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Somewhere along the line I adopted the idea that it's important to always keep improving. One reason I wanted to have my own practice was so I could truly have the ability to keep improving: improving our techniques, improving our level of service and just be the best we can be. For several years I tried to do it all myself, but continuing clinical training and patient care took up most of my time and kept me from tending to the management issues within my practice. In the end, that was keeping us from improving.

A while back, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. Silkin provided me with a free evaluation of my practice. We were able to break down the management of the office in terms of structure and staffing and training and systems and tracking and I could see those areas hadn't gotten enough of my attention. I decided to use Silkin for a training and consulting regimen for my office and what a difference it made!

I wasn't sure how my staff and patients would take to implementing management systems into such a well-established practice. They loved it. Instead of trying to do everything myself, I delegated management responsibilities to trained, motivated employees who had the time and focus to really tend to each task. Now every action is aligned and contributes to clinical care and the patients truly benefit.

Looking back, I wish I had incorporated a more substantial approach to the management of my practice into my business philosophy from the beginning. For us, it proved to be the hidden factor that kept us from realizing our full potential even when I had a constant eye toward improvement. We've grown significantly and are helping more patients achieve better health than ever before. That's why I suggest that all practitioners look into the management aspect of things and give the subject the attention it deserves.

I feel strongly that the free practice evaluation Silkin Management Group offers is a worthwhile and enlightening process that can help you streamline practice operations and help you meet your goals more easily than you might think.

Professionally,



M. Scott Updyke, D.D.S.