

Kimberly Olson, D.V.M.

Animal Health Services

(320) 974-8901

About a year ago it hit me. There had to be a better way than struggling through various administrative and financial crises, taking a breather, and gearing up for the next wave of stresses headed my way. Don't get me wrong, I had a great practice. But I knew there had to be an easier way to get through the days and find a sense of satisfaction from the profession I love.

About that time I was contacted by Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon. I found out about the free practice evaluation they offer and I decided to participate. I knew I needed to take a fresh look at how to solve practice problems and improve my situation.

I found out that my practice was under producing, and if we kept going as we were, we'd run into financial trouble before long. But I also found out my practice had more potential than I imagined and that there were definite steps we could take to optimize our operation, capture missed opportunities and actually reach that potential. Making the decision to use a consulting firm is a big one and I didn't take it lightly, but now that I look back, it was one of the best moves I've ever made.

Have you noticed that all it takes is letting one thing get slightly off track and it opens the door for other problems to follow? That's how I felt. No one problem was particularly terrible but several small issues lingering without being addressed had started to take their toll and drag the whole practice down. With the help of my consultant, I was able to really look at things for what they were, diagnose the problems and confront the source of our inefficiencies. With that done, the solutions were actually very straightforward and much easier to implement than I ever imagined.

Soon my employees had good guidance, the right tools and an improved environment where everything centered on providing the best care for our patients and clients. Getting back to our real purpose sparked creative solutions, and before we knew it we were growing every single month. In fact, my practice saw a 23% increase last year, while other doctors have told me they are struggling with the effects of the economy and continue to decline.

I hate to think what practicing would be like today if I hadn't used the Silkin program. And I'm glad that the days of coping with management headaches and feeling frustrated are behind me. To my surprise, the stress level actually reduced as I got the practice organized for the expansion we wanted. I love taking time each month to work with our consultant, addressing the immediate issues, but also finding comfort in planning our future.

If you have the same feeling I did, that there's got to be an easier way, it's because you're right, there is an easier way. It's supposed to be fun and you're supposed to be rewarded with some security for all your hard work. All you have to do is get a little help to point you in the right direction and keep you on track and you can hardly believe the difference it will make. Find out about the free practice evaluation Silkin offers and let them show you how to make it happen.

Sincerely,



Kim Olson, D.V.M.

301 Pleasant Avenue
Atwater, MN 56209