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About a year ago, a colleague sent me some information that really got me thinking. My practice was doing well overall but our productivity had leveled off and running the office had become more stressful than I thought it should be. My friend had benefitted from some management training for his own office and I wanted to see if the same approach could work for me. Sometimes you just don't know about things that can be of tremendous help in running a practice. I don't think we completely trust advice unless it comes from a trusted colleague.

My introduction to Silkin Management Group was the first step of many that helped turn things around in my practice. They did a free evaluation of my practice and it was in that meeting that I saw the true cause of my stress. It wasn't the patients or the treatment, it was the business side of things: using the right systems, tracking the results and managing the efforts of the staff. I realized that to reach the medical potential of a practice in today's economic environment, basic administrative tools must be used or the level of service provided for patients will suffer.

We started with a redirection of the purpose the practice, so that every task contributed to the way we want to help our patients. We eliminated inefficiencies, defined procedures, compared our work to our ideal vision and incorporated planning that extended beyond just the current week or month or year. That was a significant change and before long I saw that my practice had more potential than I expected. The first year on the Silkin program we doubled our growth over the previous year, even while other practices are seeing declines and struggling with the repercussions of the economic downturn.

I've always worked hard, but I found that the Silkin system gave me a productive means to work hard at particular tasks that created real change and result. Now I have a manager and a fully trained staff who can do the meaningful work that I could never get to when I was trying to do everything myself (and treat patients too!). Even if difficulties arise, we have a plan for how to deal with them and a consultant to turn to for advice and reassurance.

Although I'm usually skeptical about substantial practice investments, I was at peace about my decision to use the Silkin system. I know now that if I hadn't, I wouldn't have the practice I do today, or the confidence that I can make my next phase of practice just what I want it to be. That's more than a financial return; it's brought me a level of professional satisfaction I've always wanted.

You can realize the potential in your office and take the stress out of managing your practice. Find out more about Silkin and the free analysis they offer to doctors who want to improve practice situations and create growth and stability. It's a valuable and informative service that can benefit doctors greatly.

Sincerely,

Amy Crigler, O.D.