

Martinez Animal Hospital

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Commitment to Service & Quality Care

Some years ago, I received an offer from Silkin, but at the time, I didn't believe I needed their help. Although things weren't perfect, my practice was quite busy and I was sure I could keep things running smoothly on my own. Some time later, a letter arrived from a nearby colleague who had used Silkin's services and she spoke very highly of the company and their results. This time, I paid attention. Although our practice was still busy, we were not generating enough income based on the number of clients we had, so my interest in Silkin was heightened.

As I looked deeper, I could see that our profit margin wasn't where it should be, and we had some issues involving staff morale and other personnel concerns. I knew that it was time to make some changes. If I left things as they were, it was obvious that I would burn out and would have to consider getting out of the profession altogether, an idea I didn't want to entertain. Intrigued by how Silkin might help me, I contacted the company to learn more.

During our first conversation, Silkin offered me a free practice evaluation conducted by a veteran practice analyst, so I decided to take advantage of the opportunity. In the analysis, the consultant posed some interesting scenarios and asked, "Is that what's happening to you?" I would give him a resounding, "YES! How did you know that?" He completely understood what was going on in my practice and more importantly, he knew precisely what was causing our problems. I confessed that I felt like the only one in the world dealing with these types of issues but he assured me that my concerns were actually very common. He showed me several solutions that could resolve our situation, and that is precisely what Silkin did for our practice. The experience was very eye opening, as the strategies ultimately did lead to some very positive changes.

As I began working with Silkin, my primary concern was addressing the efficiency of our practice, our client flow and our personnel problems. Silkin helped identify exact issues we needed to address, what to do about them and in what sequence. Our office began running much more efficiently as each member of our staff was well trained in exactly what was expected of them. More importantly, my employees understood the purpose of the practice, something we had never focused on. With that understanding, I was able to delegate some of the management issues I'd been worrying about to the correct administrative staff who were actually far better equipped to take care of those responsibilities. I found that I could now put my attention on what I'm trained to do, what I love to do, which is practicing medicine.

My office manager was experiencing much of the same stress I was. Together we have gotten so much out of the Silkin training that now I can do the planning and she can do the execution. Prior to Silkin, we didn't have any real business training, nor did we have a clear perspective about how to run a business. With a strong sense of alignment, we are able to bring the staff into the fold and it all adds up to better care for our clients and patients.

Ultimately our results have been excellent. Right before I started the program, our practice went from two doctors to one. It was an interesting experience to transition to a one-doctor practice, especially since I thought my practice had two doctors worth of patients. However, implementing the Silkin program proved me wrong. Once I started relying on the technicians and Office Manager as well as other staff members to take on certain responsibilities, my time was significantly freed up which allowed me to see even more patients than two doctors did before. Our new format made the handling of such high volume no problem at all. Even after losing a full time doctor, we still maintained our level of productivity. In fact, it improved as did our net due to the increased efficiency.

Today, we see things in a whole new way. Our office runs efficiently and we are more confident and ambitious than ever before. This change has been very fulfilling, as it has turned my practice into what I always envisioned. If you'd like to find out how to make positive changes and improve the quality of your practice experience, contact Silkin and find out more about the practice evaluation they offer. You'll be glad you did!

Sincerely,



Stacy Enke, D.V.M.