

Dr. Dirk Beyer
OPTOMETRIST



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I recently had the opportunity to look back over my last several years in practice and I wanted to share some valuable information about what we've done and how we've done it in the hopes that it can be of help to other practitioners.

Not all that long ago, times were TOUGH. Money was tight, which made work and the relationships at work difficult. We knew we needed to invest in inventory and equipment to increase production, but worried about how to pay for it. Every expense had to be weighed heavily as to the best time to take it on.

About that time, we were contacted by Silkin, a nationally recognized practice management firm. They told us they could help us create more income with less stress. But I have to admit that when their representative came to our office, he had his work cut out for him.

After much discussion, we stepped away from the table and took a moment to decide whether we were in or out. It was a great deal of money, but we needed some help if we were going to see the rewards from our labors sooner rather than much later. We decided to jump in and make it work. In less than 30 days we were in Portland for our initial training and meeting with our consultant.

Since then we have drastically increased our inventory, purchased four major pieces of new equipment, implemented a bonus pool for the staff and have moved into a new office that is almost twice the size of our former space. When we have our regular consultations with Silkin, it frequently comes up that we are in a new situation altogether and we can't even compare our current statistics with the ones from even 18 months ago.

The training we have received from Silkin has been the answer to our deepest problems. We have taken nearly every course they offer and are still implementing new policies and procedures. It has truly been an evolution of the practice as WE envisioned it. We have not arrived; it is a journey and one that we are enjoying again. We appreciate that our consultant first wanted to know OUR ideal scene, then helped fill in the steps to get us there.

It has been a pleasure and a privilege to work with Silkin. I would encourage anyone who wants to achieve practice goals and make life easier to find out about the free practice evaluation Silkin offers and how their program can be of help. It was one of the best decisions I ever made for my practice.

Sincerely,

A handwritten signature in black ink, appearing to read "Dirk Beyer".

Dirk Beyer, O.D.