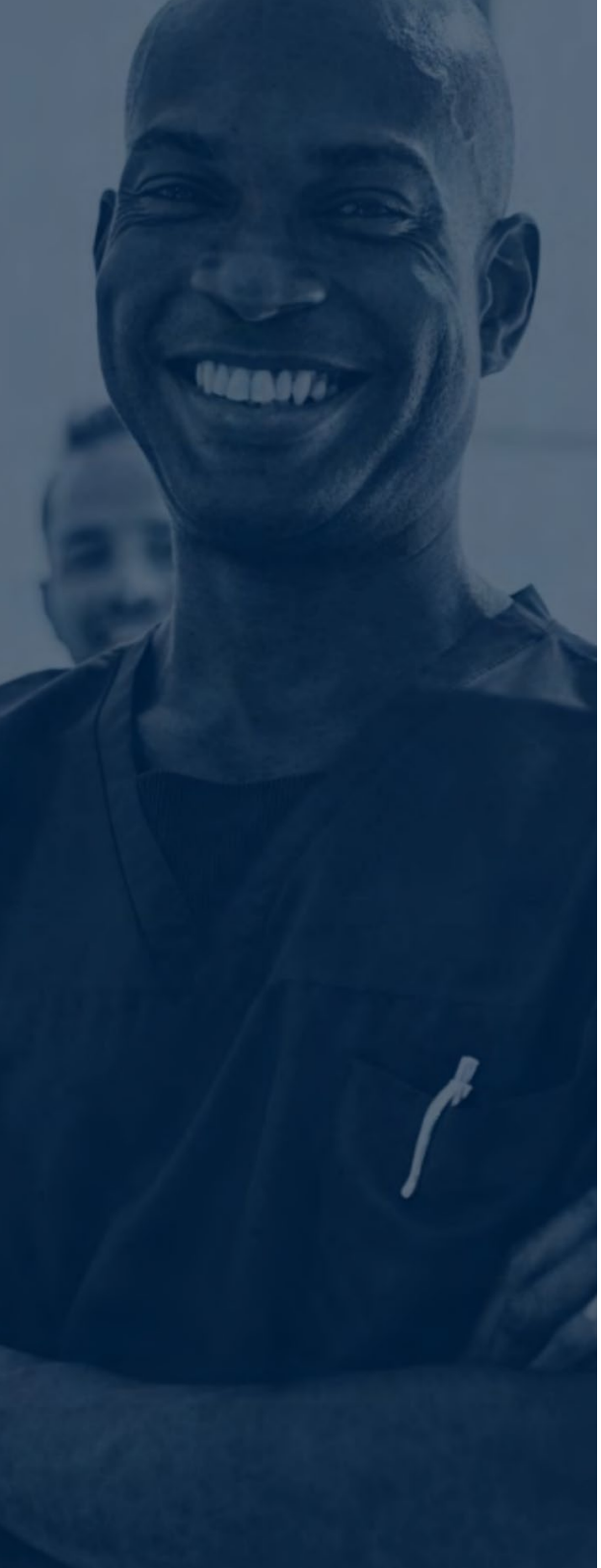
South African Health Business Academy

Teaching the Business of Being in Business

Powered by PPS

2023/24

Learning experiences in business, financial and lifestyle management for South African healthcare professionals



INTRODUCING SAHBA

We have long held the belief that education buys you options and that knowledge supports informed decision making – certainly in your clinical lives, but also in your business, financial and lifestyle endeavours. With this notion in mind, and fuelled by our unwavering commitment to the true success of South Africa's healthcare community, we are excited and proud to announce the PPS initiative, the South African Health Business Academy (SAHBA).

We aim to help facilitate a curriculum of educational events of transformational impact addressing the business, financial and lifestyle challenges and opportunities of healthcare professionals as they are starting their careers, but also aimed at those established in private practice seeking operational efficiencies and growth, as well as mature practice principals contemplating retirement and possible practice succession.

Our Programme Director, Steven Macarounas, is a renowned thought leader in the business of medicine. The brief videos linked below will give you a feel for Steven and his team's purpose, platform and process.

We are confident you will find the inaugural course programme of great value and I encourage you to review the themes and learning options outlined here.

The Course Experience
The Alumni Programme Experience

Izak Smit
PPS Group CEO

WELCOME

It is a great pleasure and even greater honour to be working with the PPS team to develop the inaugural SAHBA Course Curriculum for the healthcare community of South Africa.

While this is the first time that such a comprehensive programme will be convened on South Africa's shores, my team and I pioneered this work and have decades of experience in Australia facilitating transformational health-specific business, financial and lifestyle education to healthcare professionals – we also regularly deliver keynote presentations and workshops at international medical conferences.

The testimonials* you see throughout this brochure are from Australian delegates of our courses, masterclasses and retreats, and give a sense of the learning experiences we promise for South Africa.

Our purpose is driven by the strong conviction that a good working knowledge of the fundamental principles underlying successful set-up and growth of a healthcare business will also provide the leverage required to achieve and maintain your desired lifestyle, and help create a robust platform for intergenerational success.

The SAHBA team look forward to welcoming and working with you in 2023 and beyond, and to sharing a powerful learning experience!

Steven Macarounas
Programme Director, SAHBA

TRANSITION TO PRACTICE

Registration fee (PPS members):	R5 999
Standard registration fee:	R7 999

Does not include accommodation

Follow this link to express your interest in this course and to receive event, registration and accommodation details, as well as complimentary subscription to our Insights platform.

… IN AN AGE OF DISRUPTION

A medical practice is a business. For a business to operate at its full potential, there needs to be a fair degree of entrepreneurial spirit and framework embedded within it.

This course was developed for those transitioning from public to private practice and will provide comprehensive training on the fundamental principles, strategies and actions required for successful establishment, management and growth of a healthcare business as well as financial and personal life.

Further, we will address the metaphorical elephant in the room: the changing face of healthcare delivery, driven by the confluence of consumer demand, technology and thought leadership.

JOHANNESBURG | Fri 10 – Sun 12 November
The Maslow Hotel, Corner Grayston Drive & Rivonia Road Sandton, Gauteng

CAPE TOWN | Fri 17 – Sun 19 November
The Cape Town International Convention Centre,
Convention Square, 1 Lower Long Street

The themes we will explore include:

- Starting with the end in mind
- Re-imagining healthcare
- Practice set-up
- Medical practice business planning
- Practice management and the role of the practice manager
- Systems, policies and procedures
- Practice growth strategies
- Medical practice marketing and community engagement
- Software as a business tool
- Data science and business intelligence
- Tax, accounting and business structures
- The legal framework
- Employment and recruitment
- Medico-legal risk management
- Business risk management
- Personal risk management
- Banking and finance
- Doctor wellbeing and sustainability
- Wealth creation and lifestyle planning
- Asset protection and estate planning
- Practice design, construction and fit-out

> “Opened my eyes to the essential business skills we do not learn in medical training programmes. I feel more confident, I have the contacts to expand my choices of how I wish to work as a medical specialist.”*

Medical oncologist

> “Best ‘setting up in practice’ programme I have been to thus far (I have been to three others). Fantastic course, well balanced, great ‘non-sell’ approach by industry.”*

Orthopaedic surgeon

* Testimonials are from courses conducted in Australia.

PRACTICE GROWTH STRATEGIES

Registration fee (PPS members):	R5 999
Standard registration fee:	R7 999

Does not include accommodation

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… AN EXPLORATION OF EMERGING HEALTHCARE AND LIFESTYLE MODELS

"The rule of business growth says that every business, like every child, is destined to grow! Needs to grow. Is determined to grow … Once a doctor has started a practice, it is his or her job to help it grow. To nurture it and support it in every way. To infuse it with: purpose, passion, will, belief, personality, method."

Michael E Gerber, The E Myth Physician

Aimed at doctors and managers established in practice, this course will address why growth is crucial for survival as well as the mindset and strategies required to achieve business and lifestyle success.

JOHANNESBURG | Sat 11 – Sun 12 November
The Maslow Hotel, Corner Grayston Drive & Rivonia Road Sandton, Gauteng

CAPE TOWN | Sat 18 – Sun 19 November
The Cape Town International Convention Centre,
Convention Square, 1 Lower Long Street

The themes we will explore include:

- How to be a leader in healthcare disruption
- Achieving patient satisfaction
- The role of data science and business intelligence
- The group, multi-discipline and multi-site practice
- Systems, policies and procedures – your platform for growth
- Contracted doctors – attracting, nurturing, retaining and creating a path to equity
- Leadership and team building
- Advanced marketing strategy
- Growth through practice design
- Advanced wealth planning
- Risk management – professional, business and personal safety nets
- Getting ready for practice succession

"It is a must-do course for clinicians – one of the best I have ever attended. Truly inspiring and wonderful speakers!"*

General practitioner

"This course has given me knowledge from an array of experts, but most importantly provided clear directions and inspiration for adding value to the practice and growing it!"*

Plastic surgeon

* Testimonials are from courses conducted in Australia.

PRACTICE SUCCESSION

Registration fee (PPS members):	R12 999
Standard registration fee:	R17 999

Does not include accommodation

Follow this link to express your interest in this retreat and to receive event, registration and accommodation details, as well as complimentary subscription to our Insights platform.

… ANNUAL RETREAT

Every business, if managed with a view to the end-game can achieve saleable, transferrable value.

A medical practice presenting a compelling opportunity for a buyer is one that maximises the value embedded in the practice itself, and minimises the type of value that is difficult to transfer, i.e., the personal goodwill from the particular qualities and experience of an individual or group of doctors.

A retreat in every sense of the word, this unique learning and lifestyle experience is set in the historic and iconic Babylonstoren, nestled in the heart of the stunningly beautiful Franschhoek wine country of Cape Town.

Our venue perfectly complements our retreat agenda and offers doctors and their spouses the opportunity to step away from the practice to evaluate the next steps to realise the saleable value of their business.

Over the course of three days and two evenings, delegates will be introduced to the four key principles of the practice valuation formula – they will also be guided, through both group and individual sessions, in the process of developing a succession plan tailored for their business.

Whilst the education agenda is focussed on learning, guidance and action-planning, we will also take advantage of the lifestyle offerings of our venue and surroundings through sumptuous meals, excursions and social gatherings lubricated by the finest wines of the region.

Gain a deep understanding of the following themes:

- From practice to business
- The characteristics of a saleable practice
- The re-imagined medical practice – understanding and embracing disruption
- Improving practice effciency through systems, policies and procedures
- Engaging and motivating your people
- Securing and optimising your referral relationships
- Marketing strategy for growing value
- Practice design for attracting successors
- Managing the risks of sale
- The role of the practice/business manager
- Financial and lifestyle planning considerations
- Retirement on your terms

BABYLONSTOREN
Fri 21 – Sun 23 June 2024
Simondium, Franschhoek, Cape Town

> “Encouraged me to re-look at my practice, to improve its profile and saleability. Identified important areas to address and who I should go to for help.”*

Obstetrician and gynaecologist

* Testimonials are from courses conducted in Australia.

2023/24

Program key features

- CPD point entitlement.
- Intensive lecture and workshop style presentations by leading professionals in business and financial disciplines specialising in healthcare consultancy.
- Completion of needs analyses and action plans.
- Course app and resource centre.
- Networking social functions.

Further information

Resources such as the course app, pre-course reading, presenter and course schedules, as well as social programme details, will be forwarded upon registration.

In the meantime, should you have any queries, and/or wish to express your interest in attending an event, please contact our Programme Director:

Steven Macarounas
SAHBA Programme Director
steven.macarounas@bmlinstitute.com.au

PLEASE NOTE: Cancellations must be notified in writing to steven.macarounas@bmlinstitute.com.au. Cancellations received up to two weeks before each event will receive a refund of monies paid less a cancellation fee of R1 800. No refunds will be made after this date.

> "This course has revolutionised my lifestyle, career and marriage direction in a very exciting way! It has cultivated an entrepreneurial and 'can-do' spirit within me in regards to setting up, growing and enjoying my practice."*
>
> **Dermatologist**

* Testimonials are from courses conducted in Australia.

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