

Sweetnam Family Dental

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Several years ago I considered using Silkin for practice management. After careful consideration of the costs and benefits involved, I decided not to pursue the program at that time. We felt we could tackle the management issues we faced in the practice on our own.

But then I ran into some difficulty with staffing issues and overall efficiency. I knew we could do better but just weren't making it happen. We were working so hard and not seeing the rewards that should come from such long hours. So we contacted a friend who used the Silkin system and he was convinced they could be of help to us. We looked at the costs versus benefits differently this time. We had to ask ourselves, "What did it cost us to NOT implement a management system when we considered it two years ago?" We decided that even a slight increase in efficiency would have more than made up for the fee, so this time we took the plunge and signed up for the Silkin program.

Almost immediately, we saw a great improvement. We were able to delegate and hold staff members accountable for their job duties. We started actually targeting our productivity and monitoring our practice with statistics, which was new for us. Just inspecting the information we found that we were able to do more than we had before. Suddenly we had a full staff complement and team players who were really making things happen. I went into this with the idea of increasing efficiency, not looking to achieve a higher level of production. But within three months the program had paid for itself and we were able to achieve the same numbers in two fewer days per week.

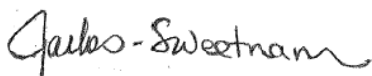
If I hadn't started the Silkin program, I'm convinced that I wouldn't be practicing dentistry today. I love my profession and always wanted to help people, but I knew if things continued as they were, I'd have to consider another option. It was just taking too much out of me to keep the practice working.

You certainly need to do the steps to make it happen, but the long-term gains are unbelievable. This program did nothing short of give me my life back and made it possible for me to help my patients and my community the way I always thought I should be helping them. In fact, we recently moved our practice and when we left our former location, we were overwhelmed when we received a photo and plaque from the community, thanking us for our contributions.

Dentists are trained to be dentists, not business people, but we step into a business situation the day we open our practice doors. In fact, we end up doing as much or more management as we do dentistry. We don't always know what to do or how to make it all work. I wasn't a bad manager, I just didn't know what steps to take. That's where Silkin came into play. It's like a mini MBA program. And it made a huge difference.

If you're looking to make practicing easier, help more patients and have the quality of life you deserve, contact Silkin and take part in the free practice evaluation they offer. I wish I'd done it the first time!

Sincerely,



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