKING AND REFRESHMENT BREAK

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4.00 Understanding the metrics that drive your business, **Suzie Hoitink**, Registered Nurse, Ex-director of Clear Complexions Clinics

4.20 Learnings from my experience as a practice manager for a large cosmetic derm group, combined with my knowledge from a risk perspective, working with AVANT, **Angela Mason Lynch**, RN, AVANT, PracticeHub

4.40 Financial considerations and putting the plan together, **Hanya Oversby**, Specialist Consulting

5.00 GROUP Q&A – Individual clinic problem solving

5.30 CLOSE