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A few years ago, I noticed that my practice wasn't all that I wanted it to be. Although we were working as hard as ever, our productivity had started to slide a bit and we just didn't have the answers to turn things around.

About that time, I got a call from Silkin Management Group, a nationally recognized practice management and consulting firm. I took them up on their offer of a free practice evaluation in an attempt to find how I could improve my practice. After their analyst showed me their approach and how we might work together, I made a nervous decision to move forward with the program. It wasn't long before I realized it was the best decision I could have made.

Even though we had many things working well in the practice, I had never heard of some of the concepts Silkin addressed. At best we had an idea of what we knew wouldn't work. And we didn't really have sound ideas to move forward and expand the practice. As a result our marketing and staff management efforts were falling short.

Our consultant came up with a step-by-step plan that was tailored for our practice and prioritized according to the biggest issues we were faced with. Silkin helped us implement office policy and job descriptions for each person in the practice. Until then, we didn't realize how much time we were wasting with unidentified tasks and procedures bouncing around from person to person.

We stopped overlapping roles and each employee was able to focus on his/her own area of expertise. This was immediately perceived by our clients. Soon the improvements in efficiency started to pay off in increased client numbers, improved quality of care and better overall productivity. We also learned how to market our practice and how to find the right staff. Now we are recognized in the community by other practices, the Humane Society, shelters and the public as *the* place to go for cat care.

If we hadn't used this program, I think we'd still be stuck in a marginal situation, not meeting our goals and experiencing staffing issues and overall disorganization. Silkin's tailored management techniques changed all that. They use a simple and effective form of business management that provides a wide range of practical and effective solutions that even an MBA program can't match.

You can have the practice you always wanted! If you're looking for a different approach to management that will help you do become more efficient and productive, contact Silkin Management Group. Find out about the free practice analysis they offer and learn how they can help you have fun helping more patients and clients.

Sincerely,

Edgar Church, D.V.M.