

Press Release

7 June 2017



Simplyhealth Professionals is bowled over by Boundaries for Life and its fight against mouth cancer

Simplyhealth Professionals has announced today its sponsorship of Boundaries for Life and this year's cricket season. Boundaries for Life is an initiative aimed at promoting health awareness through high-profile cricket events – and is the only free health screening that includes an assessment for mouth cancer.

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

Catherine Rutland, Head of Professional Support Services at Simplyhealth Professionals, said: “The Boundaries for Life programme crosses the barriers between oral health and general health. Our support of the programme goes beyond just a financial investment. We are encouraging our member dentists to get actively involved and be part of the dental team at the cricket matches, and play a part in helping people understand the importance of looking after their health.”

With a team comprising dentists, doctors, nurses, medical students and dementia specialists, the health checks take no more than 15 minutes and are offered to

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spectators and ground staff. The checks include blood pressure, cholesterol, blood sugar (diabetes), dental (mouth cancer), obesity and dementia advice.

The team have already attended two cricket matches with the support of member dentists from Simplyhealth Professionals and carried out a number of dental checks. These matches were at Headingley Stadium on 24 May and the Ageas Bowl on 27 May.

Dr Chet Trivedy said: “Using cricket as a vehicle to discuss health is ideal, particularly as our key aim is to target men aged 35 years and over. Our health promotion strategy is to target people who might otherwise not access regular health checks. Many of these are cited by Public Health England to be particularly vulnerable to a range of health conditions; the format and duration of a match makes the health screenings we offer very accessible – without missing the sporting action.”

Since its launch, Boundaries for Life has carried out 2,000 free health checks and diagnosed nine cases of suspected mouth cancer, or pre-cancer, and given many hundreds of cricket fans specialist advice on how to improve oral and personal health.

The current Boundaries for Life fixtures are:

Match	Venue	Date
Royal London One Day Cup Final	Lord's, London	Saturday 1 July
England vs South Africa Test	Emirates Old Trafford, Manchester	Sunday 6 August
England vs West Indies Test	Edgbaston, Birmingham	Saturday 19 and Sunday 20 August

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

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Notes to Editors:

About Simplyhealth Professionals:

In February 2017, Denplan rebranded as Simplyhealth Professionals.

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 provide 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, or patient enquiries telephone: 0800 401 402.

For details of all of Simplyhealth Professionals' products, visit www.denplan.co.uk

For more information about Simplyhealth Professionals:

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