

**GP EXPO 2024**

**Take Note Event Management & Private Practice Growth Club  
Private Practice Business Programme**

**Wednesday, 13 March 2024**

**09:00 GP EXPO 2024 OPENS – Day 1**

**SESSION 1**

Chair: Joey Swart

09:30 – 10:10	<b>ETHICS TOPIC</b> <b>Medical Scheme Clawbacks and the Truth About Section 59</b>	<i>Adv Vanessa van Niekerk (Medico-Legal Hub)</i>
10:10 – 10:15	Q&A	
10:15 – 10:55	<b>Precision Prescribing with Pharmacogenetics</b>	<i>Dr Danny Meyersfeld (Director, DNAlysis Biotechnology)</i>
10:55 – 11:00	Q&A	

15-Minute Break

**SESSION 2**

Chair: Dr Peter Cruse

11:15 – 11:55	<b>Financial Wellness &amp; Tax Strategies for South African Health Practitioners</b>	<i>Joubert le Roux (Chartered Accountant / Managing Director: CFO Group)</i>
11:55 – 12:00	Q&A	
12:00 – 12:40	<b>The Risk &amp; Retirement Blindspot</b>	<i>Raymond Schkolne (Director: Stonebridge Group Services)</i>
12:40 – 12:45	Q&A	

30-Minute Break

**SESSION 3**

Chair: Tasneem Abrahams

13:15 – 13:55	<b>CLINICAL TOPIC</b> <b>Pharmacogenetics Testing in General Practice</b> <i>(sponsored by Mediclinic)</i>	<i>Dr Lizahn Haasbroek (Product Manager: Specialising in Pharmacogenetics)</i>
13:55 – 14:00	Q&A	
14:00 – 14:40	<b>Prescribing Success: A Prescription for Ethical &amp; Effective Medical Marketing</b>	<i>Basil Adriaanse (Director: Social Medical Pro)</i>
14:40 – 14:45	Q&A	

15-Minute Break

**SESSION 4**

Chair: Joey Swart

15:00 – 15:30	<b>Why Go Paperless? How Billing &amp; eMR Software Solutions Enables Practice Growth</b> <i>(sponsored by Healthbridge)</i>	<i>Luis da Silva (CEO: Healthbridge)</i>
15:30 – 16:00	<b>The Air We Breathe and Its Impact on Our Health</b> <i>(sponsored by Leosteph)</i>	<i>Dr Thulja Trikamjee (Specialist Paediatrician &amp; Allergist)</i>

**16:00 CLOSING**

**MEDIA PARTNERS**



**COLLABORATORS**



**GP EXPO 2024**  
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**Thursday, 14 March 2024**

**09:00** GP EXPO 2024 OPENS – Day 2

**SESSION 1**

Chair: Tasneem Abrahams

09:30 – 10:10 **Prescribed Minimum Benefits - from Basics to the Latest**  
*Irene Zambelis (Institute of Health Risk Managers – IHRM)*

10:10 – 10:15 Q&A

10:15 – 10:55 **Setting Up Your Practice for The Long Run: Legal Structures and Compliance Made Simple**  
*Raymond Meneses (Managing Director: Meneses Simpson Inc.)*

10:55 – 11:00 Q&A

*15-Minute Break*

**SESSION 2**

Chair: Joey Swart

11:15 – 11:55 **Using AI to Promote Your Private Practice Footfall & Revenues**  
*Dr Peter Cruse (Director: Take Note Event Management (Pty) Ltd)*

11:55 – 12:00 Q&A

12:00 – 12:40 **Data Security in the Future-Proofed Practice**  
*Suren Govender (COO: iGuardSA)*

12:40 – 12:45 Q&A

*30-Minute Break*

**SESSION 3**

Chair: Dr Peter Cruse

13:15 – 13:55 **CLINICAL TOPIC**  
**A Clinician’s Guide to Genomic Testing: Pointers & Pitfalls in Clinical Practice**  
*(sponsored by Mediclinic)* *Dr Liani Smit (Clinical Geneticist)*

13:55 – 14:00 Q&A

14:00 – 14:40 **Dealing with Difficult Patients: Practical Tips**  
*Dr Melané van Zyl (Psychiatrist, Private Practice)*

14:40 – 14:45 Q&A

*15-Minute Break*

**SESSION 4**

Chair: Joey Swart

15:00 – 15:30 **Overview of Alternatives to Blood - a Literature Review**  
*(sponsored by SANBS)* *Thabiso Rapodile (Lead Consultant in Training, Education, and Advisory)*

15:30 – 16:00 **Patient Blood Management: The South African Story**  
*(sponsored by SANBS)* *Dr Petro Lize Wessels (Lead Consultant – Patient Blood Management & Transfusion Medicine)*

**16:00** CLOSING

**MEDIA PARTNERS**



**COLLABORATORS**

