



Ashworth Vision Clinic

Barbara Scheetz, O.D.

It was rather interesting to me that just when I needed help the most in my optometry practice, I received a call from Silkin Management. At the time, I was seriously considering selling my practice, primarily because I was facing a great deal of struggle. Competition from other practices was extremely high and a commercial corporate entity was on my heels. I was not able to meet my expenses and without any real business savvy, I was getting nowhere fast. It seemed as if I was fighting a losing battle, and I was at a loss as to what I could do to make my practice right.

When Silkin called me, their program piqued my interest, although I was a little nervous about working with a consultant. However, instead of closing my mind to the opportunity, I decided to have a Silkin analyst come to my office to evaluate my practice. The analyst's approach was to ask me lots of questions about what I wanted to achieve from my practice. My response was simply that I didn't want to go into any type of corporate setting, as I truly wanted to make a go of a private practice. I also told the analyst that I knew I was a competent practitioner and I loved helping people, but I just didn't know how to go about constructively handling the business aspect of my practice.

The analyst let me know that my problems weren't uncommon and that there are solutions for getting a practice on solid ground. Initially, I thought the program was going to be costly and time intensive, but I was wrong. I soon realized that my own unorganized approach was far more expensive and a great deal more time consuming and kept me from achieving my personal and professional goals. That old cliché kept coming back to me: "If you keep on doing the same things, you can expect the same results." I decided to make an effective change and move forward with Silkin's suggested training and consultation, and it turned out to be the best decision I ever made.

One of the first things Silkin helped me do was to hire the right office manager to help me implement the Silkin program. For me, that was the most crucial step in the program. Once we had a manager in place, things really started to take off. We literally went from being a practice that was about to close its doors to a million dollar per year practice. Not only did we quadruple our productivity, but the program helped free me up to do the things I'm actually trained to do. Now that my office manager handles the management details, which she does extremely well, I can spend my time being the doctor, concentrating on my patients and not struggling with staffing and management issues.

I know there are many consultants that offer different types of management services. But to my way of thinking, Silkin really knew how to help me with the business aspect of my practice, which is what I needed most of all. I didn't want anyone telling me that because my business wasn't expanding, I wasn't practicing good medicine. That simply wasn't the case. What I needed was management help and Silkin's expertise in practice management is unequalled. They understood my needs and approached them by providing me with practical management tools that I could use forever. I needed to learn how to attract more business, how to get organized and how to handle the increased volume. And in truth, that's exactly what I got from Silkin. Now my business is thriving, organized and very successful.

If you'd like to find out how to improve your practice, get back to what you love to do and help more patients, complete the enclosed card and find out how Silkin can help. You'll be glad you did!

Sincerely,

Barbara Scheetz, O.D.