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Some time ago, I made a business decision that changed my career. I'd like to share some information with you in the hopes that it can be of help as you strive to create the practice you want to have.

When I first opened my practice, I was a bit overwhelmed. I was seeing patients and felt I was being productive. But the practice wasn't as viable as I wanted it to be since I had only recently started from scratch and took on significant debt to make that happen.

About that time, I was contacted by a nationally recognized practice management firm, Silkin Management Group. I wanted to take control of my practice but was already working hard and didn't want to take on a program that would mean more work or slow results. Silkin sent a consultant out to meet with me and my husband at no charge. Throughout the course of that meeting, I was able to see that getting organized and finding the right ways to reach out into the community wouldn't be an additional expense or investment of time. It would actually be a huge savings to get my practice up and running at full capacity sooner than I felt I could do it on my own.

I started the Silkin program and first addressed staffing and financial issues in the practice. I didn't have a firm grasp of what the numbers were or should be, and getting a system in place to track these areas was very enlightening. Suddenly everything made sense. I could see where our inefficiencies were and with guidance from my consultant, I could take action to effectively correct the problem areas. For the first time I was able to really gain control of my practice situation. And in doing that we saw tremendous expansion, were able to buy a building for our facility and really put together the situation I'd always envisioned.

If I hadn't used the Silkin program, I know I'd still be struggling to find answers. I love my career and was relieved to find that I didn't have to do an MBA program or attend countless seminars only to find I still didn't have the right solutions. Silkin gave me everything I needed to know to start and run a productive practice without the stress of wondering and waiting. If I had it to do over again, I would have done the program right out of school and gotten everything in place from the get go.

If you want to make your vision of an ideal practice a reality, contact Silkin Management Group and find out more about the free practice evaluation they offer. They won't just give you a sales pitch, which is refreshing. They'll work with you out of a genuine interest in helping you to achieve your goals. I think you'll find it an informative and worthwhile investment of your time.

Sincerely,

Tommasina Pasqua Darnell, O.D.