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Here is the reality. Compared to other professional organizations, healthcare practices are unique in that the owner is the one who actually makes the production happen. Often he/she is the primary producer. In most cases, to keep the practice viable the doctor actually remains on the production line eight hours a day.

So when does the doctor get to be the owner and tend to the executive functions of the practice? With little or no business management training in school and limited time, one learns to run the practice through trial and error. The biggest challenge is that most healthcare professionals are scientifically inclined. (If they were interested in business they would have applied to Business School. They certainly had the grades to get in!)

We learned early on that it takes a lot of knowledge and expertise to run a practice well. So we brought in Silkin. They had a proven track record in practice management for over 20 years. It was only logical to tap into that pool of knowledge. Simply put, they trained us how to do it right the first time. They provided us with the tools needed to create an organization that is viable and provides quality dental care in a very efficient and effective manner. Stress free.

I would encourage every health professional out there to, "just do it!" Let Silkin train you to be the most effective owner and manager you can be. It's the smartest business decision you will make. Just look at our results. They speak for themselves.

Good luck in all your future endeavors.

Sincerely,

Kal Brach

