

25 November 2021

Denplan wins Dental Brand of the Year



Denplan, part of Simplyhealth has been awarded **Dental Brand of the Year** at the [Dental Industry Awards 2021](#), a prestigious awards ceremony that recognises excellence in the UK dental industry.

Now in its seventh year, the ceremony was held on Friday 12th November at London's Leonardo Royal Hotel. The event provides an opportunity for companies, teams and individuals to be formally acknowledged for their achievements, campaigns and high-quality work.

Denplan was successful in the dental brand category for its work in supporting member dentists, amplifying key issues in the industry, implementing new marketing strategies and providing a proactive voice to improve dental care for all.

This included the creation of a holistic support-package for member dentists during the pandemic and work to influence key stakeholders and policymakers with the virtual roundtable and subsequent [Whitepaper on The Future of Dentistry](#). It also covered new initiatives, the launch of the Denplan Plus proposition and the [Next Gen group](#), which brings together a group of young member dentists who together create a national voice for young dentists, helping shape the future leaders of the profession.

Catherine Rutland, Clinical Director at Denplan comments,

"This is a fabulous achievement and a testament to people all over our business who have been working hard to make sure that, not only is Denplan recognised as the voice of private dentistry, but that our business continues to go from strength to strength."

The UK's leading dental payment plan provider was also awarded 'highly commended' in the **Customer Service Provider of the Year** category.

Catherine adds,

"As a customer-centric business, the 'highly commended' award for our customer service team is another great accolade which recognises the efforts our service team went to, to continue to provide exceptional customer service to Denplan dentists and patients over the past year, during unprecedented times."

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Notes to Editors

About Denplan, Part of Simplyhealth

Denplan, Part of Simplyhealth, is the UK's leading dental payment plan specialist with more than 6,600 member dentists nationwide caring for approximately 1.4 million patients registered to Denplan products. Denplan, also provides a wide range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme and Denplan Excel Certification 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

About Simplyhealth

Since 1872, we've been helping people make the most of life through better everyday health. Our plans make sure individuals, families and employees can easily access in-person and virtual wellbeing services, and afford to stay healthy by claiming costs back on dental treatments, visits to the optician, complementary therapies and much more.

Today we're delighted to be the UK's leading health solutions company, with almost 1000 colleagues serving 2.3 million customers. We don't have shareholders, so we're led by our purpose of improving access to healthcare, for the many, for the long term. We're passionate about using our voice in public health affairs and partnering with charities to reduce health inequality – each year we commit to giving 10% of pre-tax profits to a range of community causes. And we ensure our business takes care of the planet too, achieving Carbon Neutral + status in 2021.