



A few years ago I found that running my veterinary practice had become frustrating. I was overwhelmed keeping up with patient and client care while running the day-to-day operations. I knew we could be more efficient and productive. The stress was carrying over into my family life and I knew things didn't have to be that way.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. I guess I had never attributed my concerns to management issues, but Silkin offered me a free evaluation of my practice and it seemed like a good place to start.

Silkin's evaluation was a real eye opener for me. The process helped me to address practice problems I wouldn't have considered if they weren't called to my attention. As we went along, I could see that no matter how much harder I worked, I couldn't resolve the cause of my frustrations without building some systems and incorporating some tracking mechanisms to lighten the load.

Although the decision to use a consultant was a big one for me, I had come to a point where I was ready to make some changes. Hiring Silkin ended up to be the turning point in my practice's success.

We started with the internal organization, and really built a solid practice structure that quickly allowed us to move on to the important aspects of marketing, profitability and growth. Silkin helped me to train my staff the right way so everyone gladly participated in the implementation of our program and that made all the difference. Looking back, no wonder I was so stressed! I had never designed the practice for how we wanted to help the number of patients and clients we were seeing. Now I focus primarily on the medical side of the practice, and I have staff and systems in place to take care of the management. It's been a complete turnaround, one that was long overdue in my practice.

If we hadn't used the Silkin program, I would certainly have kept the doors open, but would have been unsuccessful in every other way given the standard of practice I truly wanted. I love my practice and helping others but I wasn't happy overall and, in the long run, the stress and instability would have taken its toll.

Instead, we've increased by 20% despite economic concerns and we did it with fewer doctors seeing more patients and clients. Two years ago, if someone would have told me I could do MORE and feel LESS stress at the same time, I never would have believed it.

I like to share information about Silkin with other doctors because I run across so many that seem to be in the same boat I was in. Now I know it doesn't have to be that way. If you're willing to take a fresh look at things and consider the remedies that are really needed to create your ideal practice, it's right there for you with a little determination and a lot of help from Silkin Management Group. Take advantage of their offer for a free practice evaluation. I consider it to be, by far, the single best professional decision I ever made and I think you'll feel the same way.

Sincerely,

A handwritten signature in black ink that reads "Erin Holder, D.V.M." in a cursive style.

Erin Holder, D.V.M.