



FAMILY VISION CLINIC

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COMPLETE EYE CARE FOR YOUR FAMILY

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About a year ago, I did an assessment of my practice, and I realized that my clinic had outgrown my ability to manage it effectively. I had gotten to a point where I felt I couldn't do it all by myself anymore, and I was dedicated to maintaining the high standards the practice has always represented.

After doing some research, I was introduced to the Silkin Group, a nationally recognized practice management company that has helped thousands of doctors with the same concerns as mine. I didn't feel like they were trying to sell me on a certain way of practicing. Instead they spent a considerable amount of time really finding out about my needs. They showed me how I could use common sense management systems and strategies to stay on top of administration, allow time for exceptional patient care and grow my practice to meet the needs of my community.

When I started the program, the first thing we did was come up with my own vision of an ideal practice situation, and we set about making sure everything was focused on that. I preferred this approach to most of the other practice management companies, which tended to want to mold my clinic to their plan. To align with that ideal, we addressed staff management, overall organization, getting an office manager in place, developing job descriptions, designing office policy and creating staff training actions we could get and keep in place. Before long I was able to delegate to trained, motivated staff members and to focus more on the patient care. I felt less stressed than ever before.

As a result, we achieved and maintained a 40% increase in productivity. We became more productive *and* more profitable, even during these challenging economic times. I certainly never expected that I would make my full investment in a management program back in my first month using the services, but that's what I did!

Looking back on it now, I can see how most doctors find themselves heading for this type of dangerous situation. I always *felt* like we were growing, but when I look back on that same information now, I can see that we were not really moving forward or approaching our potential. I had outgrown my ability to manage things, and if we hadn't used the Silkin program, at some point we would have suffered the effects of inefficiency and stalled growth.

Just like in our everyday patient care, there is a standard way to address practice problems. That's what Silkin does. They employ proven methods that get results and prevent doctors from having to figure everything out on their own. Consider the free practice evaluation Silkin offers. I have no doubt that any practitioner could benefit from finding out how their management techniques can significantly improve practice performance, professional satisfaction and overall quality of life.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steven Reed'.

Steven Reed, O.D.