



19 May 2015

## WINCHESTER-BASED COMPANY SUPPORTS DEMENTIA FRIENDS

One of Winchester's largest employers is helping to raise understanding and support for people living with dementia by encouraging their staff to become Dementia Friends.

Denplan, the UK's leading dental payment plan specialist, announced the news this week during Dementia Awareness Week, which runs from 17th to 23rd May.

Dementia Friends is one of Alzheimer's Society's biggest ever national initiatives which seeks to change people's perceptions of dementia. A Dementia Friend is someone who has a better understanding of dementia and has turned that understanding into action. From telling friends about Dementia Friends to visiting someone you know living with dementia, every action counts.

Steve Gates, Denplan's Managing Director, said: "We're delighted to join the millions of people actively supporting the Dementia Friends initiative. With people living longer, dementia is becoming increasingly common so it's important that both individuals and organisations have a good understanding of dementia to support future generations. For companies such as Denplan, who focus on providing high levels of customer service, it's an asset for the various teams to be able to sympathetically adapt and provide tailored help for people living with dementia, who may need more time and support."

To kick-start its support of the Dementia Friends initiative, Denplan arranged for eight members of staff to receive training to become Dementia Friends Champions, who in turn are delivering one hour information sessions to all Denplan teams, helping them to become Dementia Friends. Seven of Denplan's Dementia Friends Champions are also Sales Trainers who are on the road helping Denplan's member dental practices across the UK to become more dementia-friendly.

Sara Miles, Relationship Development Manager for Dementia Friends said: "Whether you attend a face-to-face session or watch the online video, Dementia Friends is about learning more about dementia and the small ways you can help. From telling friends about the Dementia Friends programme to visiting someone you know living with dementia, every action counts. It's great that



Denplan are supporting Dementia Friends and making a real impact in the community for those living with dementia.”

-ends-

**Photo caption:** photo shows three of Denplan’s Dementia Friends Champions who are leading the initiative at the Winchester-based dental payment plan specialist

**Pictured from left to right:** Steve Willoughby, Lil Niddrie, Natalie Dixey

## About Denplan

Denplan is the UK’s leading dental payment plan specialist, with more than 6,500 member dentists nationwide caring for approximately 1.7 million 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 nearly 30 years and today the company is owned by Simplyhealth. Denplan has a wide range of dental plans for adults and children, enabling patients to budget for their private dental care by spreading the cost through a fixed monthly fee. We support regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. For further information visit [www.denplan.co.uk](http://www.denplan.co.uk). For oral health tips and advice visit [www.myteeth.co.uk](http://www.myteeth.co.uk). Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

- 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
- 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:

Sara Elliott

Denplan Press Office

Tel: 01962 828 194

[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)

## 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](http://newsroom.simplyhealth.co.uk)