

PRESS RELEASE

10th April 2013

Denplan Release Consumer Survey Results

In order to gain a better understanding of a patient's perspective on visiting the dentist, their oral hygiene routines and their view on the importance of oral health, Denplan has undertaken its annual consumer attitudes survey conducted independently by YouGov in 2013.

The results of the 'Consumer Attitudes Towards Dentistry' survey have been fascinating and some of the key facts include*:

- 78% of the adult population say they visit the dentist regularly for check-ups, visiting at least once every two years
- Around three quarters (76%) visit the dentist more as a preventive measure to keep their teeth and gums healthy rather than just when in pain (6%)
- Around one in five more payment plan patients strongly agree they have enough time with their dentist compared to NHS patients (62% vs.45% of NHS patients)
- Parents are unclear about when to take their child to the dentist, because a significant percentage are taking them over the age of one
- Around 70% of people source information about oral health from the dentist, with 41% finding information online
- Nearly 60% of people report that they don't smoke in order to keep their teeth and gums in good shape
- There isn't a strong link between oral health and diet, with only 14% of people limiting snacking to keep their teeth and gums in good shape

Roger Matthew, Denplan's Chief Dental Officer, commented: "The team at Denplan have been conducting our annual consumer surveys for over a decade now because we believe in regularly asking patients what they think and feel about their oral health, how they prioritise it and how they would prefer to budget for it. The Consumer Attitudes Towards Dentistry survey is an invaluable tool as we can then ensure that our payment plans, and the way they're promoted, continue to match patients' needs – making it easier for Denplan members to recruit and retain patients."

If you would like to receive a copy of the 2013 summary survey, please email pressoffice@denplan.co.uk.

*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4116 adults. Fieldwork was undertaken between 14th and 23rd January 2013. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

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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 1.8 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 over 25 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
- Denplan Enhance: interest-free patient loans of £250 - £25,000 for dental treatment
- Company 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.

For more information about Denplan:

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About Simplyhealth

- Simplyhealth was formed in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, our family of health companies have joined together over the last ten years to form Simplyhealth
- We've been providing healthcare solutions for 140 years, dedicated to serving our customers and patients through a variety of cash plans, dental plans, private medical insurance, self funded health plans and mobility and living aids
- Simplyhealth is a trading name of Simplyhealth Access, which is authorised and regulated by the Financial Services Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, we donate over £1 million to health related charities and causes