



Mira Swiecicki, O.D.
Lynden Vision Clinic

Several years ago, I found myself struggling to build and maintain a successful practice. I loved my profession but I knew that if I couldn't address the difficulties I was having, I wouldn't be able to continue in private practice. I didn't want it to come to that.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management firm in Portland, Oregon. I let them know about my concerns in managing my practice and they offered me a free evaluation to get to the bottom of the problems I was having. I knew I wasn't able to fix the situations on my own and needed to work with someone who could help me find the right solutions. Maybe it was just good timing or the realization that I had to do something, but I decided to take part in their evaluation and find out more about their management services.

In our first meeting, I could see that their analyst was right on point. He identified the underlying factor that was behind almost all of my issues. I was just going along doing the next thing in front of me, and, up until that point, had never had any business training. Just changing my view of things was a good start. But they went beyond that to outline an exact plan and showed me the difference it could make on an immediate basis. From there, the decision to move forward with their management services was easy. Once things came to light, I knew we couldn't continue on the way we had been. So I got started on the program and never looked back.

We addressed staff issues first. I wasn't aware how serious our problems had become. But in examining things for what they were, I found that we were losing thousands of dollars each month, perpetuating a cash flow problem and creating a stressful practice environment. By getting the right staff working effectively in the correct positions, we saw an immediate improvement. We followed that up with extensive training and monitoring and suddenly it all clicked. We could see what was happening and what to do about it and all at once, we were pursuing specifically named goals instead of just putting out fires.

As we became more efficient, we were able to attract and treat more patients and still have more time out of the office. My production increased by 50% and I was able to pay off my practice debt and building as well as upgrading our equipment. I was able to become a leader in my state association, and felt like I could impact my patients and profession as a whole like never before. If I hadn't used the Silkin program, I never would have had the energy or the time necessary to do that.

Looking back, I was so overwhelmed by the problems I was having that I didn't even fully understand what they were let alone what to do about them. Now I know that practicing doesn't have to be that way. You can get past the complexities and arrive at a point where practicing is a very rewarding experience again.

If you're frustrated with difficulties you've run into in reaching your practice potential, I recommend you find out about the benefits the Silkin program has to offer. They will provide you with a free evaluation, a plan and they'll give you the help you need to get things on track. Using Silkin is one of the best decisions I ever made for my practice. I wish I had done it earlier and it's a system any business can benefit from.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mira Swiecicki', written in a cursive style.

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