



HASTINGS FAMILY DENTAL



Last year, I became concerned about the wellbeing of my dental practice and decided that something had to be done about it. Despite increasing production, our net profit had been decreasing for three years. We weren't actively tracking all our numbers so I'd come to the end of the year and say to myself, "Wow, I thought we did better than that." I could see the handwriting on the wall and knew things couldn't continue as they were.

I was contacted by Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon. They offered me a free evaluation of my practice and I felt it was just what we needed to find out where things could improve.

Throughout the process of their analysis, I came to realize that I needed to take a more active role in managing my practice and get ahead of practice issues that might impact us in the future. I'm relatively new to this profession and have a long career ahead of me. I didn't want the terms of practicing to be dictated to me by circumstance. But truth be told, I did not have a clear ideas of how I could make changes that were meaningful.

I started using the Silkin system and saw results immediately. I currently have a motivated staff that knows our goals and have a specific means for achieving them. I have a much better handle on what factors are driving the success of my office. By the end of the year and after completely paying in full for my consulting with Silkin, I have more net profit than I have ever had.

The biggest benefit has been the peace of mind that comes from really knowing my office. I always knew the dentistry but now I have come to understand what really makes the whole operation tick. I know what we are trying to accomplish and what changes to make. And it is very rewarding to watch those changes positively impact the practice and to feel I am in control instead of reacting to our situation.

I would encourage all dentists to find out more about Silkin's free practice evaluation. They will spend time getting to know you and your situation and take a customized approach to your needs. Their suggestions respond to both the strengths and weaknesses of a practice and have an immediate impact on the doctor's outlook as well as the overall productivity of the office. It's an interesting process and well worth the time it takes to find out how you can have the practice you really want.

Sincerely,

*Gregory T. Randall D.D.S.*

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