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I've always enjoyed practicing veterinary medicine but not long ago, I realized it had become more stressful and less productive than I wanted it to be. I decided to make some improvements to the way I was running my business but wasn't exactly sure how to approach the changes.

Then I was contacted by Silkin, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice to help identify the source of the problems I was faced with at the time. The analysis I received was very revealing. There were some things I already knew we needed to address but there were also some areas I didn't realize were becoming problematic. More importantly, I found that left unattended, these issues would make the practice even more difficult to manage.

I decided to work with Silkin and implement their practice management program and, looking back, I consider it to be one of the best decisions I've ever made. Their methodology was straightforward and offered us a practical means to tackle the obvious and hidden trouble spots in the practice.

Using the Silkin system, we addressed goal setting, a system for monitoring our progress and basic marketing techniques to bring more clients into the practice. We identified how the office should be set up and run and we placed the right people in the right positions to make it happen. In realigning these areas, we were able to realize a significant increase in the productivity of the practice and, interestingly enough, it became less stressful to produce more than we'd ever done before.

One of the things I realized is that even small mistakes can be expensive. You often don't know what you don't know and that makes it easy to make mistakes along the way. But, if you get help looking at what you know needs to improve and find out about the problems you can't see as clearly, you can make positive changes and correct the big and the small issues. If you don't, over several years you'll lose more income than you'd ever have to pay to get trained and have a consultant point you in the right direction.

Silkin is different than most consulting groups out there. They have the ability to take your specific situation into account and find a way to use what they know to address your particular needs.

If you'd like to improve your practice but aren't sure how to take the first step, find out about the free practice evaluation Silkin offers. It's an informative process that can show you how to have a rewarding practice, and that makes all the difference.

Sincerely,

Eric Setzer, D.V.M.