

# Clintonville Dental

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If your practice is anything like mine, you've probably run into quite a few barriers trying to achieve practice stability and growth.

I decided early on to enlist the help of a management consultant to address my concerns. But my first experience with consulting was not a real success. I worked with several experienced dentists and businessmen and their approach was to *tell* me what to do in my practice. Sometimes it worked but even then, I didn't understand why. I didn't feel I would know what to do when the next problem came along. Even though the situations were right in front of me, I couldn't always see where they were coming from or what to do about them. I wanted to learn about practice management for myself and have the ability to become my own consultant.

I found what I was looking for when I attended a seminar hosted by Silkin, a nationally recognized practice management company. Silkin was the first company I encountered that actually approached my situation by customizing a program for my practice needs. Through Silkin's proven training and consulting methods, I was able to learn for myself what caused the headaches I was experiencing while trying to run and grow my practice. I was finally able to take control and to understand what steps to take to successfully manage my practice every day, every month, every year.

Looking back at where I was before I started using Silkin is like night and day. I've been able to steadily grow my practice, achieve my goals and reduce stress. My practice productivity has tripled, yet managing is easier than ever before. Every practice continues to experience changes. I've gained the confidence to realize I will be able to keep my practice running smoothly no matter what management challenge might present itself.

I know that doctors make other types of investments looking to improve their practices and many of them can be helpful. But probably the best investment I made was hiring Silkin to help me learn to run my practice efficiently. There is no comparison in terms of the income brought back into my office, increased new patients, improved efficiency and overall practice growth.

If you have a desire to improve conditions in your practice and thereby make a positive change in your quality of life, I would strongly recommend you explore what Silkin can do for you. They will be happy to arrange a free practice evaluation for you, which is an opportunity you should not pass up. It is during this analysis that they will find out about your practice and tell you how their program could be of benefit to you. It's an enlightening experience and well worth your time.

Find out more about the Silkin program because they have something valuable to offer all doctors.

Sincerely,



Craig Slack, D.D.S.

P.S. – If you would like additional information about how the Silkin program helped me and how it can be of benefit to you and your practice, you can reach me directly at (614) 268-5744.