



Press release

30 May 2018

Knocking mouth cancer for six: Simplyhealth Professionals announce Boundaries for Life sponsorship

Following the sponsorship success of 2017, Simplyhealth Professionals has announced today its continuation of support for Boundaries for Life at this year's cricket season.

Founded in 2010 by Dr Chet Trivedy, a dual-qualified dentist and doctor with an interest in emergency medicine and dental emergencies, Boundaries for Life offers free health checks at major cricket fixtures throughout the UK, and is supported by the European Health Stadia Network.

Currently the only free comprehensive health check initiative that includes an assessment for mouth cancer, Boundaries for Life aims to promote health awareness through high-profile cricket events. The health checks include blood pressure, cholesterol, blood sugar (diabetes), dental (mouth cancer), obesity and dementia advice.

Henry Clover, Chief Dental Officer at Simplyhealth Professionals, said: "We're delighted to support Boundaries for Life once again and help to promote the messages of good oral health and general health to thousands of spectators across the UK this summer – and potentially save lives. Our commitment to the programme has been further strengthened by the support of our member dentists, several of whom have volunteered to carry out mouth cancer checks as part of the Boundaries for Life team, as well as raising awareness

of good dental health and the links to general health.”

With a health professionals team comprising of dentists, doctors, nurses, and medical students, the health checks take no more than 15 minutes and are offered to spectators and ground staff. Since its launch, Boundaries for Life has carried out over 3,500 free health checks and diagnosed several cases of suspected mouth cancer, or pre-cancer, and many other health concerns, and given thousands of cricket fans specialist advice on how to improve oral and general health.

Boundaries for Life is also an award-nominated initiative, and has received recognition after being shortlisted for Best National Smile Month Event at The Dental Awards 2018, taking place this May.

Dr Chet Trivedy said: “We’re looking forward to another cricket season and utilising the sport to reach as many people as possible. 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. The health checks are easily accessible and provide instant feedback to guide people on any next steps that they should take regarding their oral or general health.”

The current Boundaries for Life fixtures are:

- Saturday 16th June – England v Australia – Cardiff
- Sunday 17th June – Warwickshire v West Indies XI – Edgbaston
- Sunday 24th June – England v Australia – Old Trafford
- Saturday 30th June – Domestic One Day Cup Final – Lord’s
- Saturday 7th July – Kent v India – Beckenham
- Tuesday 17th July – India v West Indies – Headingley
- Sunday 22nd July – Kent Cricket Festival – Kent

- Thursday 2nd August – England v India – Edgbaston
- Saturday 1st September – England v India – Ageas Bowl
- Sunday 2nd September – England v India – Ageas Bowl

ENDS

For more information, visit <http://boundariesforlife.co.uk/>

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About Simplyhealth

For 145 years we've been helping people to make the most of life through better everyday health. In 2017 Simplyhealth and Denplan united under one Simplyhealth brand and today we're proud to be the UK's leading provider of health cash plans, Denplan dental payment plans and animal health plans.

We help over three million people in the UK access the health and care products, services and support that they need, when they need them and at a price they can afford.

1m health cash plan customers
1.5m patients with a Denplan payment plan
6,500 member dentists
1,900 member vets
879,600 animals covered
11,000 corporate clients

We're proud to donate 10% of our pre-tax profits to health-related charitable activities every year, and this amounted to over £1 million in 2017. Our Simplyhealth Great Run Series partnership raised an additional £42.6 million for charity.

Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Dental

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 provides the following range of leading Denplan dental payment plans under the Denplan name:

- 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
- Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Denplan Membership: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Hygiene: A dental payment plan without dental insurance for all types of practice from NHS, mixed and private to support patients commit to a consistent hygiene programme.
- Denplan Emergency Insurance: worldwide dental injury and dental emergency cover only

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 Accreditation 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

www.simplyhealth.co.uk

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