



Healing Hands Animal Hospital

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Recently, I learned just how valuable it can be when you get the right kind of help at the right time. I wish I had taken this approach much sooner and want to share my experience in the hopes that it can be of help to others.

Not long ago, I had to admit I was becoming frustrated practicing veterinary medicine. I love my profession and the clinical part of my business was very rewarding. But I had never owned a practice before and didn't receive any training in vet school for how to run the business side of things. I was suffering from burnout, discouraged by staff management issues and concerned about my ability to turn it all around.

About that time, I was contacted by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. They offered me a free evaluation of my practice and, while I wasn't really looking for a consultant, I felt I didn't have anything to lose by participating.

Completing their practice analysis was what first started to change my thinking. In a short amount of time, their consultant was able to put his finger on the very pulse of our practice and isolate the issues that were causing my frustration. I thought if they could identify what I had been unable to see in my own practice in such a short amount of time, what else could they do for us? So I signed on for their management program and found out that was just the beginning.

We needed to get organized and we had some other management issues in the practice, but the biggest concern had to do with staff training. I was constantly repeating efforts to get my staff members following basic protocols that I thought should be second nature. I found out there was a reason why people weren't picking up the training and began to address that immediately. The result was amazing! It was the first time I didn't feel I was reinventing the wheel every single day in my office. We put together a whole new approach to staff training and a procedure for keeping policies in use permanently.

Right off the bat this impacted the office in reduced stress, improved client relations and overall practice efficiency. Conservatively speaking, that alone paid for the cost of the Silkin program within the first month we were working with them.

For us, it was a matter of going back and filling in the foundation of our business that was never put in place properly from the beginning. No wonder we couldn't build on it! No matter what we tried, our efforts fell short for that simple reason. And it would not have taken care of itself over time like people tell you it will.

I'm so glad we decided to stop pulling our hair out and get the help we needed. It took some courage and hard work but it was a relief because we finally knew we were taking effective steps to really grow our practice. Now we have the training and insight to see clearly the issues that arise and we know how to tackle them before they become worrisome or hinder the productivity of the practice. And having a consultant to work with every step of the way, we felt like we may not have all the answers but we knew where to get them.

I've enjoyed my relationship and experience with Silkin from Day 1. My consultant has come to be a trusted friend as much as an advisor and has helped us take on one thing at a time until the result is undeniable. We are a much better practice today than ever before.

I will never again underestimate the power of the correct application of the appropriate techniques to address practice needs. I know now that just waiting to see how it goes just deepens the problems and delays the solutions. If you want to shortcut the frustration and find workable answers that make your practice everything you want it to be, contact Silkin Management Group. Find out about the free practice evaluation they offer and let them show you how to make it happen. You'll be glad you did.

Sincerely,

Jaclyn Wolinski, D.V.M.