

The Paw Patch Veterinary Hospital

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Recently, I found out the importance of not letting good ideas go to waste.

I've been practicing veterinary medicine successfully for many years and in that time, I have seen a lot of techniques designed to improve the quality of care and efficiency of a practice. But what I came to find out is that even the best ideas don't get the job done if you underutilized them or fail to follow up to ensure they keep working for you.

I worked with a consultant many years ago and based on that less than productive experience, I decided that those programs probably couldn't help me accomplish my goals. Then I was contacted by Silkin, a nationally recognized practice management firm. I told them I already knew what needed to be done in my practices; that wasn't the problem. But making it happen had proved to be harder than we thought it would be.

Silkin provided me with a free evaluation of my practices and showed me exactly how they could get the right solutions in place and what the results could be. It sounded like a huge endeavor, but I decided to get started with their services in an attempt to finally bring things together.

Right from the start, I could see that Silkin's approach was different. It was not overwhelming but rather a means to address the practice systems and align the working structures of each of my three offices. Soon we were able to identify and implement the management techniques we needed to make the practice efficient and productive. The program removed complications and reduced each step down to a method we could easily put in place and the results came almost immediately.

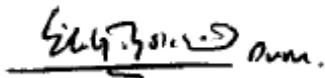
Now, instead of feeling like we are fighting an uphill battle, the main clinic has seen a dramatic increase and we have been able to export that success to our other practices. There is less stress and we've been able to make more progress in the last year than in the combined efforts of many years previous. I attribute this to eliminating "management by intuition" and working with identifiable systems we can monitor and use to make positive changes.

Even if we stumbled upon some of these methods on our own, I wouldn't have had the comfort level that brings the confidence it takes to keep moving forward. Of all the techniques out there, what we really needed was a simple plan and the accountability to fully execute it. Our plan from Silkin not only addressed our needs but kept us on track with the follow up required to make it all work. Now we know exactly where we stand and what it will take to keep going. No matter where we want to take things, we know how to make it happen.

It's not a quick fix. Doing things right rarely is. Although some people say they are only looking for the easy answer, in the long run this program turned out to be a real shortcut for us compared to experimenting even with good ideas that never get results because of lack of implementation. The experience has been more helpful than we expected and well worth the investment.

If you are interested in improving your practice by simplifying management and increasing your ability to help patients and clients, find out more about the free practice evaluation Silkin offers. They will show you fundamental principles and a common sense approach that will help you make your practice all that it can be.

Sincerely,



Erik Tysklind, D.V.M.