



At the heart of  
dental care

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Dentists and members of the practice team tell us that they trust the Denplan brand and appreciate that patients recognise it. In the current economic climate it's important to us that the brand is working as hard as it can for you and your patients, so we have refreshed and strengthened it to do just that. The familiar Denplan apple remains the same but we've introduced the strapline 'at the heart of dental care' which is designed to demonstrate to your patients the real value you provide to them, supported by us.

[www.denplan.co.uk](http://www.denplan.co.uk)



**Denplan**  
At the heart of dental care



## **Greater consistency and impact in the market**

We understand the need to be innovative and to continually review how we're viewed. You, your practice team and your patients rightly expect the Denplan brand to support you and reflect your professionalism and quality. The refreshed look, feel and tone clearly show these values.

## **Small changes, big difference**

You will notice that our communications to you, your team and your patients will gradually change so that they are easier to understand, with a simpler, cleaner approach. Any materials we produce will be updated step by step and there are absolutely no cost implications to you or any urgency for you to make changes.

We hope the refreshed brand will help you to show the value-added services that you offer your patients with Denplan.

**Should you have any questions, your Denplan Consultant or Practice Support Advisor will be happy to answer them for you on 0800 328 3223.**