

24 January 2011

## **Denplan Launches New MI Seminars**

Showing its support for Minimal Intervention (MI) dentistry and the fundamental changes it's bringing to dental treatment, Denplan, with partner Oral B and supporting sponsors including GC Dental and Velopex, is launching a series of Minimal Intervention seminars entitled 'MI: Examine the future of preventive care - Profitable minimal intervention dentistry'.

The seminars are designed to help keep dentists ahead of the curve in this emerging methodology. Expert guest speakers include Dr Avi Bannerjee from Guys Dental School and Dr Louis MacKenzie of Birmingham Dental School, who will be looking at the evidence base for MI and discussing the use of MI dentistry in a profitable dental practice. Seminars also include hands-on interactive sessions on intra-oral imaging, airabrasion techniques and dental plaque imaging analysis by leading manufacturers Oral-B, GC-UK and Velopex – providing valuable technical support for delegates.

Roger Matthews, Chief Dental Officer at Denplan commented: "I've been a keen supporter of Minimal Intervention - opting for preventive measures where possible, minimally invasive restorations, and treating caries and periodontitis as infectious diseases amenable to a medical as well as a surgical approach."

"That's why I'm so looking forward to Denplan's MI Seminars, which utilise our connections with other national brands such as Oral B, GC and Velopex. These hands-on workshops not only reflect our passion for MI dentistry, but show how DCPs can make it profitable in the real world, as well as eight hours of verifiable CPD."

To register your interest, please call the Denplan Events Team on 0800 169 5697 or email [www.denplan.co.uk/miseminars](http://www.denplan.co.uk/miseminars)

### **Event Dates and Locations**

7 April	Sopwell House	St Albans
6 May	Marriott Dalmahoy	Edinburgh

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27 May	Tankersley Manor Hotel	Barnsley
18 June	Park Royal	Warrington
23 June	The Vale	Cardiff
7 July	Chilworth Manor	Southampton
15 July	New Hall	Sutton Coldfield
30 Sept	Stormont Hotel	Belfast

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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](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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