

---

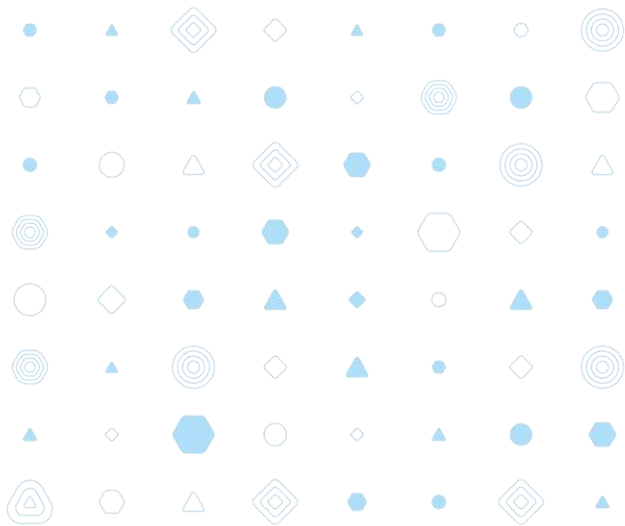
## Press release

26 April 2017

---

### Contact

Kate Maybank  
Trade Press OFFIC  
0344 579 2394  
[Elisa.Mirra@simplyhealth.co.uk](mailto:Elisa.Mirra@simplyhealth.co.uk)



# Simplyhealth signs another 50/50 Dental Partnership

### About Simplyhealth

At Simplyhealth, we help people make the most of life by focusing on everyday health.

Today we ensure over 3 million people in the UK have access to the health products, services and support that they need, when they need them and at a price they can afford. We're proud to be the leading provider of everyday health cash plans, dental payment and pet health plans.

---

### For more information

For more information please visit:  
[www.simplyhealth.co.uk](http://www.simplyhealth.co.uk)



Simplyhealth has successfully signed another 50/50 Dental Practice Partnership with, Fox Dental Care based in St Austell, Cornwall.

With around 1,500 dental patients, many of whom are already covered by Simplyhealth's Denplan dental plans, the partnership will support Fox Dental Care to further develop, grow and continue to serve its local community.

As part of an ongoing commitment to investment and innovation in the dental market, Simplyhealth's partnership scheme offers dental practices the opportunity to enter into an equal partnership, ensuring that both partners have equal rights in the practices.

The partnership model has been designed to enable dentists to retain day to day clinical management with Simplyhealth providing support and expertise in business services, development and patient insights gained from their existing successful Denplan services as well as through helping over 3 million people with their everyday health needs across the group.

The model works well for Practice owners looking for a smooth transition into retirement while wanting to retain responsibility for the day to day decisions and clinical delivery. They can retain the legacy they have built in the community but are able to realise the value of the practice and make the move into ownership less of a barrier for the new partner.

Romana Abdin, Chief Executive of Simplyhealth added: "This is a true partnership that is for the benefit of Fox's Dental Care, patients and Simplyhealth. We're looking forward to working together as Simon approaches his retirement, growing the business and serving more patients. We want to work in partnership with more Healthcare Professionals so we can seize opportunities and overcome challenges together, while supporting more patients to make the most of life through better everyday health."

Simon Fox, owner of Fox Dental Care, explains: "Selling a dental practice is an incredibly stressful and complex process, one that I was not looking forward to. However, the help and experience of the Simplyhealth team made the whole thing straightforward. From first meetings right through to contract signing, I have felt relaxed

and supported, which is the same as I have done during the last 25 plus years of working with them. In particular having our dedicated Simplyhealth Business Development Executive, Harriet, always at the end of the phone, has really proved invaluable. Selling the business you've lovingly built up over 35 years to someone you trust and already have a great relationship with has certainly made things easier. I look forward to the coming years in partnership and to my eventual retirement.”

**ENDS**

## **Notes to Editors:**

### **About Simplyhealth**

In the world of healthcare, more than anywhere, experience counts. Since 1872 – long before the existence of the NHS – Simplyhealth has been helping people to make the most of life, by managing their everyday health needs. That's why today we ensure over 3 million people in the UK have access to the health products, services and support that they need, when they need them and at a price they can afford.

We're the kind of people who live by our purpose: we're here to help people make the most of life through better everyday health. We're proud to be the leading provider of everyday health cash plans, dental payment and pet health plans. And whilst we may be 144 years old, we're not afraid to innovate. Whereas once we were known purely for cash plans, we now offer a wide range of products and services with one thing in common: an unflinching desire to cater for people's everyday health needs – now and into the future.

We exist to help people make the most of life through better everyday health. That's our purpose. We use charitable partnerships to also deliver that purpose, going beyond our products and services, but very much aligned to our business strategy. As a result of our success, in 2016 we were able to donate £1.6m to our charitable causes, supporting 23 different charities including Revitalise, Music in Hospitals, Brainwave Centre and Auditory Verbal, touching the lives of thousands of people across the UK.

Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity every year, supporting health-related charities that share a similar outlook to ours and a dedication to helping people with everyday health challenges make the most of life.

For further information about Simplyhealth please visit [www.simplyhealth.co.uk](http://www.simplyhealth.co.uk).

### **For further information:**

[pr@simplyhealth.co.uk](mailto:pr@simplyhealth.co.uk)

<http://newsroom.simplyhealth.co.uk/>

[@SimplyhealthUK](#)

[Facebook.com/SimplyhealthUK](https://www.facebook.com/SimplyhealthUK)

### **About Simplyhealth Professionals:**

In February 2017, Denplan rebranded as Simplyhealth Professionals.

#### **Dental**

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals provide the following range of leading Denplan dental payment plans under the Denplan name:

- 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
- Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Denplan Membership: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Hygiene: A dental payment plan without dental insurance for all types of practice from NHS, mixed and private to support patients commit to a consistent hygiene programme.
- Denplan Emergency Insurance : worldwide dental injury and dental emergency cover only

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

Dentist enquiries telephone: 0800 169 9962. For Patient enquiries telephone: 0800 401 402  
For details of all of our products, visit [www.denplan.co.uk](http://www.denplan.co.uk)

### **Vets**

Simplyhealth Professionals is the UK's leading pet health payment plan specialist with more than 1,800 member vets nationwide caring for approximately 600K registered pets.

Pet owner enquiries telephone: 0800 169 9958 Vet enquiries telephone: 0800 587 2581. [www.pethealthplans.co.uk](http://www.pethealthplans.co.uk)

### **For more information about Simplyhealth Professionals:**

Kate Maybank  
Simplyhealth Professionals Press Office  
Tel: 01962 829 179  
[katema@denplan.co.uk](mailto:katema@denplan.co.uk)  
[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)