

Desert Springs Family Dentistry

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A few years ago, I found myself a bit stumped as to why I couldn't continue to grow my practice. Don't get me wrong, I have a great office and things were going pretty well, but I knew we should have expanded beyond a certain level of productivity and I kept hitting a wall trying to make that happen.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They told me they have a process for examining the growth pattern of any practice considering a variety of factors, and they could even show me the barriers found to be inhibiting my expansion. I took them up on their offer for a free practice evaluation, but I have to admit I remained a bit skeptical.

Through Silkin's analysis, I got assistance in scrutinizing the management systems in every area of my practice. I realized that simple things like record keeping, numbers tracking and basic evaluation needed improvement. I saw it as a means of diagnosing non-optimum issues but more importantly, Silkin showed me that there are precise steps that need to be taken to address those situations before their impact on the practice became irreversible. So I signed up for some training and ongoing consultation with Silkin and before long I could see it was just the right thing at the right time for my office.

Immediately, my consultant helped me work on my approach and the whole thought pattern to the office. For the first time I knew what numbers to track, what to do with the information my management software spit out every month and how to take proactive measures to avoid problems before they started in the first place.

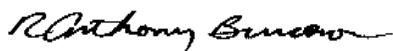
It took some work to turn the ship but with Silkin's help I kept going and soon the benefits to the staff and patients were not only extremely evident, but the system became easier and easier to use.

As a result, we grew 30% (beyond our previous "capacity") in the first year, despite a very challenging economic climate. More importantly, we eliminated the stress that comes from financial uncertainty and previous futile efforts to assess and improve our situation. Now if we hit a bump, we know what to do about it and we get ahead of the game, which is a comfort I never experienced before.

If I hadn't used the Silkin program, I think the practice would still be struggling with overall analysis, marketing, staff management and inadequate case acceptance. Instead, I have tangible and effective steps in place that make it easier to manage and focus on more patient care, which is what I love to do.

If you'd like some objective feedback and proven advice about how to improve the operation of your practice with straightforward, effective methods of management, contact Silkin and find out more about the free practice evaluation they offer. I found it to be of tremendous benefit to my practice and I think you will too.

Sincerely,



Anthony Burrows, D.D.S.