

I waited too long to learn how to manage my business and it almost cost me the profession I love.

I worked in several practices before I opened my own clinic and had no real business training or management experience other than the techniques I picked up at those offices. So I struggled along for a while as a solo doctor with a single practice in a semi-rural area and I just wasn't making it.

About that time, I found out about Silkin, a management company that offered to analyze my practice. I jumped at the chance to have a free consultation and gain some insight into how to improve my situation. Silkin told me what it would take to achieve the efficiency and growth I wanted. But at the time, I didn't know how I could afford to take on such a big investment. I knew something had to change so I made the very difficult decision to put the cost of the program together and got started.

In that first year, my practice increased by 60%. After continued training, I saw another 30% increase. Since that time, I've continued to grow, realizing an overall increase of 250% from when I first started the program.

I found that I needed to incorporate a system into the office to monitor the activities and troubleshoot the problem areas. That doesn't come from a weekend seminar. And I didn't feel confident I could do it on my own. I needed the coaching and support that comes from working with a consultant who wanted to make my practice successful as much as I did.

I learned how to hire and train the right staff and keep people doing their jobs in the office. That has increased our ability to treat more animals and provide a higher level of care.

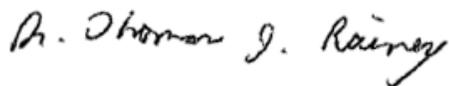
Often we know practice problems exist. And sometimes the answers seem to be common sense. But I needed an exterior view to help me really look at the situation for what it was and see what to do about it and how to make that happen.

If I hadn't used the Silkin program, I know that right now I'd be like a lot of other veterinarians out there who sacrifice their own quality of life and become disheartened with the profession. I wasted a lot of time and money doing the wrong things and not following through with what my practice needed. It doesn't have to be that way!

You can realize the potential in your office and take the stress out of managing your practice.

Find out more about Silkin and the free analysis they offer to doctors who want to improve practice situations and create growth and stability. It's a valuable and informative service that can benefit veterinarians greatly.

Sincerely,



Thomas Rainey, D.V.M.