



Australian
Gynaecological
Endoscopy
Society



National
Association of
Specialist
Obstetricians &
Gynaecologists

*an AGES
meeting in
association
with NASOG*

Challenges *in* Practice

STRATEGIC BUSINESS PLANNING
IN OBSTETRICS & GYNAECOLOGY

FRIDAY 24 & SATURDAY 25 AUGUST 2007
SHERATON MIRAGE GOLD COAST

- Help! - Trusts, company structures and tax planning
- New technology in medical practice
- 10 years from retirement – how do I look?
- Marketing and medical practice
- Contemporary business management
- Opportunity in the private and public sector

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Dr Lucinda Pallis	NASOG
Dr Rob O'Shea	AGES
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Fax: +61 2 9967 2627
E-mail: conferences@ages.com.au
Address: 282 Edinburgh Road
CASTLECRAG NSW 2068 AUSTRALIA

Welcome

AGES President and Conference Chairs



Dear Colleagues,

The Australian Gynaecological Endoscopy Society (AGES) and The National Association of Specialist Obstetricians and Gynaecologists (NASOG) warmly welcome you to an important meeting to be held at the Sheraton Mirage Gold Coast on 24 and 25 August, 2007.

The theme for this meeting will be **Challenges in Practice – Strategic Business Planning in Obstetrics and Gynaecology.**

Establishing and running an Obstetrics and Gynaecology practice is a complex business. Many recent legal changes impact upon us, our staff, and our patients.

Practice design and structure, employee agreements, new technology, ethical marketing, and sound financial management are topics which should be of prime importance to us – but often get buried beneath the demands of clinical practice.

This is a meeting for everybody. This is a meeting designed for new specialists commencing practice, those whose practice could benefit from efficiency overhaul, and those starting to look towards retirement. All working specialists will benefit from this! Practice managers and nursing staff are also welcome to register.

The Sheraton Mirage on the Gold Coast is a favorite meeting place for many of our members, and a great location to linger for the weekend with family. The social program will be relaxed - with the usual great outdoor BBQ by the beach.

We look forward to welcoming you all to another fantastic and innovative meeting on the Gold Coast.

Geoff Reid
Co-Chairman, AGES

Alan Lam
President, AGES

David Molloy
Co-Chairman, NASOG

Hilary Joyce
Scientific Chairman, NASOG



Challenges *in* Practice 2007

CONFERENCE PROGRAM

FRIDAY 24 AUGUST 2007 Sheraton Mirage Gold Coast Grand Ballroom

0745-0815 Conference Registration

0820-0830 **Conference Opening and Welcome**

AGES President A Lam
NASOG President D Molloy

0830-1030 **SESSION 1**

Structuring your practice /
Structuring your investments

0830-0900 **Trusts, companies, partnerships**
How to use them; how to understand them
P Ryan, Chartered Accountant, Perrier Ryan

0900-0930 **Legal and accounting complexities**
in group practice
G Swift,
G Dunn, Chartered Accountant, Dickfos Dunn

0930-1000 **Innovative financing for practices**
and investing
A Karney, Director & National Sales
Manager, Experien

1000-1030 Panel discussion

1030-1100 Morning Tea and Trade Exhibition

1100-1300 **SESSION 2**
Wealth management and wealth creation
"I'm 10 years out, how do I look?"

1100-1135 **The tips, traps and the tragedies**
A practical approach to creating a focus
and framework when investing
R Noye, Senior Financial Advisor, Wilson HTM

1135-1200 **Analysing the boom market**
Where to from here - the top 10 stock picks
K Cairns, Senior Advisor, Ord Minnett

1200-1235 **Pathways to retirement**
Understanding the new Super World
A Pupovac, Senior Financial Advisor,
CBA Private Banking

1235-1300 Panel discussion

1300-1400 Lunch and Trade Exhibition

1345-1400 **NASOG AGM**

1400-1600 **SESSION 3**
Running your business:
IR-HR-PR in practice management

1400-1425 **Workchoice and AWAs**
J Minchinton
Manager, Workplace Relations & Legal
Services, AMAQ

1425-1450 **Recruiting, retaining and terminating staff**
D Love, State Manager, Russo Recruitment

1450-1515 **Midwives & nurses in private**
O & G practice
A Pesce

1515-1535 **What's important in the workplace-**
Views from a doctor employer and a
loyal staffer

1535-1600 **"Doctor, there's a reporter on the phone**
about a patient"
Handling a PR nightmare - a panel
discussion

1600-1630 Afternoon Tea and Trade Exhibition

1630-1730 **SESSION 4**
Marketing your practice

1630-1700 **Models for marketing medical practices**
M Cario, Marketing Consultant

1700-1730 **Extreme medical marketing**
D Gregor, Ophthalmologist, Laservision Centre

1830-2130 **Welcome Cocktail Reception and**
Barbeque
East Lawn Sheraton Mirage Resort



CONFERENCE PROGRAM

SATURDAY 25 AUGUST 2007 Sheraton Mirage Gold Coast Grand Ballroom

0830-1030 **SESSION 5**

Opportunity in the private and public sectors

- 0830-0900 **FORUM - The future of Item 16590**
The safety net in O&G Practice
 Moderator D Molloy
- 0900-0925 **The rural sector- making the most of contracts**
 P Bland
- 0925-0950 **Registrar training in the private sector**
 R Stitz, Past President RACS
- 0950-1015 **Private sector tendering for public sector surgery**
 R Cartmill, President AMAQ
- 1015-1030 **Panel discussion**

1030-1100 **Morning Tea and Trade Exhibition**

1100-1230 **SESSION 6**

The new tech practice

- 1100-1125 **The paperless practice**
 L Clark, Practice Manager
- 1125-1150 **Understanding encryption email**
 S Duffin, Communications Manager, Medical Objects
- 1150-1215 **Blackberries, Palmports, laptops – a doctor on the move**
 C Maher
- 1215-1230 **Panel discussion**

1230-1330 **Lunch and Trade Exhibition**

Afternoon at leisure

SOCIAL PROGRAM

WELCOME COCKTAILS AND BARBEQUE DINNER

Friday 24 August 1830 – 2130

East Lawn, Sheraton Mirage Resort

Conference delegates and their partners are warmly invited to attend a relaxed and informal seafood barbeque by the beach in the tropical gardens of the Sheraton Mirage.



CPD Points

AGES/NASOG have made application to RANZCOG for meeting accreditation.

Online Registration

This brochure and online registration are also available on the AGES website: www.ages.com.au

Membership of AGES

Membership application forms are available from the AGES website or from:

AGES Secretariat,
 282 Edinburgh Road,
 CASTLECRAIG NSW 2068
 AUSTRALIA

Conference Venue

Sheraton Mirage Resort and Spa Gold Coast
Seaworld Drive, Main Beach
Gold Coast Queensland 4217
Phone: +61 7 5591 1488
Fax: +61 7 5591 2299

The only Gold Coast five star hotel located right on the beach, the Sheraton Mirage Resort and Spa Gold Coast offers relaxing vistas of lush tropical gardens, lagoons, white sands and surf.

Dining is available in one of the five award-winning restaurants and bars. Choices abound: from a delicious seafood buffet to an al fresco lunch by the pool or a romantic fine dining experience, all with fresh and innovative Australian cuisine.

The Golden Door Health Spa offers a range of treatments. Guests are invited to enjoy a workout in the state-of-the-art, air-conditioned gymnasium and exercise room, swim the length of the outdoor 25-meter lap pool, or play a match on one of four tennis courts.

The resort is conveniently located 35 minutes from the Gold Coast International Airport and approximately 55 minutes from Brisbane International Airport. It is also just minutes away from Sea World and one of the Gold Coast's most renowned restaurant precincts, Tedder Avenue at Main Beach.



Garden Rooms - \$250.00*

Garden rooms are located on the ground floors with views across the hotel gardens

Lagoon/Palm Rooms - \$290.00*

Lagoon and Palm rooms are located on the ground floor of the Resort. Lagoon rooms are adjacent to the lagoon each with private outdoor terrace area. Palm rooms feature spacious private, grassy courtyards leading to the Resort pool.

Ocean Rooms - \$290.00*

These rooms have ocean views.

* Rates are single or double occupancy, room only.



Breakfast

Buffet breakfast is available in the Terraces Restaurant for Conference hotel guests at the special Conference rate of \$20.00.

Hotel check-in / check-out

Check-in time is 1500 and check-out 1100. Whilst the hotel will do all possible to assist with earlier check-in, this cannot be guaranteed without payment of an additional night's tariff.

Changes to hotel reservations

Any change must be made in writing to the Conference Organisers and not directly to the hotel.

Parking

Parking is available at no charge for delegates to the Conference.



DELEGATE DETAILS

TITLE	FIRST NAME	SURNAME
ADDRESS		
		STATE
		POSTCODE
PHONE	MOBILE	FAX
E-MAIL	BADGE NAME	PRACTICE SPECIALTY
SPECIAL DIETARY REQUIREMENTS		

CONFERENCE COSTS

All costs are in AUD

REGISTRATION FEES

	Fellow: Member AGES/NASOG	Fellow: Non Member AGES/NASOG	Registrar/ Trainee/Other	
	\$ 800	\$ 900	\$ 400	\$.....

SOCIAL PROGRAM

	Delegate	Partner	
Conference Dinner	\$ 110	\$ 110	\$.....

ACCOMMODATION

	Cost	x	Rooms	x	Nights	
Garden Room	\$ 250		\$.....
Palm Room	\$ 290		\$.....
Lagoon Room	\$ 290		\$.....
Ocean Room	\$ 290		\$.....

AGES MEMBERSHIP FEES (1 JANUARY – 31 DECEMBER 2006)

	Fellow	Registrar/ Trainee	International Fellow	International Registrar/Trainee	
AGES Fees to 31 Dec. 2007	\$ 325	*N/C	\$ 295	*N/C	\$.....

TOTAL PAYABLE (INCL. GST)

\$.....

All costs include GST. *Trainee membership at no charge in 2007. Application necessary. Membership excludes AAGL Journal.

Registration and payment is now available online.
Go to www.ages.com.au and follow the conference links

Payments

- Registration form must be accompanied by payment.
- AGES member registration fees apply only to AGES members who are financial members in 2007.
- Single day registrations are not available.
- All costs are in Australian dollars, including GST where applicable.
- Registration fees are payable by cheque, Visa or MasterCard.
- AGES membership renewal is available on the enclosed Registration Form.
- If AGES membership payment is by cheque, a separate cheque is required.
- Tax invoices will be issued on receipt of registration and payment.
- Registrations are only valid when written confirmation is received from AGES
- Please ensure that you have received written confirmation from AGES especially if you have faxed your registration form

TAX INVOICE

ABN 33 075 573 367

ACCOMMODATION

ARRIVAL DATE	DEPARTURE DATE
KING <input type="checkbox"/>	TWIN <input type="checkbox"/>
BEDDING	I will share my room with

BOOKING AGREEMENT

On behalf of each person named for whom this booking request is made, I have read, understood, and agree to be bound by the conditions set out in this Conference Brochure.

Signature

Date

PAYMENT

Payment by Cheque

Payment for membership must be separate. Please send registration form and cheque made payable to "AGES" to:

Conference Connection
282 Edinburgh Road
CASTLECRAG NSW 2068 AUSTRALIA

Payment by Credit Card

(Visa or Mastercard only)

Card Number

Expiry Date

Cardholder Name

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Date

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The Stryker PainPump is a system that continuously delivers a controlled amount of local anesthetic directly to the surgical site to manage post-operative pain. This device is non-electric and completely disposable.

The PainPump ensures reliable pain relief for patients, and:

- Can assist with patient recovery and earlier mobilisation
- Provides an alternative method of postoperative pain relief for patients greatly reducing the need for the use of narcotics
- Has a vacuum driven pump ensuring consistent delivery of medication to the surgical site
- Its visible volume scale provides the ability to confirm medication infusing and to determine consumed medication and remaining time
- It's easy to use, robust and latex free

For more information on the Stryker PainPump please contact Stryker on 1800 803 601 or email us at painpump@stryker.com.au

Register online now at www.ages.com.au



THURSDAY 8 & FRIDAY 9 NOVEMBER 2007
ADELAIDE CONVENTION CENTRE &
HYATT REGENCY ADELAIDE

PATIENT EVALUATION

PROCEDURES OF CHOICE

RISK MANAGEMENT

AGES PELVIC FLOOR SYMPOSIUM & WORKSHOP VIII

Pelvic Floor Surgery in Perspective

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Dr Rob O'Shea
Conference Chairman

International Guest Speakers

Professor Linda Cardozo, UK
Professor Peter Sand, USA

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Dr Elvis Seman
Co-Chairman

Recent advances in pelvic floor surgery, both laparoscopic and vaginal, have renewed interest in this pivotal area. Evaluation and documentation of defects is critical in making appropriate management decisions. The development of a plethora of operative procedures in recent times has produced significant confusion. Gynaecologists are unsure as to their respective therapeutic

benefits. Scientific evaluation is underway and will bear fruit in due course. Our focus will be on "Procedures of Choice" for prolapse and urinary incontinence. Our international and national faculty will analyse the latest literature and make recommendations with regard to state-of-the-art treatment for these conditions.

Risk management is of extreme importance in this field. Its application in clinical management and the use of surgical prosthesis will be covered in detail. The management of pelvic organ prolapse, remains one of the most critical areas of gynaecological practice and we look forward to another exciting meeting in Adelaide.

Sponsorship and Exhibition

AGES gratefully acknowledges the following companies which have confirmed sponsorship at the time of printing:

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ONLY ENDOPATH® XCEL™ BLADELESS trocars can claim¹:

- Results from a **prospective multicenter study** of more than **1,200 port sites**
- **0.14% herniation rate** without fascial closure in **11mm and 12mm port sites** (versus **1%** in **bladed port sites** with fascial closure)
- **No fascial closure** required

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¹ Compared to conventional bladed trocars. In a prospective multicenter study involving 511 patients with 1,260 port sites, herniation of 11mm and 12mm bladeless trocar port sites without fascial closure was 0.14%, compared to the average herniation of bladed trocar port sites with fascial closure of 1%, as reported in the literature.

Clinical situations compromising fascial reapproximation (such as port site enlargement, excessive manipulation, or trocar reinsertion) may, based on the surgeon's clinical judgment, dictate fascial closure.

McCarus SD, et al. **Improving laparoscopic herniation outcomes without trocar site fascial closure: A multicenter trial.** Presented at American College of Surgeons 90th annual Clinical Congress, New Orleans, LA; October 10-14, 2004.



WCE 2008 ART & SCIENCE OF ENDOMETRIOSIS

MELBOURNE AUSTRALIA
11-14 MARCH 2008

10TH WORLD CONGRESS
ON ENDOMETRIOSIS

Platinum Sponsor of WCE 2008

stryker



It is my special pleasure to invite you to Melbourne for the 10th World Congress of Endometriosis, March 11-14, 2008.

Melbourne has been voted "the world's most liveable city". It is capital of the State of Victoria, and home to over 3 million people. It is my home. If you have not visited before, we welcome you to sample our arts, our 76 cuisines, our shopping, our culture and our sport. If you have toured previously, we welcome you back as old friends, to enjoy again our multicultural lifestyle and our wonderful climate.

The Program Chairmen, and all committees and endometriosis patient associations, have worked for WCE 2008 with skill, excitement and fun to craft a scientific and clinical program of 21C world leaders

on the treatment of endometriosis. We trust this concentration of experts will help improve prevention, diagnosis, treatment and care, for all patients with endometriosis and their families.

We are most grateful to all patients, to WES and AGES, to our wider scientific and clinical colleagues, and to the outstanding support from our industry partners, for providing us this opportunity to showcase Australia.

We welcome the chance to show you the Art and Science of Endometriosis in Melbourne in 2008!

Prof David Healy

Chairman
WCE 2008

Artwork: Fiona Hall born Australia 1953 | Paradisus Terrestris Entitled: Miwulngini (Ngan'gikurungurr) / Nelumbo nucifera / lotus (1996) | aluminium and tin 24.6 x 12.1 x 3.6 cm | Purchased through The Art Foundation of Victoria with the assistance of the Rudy Komon Fund, Governor, 1997 | National Gallery of Victoria, Melbourne. | Fiona Hall is a leading Australian contemporary artist with a formidable career spanning three decades.


World
Endometriosis
Society


Australian
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REGISTER ONLINE NOW
WWW.WCE2008.COM



CONFERENCE INFORMATION AND CONDITIONS

DEPOSITS AND FINAL PAYMENTS:

All costs are payable in advance. If, for any reason, your entire payment has not been received by the due date, we reserve the right to treat your booking fee as cancelled and will apply the appropriate cancellation fee.

CANCELLATION POLICY:

Should you or a member of your party be forced to cancel, you should advise the Conference Organisers in writing.

Single Meeting Registrations: The AGES cancellation policy for workshops and courses allows a cancellation fee of \$100.00 of registration fees for cancellations received 8 weeks' prior to the first day of the Meeting and of 50% of registration fees for cancellations 4 weeks' prior to the Meeting. No refund will be made after this time. Multiple meeting registrants: No refunds apply.

Hotels and other suppliers of services, depending on date of cancellation, may also impose cancellation charges. Accommodation payments will be forfeited if the room is not occupied on the requested check-in date. Please note that a claim for reimbursement of cancellation charges may fall within the terms of travel insurance you effect. AGES reserves the right to cancel any workshop or course if there are insufficient registrations.

INSURANCE:

Registration fees do not include insurance of any kind. Insurance is strongly recommended to cover: loss of payments as a result of cancellation of your participation in the Conference, or through cancellation of the Conference itself, loss of airfares for any reason, loss or damage to personal property, additional expenses and repatriation should travel arrangements need to be altered, medical expenses, or any other related losses.

PRICING POLICY:

It is impossible to predict increases to cost elements such as government taxes and other service provider tariffs. In the event of such fluctuations or increases affecting the price of the Conference tour, we reserve the right to adjust our tour prices as may be necessary at any time up to and including the day of departure, even though the balance payment may have been made. If we are forced to change your booking or any part of it for any reasons beyond our control, for instance, if an airline changes its schedule - we reserve the right to vary your itinerary and will give you, or cause to be given to you, prompt notice thereof.

COSTS DO NOT INCLUDE:

Insurance, telephone calls, laundry, food and beverage except as itemised in the brochure, items of a personal nature.

TRAVEL AND ACCOMMODATION:

AGES and Conference Connection are not itself carriers or hoteliers nor do we own aircraft, hotels, or coaches. The flights, coach journeys, other travel and hotel accommodation herein are provided by reputable carriers and hoteliers on their own conditions. It is important to note, therefore, that all bookings with the Conference Organisers are subject to the terms and conditions and limitations of liability imposed by hoteliers and other service providers whose services we utilise, some of which limit or exclude liability in respect of death, personal injury, delay and loss or damage to baggage.

OUR RESPONSIBILITY:

AGES and Conference Connection cannot accept any liability of whatever nature for the acts, omissions or default, whether negligent or otherwise of those airlines, coach operators, shipping companies, hoteliers, or other persons providing services in connection with your tour pursuant to a contract between themselves and yourself (which may be evidenced in writing by the issue of a ticket, voucher, coupon or the like) and over whom we have no direct and exclusive control.

AGES and Conference Connection do not accept any liability in contract or in tort (actionable wrong) for any injury, damage, loss, delay, additional expense or inconvenience caused directly or indirectly by force majeure or other events which are beyond our control, or which are not preventable by reasonable diligence on our part including but not limited to war, civil disturbance, fire, floods, unusually severe weather, acts of God, act of Government or any authorities, accidents to or failure of machinery or equipment or industrial action (whether or not involving our employees and even though such action may be settled by acceding to the demands of a labour group. Please note that the Prices quoted are subject to change without notice.

PRIVACY ACT 1988, Corporations Act 2001:

Collection, maintenance and disclosure of certain personal information are governed by legislation included in these Acts. Please note that your details may be disclosed to the parties mentioned in this brochure.