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Recently, I had a chance to reflect back on the path our practice has taken over many years. Because we've benefited from information and ideas shared by other doctors and professionals, I never miss a chance to pass on to others things that have truly made a difference for us along the way. After all, we're all trying to be productive and successful in our efforts to provide care for others.

Many years ago, I decided I needed to hire a consultant for my practice. We weren't really growing, our new patient flow wasn't adequate and we didn't know how to find and train the right staff members.

I contacted Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice and I thought it was a good idea to gain some insight from a professional as to what steps we should take to improve things.

I was extremely impressed with the recommendations made by their consultant and I could see that their whole approach was designed to create a practice environment where we could provide more and better care for our patients. I knew it would take a considerable investment of time and money to implement the program we needed, but I realized that we needed to do something or nothing was going to change. And I could already see that the cost of our inefficiencies and lack of growth far exceeded the cost of getting the right help. So I decided to start their program and I've never looked back. It turned out to be one of the best things I could have done for my practice.

My wife actually changed careers to help build the practice into the operation we've always wanted it to be. Although I'm trained as a dentist, neither of us had a lot of management training or experience up to that point. We started with some basic executive training, which was just fantastic. I never knew there was such an organized approach to how things needed to be done. Instead of using intuition and guesswork, Silkin provided us with a means to tackle everything from systems, to tracking productivity throughout every area of the practice, to hiring and training our employees and more. And we saved a tremendous amount of time and effort getting simple direction about how to make the most of our marketing activities for very little cost.

The results came almost immediately. We started seeing more new patients than ever before. And we were able to provide more comprehensive and higher quality care to our new and existing patients simply because our office was organized for that level of activity. We experienced tremendous growth and we continue to grow every year, even when other practices have seen things decline. I know now that if we hadn't used the Silkin program, we'd be in the same boat, experiencing sluggish results and blaming the economy when all we really needed was to get organized so we could design our own future.

You don't have to settle for a frustrating or mediocre practice situation. You probably realize there is more potential in your practice and just aren't sure how to tap into it. I'd recommend you take advantage of Silkin's offer for a free practice evaluation. They'll show you how you can reach your personalized goals and be of even more help to those in your community who can really benefit from all you have to offer.

Sincerely,

David Matthews, D.M.D.