

MAST DENTISTRY
CHRISTOPHER MAST, D.D.S.
55 W 14TH S, SUITE 102
HELENA, MT 59601
(406) 458-0003

Not long ago, a local doctor sent me some information about Silkin Management Group, a national practice management company. To be honest, we get a lot of that kind of stuff and usually disregard it but I got a follow up call from Silkin that happened to come in on one of those days when everything was going crazy in the office. We were struggling with staff issues, mounting stress and overall inefficiency in the practice. The more I heard, the more their program sounded like something I ought to check out.

The cost involved with using a consultant was a bit overwhelming at the time but I knew we had to do something to improve the way the office was running. Silkin offered to fly a consultant out to do a free evaluation of our practice, and that really got my attention. Once we went through the process, I realized that we were losing more money (by far) from inefficiency and missed opportunities for growth than the fee for the consulting and training services I knew we needed. So I signed up for the program and got started right away.

We immediately started tackling our staffing problems. I learned how to communicate with staff members more effectively and over time, I was able to show them exactly what I wanted them to do and why. Soon I had a more motivated staff who took the correct steps to optimally help our patients and to keep the office running smoothly.

Now everyone in the practice knows what they should be doing. We have known plans and routines and an effective method of communicating that makes the operation stress free. As a result, our numbers skyrocketed. My first month back from the Silkin training we had our most productive month ever. And I was easily able to recuperate the cost of the entire program within a few months.

I didn't know how easy it would actually be to shed the frustration of unrealized potential in our practice. And I realized that many of us doctors don't get the help we need simply because we can't see just a few steps ahead. Now I know that, using effective training methods, a real transformation can occur in a short period of time.

Because I know how easy it is to dismiss the belief that things can improve or that it will be difficult to make it happen, I never miss a chance to let others know how simple it can be to have the practice you really want. Find out more about the free practice evaluation Silkin offers and let them show you how to make it happen. You'll be glad you did!

Sincerely,



Christopher Mast, D.D.S.