

Dear Doctor,

Thank you for your interest in joining us at Baxter Park Medical Centre.

The medical centre is an architecturally designed centre located at the junction of two busy roads at the gateway to the Mornington Peninsula. The area is known as Melbourne's playground famous for its beaches, wineries and gourmet produce. We opened in mid-2017 and have had strong growth and our books are full. We believe there is excellent scope for doctors to develop a thriving practice.

Location

BPMC is co-located with food outlets (including KFC, Subway and Hungry Jack's), petrol stations and one of the busiest Chemist Warehouse stores in the state. BPMC is well positioned to maximize exposure and foot traffic.

The clinic is at 290-292 Frankston-Flinders Rd, Frankston South, north of the huge Baxter Park recreational area. It lies just off Peninsula Link and takes about 30 minutes to reach from the inner eastern suburbs of Melbourne via the Monash Freeway and Eastlink travelling against the peak hour traffic—turn on the cruise control and relax!

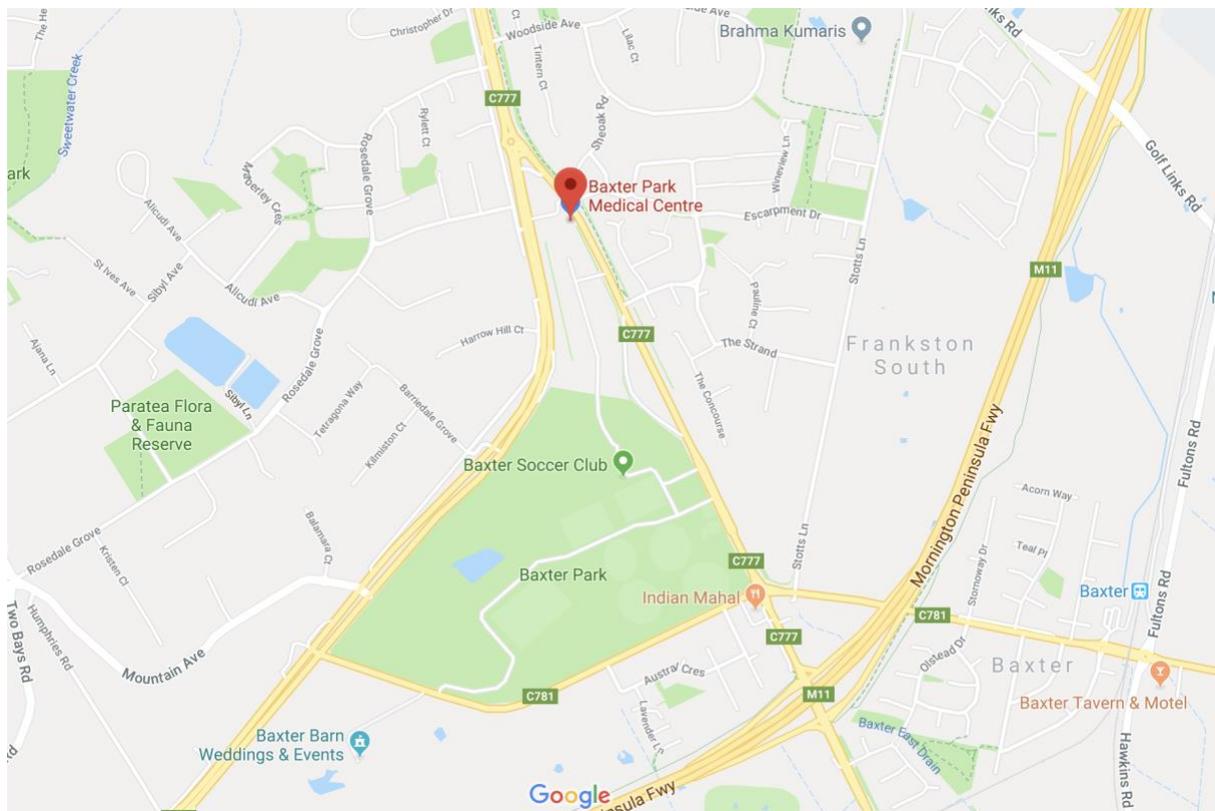


Figure 1 Great location! 1 minute from Peninsula Link

The work Environment.

The clinic's layout is designed to maximise workflow. A large, open waiting area allows patients to sit outside consulting rooms, thereby reducing doctors' time in getting patients in and out of consulting rooms. BMC has a two-bed treatment room and is equipped with surgical grade lighting to assist with procedures.



Figure 2 Practice Layout: note the central waiting area to improve work efficiency.

Have a look at our website www.baxterparkmc.com.au where we provide a 360 degree virtual tour of the interior of the clinic. You can see similar internal views on [Google Maps](https://www.google.com/maps).

Our Patients

We have an even distribution of patients by age though we don't get too many 75 yrs+ patients. The patients are friendly and not demanding and often comment on how pleasant our clinic feels compared to others in the area. We have never had any issues of concern with our patients' behavior.

Your Colleagues

We have 3 part-time doctors:

Dr Declan Green (Principal): Declan owns the Advocate Medical Group, a group of 4 practices in eastern Melbourne. He combines his business and medical degrees to ensure each practice is run effectively and efficiently while ensuring our patients and doctors come first. He consults 2 days a week and has interests in mental health and paediatrics. He is a GP supervisor and is very happy to mentor younger doctors.

Dr Meetali: Meetali joined BMC in April 2018. Meetali works 3-4 days a week and has an interest in women's health and chronic disease management. She does some minor skin procedures.

Dr Danmin Zhu: Danmin joined BPMC in February 2019 and works 2 days a week. She lives locally with her young family and her appointment book filled up within weeks.

We have on-site pathology collection and a visiting psychologist and podiatrist.

Culture

Our point of differentiation is that we are a young, modern clinic able to provide high quality affordable care. As a new clinic and to assist growth, we are currently bulk-billing. The nearest clinic bulk-billing clinic is a rundown corporate clinic 5km away in central Frankston. Patients love our premium environment and convenience. We believe bulk-billing does not have to be synonymous with poor quality care. Doctors are free to choose their appointment lengths and if a doctor chooses to charge a fee, they have full autonomy to do so.

Being a progressive clinic, we are heavily involved in data-driven patient care. This ensures we provide a quality product to our patients and facilitates our doctors in driving their earnings. We do not condone “churning” of patients and believe with good planning and patient education, doctors can practice efficiently with a good income and high job satisfaction.

Expected Earnings

Most days, our doctors see 30-40 patients. We are fully booked daily, and we believe demand is strong. For example, it took about 4 weeks for our most recent doctor to be fully booked (working 2 days a week). We have nearly 3500 active patients and our growth has been hampered by a lack of doctor availability. We have excellent growth potential as we do not open on weekends or evenings, when expected demand is high. Doctors willing to work evening and weekends will do very well.

We offer 70% of your gross billings and our doctors easily earn between \$200-\$260/hr (gross). New doctors are offered a 3-month base retainer at \$130/hr.

Our Ideal Doctor

Our ideal doctor is looking for an opportunity to establish their practice and develop a long-term relationship with the local community. The doctor must be empathetic, customer focused and a team player. We are looking for a doctor who will help us grow the clinic while promoting the highest standard of patient care and ethics. As we work and treat people from all walks of life, it is vital that the doctor have excellent interpersonal skills, a good command of English and the ability to smile and laugh...often!

Dr. Declan Green

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