

19th September 2011

Denplan National Conference Rolls Back the Years!

Denplan knows that time flies when you're having fun – so what better way to celebrate its 25th Anniversary than with a fantastic programme of clinical and social events at this year's Denplan National Conference. The conference took place at the Marriott Forest of Arden Hotel and Country Club, Warwickshire from the 9th–11th September and included speakers, events and outings for dentists, their families and their practice team.

Not only did Denplan arrange an impressive list of expert speakers, including Kevin Lewis, Dr Raj Rattan and Dr Jeffrey D Hillman, offering their clinical advice on everything from quality of care to bacterial interference, it also boasted the fascinating and controversial Alistair Campbell as the event's headline speaker.

There was also a packed programme of seminars for team members, not to mention entertainment and activities to keep both partners and children happy, including a trip to Cadbury World and a Pirate and Princess Children's Party. Evening entertainments included a fancy dress 80's night to celebrate Denplan's beginnings and a Gala dinner complete with string quartet, bagpipe troop, fireworks and more live music!

Dr Joe Sullivan commented: "The Denplan National Conference is always such an experience. Everything was perfect; from the welcome on Friday, the special friendship one always feels there, the wonderful entertainment and of course the well planned CPD. Thank you for making us feel so welcome."

Denplan is already planning the next conference in 2013, so watch this space. In the mean time it has plenty of other events on offer, so for more information please contact the Denplan Events Team on 01962 827 912 or email events@denplan.co.uk.

To view photos from the Denplan National Conference, please visit Denplan's flickr website: <http://www.flickr.com/photos/denplanevents/collections>

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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 dentists nationwide (around a third of General Dental practitioners) treating approximately 1.8 million Denplan registered patients. The company was established in 1986 by two dentists who pioneered the concept of dental payment plans. 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

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Denplan Care: all routine and restorative care + worldwide dental A & E cover

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Plans for Children: routine and other agreed care + worldwide dental A & E cover

Denplan Emergency: worldwide dental A & E 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 120,000 staff and tied agents and, as of 31 December 2005, had €1,064 billion in assets under management. AXA reported total IFRS revenues of €72 billion and IFRS underlying earnings of €3,258 million for the full year 2005. Our previous company performance is not a guide to how we may perform in the future.

AXA ordinary shares are listed on the Paris Stock Exchange; AXA American Depositary Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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