



Daniel Beckner, O.D.

Several years ago, I found that I needed to take a fresh look at my approach to managing my office. I'd grown the practice quite a bit but felt I had come to the limit of how much further I could take things even though I knew we had more potential.

I contacted Silkin, a nationally recognized practice management company in Portland, Oregon. They suggested that I take part in their free practice evaluation and I decided to see what they had to offer. I was impressed by the process Silkin had for identifying our issues and proposing tailor-made solutions that would work for our situation. I decided to get started on their program and it turned out to be one of the best decisions I ever made.

I felt like I understood the basics of management but didn't have the practical means to implement just what we needed in a simple manner that would get results. Using the Silkin system, I polished my skills and introduced some concepts that were never fully put to use by the staff.

I've always been a goal-oriented person but it used to be that I only had my enthusiasm to rely on to make it all happen. By implementing systems and getting my office manager and other staff trained, we increased efficiency with each person taking responsibility and contributing to the vision. As a result, other offices in my area have seen a decline while we've continued to grow. I thought growth meant more headaches but because we're organized for the volume, things run smoothly and we are increasing our potential all the time.

Managing is only stressful if you don't take steps to maximize your efforts. Some people say that getting organized means losing your personal approach to running a practice. But Silkin just polishes whatever stone you bring to the table. It's a matter of actually reaching your named goals and realizing you really can have things just the way you want them to be. It only makes sense to invest in doing it right. I see now that the cost of professional help is far less what a practice loses from inefficiencies and missed opportunities for growth.

If you want to improve your practice but don't know how to take the first step, consider having a free evaluation of your practice. You'll find that Silkin is an ethical company with the experience and expertise to show you how you can reach your goals.

Sincerely,

Daniel Beckner, O.D.