

Broadway Veterinary Hospital

Dawn Sessions, D.V.M.

I love practicing veterinary medicine and plan to continue for many years to come. But a few years ago, I realized that running my practice was more difficult and less rewarding than it should be. I was doing every single job in the office from accounting to ordering to staff management in addition to handling the medicine. I was working long hours and taking home very little salary compared to what I was putting into the practice. I knew something had to change and I decided to look for help.

I received a phone call from Silkin Management Group and scheduled a meeting for a free practice evaluation. Their analyst sat down with my husband and me and showed us how they tailor a program for each practice they consult. That was appealing to me because all the other consultants I had looked into have their opinion of the ideal practice and try to make you fit their mold. Silkin isn't like that. So we decided to use Silkin for training and consultation but I have to admit, I was still skeptical that we'd be able to see a substantial return on the investment we made. I was certainly proven wrong!

Silkin gave us a detailed, 20-point plan and helped us to implement it every step of the way. It was designed to put systems in place for each area of the practice that would promote efficiency and growth. Within four months, we saw a 40% increase in our productivity. Based on that growth, we made new adjustments with our staff and that's when things really took off. To date, we've had an overall increase of over 150%. To me, what that reflects is not just dollars but our ability to reach out into the community, let people know about quality veterinary care, ensure they seek it out and ultimately to help more animals. That's what it's all about.

I no longer stay up until 2:00 a.m. paying the bills and worrying about how I'm going to keep everything going. Now all I have to do is practice medicine and the rest takes care of itself. I'm doing what I love and being rewarded for my efforts. And I've finally become able to have some time out of the office and enjoy the quality of life I've always sought.

If you want to have less stress and more free time plus the personal income to pursue your goals, contact Silkin and let them help you build a stable and successful practice. Their free practice evaluation really can show you how to make it happen!

Sincerely,



Dawn Sessions, D.V.M.