



HARWOOD OAKS ANIMAL CLINIC

We treat your pets like family!

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Cheryl Peterein, D.V.M.



When I opened my practice, I thought if I were the best doctor I could be and just provided quality care for my patients, everything else would take care of itself. I quickly came to find out that's not all there is to it. I had no idea the effort it takes to run a business on a full time basis in addition to handling the veterinary medicine. Before I knew it, I felt overwhelmed.

I received a postcard in the mail profiling a prominent veterinarian in Tennessee who attributed her success to working with Silkin Management Group, a nationally recognized consulting firm. The article spoke to me and I called my husband immediately. He told me I was a great doctor and had everything going for me, I just hadn't been taught how to manage a business. We felt Silkin could be the key to relieving some of the stress and problems we were experiencing, so we signed up for the program with high expectations. We weren't disappointed.

Right from the start we saw improvements. We had struggled to find the right staff and provide training that would stick. Using the Silkin system, we were able to hire and train the right people for the right positions. It was the difference between night and day. We could finally properly delegate the administrative duties to the right staff members and get the office running like I always knew it could. And that was just the beginning.

Silkin saved me from making a huge business mistake. I was considering buying a building that would have put me in debt with a practice that would have to struggle to support the payments. They showed me why it was important to do things in the proper sequence. I took their advice and within two and a half years, I was able to build my own practice to my specifications in an ideal location without the burden of debt we didn't want to have to worry about.

As I continued to work with Silkin, my consultant helped me implement systems and programs on a step-by-step basis. I thought it would be overwhelming to make all the necessary changes but with my consultant's help, we tackled the issues and were able to solve them. We used a system for tracking that allowed me to see what was happening and what needed to be done every step of the way. Soon I had doubled the productivity of the practice and I was able to take time off from the office. Now I've cut back to working part time and I'm able to focus on practicing the type of medicine I love. That's a whole different outlook than when I was running ragged and feeling uncertain that I could stay in business and maintain my sanity.

If you want to take control of your practice, take more time for yourself and still be able to help more patients and clients, find out about the Silkin program and the valuable services they offer to veterinarians. They will conduct a practice evaluation at no charge and show you where and how improvements can be made that will result in less stress and more productivity. Choosing Silkin was one of the best business decisions of my career, and you can only benefit from hearing about how they can help you too.

Sincerely,

Cheryl Peterein, D.V.M.