

A few years ago I became frustrated with the growth of my practice. We had grown for years and then hit a certain plateau and just couldn't move beyond that level. I knew we had the potential to do more for those in our community but I was having trouble figuring out how to make it happen.

About that time I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They offered me a free analysis of my practice, and I thought an outside view of our operations could help me identify our barriers and learn the steps we could take to eliminate them.

I found Silkin's evaluation to be eye opening. Although the practice had grown and run well over the years, we had come to a point where the old way of doing things just wasn't adequate. We needed some new systems, clearer goals and the techniques to help us consistently move toward those goals despite how difficult it can be to treat patients and manage a practice all at the same time.

I started the Silkin program and immediately started to see positive changes within the practice. We used Silkin's matrix for tracking numbers and right away certain patterns became clear. With Silkin's help we were able to predict and influence those patterns to reverse problems and prevent new ones from occurring.

We took a further step of specifically identifying and training on job duties within the practice and that made all the difference. Staff turnover improved and each person knew what to do and how to get it done in the best interest of our patients. We became more organized, more motivated and generally more effective in our operations.

We saw improvement in the form of substantially increased productivity (despite economic challenges and an apparent ceiling in previous years), enhanced staff morale, improved practice net, reduced stress and even better patient care – and that happened for us within our first month on the program.

I can see now that if I hadn't used the Silkin system, I'd still be scratching my head with no idea how to deal with certain staff and management issues. Instead, I'm now able to diagnose problems as they arise, delegate to fully trained staff, present treatment to the patients more effectively, oversee our systems and make needed adjustments and the practice is more stable than ever. In fact, we still have room to grow.

Sometimes we, as dentists, get the idea that we know everything there is to know about our own practices and things become routine. That's not necessarily a good pattern. You can have the same situation but get a different set of eyes and ideas applied to it and come up with fresh and effective ideas for how to continue to move the practice forward. After all, we all need some help and coaching once in a while.

If you'd like to improve your practice but aren't sure where to start or how to make the changes you desire, consider Silkin's free practice evaluation. It's an informative process that can show you your practice's true potential, and it's probably easier than you think to reach it.

Sincerely,



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