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Several years ago I decided that I wanted to expand the scope and capacity of my veterinary office. My specialty practice had moved to a new location two years prior and I wanted to find appropriate promotional techniques to let others know about the services we offer and to take things to the next level.

I started working with Silkin, a nationally recognized practice management company in Portland, Oregon. I truly believed I was interested in their services only for the purpose of making the particulars about my practice better known to prospective clients and general practitioners. But it turned out that even some of the basic aspects of my practice, undefined and underutilized, were causing what amounted to a hemorrhage of our resources and potential.

I was doing well, but I wanted to bring about considerable growth. To do that, I found that what I really needed was to get organized. My consultant helped me with everything from hiring to staff training to time management and overall efficiency. In first finding the right staff members and then optimizing our training and monitoring systems, we were able to see an immediate improvement in the day-to-day operation. Before we knew it, the numbers started to rise and they just continued to increase each month.

When a doctor becomes productive handling the medical aspect of the practice, he or she may be reluctant to spend a lot of time addressing management issues. But if executive duties are left unattended, that can be the very factor that keeps a doctor from practicing medicine to the most benefit of the greatest number of clients and patients. That subject can be easier to tackle than it might seem. Sometimes the doctor just needs to be trained to do the management, in which case it becomes less frustrating, less time consuming, more effective and more fun. Other times someone else needs to take on the management role so the doctor can devote more time to the medicine.

Working with Silkin, I've always felt stability in knowing help is never more than a phone call away. The program is well thought out and gets results. When followed, it breaks the practice down into its basic parts and shows you how to address each one simply and easily. Then it just becomes a matter of letting trained personnel be responsible for their zones of influence and keep things moving forward.

Practicing is different today than it was many years ago. To be successful, a doctor needs the right management tools to keep increasing his or her ability to deliver quality service to those who need our help. I would encourage any practitioner to consider the Silkin program as a solution to management issues and as a means to create a productive, smooth-running office. Find out more about the evaluation they offer (it's free) and take advantage of that opportunity to learn about how you can increase productivity, reduce stress, have fun and have the practice you've always wanted. You owe it to yourself to have more free time and money to do all the other personal wants that, until now, you had just dreamed about!!

Sincerely,

Sylvia Neumann, D.V.M., Diplomate, AVCO