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A few years ago I found that my practice was running away with me. It was my first time owning a business, and I knew how to be vet, but I had to admit I didn't really know how to manage everything it took to keep a practice running. I realized that it was time to get organized but I didn't really know how to go about it.

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 I saw it as a means to find a starting place and get some advice so I decided to participate.

In Silkin's evaluation, I found out why things had become so difficult. We had grown to a point where I just couldn't do everything myself and expect the practice to keep moving forward. But I still didn't know how to break the cycle of just working harder or expecting things to get better eventually. I didn't have the time to reinvent the wheel so I started the Silkin program to get some help and make the improvements come more quickly. They did.

Silkin helped me identify each and every thing that needed to happen to make the client and patient experience just what I wanted it to be. Then they actually showed me how to make that happen without me having to do each step. That was a new way of looking at things for me, and it opened things up in a way I didn't think was possible.

Immediately we started training staff the right way and developing a standardized means of addressing every scenario that comes up. I thought we had maxed out our level of productivity but we actually grew the practice and made back five times the investment in the training and consultation. And the amazing thing is that during that time, practicing became easier and less stressful. I just didn't think that was possible.

Before I used the Silkin system I became increasingly concerned that we wouldn't be able to keep up with everything, that our quality of care would suffer and that I would lose my enthusiasm for the profession I love. In reality, all we needed was an outside view, someone to gets us to identify our own ideal vision of practicing and a little direction to make it happen.

Now I tell others what I learned through this experience: you don't have to struggle along or buy into the fact that practicing is just difficult and you have to put up with certain frustrations. There is a way to streamline the business side of a practice and make things work they way you want them to. If you'd like to find out more about how to do it, take advantage of the free practice evaluation Silkin offers. It's a straightforward process that can really help, and I think all vets can benefit from the experience.

Sincerely,



Sandra Leyendecker, D.V.M.