

BOOK REVIEW

"BUILDING YOUR MILLION DOLLAR SOLO PRACTICE"

A Book by: Dr. Edward L. Silker, D.D.S.*

Reviewed by: **Dr. Abdul Hamid A. Rahmatulla, M.D.S.***

هذا الكتاب يبين كيفية إدارة العيادة وله عنوان واضح وغني عن الشرح وهو (بناء عيادتك ذات المليون دولار) وهذا يعني أنه باتباعك الأنظمة الذهبية الموجودة في هذا الكتاب فإن طبيب الأسنان يكون قادراً على إنشاء عيادة المليون دولار .

يحتوي هذا الكتاب على واحد وثلاثون باب وأربعمئة وستة عشر صفحة يبينون خلاصة تجربة وخبرة الدكتور سيلكر . وهو يؤكد أن 90 % من نجاح العيادة الخاصة يعتمد على الخبرة الاجتماعية ، والقدرة والمرونة والاتصال في حين أن الـ 10 % المتبقية تعود فقط للمهارة السريرية .

الدكتور / سيلكر قدم المعلومات الضرورية للبدء السريع بالعيادة الجديدة وبالترتيب بدءاً من اختيار الموقع وللوصول إلى الفاعلية الحالية ، المرونة والانتاجية وكل الخطوات التي تقع بينها .

الحقيقة أن المريض يحب زيارة العيادة السنوية التي تلقى فيها العلاج باحترام وباهتمام وبمحبّة وحيث يكون سلوك الطبيب فيها سلوك مسؤول ومتفهم ومهتم بمريضه .

ويوصي بشدة أن يتضمن المنهاج العلمي لكليات طب الأسنان هذا الكتاب ليتمكن طلبة هذه المرحلة الدراسية الأولى في الكلية وطلبة الدراسات العليا من الاطلاع على الطرق الخبيرة والناجحة في كل صفحة لإغناء معرفتهم ومعلوماتهم وأيضاً تمكينهم من كسب مليون دولار .

وقد قام الدكتور / سيلكر بنشر كتاب ثاني بعنوان عيادة ملايين الدولارات بالتفصيل وهو استمرارية للكتاب الأول نظراً للنجاح الباهر الذي حققه كتابه الأول فقد تشجع الدكتور / سيلكر لنشر كتابه الثاني .

قدم المؤلف الأنظمة الجوهرية للنجاح في العيادة في ستة وثلاثون باب وأربعمئة وستة عشر صفحة موضحاً فيه الأسس للنجاح في تأسيس عيادة المليونين دولار .

This book on practice management has a self explanatory title "Building Your Million Dollar Solo Practice". It means that by following the Golden Rules presented in the book, one would be able to set up a million dollar practice. The book has 31 chapters and 416 pages, presenting the essence of the observations and experiences of Dr. Silker. He emphasized that in private practice, 90% success is dependent upon business social skills, efficiency, flexibility and communication, with perhaps, only 10% attributable to clinical skills.

Dr. Silker has presented the information necessary for rapid start-up of a new practice or vigorous stimulation of an existing practice in an orderly manner from the site selection to achieving high efficiency, flexibility and effectiveness and all the steps in between. It is true that a patient

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would like to visit a dental clinic where he/she is received with love and affection, treated with respect and concern and where the attitude of the doctor is one which is responsible, caring and understanding.

The book is strongly recommended to be included in the academic curriculum of dental schools, whose undergraduate as well as post graduate students can imbibe the skillful techniques oozing from each page to enrich their knowledge and information as well as enable them to earn the "Million Dollars."

"Details of the Million Dollars Practice"

This book is the second on practice management by Dr. Edward L Silker. In fact, it is a continuation of Dr. Silker's first book "Building your million dollar solo practice." Due to the tremendous success of his first book, Dr. Silker was encouraged to come out with this second book "Details of the million dollar practice." The author presents the jewels of success in Practice in 36 chapters spread over 416 pages, explaining the basis for success in establishing a 2 Million Dollar practice. He discusses a system where the patient's care is supreme and that the patient must be well received and provided with the sincere quality care rightly deserved. He stated that it is important to make the patient feel special and to give him a "favored patient" status making him/her respond in a favorable manner. A satisfied patient would disseminate the good standing of one's practice by "word of mouth" which is a powerful and effective means that soon would add so many new patients to the practice that one would be astonished.

To expedite and develop efficiency in clinical procedures, the author suggests that the entire office personnel (dental surgeon, receptionist, auxiliaries, assistants, technicians, etc.) function as a single coherent unit. He stresses the importance of delegating and expanding the dental assistant's participation in the routine aspects of practice as per the jurisdiction of the country. For example, Dr. Silker has trained his dental auxiliaries to register jaw relationships which he finally checks and approves.

Dr. Silker has evolved a system of six handed dentistry which is efficient and comfortable to both doctor and patient. Prior to the entry of the dentist in the operator, an assistant (chairside) prepares the patient and is ready for the aspiration job while the second assistant (veteran) is standing by to prepare all the required instruments and materials for the procedures to be performed. This system permits the dentist to perform maximum work in the shortest time.

Throughout the book, Dr. Silker generously supplies useful, informative, instructive and educative hints for a successful practice management. Furthermore, he especially stresses the value of maintaining good and cordial relationships with patients including emergency services as it, too, can help promote one's private practice.