

GURU NEWS

• *Redefining The House of Guru*

• *Peer-To-Peer: The Guru Clinical Advisory Board*

• *Coming Next: Guru 5*

• *Issue #1 December 2011*

Dear Doctor,

Thank you for being a Guru user – we are happy to be a part of your practice! And welcome to Guru News, the compact periodic newsletter on all things Guru. In this inaugural issue we would like to share with you some of the exciting recent developments at The House of Guru and how they will benefit you.

Guru Introduces New Customer-Centric Company Structure

Reality Engineering LLC, the inventor and maker of the Guru patient communication and consultation suite, has taken over the responsibility for Sales and Marketing of the Guru product line as well as all Customer Training and Support from its distribution partner Henry Schein Practice Solutions. The Guru user base is growing rapidly and we feel that providing these core business functions in-house will lead to an even better customer service and owner experience.

Along with this restructuring, Reality Engineering has moved its headquarters from Camas, WA to Reno, NV and heavily invested in the expansion of its Operations, Customer Care, and Training Teams to better serve the Guru user base. The new offices are located at 50 W Liberty St, Suite #301, Reno, NV 89501. The customer service team can be reached at: service@thehouseofguru.com.

Guru Appoints Clinical Advisory Board

Guru is proud to announce the formation of its Clinical Advisory Board which is comprised of well-respected, leading practitioners, lecturers, and advisors:

Dr. Joel Berg, Seattle, WA
Dr. Cynthia Brattesani, San Francisco, CA
Dr. John Flucke, Lee's Summit, MO
Dr. Lou Graham, Chicago, IL
Dr. David Little, San Antonio, TX
Dr. Michael Miyasaki, Los Angeles, CA
Dr. Lou Shuman, Bethesda, MD
Dr. Joe Willardsen, Las Vegas, NV

The board's primary role is to ensure all Guru content remains indisputable, meaningful, and clinically accurate; and that relevant new technologies and procedures are added to the Guru library frequently.

All-New Guru 5 Release Coming Soon!

We are thrilled to announce the upcoming release of Guru 5. A completely new software generation which makes Guru even easier to use.

Features include: • New Intuitive Graphic User Interface • 1-Click Operation • Preloaded with Case Presentations • New Content Including Billable Procedures • Pre-Op, Post-Op, and Informed Consent Forms • Customizable look and feel. **More details will follow in a separate Guru 5 newsletter very soon.**



Sincerely,
Team Guru