



MDU

Setting up in private practice course programme

09:00 **Registration**

09:15 **Introduction and overview**

09:30 **The doctor in private practice:**

Mr Nick Kenny, consultant orthopaedic surgeon

- how to set up your private practice
- identifying your offering and standing out from the crowd
- getting clarity about your goals and objectives
- patient satisfaction and your goals
- expectations for work-life balance
- understanding the implications your private practice will have on your NHS commitments.

10:45 Break

11:00 **The medico-legal perspective:**

Dr Jerard Ross, MDU medico-legal adviser

- professional indemnity
- GMC perspective
- CQC registration
- the Data Protection Act and storage and retention of records
- appraisal and revalidation.

NHS rules governing private practice:

- terms and conditions of service
- code of conduct for private practice.

11:30 **The private hospital group perspective:**

Dr Matthew Barnard, responsible officer, HCA Healthcare UK

- what private healthcare providers are looking for
- applying for practising privileges
- medical advisory committee responsibilities.

12:00 Lunch

12:45 **Being an expert witness:**

Nick Deal, barrister and trainer, Bond Solon

- role and duties of an expert witness
- personal and professional benefits of being an expert witness
- avoiding typical pitfalls and tips for successful engagements.



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1:15 **Marketing: getting the basics right online:**

Philip Archbold, director, Phast Media

- setting up and managing your online profile
- building an online reputation
- free sources of referral traffic
- common mistakes to avoid.

1:45 Break

2:00 **The financial perspective:**

Pete Crutchley, managing director, Medical Healthcare Management

- bookkeeping and the pros and cons of outsourcing
- invoicing and credit control
- advice about different medical insurance companies and their policies
- pricing your services.

2:45 Break

3:00 **The accountancy perspective:**

Morag Miller, partner, Armstrong Watson

- how to set up as a sole trader, limited company or limited partnership
- tax, NI and PAYE
- expenses: what you can and cannot claim.

4:15 Finish