

Several years ago, I hit an interesting time in my optometric career. I was having a hard time managing and growing my practice and I had become disheartened as a result. I know I'm a good practitioner but running the office seemed overwhelming and I just wasn't sure I'd be able to continue.

About that time, I contacted Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice and I accepted, prepared to hear all about what was wrong with my office and the tremendous amount of work I'd have to do to turn things around. And I did hear about improvements I needed to make, but Silkin also pointed out the things we were doing well and how much potential the practice had and even gave me specific, simple advice on how to make things better and less stressful on an immediate basis.

I thought my main problem was cash flow but it turned out that the answers were actually found in addressing my staffing, marketing and management protocols. I kept trying to address the cash flow as "the problem" without understanding the underlying causes and remedies. Once I took that approach, the solutions came quickly and easily and the cash flow took care of itself.

Right off the bat I addressed personnel in the form of turnover, hiring, training, office policy, job descriptions, delegation and accountability. That changed the whole orientation of the practice and I was able to keep my attention on patient care. I'll always have an executive role; after all I'm the owner of the business. But now it's a clearly defined process and I know what to look for and what to do in most any management situation. That means I get to go home at a decent hour and my sleepless nights are far behind me.

Now I tell others what it took me too long to realize. The idea of a practice management program can be intimidating, but it's much less money and time and work than remaining in a frustrating and unstable practice situation. In truth we were losing more money in lost opportunities than a consultant could ever charge. But the biggest payoff has come from the peace of mind and professional satisfaction I've gained from truly helping my patients and community to the best of my ability. You just can't put a price on that.

The Silkin free practice evaluation is a helpful and informative process, one I benefited from tremendously and one I recommend to any practitioner who is willing to find out how easy it is to have the practice of your dreams.

Sincerely,



Sarah Storrs, O.D.

