

14th October 2010

Denplan Sparkles At Dental Showcase As It Celebrates 15 Years Of Professional Services

Following the recent avalanche of regulation, it seemed fitting that Denplan celebrated 15 years of providing Professional Services at this year's Dental Showcase.

With a suite of road shows already under its belt offering practical solutions to decontamination and revalidation requirements, the focus at Showcase was firmly on Care Quality Commission registration and beyond.

Denplan's Chief Dental Officer, Roger Matthews and Deputy Chief Dental Officer, Henry Clover, hosted a series of free seminars for members addressing the impact of CQC registration requirements, helping to demystify the procedure and to support members through the process. They also clarified that those with Denplan Excel Accreditation will, for the most part, be at the bottom of the CQC's list of practices to assess.

The seminars supported Denplan's online 'plain English' guide, its dedicated email update service and practical assistance relating to CQC registration.

Commenting at the Showcase celebrations, Roger Matthews, who also celebrated 15 years as Denplan's Chief Dental Officer, said: "Denplan's support for the profession has always been to clarify, simplify and provide practical support when it comes to issues impacting practice life.

"To say our Professional Services team has been busy is a bit of an understatement. Denplan's quality programmes have set standards that others are only now adopting, and the icing on the cake came when we learned that our Excel Programme is a key proxy indicator of quality in relation to CQC Essential Standards. Needless to say, applications to become Excel accredited have risen somewhat with over 300 expressions of interest in the last eight weeks!

“Given that the CQC has already registered 22,000 care homes and hospitals over the summer, we don’t believe it will be derailed for 8,000 dentists and had decided some time ago that our energy would be better spent supporting our members through the process. Our participation in the CQC’s Dental Advisory Group has provided us with great insight, enabling us to publish our ‘plain English’ guide to the application process six weeks ahead of the CQC’s own guide.”

To learn more about Denplan Excel, visit www.denplan.co.uk

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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.

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

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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