



12 January 2015

Denplan appoints three new dental consultants

Denplan is pleased to announce the appointment of three additional dentists to part-time posts in its professional team in 2015.

Dr Martin Fallowfield, formerly a member of the BDA's Principal Executive Committee is appointed Head of Professional Liaison and will continue to develop Denplan's relationship with professional bodies, key opinion leaders and policymakers in healthcare. Dr Raj Rattan, an expert in clinical care, training and professional advice is appointed Head of Clinical Policy. Dr Louis Mackenzie, an honorary clinical lecturer at Birmingham Dental School and Kings College Dental School, is appointed Head of Professional Training.

Roger Matthews, Chief Dental Officer at Denplan says: "I am very pleased to welcome Martin, Raj and Louis as members of our team. Together with my Deputy CDO, Dr Henry Clover, Senior Dental Advisor Dr Catherine Rutland and our practice advisor team led by Dr Jim Kentley, we now have an unrivalled range of professional skills available to support our growing membership in the years ahead. I have no doubt that there are going to be significant expansion opportunities for private dentistry and Denplan over the coming years, and therefore the establishment of this expanded team should provide reassurance to all Denplan members that they will be best placed to take advantages of any growth opportunities."

Dr Martin Fallowfield is a Denplan member dentist practising in Peterborough and was for many years a member of Denplan's Advisory Board.

Dr Raj Rattan has provided consultancy services to Denplan over the years and he is a Denplan member dentist in Bromley, Kent. He has authored numerous books and articles on dental practice and is a sought-after speaker.

Dr Louis Mackenzie is a Denplan member dentist in Selly Oak, Birmingham. He has already contributed to the development of an expanded clinical training programme for Denplan in 2015.



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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

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

For further information: newsroom.simplyhealth.co.uk