



20 January 2015

## Denplan comments on Which? report

The UK's leading dental payment plan specialist, Denplan, has provided comment on the recent investigation by consumer champion Which? into the transparency of NHS and private dental costs.

The report revealed that, of the 1000 people surveyed by Which?, one in five believed they were overcharged for dental treatment while half said that no price list was displayed.

"The investigation highlights the importance of clear communication between dentists and patients and we welcome any improvements that dental practices nationwide may make as a result of this report," said Henry Clover, Deputy Chief Dental Officer at Denplan.

"Denplan strongly believes in providing patients with clear information regarding their treatment and any associated costs, and encourages all member dental practices to build in-depth discussions into each appointment. Being on a dental payment plan also provides clarity for patients - they know exactly what they're covered for and how much their plan costs each month, making it easy for them to budget for their dental care. In a 2013 survey\* of over 6,000 Denplan patients, 87% said they valued Denplan because it allowed them to budget for their dental care\*.

"As part of their relationship with Denplan, we provide regular guidance for our dental practices and support them with a wealth of materials. When the General Dental Council issued new standards for practices to follow in 2013, including the requirement to display price lists, Denplan provided templates for its member dental practices on its innovative marketing platform, Denplan Commsbuilder."

According to Henry, practices should not underestimate how much value patients place on clarity of information.

"In a 2014 Denplan survey conducted by YouGov\*\*, when we asked patients to rate what they thought were important factors in choosing a dentist, we found that 'clear explanation of



treatments and procedures' was deemed 'important' by 92% of patients. This was the third most popular answer, and received a far higher importance rating than other factors such as practice location, customer service, and reputation.

"With this in mind, we hope that this Which? report reminds practices, whether they provide NHS care, private care, or dental payment plans, to provide patients with comprehensive information on treatment choices, costs and payment options as an integral part of patient-centred care."

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#### Notes to Editors:

\*Smileguide survey 2013. Survey ran from October to December 2013 and was conducted both online and on paper. 6,364 total respondents.

\*\*The survey was conducted by YouGov on behalf of Denplan. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 5,148 adults. Fieldwork was undertaken between 13th - 17th January 2014. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

#### 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.

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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](https://newsroom.simplyhealth.co.uk)