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Several years ago, I realized that I wanted to do more with my practice. I was thinking of going into the consulting field myself when I decided to find out more about a practice management program a friend was using with great success.

I contacted that firm, Silkin Management Group, and found out they are a nationally recognized management firm with a reputation for optimizing practices for maximum performance. At the time I was looking to find more and better ways to increase my patient flow and overall productivity. So I decided to take part in their free office evaluation to find out more about how to reorganize and grow my practice.

Their analyst spent several hours going over our entire operation and identifying the exact problems in the structure of the practice that were preventing us from achieving our goals. Suddenly it made perfect sense! The questions and frustrations and issues of underperformance could all be attributed to a few key issues. And better still, I could see a clear way to address them.

I started the Silkin program and for the first time received an actual education on how to manage a business given our situation and personal goals. I received a step-by-step program and help to get it implemented. I think that is what helped keep things so manageable. There was an easy way to approach and tackle each area of the office and keep things moving forward toward our ideal situation. We used statistics to monitor our practice systems and the result was amazing. As we became more efficient, we were able to do more for our existing patients and generate higher levels of new business as well.

Looking back, I can't imagine how we ran the practice before the Silkin program. I know now that if I had continued on as things were, today I would be less confident, effective and productive. Instead, the use of their system has simply changed how we look at things altogether.

I knew I needed help to realize my practice goals and I expected a long, costly endeavor to make it happen. The Silkin program was nothing like that. The fee for their services more than paid for itself and the return was more than financial. I've not only exceed my production goals, but also expanded the services we offer to better serve our patients and have achieved a whole new level of sanity in the way the practice runs.

Practicing doesn't have to be a chore. It can be productive and fun and fulfilling all at the same time. Contact Silkin and take advantage of their offer for a free evaluation of your practice and let them show you how. It's an enlightening experience that can help you reduce stress and have the practice you've always wanted. You'll be glad you did!

Sincerely,

Brian O'Donnell, O.D.