

A few years ago I noticed a trend taking place in my practice. We had expanded every year up to a certain point and then our growth just stalled out. I suppose it's not an uncommon occurrence, but I still became frustrated because I knew we had the capacity to help more patients and I really wanted to realize that potential.

About that time, I was contact by Silkin Management Group, a nationally recognized practice management company in Portland, Oregon. Silkin offered me a free management evaluation of my practice. I hadn't fully scrutinized the root cause of our problems, so I felt it would be worthwhile to participate. In the end, the experience was nothing like what I expected.

I guess I thought Silkin would make the typical suggestions of raising fees and quoting national averages and that kind of thing. Instead they took the time to ask questions about the details of my operation and drill down to specifics that led me to my own conclusions about the trouble areas. I found that we had focused on the clinical side of the practice to the neglect of the management of the office and in order to run and grow a business, we needed to change our approach. Silkin designed a program to help us do just that.

We identified sound management practices, delegated roles to employees, trained them to handle those tasks and tracked the impact of those actions. We never changed anything about our approach to dentistry; instead we found methods to support the necessary clinical actions in the best interest of our patients. And before long we became more organized, more efficient and more like a well-oiled machine. The staff and patients couldn't help but notice how pleasant and rewarding interaction throughout the office became. As a result, the productivity of the practice increased by 60%!

I don't even want to think of what would have happened if we hadn't used the Silkin program. I went from being frustrated and a bit hopeless to feeling like a complete rescue and transformation had occurred. The kind of results we achieved are pretty amazing. And if we can do it, anyone can! It's just a matter of looking at what's actually taking place and getting some help to figure out what to do about it. At a certain point that analysis is almost mathematical and becomes so predictable that you can't help but engage in such a simple and natural process for the well being of the practice.

I would encourage other doctors to take advantage of the free practice evaluation Silkin offers. It will give you some objective feedback and proven advice about how to improve the operation of your practice with straightforward, effective methods of management. For me, I didn't know what I didn't know, or how much help I would need, and that became a barrier that kept me from beginning the process. But once I started, it became fun and now I consider it to be the most substantial steps we ever could have taken to improve the practice.

Sincerely,



Valerie Barba, D.D.S.