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I've always loved practicing veterinary medicine but several years ago, I looked around and realized there had to be an easier way to do it. I was experiencing stress, my practice was not financially stable and I was struggling to keep things running efficiently. I could see the handwriting on the wall and decided I needed to do something about it before I became overwhelmed and disinterested in practicing for all the wrong reasons.

I was contacted by a national practice management firm, Silkin Management Group. They offered me a free practice evaluation and I couldn't see any harm in participating. Truth be told, I was fairly certain that any frustrations I had at the time were just "built in" to my practice situation. But I knew things had to change. So I completed the evaluation and, when the analyst told me Silkin could address my concerns, I hesitantly signed up for the program. It turned out to be the best business decision I ever made.

I realize now that the difficulties I was having resulted from the fact that, while I knew the technical data in my field, no one had ever taught me how to actually run my practice. The first order of business was to get the practice organized. We had a lot of work to do in that regard so there was some confusion at first, just identifying how to approach things in sequence. But soon I was feeling more in control of the whole operation. It gave me peace of mind to know that we were paying attention to the key issues in the practice and that they were being handled correctly.

The Silkin program is different than others I've heard about. It's not just going to a seminar and getting too much information that you never get around to implementing. Silkin focuses on training and follow-up so systems actually get implemented. My consultant gave me a detailed, tailor-made step-by-step program to help get every area of the practice addressed using simple, workable steps. And Silkin's personal attention and ethical approach helped me to build a relationship with them that keeps things working. I know they have my best interest at heart and can effectively help me to do what will be most effective to improve my practice.

Now my office runs entirely on systems and the overall result is so much better than I ever imagined. I'd always bought into the idea that you have to give yourself over entirely to this profession, that production can't rise above a certain level and that veterinary practices are just chaotic by nature. Now I know that isn't the way it has to be. We've seen substantial growth and continue to increase by up to 20% per year. The office runs smoothly and practicing is rewarding again! The best part is that we are able to help more clients than ever before, providing more and better services to meet the needs of our community.

I would recommend Silkin Management Group to improve any veterinary practice. If you'd like to better your practice but don't know how to take the first step, contact Silkin and take advantage of their offer for a free practice evaluation. It's interesting, informative and can show you how to create the practice you've always wanted to have.

Sincerely,

Jim Pinkerton, D.V.M.