



## Cascadia Eye Care

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There are many approaches to establishing an optometric office and moving through all the phases of a practice's life cycle. Unfortunately, the most common approach is just to take what comes and make adjustments as you go along, responding to whatever you find yourself faced with next. There came a time for me when I stepped back and realized that what I really wanted was a way for my practice and staff to be managed without me having to do it all myself. And of course, I wanted to build the practice up and become more profitable. But I wasn't sure how to make it happen.

I had used another consultant in the past and had gone to many practice management seminars. While these were of benefit, they only provided good ideas about how to build and manage my practice better. None of these gave me the foundation with the knowledge and understanding of a complete management system.

Right from the start I could see that Silkin was interested in teaching an actual management technology. That appealed to me because I went to school to learn the clinical aspects of practicing optometry but, like most doctors, never learned a method or system for managing the business side of things. And unlike many other consultants out there, Silkin doesn't just tell you what to do. Their training and consulting programs actually teach you how to do it yourself so you can take ownership of the management, understand what you're doing, become a better leader and eventually have someone monitor the systems so you can get back to the clinical aspect of your practice, handling the vision and medical eye care needs.

Now my office runs smoothly, the employees are happy, everyone knows how to do their jobs and I can do my job as a doctor without worrying about everything else. I know what my staff are doing, how they are doing it and I'm confident in that so I don't have to look over shoulders or micro manage operations, which isn't fun for anyone. The result is better care for our patients, more services we can offer and increasing numbers of referrals and new patients. The success just builds on itself.

I knew it would be an undertaking to use a management program. But I didn't expect how rewarding it would be. The program easily paid for itself in dollars and cents but the real return came in the form of increased efficiency, reduced stress, a smoother running office and unprecedented growth. And I didn't have to do it alone. With Silkin, the follow up is excellent. After all, they use the same management system they teach. There is continuity throughout the program that allowed me to increase my level of education and familiarity relating to practice management while correcting issues and planning for the future. I never thought I could do all that!

If you're interested in designing your practice to run well, provide superior care and increase productivity, I'd encourage you to take part in the free practice evaluation Silkin offers. They can show you how to make it possible and you can have the practice you've always wanted!

Sincerely,

Dan Robison, O.D.