



New Era Dental  
Tom Niemi, D.D.S.

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Several years ago, I bought a practice and felt a sense of accomplishment when we got through the initial transition and managed to make things a little more productive than the previous owner. But after a while I found that I couldn't get beyond the level of minimal annual growth. I was working harder than ever but wasn't making much progress. I became frustrated and found that I wasn't enjoying practicing as much as I should. I knew I needed to do something to change the way things were going.

About that time, I was contacted by Silkin, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice and when I met with their analyst, things started making sense. I had a lot of technical expertise in my field but didn't really have a sense of how to build or maintain the administrative side of my practice. As a result, I was doing a little bit of everything, some things weren't getting done at all and we were inefficient. I signed up for the Silkin program as a means to address our management concerns and it turned out to be one of the best decisions I ever made.

Right away we addressed the structure and positions within the office. I got back to being the doctor and owner of the practice and the other administrative duties were delegated to the appropriate staff members. We then trained those employees in the precise protocols for completing tasks in a coordinated effort to provide the best possible care for our patients. The result was amazing! We quadrupled our productivity and did it in fewer treatment hours each week. I had no idea that making simple changes in our approach would make such a difference.

Changes in the dental field, especially in turbulent economic times, can make practicing kind of tough. Silkin helped us avoid dependence on insurance programs and concerns about competition with other practices. We were taught how maximize our internal marketing efforts and maintain positive control instead of having circumstances dictated to us by what is going on in the marketplace.

The Silkin program is the best thing that's happened to me in my career. It's been great for my business, my staff, for me personally and for my family. Anyone who is sincere about wanting to organize, be efficient, have fun working and deliver high quality healthcare needs to know that Silkin can teach you the ropes and make it possible. If you're like me, you didn't learn about management in school, and neither did your staff, which makes practicing a lot tougher than it needs to be. Silkin has shown me how to make it simpler and much more enjoyable.

Take advantage of Silkin's offer for a free practice evaluation! It is the first step in finding out what you can do to realize your goals and make practicing fun again.

Sincerely,

Thomas Niemi, D.D.S.