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Several years ago I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. Silkin offered me a free evaluation of my practice and I was intrigued. I have to admit that part of me kept asking myself, "Why can't I get this practice past this level of stress, disorder and productivity? Let's find out what's going on here!" So I took them up on the practice evaluation.

In the evaluation we addressed those areas of the practice that were causing me frustration. We were able to compare that with my ideal: how I really wanted things to be. I found that in the day-to-day hustle of caring for patients and clients, I simply wasn't doing everything it would take to create and oversee the right systems for my practice. I saw that the way I was managing created a cycle of doing the same management actions but expecting different results. That didn't work.

I felt like I needed help, but I wanted any changes made to be done smoothly and not come at the expense of my approach to the clinical side of the practice. Silkin appealed to me because they never wanted to change what we do, they simply helped us find better ways to do it resulting in much greater efficiency and less stress. Soon we had even more clarity about our purpose and were able to train toward the achievement of our own goals and clinical standards, all of which created better client and patient care.

My staff also experienced great benefit from Silkin Management Group's program. They always wanted to do a good job but now they know how to do it. We've eliminated confusion in their job duties and, as a result, greatly reduced their stress. We get much more done than in the past and it's easier than ever before.

I now see that had we not had Silkin's systems and education in place, we would have suffered greatly during the economic downturn. Instead we have the ability to refuse to participate in the recession, and have consistently seen better than average growth. If we run into a particular challenge, we know what to do to actively tackle it. In the past we may not have even noticed essential problems or known how to reinforce improvements. With the level of training we've received, we now know what to do.

Silkin's methods work because they simply pinpoint those areas that drive the success of any practice. And they've found a way to make the implementation foolproof. Together we figure out how to name the right goals and work hand-in-hand to achieve them. We were never left to do it all on our own, which is where some programs fail. If we could do all this by ourselves, believe me, we would have done it a long time ago. Like many practitioners, we spent a long time letting those vital management issues fall to the back burner, when in fact, all we needed was some help to keep them at the forefront and a little guidance on how to make them work for us.

Now I tell other doctors what it took me so long to realize for myself: one of the best things you can do for yourself is to understand that you may not be able to do it all by yourself, and if you try, it may take an unnecessary toll on your quality of life. It's not unusual or a failing if you need some help - it's the nature of how a practice works and a symptom of the fact that we weren't trained in practice management. I'd recommend you find out more about the free Silkin practice evaluation and what the program can do for you. You, your staff, and your clients and patients will be glad you did!

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Clyde".

Elizabeth Clyde, D.V.M.