

Green Camp Veterinary Clinic

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Just because you aren't looking for help doesn't mean you can't benefit from a good thing.

Several years ago, I was contacted by a national practice management firm, Silkin Management Group. They offered me a free practice evaluation and I couldn't see any harm in participating. But truth be told, I was certain that any frustrations I had at the time were just "built in" to my practice situation. My clinic is a small building in a very small town. I had just lost an associate and while I understood the concept of how having an associate could help, I was not anxious to repeat the process.

But I knew things had to change. I wanted to cut down the amount of time and effort the large animal portion of my practice was consuming. And I wanted to have more time out of the office. So I completed the evaluation and, when the analyst told me Silkin could address my concerns, I hesitantly signed up for the program. It turned out to be the best business decision I ever made.

The cost of the program was nothing compared to the benefit I received. I'm not tied to the office all the time and we have a large animal contingent that runs smoother and more efficiently than I ever imagined. The small animal portion of the practice has continued to grow as well.

For me, the return came in the form of improved efficiency, staff training, team building, increased productivity, reduced stress and the ability to provide quality care for more clients and patients than ever before. I used to carry the burden of solving all the problems in the practice myself. And sometimes that boiled down to just accepting certain situations as "the way it is". Now all my employees are on board. They are creative, organized, motivated and the main reason we continue to grow. My staff members actively participate in streamlining practice systems and each time they do, we increase our capacity.

Through Silkin's screening and hiring system, they helped me find a great associate and what's more, they gave me a practical approach for how to incorporate an owner/associate system into the office. That has brought us consistency and longevity, and our clients have been receptive to the system because they have confidence that we are providing better service than ever.

Before using Silkin, we bought into the idea that we just had to live with certain problems. Now we know we can do something about them. We routinely set, make and even exceed our production goals. We're up 31% over last year and we're on track for our highest income ever. But the really exciting part has to do with how many clients and patients we're seeing. Last year we had 2600 new clients. And when I say I'm in a small town, understand that we don't even have a stoplight (we don't even have a stop sign!). People are coming from all over to seek out the quality care we provide. They tell their friends and family members about us and we continue to grow. We've stopped using advertising and don't even have a yellow pages ad anymore. Yet we attract quality clients and are able to do more for those in our community. It's the smooth flow and operation of the practice that makes the difference.

Before I went with Silkin, things weren't bad. I wasn't even looking to improve and wasn't certain we could. But their practice evaluation showed me how I could and I'm grateful that I took advantage of the opportunity. If you're interested in how Silkin Management Group can help you to do the same, find out more about the practice evaluation they offer. It's a worthwhile experience and one I recommend for all veterinarians.

Sincerely,



DeWayne Weaver, D.V.M.