

Press Release



19 October 2016



Denplan's #BlueLipSelfie campaign is set to support Mouth Cancer Action Month 2016

As the Oral Health Foundation's Mouth Cancer Action Month gets underway in November, Denplan's #BlueLipSelfie campaign is set to involve hundreds of dental practices around the country.

As the main sponsor of Mouth Cancer Action Month, Denplan is passionate about raising awareness about mouth cancer. The increasing popularity of its #BlueLipSelfie campaign allows dental professionals to talk to their patients about the risks, symptoms and prevention of this devastating disease.

#BlueLipSelfie is easy, quick and fun to do and allows everyone to visibly show their support and become more 'mouth aware'. Denplan has sent all member practices a poster, PR toolkit and a sheet of blue lip stickers so that they can support the campaign. To take part in #BlueLipSelfie all practices have to do is take a photo of themselves, their patients or their teams with blue lips and share it on Twitter or Instagram using the campaign's hashtag: #BlueLipSelfie. Practices and patients can also directly upload a selfie to Denplan's specially created microsite and gallery at www.bluelipselfie.co.uk or customise their photo with fun blue cartoon lips using the app.

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Mouth Cancer Action Month aims to get more mouth cancers diagnosed at an early stage by educating people on the risk factors, signs and symptoms; while also encouraging the public to discuss them with their dental professional.

Mouth cancer is one of the few cancers which continues to see incidence increase year-on-year, with cases rising by over a third in the last decade alone. Being on the frontline in the fight against mouth cancer, support and participation from dental professionals remains instrumental in helping combat a disease which kills more people every year than testicular and cervical cancer combined.

Dr Henry Clover, Chief Dental Officer at Denplan, said: “Early detection of mouth cancer is pivotal in fighting against this disease and makes an enormous difference to survival rates. This means that all dental professionals are on the front line of raising awareness and helping patients understand the risks and symptoms.

“By providing mouth cancer checks for their patients at routine appointments, dental professionals can open up discussions with their patients and encourage them to feel comfortable when talking about the lifestyle choices that may be putting them at risk of mouth cancer.”

He added: Practices can wear blue lips as a visible sign of their support for the mouth cancer campaign, which can help raise awareness and if wearing them in practice, can be a positive conversation starter. They can also share their photos on their social media sites. We saw hundreds of practices taking part last year, and we hope we will see even more this year.”

Denplan has included a range of information including case studies of people who have survived mouth cancer – due to their dentist spotting early signs of the disease- as well as information about what a mouth cancer check involves.

Dr Nigel Carter, Chief Executive of the Oral Health Foundation commented: “We are extremely grateful that Denplan is once again a key supporter of Mouth Cancer Action Month. With a joint approach from the dental profession we can all help raise public awareness of the signs and symptoms of mouth cancer and help ensure that every patient is checked for signs of the disease. This should increase the likelihood of the disease being detected early, with treatment more likely to result in a positive outcome for the patient.”

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Dr Carter also highlighted how the dental profession is central to the battle: "The chances are that we all know at least one person who has been diagnosed with cancer at some point in their life, and we recognise the hurt and pain it can cause both physically and emotionally.

"Unfortunately, survival rates for those with mouth cancer have not improved in the last 30 years. By being 'mouth aware' and spotting mouth cancer early enough we will give patients the best possible chance to beat mouth cancer and have a good quality of life."

For more information on Mouth Cancer Action Month and how you can get involved please visit www.mouthcancer.org.

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Notes to Editors:

About Denplan

Denplan Limited is the UK's leading dental payment plan specialist owned by Simplyhealth; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for nearly 30 years. Today, Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private 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

- 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
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Corporate Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

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About Simplyhealth

Since 1872 – long before the existence of the NHS – we've been helping people to make the most of life, by managing their everyday health needs. We ensure 3.5 million people in the UK have access to health products, services and support they need, when they need them and at a price they can afford.

We're proud to be the leading provider of health cash plans, dental payment and pet health plans. Whereas once we were known purely for cash plans, we now offer a wide range of products and services to cater for peoples' everyday health needs – now and into the future.

Helping people make the most of life is our sole purpose and giving back is a huge part of that. In 2015 we were able to donate £1.6 million to charitable causes, touching the lives of nearly 825,000 people across the UK. Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity each year.

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