

# Great Plains Family Dentistry

Joanne Brown, D.D.S.

When we first heard about the Silkin program, we were looking to grow our practice. We had been open for three years but weren't really growing. We seemed to have plenty of money to cover the basics in the practice but we had been producing at the same level for two consecutive years. It was clear that we needed someone to coach us, because we didn't have any management experience when it came to a dental practice.

When Silkin offered us a free practice evaluation, we were eager for the guidance and support. Their analyst performed an accurate assessment of our problems and presented us with solutions that we found very workable. Our first and most important issue had to do with a huge backlog in accounts receivables. We weren't focused on setting up or maintaining a system for collections. As we worked with our consultant, we reduced our outstanding accounts receivables by 80%. That alone paid for the cost of the Silkin program many times over. And we used the additional income as a means of making additional improvements to the practice. We also got help with organization, developing job descriptions and making our staff accountable for their productivity. Due to these enhancements, not only did our practice progress, but our stress level was greatly reduced as each management role was delegated to the appropriate staff member.

On the financial side of the practice, our production level raised a great deal, which we used as a means to pursue even more opportunities for growth. In truth, if we hadn't used the Silkin program, we would still be floundering in the overall management of our practice. And most certainly, our quality of life would not be what it is today. Going home after work and not thinking about the office, enjoying time away from the practice, then enthusiastically returning to work is a huge accomplishment. We enjoy our personal and professional lives in a way that we never could before.

You just don't know what this kind of program can do for you until you have a chance to see how it's put together and why it is so simple to use. We have totally eliminated many of the issues that were weighing on us prior to doing the program. And although the investment seemed like a big one at the time, Silkin worked with us and got a plan in place that suited our financial situation. We know now that the cost of the Silkin program was worth every penny and in the end, it paid for itself tenfold. In just the first few months of being on the program, we saw our new patient numbers triple! We addressed our collections issues, which was a huge jump for our practice. And it all came from Silkin helping us to really identify what we wanted out of our practice and from using their guidance to take us where we wanted to go.

In the past, we had other consulting firms solicit our business but, to our way of thinking, Silkin stands apart. After using the Silkin system, it became very clear that they know precisely how to uncover the problems or issues that keep a practice from making progress. Instead of giving us a cookie-cutter plan, they showed us exactly what to do for our office and helped us come up with a course of action that helped us reach our personal and practice goals. If you are looking for increased growth, decreased stress and a vast improvement in quality of life, I highly recommend that you find out more about the free practice evaluation Silkin offers and see how they can help you have the practice you've always wanted.

Sincerely,

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