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Several years ago, I decided to take a step back and really look at my practice situation for what it was. We were very productive, but I had to admit that the constant disagreements between staff members and difficulty in getting them to do what I wanted, how I wanted it done, when I wanted it done was taking a toll on my outlook toward practicing dentistry.

About that time, I was contacted by Silkin, an internationally recognized practice management company. Coincidentally, I had just been through a presentation with another management group so I was interested to see the difference in the approaches taken from one company to the next. While the other group seemed to have only one, very generalized methodology for clients to follow, hoping for the best in terms of results, Silkin had a very customized program. It was tailored to my specific needs, taking into account my location and my personal goals and it was designed to monitor my results closely so I could ensure progress was being made every step of the way.

With the level of stress and frustration I was experiencing, I knew things just couldn't continue the way they were going. I needed some help and I decided to use Silkin because I was confident in the plan they laid out and the potential for it to impact my practice. I was willing to invest in the process because I knew it would pay for itself financially, but I also felt it could help me reduce stress and gain some peace of mind.

My first order of business was to put office policies and job descriptions in place in the practice. That was the key to our staff training and accountability. Before long, the troublesome individuals decided to leave, realizing that their divisive behavior would no longer go unrecognized in a stable practice environment. That was the best thing that could have happened, because the ones who stayed were quite willing to work together in an attempt to streamline our efforts and provide more and better care to our patients. Those changes alone showed us a 25% increase in productivity!

Operating as a team for the first time, we saw a dramatic change in the pattern of each day. Trained managers and employees took the initiative to implement procedures for dealing with every aspect of running the office. It became a pleasure to work with my staff. We'd get to the end of the day and feel a sense of accomplishment and look forward to what we could take on next. We more than doubled the productivity of an already large practice but without the stress and complexity we had experienced before. If I hadn't used the Hollander program, I probably wouldn't have wanted to expand my practice, let alone had a chance to see the tremendous growth and stable existence we experience every day.

I know it is difficult for a doctor who is stuck in the middle of all the tedious problems to see through to the other side. So I never miss a chance to let other doctors know that it doesn't have to be that way. If you're willing to really look at the situation for what it is and get the help you need, you can change your circumstances and truly create the practice you envisioned from the start. For us, Silkin was the means to make that happen. The investment in the program was nothing compared to what we gained and if I had it to do over again, the only change I would make would be to save myself the years of frustration and start the program earlier in my career.

Silkin offers a free evaluation of your practice to help you see where and how changes can be made that will result in more productivity with less stress. I hope you'll take the opportunity to find out more about what they have to offer because I truly believe it can help you have the practice you've always wanted.

If you have any questions about the Silkin program or how we've gotten results using their services, please contact me and I'd be happy to speak with you any time.

Sincerely,



Sheridan Cyrus, D.D.S.