



# 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



"I have attended eight conferences this year – two overseas. This is the best one."\*

This is the best one.\*

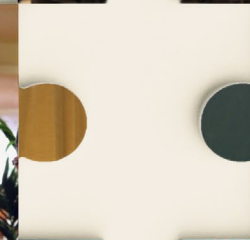
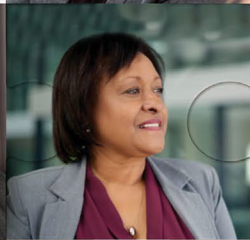
Respiratory physician

"10 000 internet searches answered in a three-day course."\*

General surgeon



\* Testimonials are from courses conducted in Australia.



"Thank you for a superb course – I think it is potentially life changing!"\*

Geriatrician



# EMPOWERING THE FUTURE OF HEALTHCARE

**Introducing The South African Health Business Academy** – In a world marked by rapid advancements and intricate challenges in the realm of healthcare, a beacon of transformation and knowledge has emerged – South African Health Business Academy (SAHBA). As a herald of innovation and a harbinger of change, this academy stands at the forefront of redefining the medical profession.

**The Healthcare Landscape of Today and Tomorrow** – The complexities of the modern healthcare landscape demand an evolution in the way we run the business of healthcare in South Africa. SAHBA takes up this mantle with a profound sense of responsibility, recognising the need for a comprehensive approach that bridges medical expertise with business acumen and technological prowess.

**A Vision of Excellence** – Under the leadership of its esteemed Programme Directors and Faculty, SAHBA envisions a world where healthcare learning outcomes transcends traditional boundaries. This institution is not just offering a curriculum; it's a dynamic ecosystem that fosters collaboration, cultivates creativity, and ignites innovation. With a faculty of distinguished educators and industry experts, the academy is committed to nurturing a new generation of healthcare leaders who are well-equipped to steer medical practice into professional businesses.

**Cultivating Holistic Healthcare Professionals** – Gone are the days when healthcare professionals could thrive in isolation within their specialised domains. SAHBA recognises the demand for a holistic approach to healthcare. By offering a diverse range of themes that encompass medical administration, health policy, technology integration, and business management, the academy ensures that its delegates are poised to address the challenges of growing legacy practice businesses in a difficult South African healthcare sector.

**Beyond Theory: A Nexus of Practicality and Research** – The academy's commitment to bridging theory and practice is reflected in putting a variety of subjects that are on offer. By presenting practical modules and themes, the academy seeks to create a synergy that produces innovative solutions to real-world problems. This focus on practicality positions delegates of SAHBA as trailblazers, capable of making an immediate impact in their fields.

**Joining the Journey** – As we embark on this remarkable journey with SAHBA, the SA Medical Association extends its heartfelt gratitude to the visionaries, educators, partners, and delegates who have contributed since its inception. Together, let us embrace the challenge of shaping the future of healthcare, guided by the transformative vision of SAHBA.

P.S. Please follow the links below for an insight into the origins of the SAHBA programme and to get a sense of the learning experiences soon to be delivered for the South African healthcare community.



**Dr. Edward Ngwenya**  
Vice-chairperson –  
The SA Medical Association

[The Course Experience](#)

[The Alumni Programme Experience](#)

## OUR FACULTY

The esteemed members of the SAHBA Faculty are committed to ensuring we address the pressing challenges and opportunities faced by the SA healthcare community – we thank them for their insights, input and influence.



**Dr Caroline Corbett**

Anaesthesiologist, President of the South African Society of Anaesthesiologists, Co-founder and inventor of the SmartBlade Videolaryngoscope, winner of the WFSA Global Innovation Award, winner of the AWIEF Top Woman in Technology Innovation in Africa.



**Professor Dion du Plessis**

Urologist, past Corporate Medical Director Netcare, ex Dean of Medicine University of Pretoria, recipient of the Lex Visser Life Time Achievement award and legend in his own lifetime.



**Dr Taheera Hasim**

Obstetrician & Gynaecologist, twice recipient of the Women of Wonders award & finalist for Mrs South Africa.



**Dr Nthabiseng Legoete**

GP, Rehabilitation Medical Officer, Social Entrepreneur, Founder of Quali Health and passionate advocate of affordable, high-level healthcare services to the disenfranchised communities of South Africa.



**Dr Lethabo Machaba**

Paediatrician, founder of Business Side of Medicine, Executive TV Show Producer and Host, Author and Motivational Speaker. Co-Director and Executive member of the African Female Paediatric Network (AFPAN).



**Dr Riaz Motara**

Cardiologist, CEO of BrandMed and digital health evangelist with particular interest in cardiac endocrinology and preventative cardiology.



**Dr Edward Ngwenya**

Plastic & Reconstructive Surgeon, Member of the Board of Trustees – PPS & Vice-Chairman of the South African Medical Association (SAMA).



**Dr Unben Pillay**

GP, founder of the Smart Health Summit & CEO of Alliance of South African Independent Practitioners Associations (ASAIPA).

# TRANSITION TO PRACTICE

## Registration fee

(SAMA member  
with promo code  
samattp23): R5 999

## Standard registration fee:

R7 999

Does not include accommodation

Follow the appropriate link for  
course and registration details:

[Johannesburg](#)

[Cape Town](#)

## ... 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

(SAMA member with promo code samapg23):

R5 999

## Standard registration fee:

R7 999

Does not include accommodation

Follow the appropriate link for course and registration details:

[Johannesburg](#)

[Cape Town](#)



## ... 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

(SAMA member with promo code samaps23): R12 999

## Standard registration fee:

R17 999

Does not include accommodation

**Follow this link for event and registration details.**

## ... 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 efficiency 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](mailto:steven.macarounas@bmlinstitute.com.au)

PLEASE NOTE: Cancellations must be notified in writing to [steven.macarounas@bmlinstitute.com.au](mailto: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.

## Book Now

[sahbacademy.co.za](http://sahbacademy.co.za)



South African Health  
Business Academy

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