

# Meet the Entrepreneur

with Lorraine Pyefinch

Chief Relationship Officer, Best Practice Software



## Thursday, 24 November 2016 at the Club Hotel

We are pleased to invite you to the first in a new series of events featuring successful entrepreneurs from the Bundaberg Region. Our first *Meet the Entrepreneur* event features Lorraine Pyefinch from Best Practice Software.

### History

Lorraine and her husband, Dr Frank Pyefinch, first established their medical software business, Medical Director, in Bundaberg in 1992. Frustrated by the lack of software available for GPs, Dr Pyefinch initially wrote Medical Director to use in his own practice. Medical Director was a landmark product in a completely green-field market and pioneered development of the clinical software industry in Australia at a time when less than 5% of general practitioners used a computer for clinical reasons.

At its peak, Medical Director supplied software to some 85% of the Australian GP software market, employing approximately 30 staff in Bundaberg, with smaller offices in Sydney and Melbourne. The business was subsequently acquired by a listed Sydney-based firm (Health Communication Network Ltd) in 1999, and later acquired by Primary Healthcare. The Medical Director office continues to operate out of Bundaberg, supporting doctors across Australia.

In 2004, Frank and Lorraine established Best Practice Software, which develops markets and supports a range of quality software products that are designed for use in medical practices. Best Practice is based in Bundaberg with locations in Sydney, Brisbane and Hamilton (NZ) and is now the Australian market leader with approximately 17,000 clinicians across 3 product lines (including recent acquisitions).

### Event Details

*Meet the Entrepreneur* events are part of the startupBundaberg initiative aiming to promote the startup and growth of innovative businesses in the region. These sessions are aimed at aspiring and startup entrepreneurs as well as managers of established businesses seeking innovative ways to grow. They provide an opportunity to learn from the experiences of an experienced entrepreneur and a chance to meet like-minded individuals.

### Stay Informed

Find us on Facebook at [www.facebook.com/groups/startupBUNDABERG](http://www.facebook.com/groups/startupBUNDABERG) for updates and future event details.

Additional program details can also be found at [www.businessbundaberg.com.au/startupBundaberg](http://www.businessbundaberg.com.au/startupBundaberg).



### SPEAKER BIO

Lorraine Pyefinch is co-founder and Chief Relationship Officer at Best Practice Software. Her career includes successes as a registered nurse, business founder, councillor and mayor, and now includes coordination of key business, government and customer relationships at Best Practice Software.

### EVENT DETAILS

Date: 24 November 2016

Time: 5:15 for 5:30 pm start

Venue: Club Hotel (1<sup>st</sup> floor)

Cost: Free (includes finger food)

RSVP:

[startupbundabergbp.eventbrite.com.au](http://startupbundabergbp.eventbrite.com.au)

