

After many years in practice, I realized the overall productivity of my office had leveled off. Considering the ever increasing cost of doing business, it was actually starting to decline. I love being a veterinarian but I knew I needed to pay more attention to the business end of my practice and I just wasn't sure what to do.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. I'd heard of Silkin before, and I knew some colleagues who had used their services with good results. I decided to take them up on their offer for a free evaluation of my practice, figuring it was a good time to take a fresh look at things and maybe I could learn something from the experience. I did.

The analysis showed that I had a good practice but Silkin recommended doing some planning and training so we could turn things around. I jumped into the Silkin program with both feet (ok, maybe one was dragging just a little). It turned out to be nothing like what I expected.

I thought that taking action on the administrative side of the practice would be tedious and the results would be slow coming. In reality, all it took was a little help to diagnose a few problems (which were relatively easy to find and remedy), implement a few systems and start tracking some numbers to ensure we got and kept things moving in the right direction. We got the staff trained and before long we could see that many of the situations we thought were just part of running a practice had simple solutions. Small changes in our day-to-day operations eliminated inefficiencies and actually reduced stress.

As a result, we found ourselves with better patient flow, improved client retention, and a 14% increase in productivity. Coming from a decline and seeing other practices struggling in this economy, that was a significant improvement, one that surpassed my expectation.

Now I tell my colleagues what it took too long for me to find out. You have to look at things for what they are. If you get some help and take charge by simply naming your goals, tracking the results of your actions and troubleshooting small issues before they become significant problems, you really can change the whole outlook and operation of your practice.

In the long run, using the Silkin program turned out to be the best way for us to do just that. Take advantage of the free practice evaluation Silkin offers. It's an enlightening and helpful process that will help you find out more about how you can streamline your practice and realize your goals.

Sincerely,



David Hinz, D.V.M.