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**Press Release**

**9<sup>th</sup> July 2013**

**Denplan Sponsors 2020 Health Report**

Following the Government's decision to roll out Personal Health Budgets (PHBs), Denplan has sponsored a report undertaken by 2020 Health entitled '*Personal Health Budgets – a revolution in personalisation*' to find out what the impact of this would be for the public as well as the medical profession as a whole.

Denplan has sponsored this report as it addresses an innovative, patient-centred and potentially highly effective approach to care – exactly the type of approach two dentists took to the provision of dental care, when they founded Denplan in 1986.

PHBs are based around a system whereby an amount of NHS money is given to an individual to help them manage their healthcare and wellbeing needs, instead of having to settle for a package from their GP or council. This report describes how patients make decisions normally made by a GP; what could happen to traditional services and asks whether NHS money should be spent on non-traditional equipment and activities.

At the report launch in London last week, dozens of health professionals gathered to discuss the topic including Norman Lamb MP, Minister for Care and Support. At the launch he raised the importance of a preventive approach to healthcare. He said: "I'm a great advocate of the NHS, but it's critical to recognise that if it needs to be sustainable looking ahead we have to do things differently. One of those big shifts is from talking about repair to prevention. We don't spend nearly enough on prevention for patients."

PHBs is a system very similar in principle to the capitation based model that Denplan has pioneered since the 1980s, whereby individuals choose to pay into a plan designed to assist in the prevention of oral health issues or to contribute to the cost of reparative care. And with an estimated 2.6 million patients currently electing to follow this route in the UK, it is a programme that could prove very popular with the public, as well as offering some significant savings for the NHS.

Roger Matthews, Denplan's Chief Dental Officer says: "PHBs put decisions about healthcare management into the hands of the patient, with appropriate oversight and controls. We have supported this report as it questions the basis for addressing health funding generally. It opens the debate about alternative approaches to managing healthcare and the transformational impact that it can have."

To see a full version of *Personal health Budgets – a revolution in personalisation*, please contact [pressoffice@denplan.co.uk](mailto:pressoffice@denplan.co.uk) or call 01962 827931.

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#### **Notes to Editors:**

##### **About Denplan**

Denplan Limited is the UK's leading dental payment plan specialist owned by Simplyhealth; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for over 25 years. Today, Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

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

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Denplan Enhance: interest-free patient loans of £250 – £25,000 for dental treatment
- Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

For more information about Denplan:

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##### **About Simplyhealth**

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its customers and patients through a variety of cash plans, dental plans, private medical insurance, self funded health plans and mobility and living aids
- Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health

# press release



- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

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For further information: [newsroom.simplyhealth.co.uk](https://www.simplyhealth.co.uk/newsroom)