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Several years ago, I was contacted by Silkin Management Group with an offer for a free management evaluation of my practice. I wasn't interested. I didn't think I had anything to address and I felt my practice was doing just fine. But I decided to participate, mostly to confirm my point of view and just put the whole thing behind me.

I guess in the back of my mind I thought they might try to talk me into some kind of subscription for things I didn't need, but it wasn't like that at all. Silkin helped me to objectively review each area of my practice from how I hired and managed employees to client retention to planning and easily tracking productivity throughout the office and more. I actually didn't know how much I was putting into keeping the whole operation going until I saw it broken down like that.

What I did know (and had known for some time) was that I was quite aggravated by my stress level and overall quality of life. I guess I just thought that's how it goes when you own your own business. But my husband used a business coach once and I couldn't believe how much it helped him. I had never learned to run a business. I was just doing the best I could and it was really starting to take a toll. I knew I couldn't keep it up forever and it just wasn't my idea of how practicing should be.

The biggest problem was that our range of productivity had leveled off and I had no idea what steps to take to get us to the next level. Marketing had always been a taboo subject for me so I never did much of it. But with Silkin's help I learned simple, inexpensive, effective marketing steps I could take to attract and retain quality clients. As a result, we've quadrupled the amount of care we provide! Even in my most optimistic state of mind I didn't envision that we could take things that far.

We followed that up with how to organize the office to share the management tasks so I didn't have to do everything myself. That made all the difference! We got the right employees who were invested in making the whole practice work and suddenly everything clicked. Up until that point I just took on more and more, and dealing with all the immediate problems kept us from growing. I had always loved veterinary medicine but now I actually like coming into the office and working with my team and we just naturally grew and I never knew I could have all that.

If you'd like to change your vision of what practicing should be like, take Silkin Management Group up on their offer for a free evaluation of your practice. I consider it to be one of the best business decisions I ever made, and I'm sure you'll feel the same way.

Sincerely,

Marcie Engel, D.V.M.