



REX GIBSON, D.D.S.
1245 SE THIRD STREET, SUITE A1
BEND, OR 97702
(541) 318-5688

For those who are having difficulty managing a practice in these trying economic times, I would recommend using Silkin and their practice management program. They're a nationally recognized company that has been helping doctors create successful practices for over 26 years. Before I had an opportunity to work with Silkin, I thought I was a good manager because things were going well in my office. I didn't really think I could improve on my practice situation, so when I got a call from Silkin and was offered a free consultation, I wasn't sure there was much they could do for me. However, I decided to take them up on the evaluation, mostly to confirm that we were on top of everything. It was not what I expected.

Silkin's analyst really got down to what I was trying to achieve. It was apparent that we were doing well, but I have to confess that things had gotten out of control. A big office has a lot of moving parts and some of them were not working well. I also wanted a happier and less stressful work environment, so I knew I needed more control and better management. With that in mind, I signed up with Silkin.

During the Silkin training, the information and approach just sang to me. It was simple and oriented towards implementation, which made perfect sense. Given that my wife is a CPA, putting that kind of order into the office spoke to her as well. The bottom line is that we invested in management tools and technology and wound up doubling our practice, which was completely unexpected. I wasn't desperate for a rise in production, and in fact seriously thought I might not be able to attain a lot more, but today we still continue to grow.

After the Silkin training, not only can I manage my practice better, but my staff is fully trained and they routinely use the management techniques. We've gotten the most out of the system by making sure each person is placed in the correct position, trained for their role and using every tool available. My staff does this willingly, of their own accord, and they do it well. With the Silkin monitoring system, we have a broader perspective, which allows us to leave things alone that are going well and effectively take up what isn't working. Now that we have applied the Silkin system, instead of taking premature action regarding a situation, we look, we assess and we apply the correct remedy and we make things work.

Had I not chosen the Silkin program, things probably would have grown a little more, but eventually we would have developed lots of staff problems and a good deal more frustration. In all likelihood, I would have become burned out, and possibly started looking for a way out. That to me is the sad part, because people go in to practice and don't know what to expect. They get burned out because they don't have the solutions to many common problems. But with the right answers in place, you can see a situation for what it is and it is no longer a problem. Previously, we had problems, but now with the Silkin system, we just handle situations.

What we learned from Silkin is how to introduce systems, implement effective monitoring and then analyze them to ensure they are working. It is a simple formula that showed us where things needed improvement and how to make them better. These actions can be applied across the board and to me is one of the most powerful principles I've come across. With Silkin's approach, as you continue with the system, you learn how to do it yourself in every application. Ultimately this is the most important aspect, because before you know it, you're able to manage your own business the right way. Now those principles are at the root of every management decision I make.

Personally, I think the good things in life are uncomplicated, and Silkin is one of those uncomplicated things. If you'd like to make the most of your practice and improve your professional and personal quality of life, find out more about the Silkin free practice evaluation and the solutions they have to offer. You'll be glad you did!

Sincerely,

A handwritten signature in black ink, appearing to read "Rex Gibson".

Rex Gibson, D.D.S.