



Several years ago I became dissatisfied with my overall experience running a veterinary practice and I couldn't figure out why. I really enjoy being a vet and it wasn't logical to me that I had lost the fun in practicing and things had become so stressful.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice and at that time, I was trying to find a way back to the simplicity and excitement that, for me, comes from caring for patients and clients, so I decided to participate.

I found out that my frustrations were rooted in the management of my practice, and with the relief that came from that realization, I became motivated to address the areas of the practice I had less control over. I started the Silkin program and now I consider it to be one of the best decisions I ever made.

Silkin helped me break the practice down into segments in a way that I could see why things had become difficult. In essence, I was doing too many things by myself and had become spread too thin to keep everything going at the level we had grown to. Once I saw that there is a way to organize things using systems and correctly trained staff, everything changed.

The simplest of adjustments in how we do things made all the difference. Before long, I could see the increased efficiency because we had a uniform approach to dealing with each issue, and we could do more with better outcomes and less stress. Things are always changing in a practice and now I have the tools to identify each improvement or trouble spot and take the appropriate action to make sure we don't slip as we continue to expand. I've never had that kind of control before.

I don't think many vets get business training as they go through school and in this economy, you have to know what drives proper management or you get stuck in a cycle of just trying harder but not really doing anything different and that limits our success. You just don't know what you don't know, and getting some help and focusing on a few proven techniques has helped me to make things easier, more productive and a lot of fun.

Now my whole staff participates in each step necessary to reach out to those who need us, provide the help they need, have rewarding days in the practice, leave work at work when we go home and enjoy the quality of life we deserve for our efforts. That's what I always wanted.

It isn't always easy to admit that things should be better and it's even tougher to take the steps necessary to make real changes, but it's worthwhile in the long run. Silkin made the process straightforward and gratifying in a way I didn't think possible until I experienced it for myself.

If you'd like some tips on how to make things simpler and make your practice all that it can be, I suggest you find out more about the free evaluation Silkin offers. It's an enlightening experience, and one I think all vets can benefit from.

Sincerely,

Donna Parr, D.V.M.