

**Press release**

**25 April 2019**

## **Bowled over by success: Simplyhealth Professionals announces a third season of sponsorship for Boundaries For Life**

Building on the success of the past two years, Simplyhealth Professionals is gearing up for a third season of support for Boundaries For Life, an initiative that offers free health checks for spectators and ground staff at major cricket venues across the UK.

Founded in 2010 by Dr Chet Trivedy, a dual-qualified dentist and doctor, Boundaries for Life provides a valuable service to help users to understand their current health as well as any risk of developing health issues in the future. The programme is made possible by a team of volunteer doctors, dentists, nurses and non-clinical helpers, who check users for signs and risks of health issues including blood pressure, diabetes, cholesterol, heart age, mouth cancer and obesity.

Dr Catherine Rutland, dental spokesperson and Head of Professional Support Services at Simplyhealth Professionals, said: “We’re delighted to sponsor Boundaries For Life for a third season and promote health awareness and the links between oral health and general health. The initiative provides an incredibly important free service to a captive audience who may not have seen a health professional recently and be unaware of their current state of health. We’re excited to be joined by our highest number of dental volunteers to date from

Simplyhealth Professionals' network of member dentists, who are all keen to help check users for signs and risks of mouth cancer.”

Since its launch, Boundaries for Life has carried out almost 4,500 free health checks and identified many health concerns as well as several cases of suspected mouth cancer – potentially saving lives. In addition, at the end of each health check, every user is given a detailed health report and access to an online interactive dashboard, providing thousands of cricket fans and ground staff with invaluable information.

Dr Chet Trivedy said: “We’re looking forward to another cricket season with Simplyhealth Professionals and utilising the sport to reach as many people as possible. Through almost ten years’ experience of running Boundaries For Life, we’ve ensured that the health checks are easily accessible and provide instant feedback. The information we provide helps to guide users on any next steps that they should take regarding their oral or general health, such as visiting a health professional for further advice or treatment. It also encourages them to reassess lifestyle choices such as alcohol consumption, smoking and diet, which could potentially contribute to issues such as mouth cancer, diabetes, and high blood pressure.

“Cricket is an ideal vehicle to discuss health, particularly as our key demographic for health checks are men aged 45 years and over, and those who might not be regularly visiting a dentist or GP. This target audience are thought to be increasingly vulnerable to a range of health conditions, and our health checks offer the opportunity to identify people who might be at risk of future health problems at an early stage.”

Not only does Boundaries for Life provide the means to help users to understand their current and future health, the initiative also has the additional benefit of collating valuable insights into the nation’s health. Data insights from 2018 discovered that 34% of users were obese, 42% had a raised BMI, and 70% had a

waist measurement that is considered to be medium or high risk for diabetes. Shockingly, almost half of users (48%) were at an increased risk of developing diabetes according to the Diabetes UK risk scoring system. Furthermore, one in four users had raised blood pressure, and 40% had raised cholesterol.

Commenting on last year’s data analysis, Chet said: “We’re proud to have conducted almost 4,500 health checks over the past nine years and reached so many people, but these figures highlight that there is still a lot of work to do. 2019 is a big season for cricket with the UK hosting the Cricket World Cup and the Ashes, so we’re hoping for a big buzz around the sport and even more footfall to the Boundaries For Life gazebo.”

Boundaries For Life will be at the following fixtures this season:

<b>Date</b>	<b>Location</b>	<b>Match</b>
Saturday 4th May	Edgbaston	Warwickshire V Lancashire Royal London Cup Game
Sunday 5th May	Cardiff	England V Pakistan T20
Sunday 19th May	Headingley	England V Pakistan ODI
Tuesday 18th June	Northampton	England V West Indies (women) ODI
Sunday 7th July	Northampton	Northamptonshire V Lancashire
Friday 2nd August	Edgbaston	England V Australia Ashes (2nd day)
Monday 19th August	Lords	MCC V Melbourne Cricket Club
Saturday 7th September	Old Trafford	England V Australia Ashes (3rd day)
Sunday 8th September	Old Trafford	England V Australia Ashes (4th day)

**ENDS**

For more information visit: [www.simplyhealthprofessionals.co.uk](http://www.simplyhealthprofessionals.co.uk)

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**About Simplyhealth Professionals:**

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals also provide 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.simplyhealthprofessionals.co.uk](http://www.simplyhealthprofessionals.co.uk)

**About Simplyhealth**

Since 1872 we've been helping people access healthcare through our health plans, charity partnerships and by being a voice in healthcare.

Today we're delighted to be the UK's leading provider of health plans, dental plans and pet health plans, which help individuals, families, employees and pets to get support with their health when they need it.

We don't have shareholders which means we are totally focused on making sure no one goes without the healthcare support they need, and why we are passionate about being a voice in healthcare and partnering with charities to reduce health inequality.

Last year we donated £1.13 million to our charity partners which equates to over 10% of our pre-tax profits. Additionally, our partnership with the Simplyhealth Great Run Series raised over £40 million for charitable causes.

To find out more visit [www.simplyhealth.co.uk](http://www.simplyhealth.co.uk)

