

 **HotDoc** | CPD WEBINAR

# Seven Tactics to Tackle 2023



PRESENTED BY  
**Dr Todd Cameron**

**SMC** scale my clinic


**aapm**  
Australian Association of  
Practice Management  
excellence in healthcare management

AAPM Approved 2023  
5 CPD Points



**Wed 26 Apr**  
**12:30pm AEST**





**In the spirit of reconciliation, HotDoc acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.**

**We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.**

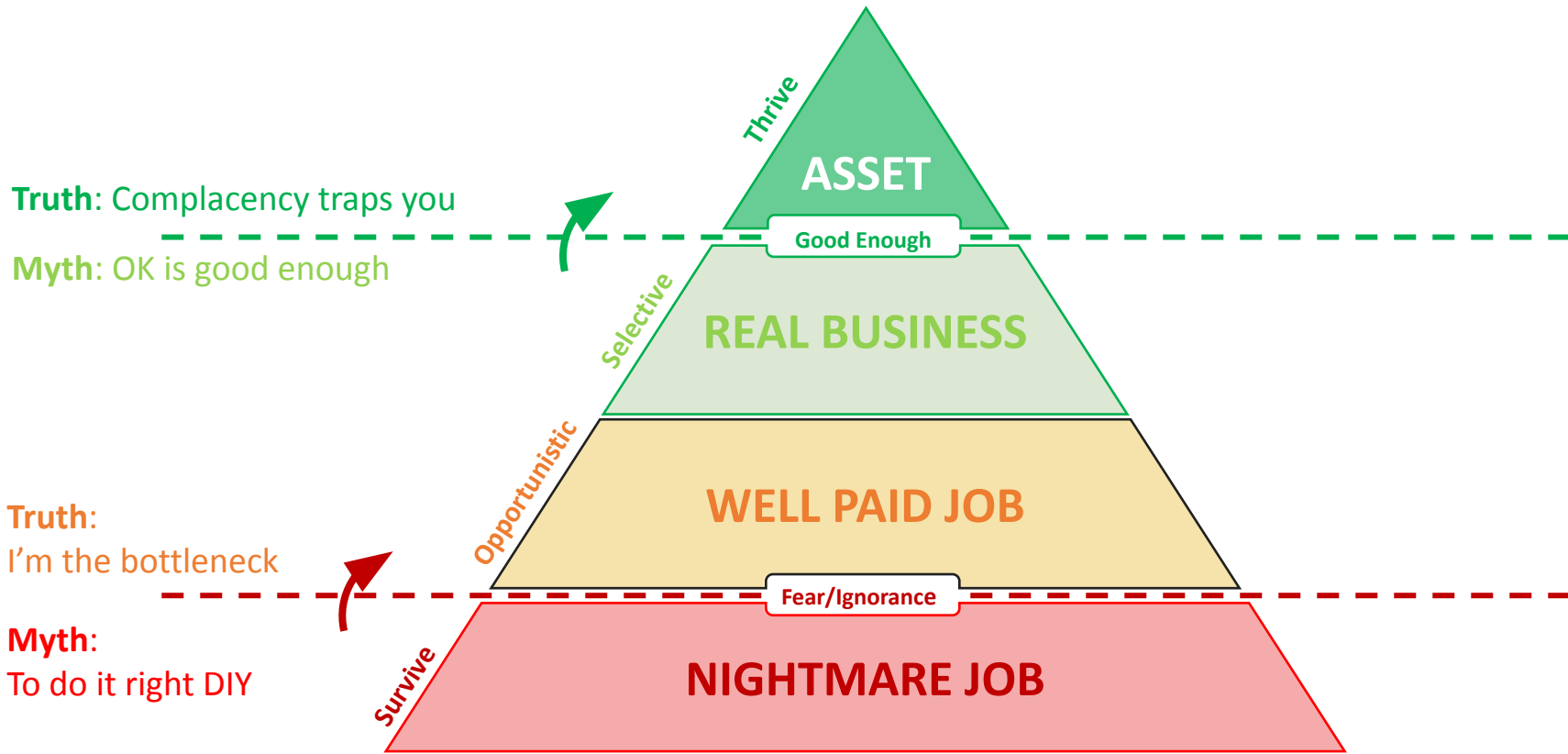
# 7 Tips to Tackle 2023

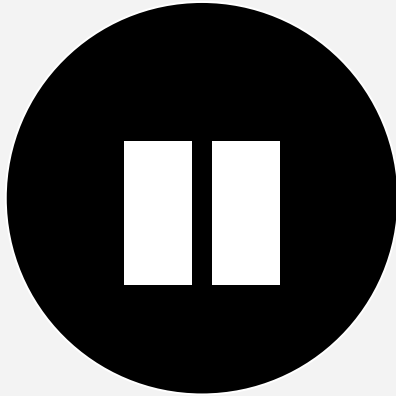






SMG





SMC



**7**  
**Hot Tactics**



A young girl with long brown hair is smiling widely, showing her teeth. A woman with long dark hair is leaning in from the right, whispering into her ear with her hands clasped near her mouth. The background is a soft-focus outdoor setting with trees and foliage.

**Patient Engagement**

**SMC**



POLL



**SMC**

A close-up photograph of a person's hands holding a rectangular gift wrapped in silver and white striped paper. A large, shiny red bow is tied on top of the gift. The person is wearing a grey sweater. The background is a blurred outdoor setting with greenery and a body of water.

**Increase Value**

**SMC**



POLL



**SMC**

A high-angle photograph of a person sitting on a large, weathered log. The person's hands are on a black laptop keyboard. To the left of the laptop, a white smartphone lies on the log. The person's legs are visible, and they are wearing black high-heeled shoes. One shoe is on the sand, and the other is partially visible. The person's feet are bare and resting on the sand. A black banner with the word "Simplify" in white text is overlaid across the person's legs.

**Simplify**

**SMC**



A close-up photograph of the interior of a classic red car. The dashboard is a rich, polished red, featuring a cluster of five round gauges with brass-colored bezels. To the right, a single large gauge is mounted vertically. Below the gauges is a black control panel with two sliders and several indicator lights. A wooden panel is visible on the right side of the dashboard. A white leather steering wheel is partially visible on the left. The text "Solid Foundations" is overlaid in a black banner across the center of the image.

# Solid Foundations

SMC





**Elevate**

**SMC**



A close-up photograph of a mechanical assembly featuring several brass gears of various sizes. The gears are interconnected, and some are in sharp focus while others are blurred in the background. A white component with a purple center is visible at the top. The overall scene is brightly lit, highlighting the metallic textures.

**Slick Systems**

**SMC**

Deliver 300 Vaccines				
IH MBS reb	\$27.63	AH MBS reb	\$38.8	Net Gain/Loss
Low Volume		High Volume		
Vax per hr	8		60	+52
Hours to deliver 300	37.5		5	-32.5
\$Rev per hour	\$221	\$Rev per hour	\$2,328	+\$2,107
Nurse \$40	\$1,500	Nurse \$60 (2)	\$600	-\$900
Admin \$30(2)	\$2,250	Admin \$45 (3)	\$675	+\$1,575
GP \$100	\$3,750	GP \$250 (1)	\$1,250	+\$2,500
Total Rev	\$8,289	Total Rev	\$11640	+3351
Total Costs	\$7,500	Total Costs	\$2525	-\$4975
Margin	\$789	Margin	\$9115	+8,326
% Profit	9.5 %	% Profit	78 %	



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# ***Distributed Teams***





A cartoon illustration of Wile E. Coyote from the Looney Tunes. He is shown from the waist up, holding a large, red horseshoe magnet with blue ends. He has a wide, toothy grin and is looking towards the magnet. The background is a textured, reddish-brown wall. In the bottom right corner, there is a logo for 'SMC'.

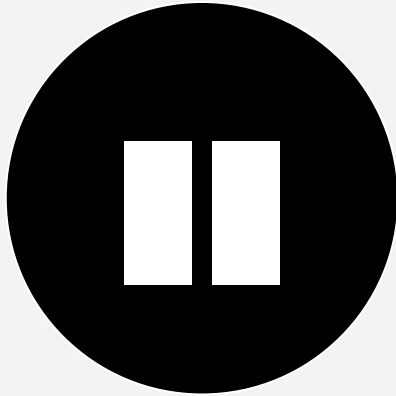
**GP Recruitment**

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3



**INSIGHTS**

3



**ACTIONS**

# Practice Growth Call

Book a 20 minutes zoom call





*Thank  
you!*



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# JOIN THE CONVERSATION



Our community has over 4,600 healthcare professionals to share ideas, discuss hot topics and collaborate with.

Join here <https://www.facebook.com/groups/fortheloveofhealthcare>