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Several years ago, I became aware that our clinic needed an organizational overhaul and a management style upgrade. We had problems with efficiency and cash flow. We also needed to create job descriptions for our staff and address our training methods. It seemed as though no one knew exactly what they should be doing, which caused a lot of disorganization. Without any specific goals, I was just moving through each day, trying to get things done as quickly as possible so that I'd stay afloat. But before long, it became difficult to see how we could continue to move forward without a plan.

I heard about Silkin, a nationally recognized management firm in Portland, Oregon specializing in practice efficiency and growth. I could see that that there was something far better for us out there if we were willing to use their program. Our motivation came from the understanding that if we continued on the same path, things would only get worse. Although I had to borrow the money to pay for the program initially, I was confident we could accomplish the implementation quickly and that the services would pay for themselves in the end.

Ultimately that's exactly the way it happened. Within three short months on the program, we had earned additional income in excess of what we'd invested. And it's easy to see how that came about. During that time, our Silkin consultant helped us develop job descriptions for every position in the office. Then we conducted staff training programs and consistently monitored our productivity. We began promoting the practice effectively and saw immediate results. Our consultant walked us through each step, customizing the program exactly to our needs and prioritizing the importance of the various issues we were facing.

In all sincerity, I never thought we'd be doing that well, and it wasn't even difficult to produce at that level. We did the initial work of implementing the program and when we got the resulting expansion, we were easily able to handle it. Today, I work fewer hours, don't have nearly as much stress, have better camaraderie amongst the staff and we've doubled the productivity of the practice. Of course, the financial success is very much appreciated, but in truth, I wasn't as concerned with the money. I simply wanted to care for my patients and clients, gain some overall peace of mind when dealing with issues at the clinic and have a little more time out of the office with my family.

Oftentimes people's willingness to change is motivated only by a certain amount of desperation. But you don't have to wait to become desperate! Silkin can help you isolate the things that need to improve and provide easy to follow steps that have already been developed to make the needed adjustments. No matter what issues create challenges in a practice environment, Silkin has proven to us that there are always solutions available. It just goes to show that finding the right people to help you and using the best tools available makes all the difference in the world.

My relationship with the Silkin Group has been of tremendous benefit. I would encourage anyone who wants to achieve practice goals and make life easier, to find out about the free practice evaluation Silkin offers and see how their program can be of help. It was one of the best decisions I ever made for my practice.

Sincerely,

Steven Popish, D.V.M.