Getting with the Guru

*Dental Tribune* looks at the new patient education software offering from Software of Excellence

Software of Excellence has a well-respected reputation in the area of practice management software. Now, the company has tried its hand at a patient education tool that does more than just show pretty images of teeth!

The company has produced Guru, a state of the art patient education tool that can be linked to patient records and produce treatment plans as well as be a valuable resource to enable patients to understand the treatment options available to them.

At a special press screening of the software, Sales and Marketing Director of Software of Excellence introduced Guru as one of the developments of 2010 for the company that has been active in the UK market for more than 20 years.

Matthew McColley, Business Development Manager for the Guru platform, discussed at length the different features and benefits of the programme. Although it is a standalone product, it really comes into its own when it is integrated with the Exact practice management software to allow for complete accessibility with patient records. This also allows practitioners to use a patient’s own x-rays and intra-oral images to explain any problems found in the dentition and detail all the treatment options the clinician could offer to correct it.

Guru covers a vast array of dental topics, from malocclusion and orthodontic treatment to the development of deciduous teeth, from whitening treatments to oral cancer. Matthew stated that the programme currently holds more than 200 animations and images, with more being updates almost daily. One feature that will be of use to practitioners is the ability to draw over and annotate images and animations, ensuring patients really understand the information being given to them.

Another feature of Guru is the ability to create generic and bespoke presentations both for patients and for the practice. One example Matthew showed was a very basic rolling demo of a fictitious practice’s services and special offers, designed to run on a screen in the waiting room. It is also possible to make treatment plans tailored to individual patients using pre-installed or stored images and animations and adding text or narration as necessary. This can then be printed and/or emailed to the patient. The benefit of the email facility is that the viewing statistics of the email can be monitored, alerting practitioners as to the interest end engagement of the patient into the particular treatment plan.

As a mother of two small children, the programme which has been developed to help educate children about oral health really stood out to me. SOE has developed a series of animations around a character, Brusher Bailey, as he battles the oral forces of evil and protects teeth wherever he goes. Think *Ben10* with toothpaste!

There is also a wealth of information to give to parents about tooth development, taking care of deciduous teeth and about what can be done when children’s teeth need correctional work and how this situation has occurred.

I was very impressed by the Guru programme and the flexibility it gave practices. I also like the fact you did not have to be an Exact customer to use the programme - it can be used by any practice with a computer. It also seemed to be very user friendly, with easy to follow instructions about how to use the programme; and plenty of support from SOE’s team.

Find out more about this innovative programme by visiting SOE’s stand (H/J16) at BDTA Showcase or visit www.howdoyouguru.com

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Educate your patients with guru and increase treatment plan uptake

When you present visual treatment plans on screen in 3D, your patients are more likely to understand your recommendations. And more likely to commit to their treatment plan.

**guru** is a new software solution that lets you make colour case presentations at the chairside in real time. Because **guru** works side by side with your digital imaging hardware, patient images are easy to import. A library of over 200 animations and images covers a huge array of topics, including Orthodontics, Endodontics, Implants and Periodontics, so it’s easy to help patients understand their condition.

The result? Your patients are more likely to select the most suitable treatment option and see their treatment plan through.

Discover how **guru** can help you build lasting and trusting relationships with your patients. Contact us on 01622 604695, email us at guru@soeuk.com, or view an online demo at www.howdoyouguru.com

You can see **guru** in action at the BDTA on Stand J16