



Several years ago my wife and I started a practice together. It was an exciting time and we loved having the opportunity to go into business for ourselves. But before long, we realized there was more to it than just hanging out a shingle and seeing a few patients. We knew we wanted to do more with the practice but weren't exactly sure how to go about it.

We were contacted by Silkin Management Group, a nationally recognized practice management company. We weren't really looking for a consultant at the time, although looking back on things maybe we should have been. We knew we had some staff issues and wanted to grow, so we decided to have a free practice evaluation with Silkin to find out more about what they might be able to do for us. The process was amazing! It confirmed what we suspected, that there were actual steps that needed to be taken to establish and run a successful practice. We knew that unless we got things organized, we could never expect anything more than bumping along as we were at that time. So we decided to start the program and have never looked back.

We met with our consultant and designed a program that was specific to our goals, our practice situation and our needs at that time. That was a relief because in our community, we knew a cookie cutter approach wouldn't get results. But everything was tailored and very specific. We found the program easy to follow, and it was designed to keep us on track. It was even self correcting in that if a new issue arose during our program implementation, we had the ability to make adjustments with our consultant and tackle those issues as part of the bigger picture. The whole thing was very well orchestrated.

The result of our planning and implementation came almost immediately. We defined each role in the practice and got our staff members trained. Now everyone knows what to do, how to do it and there is no guesswork. The expectations are laid out and everyone performs. Having employees who take responsibility for their own areas is what makes the difference. It created an immediate increase in our productivity and showed us how we could organize toward doing even more. Now we've doubled our production and there is no end in sight.

We also found that it was very effective over the long term to work with our consultant as an objective, experienced observer. He's been able to have insight into our practice situations and provide concise solutions by looking at things from the outside and making suggestions based on what will work for the whole operation. This has been welcomed by doctors and employees alike.

Now I realize how much we weren't doing to make our practice successful. And I know that if we hadn't used the Silkin program, we probably would be going along just fine, paying the bills and all of that, but would never have seen the growth and stability we enjoy now. In fact, we're making plans to build our own facility and provide an even higher level of service to those in our community.

My advice to other doctors would be to step back and take a look at your practice and, while doing so, have a Silkin representative take a look with you. Their practice evaluation is free and is an informative and worthwhile experience. You may not even realize how much things can improve and how easy it is to make it happen. That has certainly been the case for us and we know it can be for other doctors too!

Sincerely,

A handwritten signature in black ink that reads "Ben Mize O.D." with a stylized flourish at the end.

Ben Mize, O.D.

A handwritten signature in black ink that reads "Christine Mize O.D." with a stylized flourish at the end.

Christine Mize, O.D.