

9 February 2011

### **Another Step on the Stairway to Success**

Following its establishment at the University of Birmingham in 2010, the Denplan Stairway Programme has now been recognised by another prestigious organisation – the Faculty of General Dental Practice (FGDP (UK)).

Now, in addition to allowing members to accumulate 20 credits towards the MSc in Primary Dental Care at Birmingham University, the programme is now approved by the FGDP (UK) for accreditation towards its 'Career Pathway'. Dentists achieving the Denplan Stairway Award can claim 20 credits towards Stage 2 of the Pathway (10 clinical plus 10 'other' credits).

Denplan Chief Dental Officer, Roger Matthews, commented: "This recognition by the FGDP (UK) is further endorsement of the value of the Denplan Stairway Programme for dentists. It was specifically designed to support training and development, as well as offering a unique opportunity to gain qualifications recognised by peers as well as patients."

The Denplan Stairway Programme is a structured development programme designed to encompass professional education and development in a relevant and practical format. Each unit comprising a study day and practice project on clinical and practice management aspects of running a practice.

For more information on the Denplan Stairway Programme, please go to [www.denplan.co.uk/dentists/training](http://www.denplan.co.uk/dentists/training), or call the Denplan Training Team on 0800 587 5533.

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#### **Notes to Editors:**

##### **About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating approximately 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for nearly 25 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their 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.

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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

**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, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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#### **About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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