

A few years ago, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. At that time, I didn't think I needed to address the management of my practice but the economy was slowing down and my productivity had leveled off so it seemed like a good time to take a bigger look at things and get some advice. I took Silkin up on their offer for a free evaluation of my practice and went into the process with no real expectation, just open eyes.

In our consultation, I was able to share my concerns regarding my practice, along with my frustrations with practice consultants in general. In our discussion we found problem areas within the practice that needed some attention. It's not that we didn't know about them. In fact, we had occasionally tried to address them without much success.

When Silkin came on board they showed us how **we** could handle those specific issues. Given that the practice was basically stagnant, I knew things weren't going to change themselves, so we started the Silkin program. I now consider it to be one of the better decisions I have made for my practice.

We were fairly organized but Silkin gave us additional tips on how to set up the structure of our practice, train staff for each of their duties, monitor the systems in the office and retain patients. The biggest benefit came in the form of improving new patient flow. I'm more comfortable than ever before about our ability to run and grow the practice, and that brings with it ease in our everyday operations.

The idea of taking on a consultant can be intimidating; that was certainly the case for me. But I had become frustrated enough that I knew I had to take action and Silkin proved to be the right thing at the right time for us. I got back to being a dentist and the rest of the practice is managed and kept on track by systems and caring staff who know how to do what it takes to provide the best care for our patients.

If you want to take a fresh look at your practice I recommend the free evaluation Silkin offers. They can help you identify your ideal practice situation and show you how it's easier than you might think to make it a reality. It's a process we benefited from and I'm sure you will too.

Sincerely,



William Francis, D.D.S.