



Greene County Eye Care

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Several years ago, my path to practice ownership accelerated and I acquired a wonderful practice and the tremendous amount of stress that came with trying to run it. Looking back, I had no idea what I was getting myself into. I love my profession and looked forward to a rewarding career. While all the ingredients were there for a success situation, I knew I had to take the right steps to make that occur and I really didn't know where to start. I was doing everything by myself with too few tools to do things right and it started to take a toll on the practice.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. I had a conversation with a consultant and over the course of a detailed evaluation of my practice I found that I didn't have many answers and probably wasn't even posing the right questions. That was disconcerting at first, but as the consultant laid everything out for me I could see very objectively that there are simply certain steps that must be taken to ensure the success of a practice and I needed some help to take them.

It was a big decision to move forward with a consulting company but I knew the alternative was a certain level of missed opportunity and a diminishing of my practice's potential and that didn't seem a viable option. With a common-sense, implementable plan in hand, I started the Silkin program and now I consider it to be the best thing I've ever done for my practice.

We started with a restructuring of the positions and systems in the practice. Just that simple step made all the difference. It improved the operation of the office but more importantly, brought a significant change to our attitude, outlook and morale. As we brought various management procedures and tracking systems into play, we found that we were able to attract and treat more patients, and they referred others to us for care, and the practice took on a whole new significance in the community.

I know now that if I didn't get Silkin's help when I did, I couldn't have survived the confusion and stress involved with trying to run a practice during these difficult economic times. Now, instead of just trying to keep up, we see growth every year and enjoy coming to work more than ever before. How can you adequately measure the value of that? Silkin Management Group gave me the tools I needed to effectively run my practice and the support that made me comfortable and confident that I could achieve my professional goals.

Now I don't miss a chance to let other doctors know there is another way. It isn't worth the stress, the headaches and the guilt you put yourself through just trying to keep things afloat. Just take a simple first step and find out more about the free practice evaluation Silkin Management Group offers. It's so easy to just say yes, I want some help, and get the professional guidance you need. If you're willing to work at it (and I suspect most doctors are already working hard, this is just an easier way to do it), you can have an improved practice and the satisfaction that comes from doing well at what you love. In the end, there's no simpler choice.

Sincerely,

Lindsay Florkey, O.D., M.S.