



A few years ago, I decided that I wanted to take my practice to the next level. Things were going along just fine, but I knew we weren't reaching our potential and it was important to me to make my practice the best it could be. About that time I was contacted by Silkin, a practice management company that offered me a free evaluation of my practice as a means of addressing the marketing and organizational issues I'd been having with the office.

Right from the start, Silkin's approach got my attention. I contacted several of their clients as references and was very impressed with what I heard. The doctors I spoke with had seen immediate results using the Silkin system, had created successful practices and enjoyed dentistry more than at any point in their careers. In my own Silkin evaluation, their representative was observant, insightful, and on point with the recommendations he made. Their approach to practice management seemed so straightforward. Coupled with the systems they use to monitor progress, I could easily see the steps we could take with their help that would truly make a difference in my practice. So I signed up for their program and now I consider it to be one of the best business decisions I could have made.

The first course of action was to analyze what was keeping us stuck at a certain level of productivity without growth for the previous two years. That meant looking at what was working and what was not and putting our energy into those actions that had proven to be successful for us. That sounds simple enough, but if it was that easy, we would have already taken those steps on our own. It was their guidance throughout this process that really made it work. We also needed systems to help run the office smoothly on a day-to-day basis. We set about training our staff to use the systems we delivered to meet the specific needs of our office and our patients. We found out how to work together without overlapping each other's efforts to take a cohesive approach to improving all the functions in the office.

Things started to improve right away. We became more organized, more efficient and we found that we were more enthusiastic about our efforts because they were really paying off. Our productivity has increased by over 29%! Even with that level of growth, we've been able to continue to improve the care we provide for our patients.

I know now that if we hadn't taken steps to make the needed changes, we'd still be at that plateau, wondering why things don't improve, blaming the economy and trying to find ideas that could make things different for us. And it's funny because I was very skeptical about using a consultant. I was sure the problems we were running into were built in to the practice experience and that we just had to put up with them. I've never been so happy to find another way to see things! Each problem did have a solution and our office and our patients are better for getting the right help to learn how to fix each one.

If you've ever wondered if your approach to managing your practice is on track, or if your office really can be more productive and efficient, I highly recommend that you contact Silkin and take advantage of the free practice evaluation they offer. It's an interesting and informative process that will show you how to have the practice you've always wanted. You, your staff and your patients deserve it!

Sincerely,

Naveen Samuel, D.D.S.