

Stephen Chmaitelli, D.V.M.
East Texas Veterinary Medical Center

A few years ago, I took a long, hard look at my practice and realized that while I loved veterinary medicine, I was less than satisfied with the overall experience of how my practice was being run.

About that time, I was contacted by Silkin, a nationally recognized practice management company in Portland, Oregon. I must admit I was a bit skeptical at first. I had considered other consultants in the past and what I found left me unsure that the very general and hands-off approach I had seen with most consultants would provide the results I needed. I had just about decided that all consultants were the same when I ran into Silkin.

Unlike the other groups, Silkin first provided me with a free evaluation of my situation and my goals. Within a short time in our first meeting, their analyst hit the nail on the head. He identified what I already knew was causing inefficiency and went beyond that by showing me what needed to be addressed and how that should be done. Up until that time, most of the recommendations I had received amounted to just increasing my fees. But in order to grow, I knew we needed fundamental changes in our practice structure coupled with hiring, training and staff management techniques. So I got started on the Silkin program and now I consider it one of the best decisions I could have made.

Basically, we rebuilt our situation entirely. We found the right people, put them in the correct positions in the office, trained them to a "T" and showed them how to work together. We laid out specific protocols and implemented extremely workable management systems with realistic means of running and tracking them. This has made all the difference in the world. Now we have a stable and positive practice environment and our production has increased by 40%.

I think other doctors should know that you don't have to settle for a frustrating practice situation. With some dedication and the right kind of help, you can make effective changes that will bring out the best in your practice, maximize your potential and make things fun again. The fee for a consulting program may seem like an issue at first, but in reality it was a huge savings for us compared to the money lost fumbling around in an inefficient practice setting. I know because it was a substantial concern for me, but we made back the investment in Silkin's services even more quickly than their analyst projected.

If you want to improve your practice but aren't sure how to take the first step, contact Silkin and find out more about the free practice evaluation they offer. It's an extremely informative process that can point you in the right direction and help you have the practice you've always wanted.

Sincerely,



Stephen Chmaitelli, D.V.M.