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Eagleview Eye Clinic

▲ Complete Eye Care with a Small Town Touch ▲

A few years ago, I was looking to expand the size and the scope of my optometric practice but wasn't sure how to go about it. I considered using a practice management consultant but found that many of the programs out there were too generic and didn't allow for the way I wanted to approach the growth of my office.

About that time, I was contacted by Silkin, a nationally recognized practice management firm in Portland, Oregon. They offered me a free evaluation of my practice which I felt was exactly what I needed to really break everything down and figure out how to take things to the next level. The idea of taking on a management program was a bit overwhelming but my husband and I agreed that if I didn't take steps to address the actual reasons for my lack of growth, nothing would change. The cost of getting the needed help was nothing compared to the lost income we were seeing from inefficiency and missed opportunities for expansion. So I decided to move forward and now I consider it to be one of the best decisions I ever made.

Right off the bat, we started implementing procedures for training staff on a whole new level. We learned how to track vital information and, more importantly, we found out exactly what to do with the data. I used to just glance at my software reports and file them away. But Silkin showed me what to look for and how to interpret the trends so I could take action and actually influence the coming weeks and months in terms of productivity.

The biggest benefit has been the peace of mind that has come from knowing we are taking the right steps, making sleepless nights filled with worry a thing of the past. During difficult economic times, it's comforting to know I don't have to guess or wonder about what to do or what is going to happen. I don't have to resort to selling myself short with deep discount-driven marketing for fear that I won't have enough patients coming in. Instead I have a definite plan and course of action that gives us more control and keeps us from being intimidated by what lies ahead.

I used to think more volume meant more headaches. But I doubled the productivity of my practice while actually making things less stressful and more organized. Aligning our efforts has helped us to share the workload in a way that makes it easier and more productive all around

Because I've been there, struggling along and uncertain about how to make things different, I don't miss a chance to let other doctors know that help is available. You don't have to settle for frustrating situation or accept that the problems you encounter are just part of running a practice. Contact Silkin and find out about the free practice evaluation they offer. It's an informative and worthwhile process that will show you how to have the practice you've always wanted!

Sincerely,



Rena Cron, O.D.