

Having my own practice has always been a dream of mine and it was such an adventure to own and grow an office that could provide great care for the patients who need it. Along the way, we tried to keep up with everything involved in running a business in today's economy but I found that I was a better doctor than manager and things started to become stressful and a bit overwhelming.

About that time I was contacted by Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon. Silkin offered me a free evaluation of my practice and it seemed like just the right thing at the right time. We were doing quite well but I knew we had more potential and I wanted to find a way to assess and pursue that without taking on more headaches.

The analysis of my practice laid out a systematic way of identifying and addressing the inefficiencies we had picked up along the way. Until then, I never really knew how much a management system could help! It became clear that we needed to streamline our operation or we couldn't continue to expand.

Investing in improving the practice in any way (personnel, equipment, management training) is always a big decision. What struck me was that I could continue to try harder and work more but those efforts might not work if not a part of a whole plan and unified approach. So I decided to use the Silkin program and now I consider it to be the best business decision I ever made.

Immediately Silkin helped us to get organized through the use of more effective communication, procedures, delegation and training. That alone brought our team together in a way I didn't expect. We could all see how our work affects each other and the patients and with cohesive method in play, things started to improve.

I set out to reduce stress and generally make it easier to do what we were already doing, but I never anticipated that we had additional growth potential with just our existing resources. Now we see record high productivity almost every month, things run more smoothly than ever and the practice has truly stabilized.

I didn't fully realize it at the time but before I hired Silkin, office morale was declining and we struggled with many frustrations and we just weren't a happy and rip roaring office. I guess I assumed that things were fine and as good as they could be. Now I know it doesn't have to be that way. It's actually a pleasure to find ways to improve and see the magic that happens when people and actions are aligned in the best interest of our patients.

From what I've seen, most doctors focus on the medical side of the practice (it's what we were trained to do) and really want to help people but don't always support those efforts with the management tools that can make things so much easier. I recommend participating in the free practice evaluation Silkin offers. It's a simple way to find out about effective management techniques that can help any practice. We benefited tremendously from the process and hope you will too.

Sincerely,



Jennifer Lippens, O.D.