

Camden Animal Clinic
Elizabeth Paschall, D.V.M.

A few years back, I realized it was time for me to learn more about managing my practice. It's not that things were going badly. I had owned the practice for two years and made a lot of the necessary changes already. But it seemed that we were just paying attention to the next thing right in front of us and we weren't doing anything to promote or maintain practice growth.

I got a newsletter from Silkin featuring a doctor in my area. I read what he had to say and decided that if Silkin could help him given the economic situation facing our region, they might be able to help me too. At that point, I had already done everything I knew to do. So I decided to be proactive and learn the management basics I was never taught in school.

Right from the start, I found that I had more to work on than I thought and the consequence of not taking action was clearly affecting the viability of my office. Out of the seven key areas that form a successful practice, I only had one or two actually working at or near capacity. Silkin helped me fix that.

We made small but important adjustments to how we schedule, collect fees and interact with our clients and saw immediate results. I was skeptical that streamlining office policy and job descriptions could make a difference. But it helped the staff work together to better care for the patients and clients.

We found that a well-managed practice is a pleasure to work in. Instead of burning out, we are eager to take on more. We've doubled our productivity yet the days run smoothly and we've eliminated the confusion and stress we used to experience.

Looking back, I don't know how we survived without these important tools. I know now that if things hadn't changed, I would have eventually left this profession altogether. I just couldn't go on spinning my wheels!

I wasn't sure that just hiring a consultant would do the trick. And it's true that we had to make the changes happen. But it's well worth the time and money invested when you realize your goals and attain a whole new level of stability and satisfaction from your profession. Now I have a fulfilling life inside and outside of the practice and I'm able to look enthusiastically toward the future.

Find out about the Silkin program and how you can do more for yourself and others by using workable tools that make practicing a pleasure. They'll even evaluate your practice at no charge, so you can see for yourself what a difference their program can make!

Sincerely,



Elizabeth Paschall, D.V.M.