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Several years ago, I had become frustrated with practicing dentistry. I loved my profession but was working too many hours and was having only limited success compared to my goals to feel it was all worthwhile.

I saw an advertisement for an introductory video outlining the services and benefits offered by Silkin Management Group, a nationally recognized practice management company. I sent away for the video and subsequently signed up for a free consultation in my practice. I wasn't sure I wanted to work with a consultant at that point but I knew something had to change and I couldn't see that I had anything to lose in meeting with their practice analyst.

Throughout the course of our meeting, the analyst evaluated several aspects of my practice which I found applicable, interesting and frankly, quite enlightening. But the idea of taking on the financial commitment to engage in a management program was a bit daunting. We worked together to assess exactly what the practice needed and how to address our concerns. And that's when I could see the actual source of our problems and what to do about them. I became motivated to take action and it turned out to be the best decision I could have made.

Silkin helped me to address the efficiency in my practice by getting organized. They have a simple means of streamlining the flow in an office reinforced by protocols and training for staff members. In taking these initial steps, we were able to increase our productivity in the practice such that the program paid for itself within two months.

As we continued our relationship with Silkin, the staff was enlightened and could plainly see their participation and contribution as the energizing force. We set goals, used tracking systems and behind it all is a sincere interest on everyone's part to see the office do well and provide more care for more patients. That made all the difference in the world. Now the practice runs smoothly and we spend less time in the office while being more productive than ever before.

I know that if I hadn't used the Silkin program, I wouldn't be in practice today. I was simply working too hard and was experiencing too many frustrations to continue to maintain the practice. I think of myself and other doctors in that situation and I'm glad I found out it doesn't have to be that way. Now I work a reasonable amount of hours in a smooth-running office and practicing is highly productive and meaningful again.

I would encourage other dentists to contact Silkin Management Group and inquire about the free practice evaluation they offer. It's an interesting and enlightening process with the basic purpose of creating a situation in which the goals of the owner can be actualized.

Sincerely,

Louis Feldman, D.D.S.