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About a year ago, I attended an introductory lecture about basic management principles provided by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. I knew my practice could improve, but to be honest, I was skeptical that the use of a management program would really increase our overall performance and make mine a stronger practice.

Silkin offered a free evaluation and showed me how we could optimize operations, market effectively and generally make me more comfortable with management decisions based on proven techniques. The choice to invest in management training is a big one, but I knew something needed to change and the solutions offered by Silkin were so practical that I felt confident moving forward. I started the Silkin program and now I consider it to be one of the best business decisions I ever made.

Right from the start Silkin helped us tackle our biggest concern. We had grown steadily for the first several years of practice, then leveled off and couldn't expand beyond that point. I came to find out that was a symptom of an underlying problem: we had hit a ceiling in terms of our level of management skill. I saw that we didn't know how to identify all of our management issues, and even the ones we could identify were never fully resolved because we were too busy putting out fires to give them due attention.

To rectify this Silkin trained us on how to use systems and tracking methods instead of being reactionary and inconsistent. Almost immediately we broke through our apparent "ceiling" and increased our capacity by 30%, even during a challenging economic time. Most importantly, Silkin taught us how to align our efforts and provide comprehensive care and meet our clients' needs on an ongoing basis. Now every task has a purpose and we're able to help more patients than ever before.

It's simply not true that serious frustrations are a normal part of having a practice and that you just have to put up with them. With Silkin's help, I found that you can eliminate stress and grow at the same time. I'd love to see my colleagues have a similar experience. That's why I suggest you take advantage of Silkin's free evaluation and find out how simple steps can change the way you think about veterinary practice. You'll be glad you did.

Sincerely,

Shona Balbour, D.V.M.