

Ware Family Dental & The Smile Center

Latonya S. Ware, D.D.S.

Ms. Tiffany Presley

About a year ago our office was struggling with a variety of issues. We were disorganized, our system of management was unworkable and the practice was underperforming as a result. We knew we needed to address our staff problems because employees didn't have well defined responsibilities and there was no real flow to the practice. Our office was simply chaotic. We realized something had to change because we knew we weren't making things work on our own so we started looking at the areas that needed improvement.

About that time we received a call from Silkin, a nationally recognized practice management company, and we were given an opportunity for a free practice evaluation. This resulted in a management analyst visiting our office and sharing some solutions for the problems we were facing. We were aware enough to know that certain people understood the management aspect of a practice far better than we could, so we felt assured that Silkin could help us see the light. During our first practice evaluation, we expressed concern about what was happening in our office thinking our analyst couldn't possibly understand what we were going through. When the analyst started listing off not only our suspected management "symptoms" but the cause of our problems, we thought he had ESP. We kept saying things like, "How do you know that?" He told us there are common problems in many practices, and that using Silkin's management technology would get us to a point where we could come to work and leave at the end of the day without thinking about every little detail about the business. That was exactly the goal we hoped to achieve.

As we started the Silkin program, we immediately recognized which employees were not carrying their weight, and we used the recommended techniques for hiring some replacement staff members. The result was amazing, and with all the right tools in place we finally had a working team. Then we conducted goal naming and planning for the office and were able to get everyone on the same page with the same vision. Once we took the bull by the horns, we were all fired up and there was no stopping us.

In all honesty, if we hadn't used the Silkin program, we'd still be struggling with a lack of productivity. We would have continued to attempt growth, but it would have been much too hard to achieve, primarily because we didn't have the tools to overcome our challenges. Eventually, with the help of Silkin we had the funds to pay ourselves well and we were finally able to take time off and enjoy it. Productivity wise, it was like holding a tiger by the tail as things just exploded. We've tripled our production, opened two additional practices and we now enjoy our personal and professional lives in a way we never could before.

Silkin guided us by getting the problems out of the way and helping our practice move forward. With the Silkin system, everything changed for the better. We learned how to train people and how to keep our staff accountable for their responsibilities. Best of all, we don't have to stand over the staff to make sure things get done. Simply bringing order and eliminating chaos reduced the stress tremendously. With Silkin's help we were able to reach our goals and, let me tell you, if we can do it, anyone can do it. It's simply a matter of getting the first phase of organization completed, naming your goals, then getting the right help needed to achieve them.

If you are looking for increased growth, decreased stress and a vast improvement in quality of life, I highly recommend that you find out more about the free practice evaluation Silkin offers and see how they can help you have the practice you've always wanted.

Sincerely,



Latonya Ware, D.D.S.



Tiffany Presley, Managing Partner