

RANDY YAMADA, OD

Practicing in the Bay Area since 1981
OD: Cum laude, UC Berkeley School of Optometry; BS: Biochemistry, UC Berkeley; Member: American Optometric Association, California Optometric Association, National Eye Research Foundation, International Orthokeratology Society; Continuing Education: Glaucoma certification, LASIK comanagement certification, ocular therapeutics certification; Awards: Golden Retinoscope Award, Outstanding Graduate Student, UC Berkeley School of Optometry.

**COMPREHENSIVE
EYE-CARE NEEDS:**

- Family eye care
- Glaucoma & cataract testing
- Ortho-K
- Complete LASIK
- comanagement
- Dry eye treatment
- Low-vision therapy
- Eye disease & injury treatment
- Wide selection of frames
- Sunglasses & sports goggles
- Contact lenses for all lifestyles

**MADE CONVENIENT
& AFFORDABLE:**

- Vision insurance welcome
- Major credit cards accepted
- On-site repairs & adjustments
- 24-hour emergency response
- Early morning, lunchtime & Saturday appointments
- Convenient location with plenty of parking

Westlake Vision Center Optometry
Westlake Shopping Center
326 Westlake Center
Daly City, CA 94015
650-992-2020 • Fax: 650-992-1105

Vision Dynamics Optometry
Danville Livery and Mercantile
417 Sycamore Valley Road, West
Danville, CA 94526
925-838-3021 • Fax: 925-838-9068

Mine was your typical story. I was reasonably successful and confident in my clinical skills. I watched in confusion as my practice growth slowed, expenses mounted and profits eroded. Blaming lack of patients, staff quality, corporate competition, insurance companies and even earthquakes led me nowhere and actually made some problems worse.

Fortunately, I was contacted by Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon. Their precision team of consultants offered help and quickly found the actual reasons for my situation. They trained me on the management fundamentals I needed in response to what they discovered. Then they wrote out detailed programs to establish a high production organization and gently but firmly coaxed me along to get the job done.

As a direct result, my two private practices continue to have double digit annual growth and now have a combined annual gross approaching two million dollars.

Without a doubt, this has been a fantastic return on my initial investment. However, the monetary rewards are not the primary reason for my gratitude. I'm most thankful to Silkin for the part of my story that is yet unwritten. Now I have new goals to attain and games to play. This new outlook is a direct result of the knowledge Silkin gave me to control my future, to do the things I've always wanted to do and to have fun doing them.

If you want to take control of your practice, take more time for yourself and still be able to help more patients, find out about the Silkin program and the valuable services they offer to optometrists. They will conduct a practice evaluation at no charge and show you where and how improvements can be made that will result in less stress and more productivity. Choosing Silkin was one of the best business decisions of my career, and you can only benefit from hearing about how they can help you too.

Sincerely,



Randy Yamada, O.D.