

PRESS RELEASE

20th March 2013

Denplan Appoint New Member of Executive Leadership Team

Highlighting the growth of Denplan's corporate offering, the dental payment plan specialist is delighted to announce the appointment of a new member to its Executive Leadership Team, Pam Whelan.

Taking on the Head of Corporate role, Pam moves from her previous position as Denplan's Corporate Sales Manager. She has extensive knowledge and experience of the company and the corporate dental market and is ideally placed to take on this new responsibility.

Commenting on her new position, Pam said: "I'm really pleased to take advantage of this chance to progress within Denplan. I've been with the company for many years and this role shows just how much the corporate benefits part of Denplan's offering has grown in that time.

"There are a lot of new opportunities for us in the corporate market, and I'm really looking forward to making the most of these and taking on the challenges they present; there are definitely some exciting times ahead of us!"

Pam's former role of Corporate Sales Manager will be filled internally by Gary Williams, currently Denplan's National Relationship Manager.

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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 1.8 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 was formed in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, our family of health companies have joined together over the last ten years to form Simplyhealth
- We've been providing healthcare solutions for 140 years, dedicated to serving our 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 and regulated by the Financial Services 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, we donate over £1 million to health related charities and causes