

Over the years, we've benefited from ideas other professionals have shared with us in the spirit of "passing on a good thing." Sometimes you just don't know about things that can be of tremendous help in running a practice. Or maybe you don't take them to heart unless you hear about them from a trusted friend or colleague. It is for these reasons that we'd like to let you know about our experience with Silkin Management Group.

We made a considerable investment to start our own practice so there was a big focus on making things viable right from the start. That proved to be quite challenging and was taking longer than we expected so things started to get stressful.

About that time, we reached out to Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon, and they offered us a free consultation. We had no idea what to expect and truthfully, couldn't believe they were going to send a practice analyst across the country to see us.

In the meeting, we started to see why things were becoming difficult. It wasn't the area or the recession or any of the other things we attributed our troubles to. We simply didn't know how to install and maintain basic systems to run the business. Suddenly it made sense! How could we expect to sustain a business, let alone make it grow without applying the procedures necessary to make the most of our efforts? But the investment to make the necessary changes was still intimidating. We were relieved to find that built into the evaluation was a means for us to see how to quickly recuperate the cost of the investment in Silkin's services.

Starting the program, we immediately set about identifying areas that were inhibiting our growth, including under-utilization of staff, practice inefficiencies and improper structure. We learned how to market ourselves in a way we found comfortable and effective. And the results came immediately. We know now that without Silkin's help, we may not have been able to stay in business. But over the years we've gone from a struggling startup to a large, efficient, thriving practice that is able to help ever more clients and patients, which is what we always envisioned.

It gives us confidence to know that we have tools to handle management issues that arise in our business. And if we ever need it, help is only a phone call away. Silkin has consistently identified our changing needs and met them with practical solutions that get results.

Our advice: find out more about what the Silkin program has to offer. They provide an opportunity to examine practice situations with the help of a trained professional who can show you how to use workable tools and build the practice you've always wanted to have.

Sincerely,



Kathleen Bartos, D.V.M.



Mr. Lou Bartos

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