

# guru

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# Mr G R Boyle, Glasgow

# Guru Testimonial

**Gordon Boyle runs a private practice in Glasgow treating a large proportion of implant cases, treatment that requires extensive explanation to patients. So when he saw a demonstration of a new patient education tool at last year's Dental Showcase, he was sufficiently impressed to pursue his interest further.**



Gone are the days when patients deferentially accepted the word of their dentist. The growth of the internet has created a more discerning and demanding public and an increasingly litigious society has created an environment where dentists must record and document every treatment recommendation they make.

It is against this background that I have developed a commitment to my patients to **“provide world class clinical and customer care and as a result achieve their optimal oral health, function and dental aesthetic.”** I achieve this in a number of ways; by listening to my patients when they talk to me, describing their options in terms of treatments and explaining the implications of their choice.

I have spent a great deal of time searching for an education software programme to augment my own teaching abilities and I have rarely seen one with animations as clear as the ones on **guru**. The graphics are pitched at exactly the right level, they are detailed enough to give clear educational value but are not in any way off-putting to the patient.

I also liked the fact that I could switch the voice-over off, this means I can explain what's being shown on the screen in my own words. The pause button is excellent for this as it gives the patient an opportunity to ask questions and for me to give a fuller explanation of what their particular treatment might involve.

Although it may sound altruistic, I really believe that part of my role as a dentist is to educate patients so they can improve their oral health and gain a better understanding of the choices they have in terms of treatment.

As my practice treats implant cases, I spend a lot of time explaining the benefits of this treatment as opposed to say a bridge and this process is made much easier using **guru**. I can tell them about how implants remove the need to cut down adjacent teeth and how they help to reduce bone loss so often associated with conventional dentures, but when they see the animation on screen you can see that the impact of one treatment versus another start to dawn on them.

**guru** helps explain all types of treatment and these can be shown on the pre-loaded animation and then the information explained again on the patient's own x-ray or digital image, this brings the reality home to them and again aids their decision making.

It is difficult to measure the impact of **guru** in terms of actual patient uptake of treatment plans but I can say with some certainty that the reaction of my patients has been very positive indeed. I can see that using **guru** has enhanced my ability to explain treatments thoroughly, my patients see it on the screen and the benefits of the treatment I am recommending suddenly become clear. There is no doubt that the use of **guru** in my surgery has really enhanced my patient's understanding and consequently has a positive impact on treatment uptake.

I also use **guru** to augment treatment explanations on my website. I find that patients are now much more knowledgeable about treatment even before they come to the practice, but as we all know the internet can be a place for rumour, conjecture and plain mis-information. I want my website to give clear, accurate treatment explanations and using the animations from **guru** does exactly this. Providing information via this channel is quick and easy for me as well, so it's a win:win situation.

I have been dealing with **Software of Excellence** for 10 years and have used **EXACT™** as a practice management system for all this time. So when I knew that **guru** was supported by **SoE** I knew that the quality of the system and delivery of support would be exemplary. I understand that **guru** works with other software systems and having **EXACT™** is not a prerequisite for its use, but this fact did give me piece of mind as an “early adopter” of this technology.

I have been using **guru** for around a year now and there is a huge amount of functionality that I still have to explore. However, I can safely say the programme itself is intuitive to use and although like most other software systems it needs a bit of time spending on it, I really feel I am getting an excellent return on my investment.



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