

Business Check List

Running a successful optometry practice requires a range of essential documents to ensure smooth operations, legal compliance, financial management, and high-quality patient care. Below is a list of key documents that will assist you to manage your practice:

1. Business & Legal Documents

- **Business Registration & Licensing** – ABN, business name registration, professional licenses.
- **Insurance Policies** – Professional indemnity, public liability, and business insurance.
- **Employment Contracts** – Agreements for optometrists, staff, and locums.
- **Privacy & Data Protection Policy** – Ensuring compliance with Australian privacy laws and the OAIC guidelines.
- **Workplace Policies & Procedures** – Covering workplace health and safety, conduct, and operational protocols.

2. Clinical & Patient Care Documents

- **Patient Consent Forms** – Covering eye exams, treatments, and data collection.
- **Referral Letters** – Templates for referring patients to ophthalmologists or other specialists.
- **Clinical Guidelines & Protocols** – Evidence-based best practices for optometric care.
- **Medicare Billing & Compliance Guide** – Ensuring proper item number usage for rebates.
- **Record-Keeping & Documentation Policies** – Guidelines on SOAP notes and electronic health records (EHR).

3. Financial & Accounting Documents

- **Financial Statements** – Profit & loss statements, balance sheets.
- **Taxation & GST Documents** – BAS statements, tax returns, and payroll records.
- **Billing & Payment Policies** – Outlining pricing, insurance claims, and payment terms.
- **Inventory Management Records** – Tracking eyewear, lenses, and equipment stock levels.
- **Lease or Property Agreements** – If renting a practice location.

4. Marketing & Customer Engagement Documents

- **Marketing Strategy Plan** – Outlining online and offline marketing efforts.
- **Patient Feedback & Satisfaction Surveys** – Forms to assess service quality.
- **Social Media & Website Policies** – Guidelines on content and online interactions.
- **Advertising Compliance Guidelines** – Ensuring adherence to Optometry Board of Australia rules.

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5. Staff & HR Documents

- **Employee Handbook** – Policies on leave, dress code, professional conduct.
- **Performance Review Templates** – Staff evaluation documents.
- **Continuing Education & Training Records** – Ensuring optometrists maintain CPD points.
- **Roster & Scheduling Documents** – Managing staff hours and appointments.

6. Equipment & Technology Management

- **Equipment Maintenance Logs** – Regular servicing and calibration records.
- **Software & IT Policies** – Guidelines for practice management software and cyber security.
- **Telehealth Consent & Protocols** – If offering remote consultations.

Having these documents organised and up to date will help an optometry practice run efficiently while ensuring compliance with industry regulations and professional standards.