



**19 September 2019**

## **Simplyhealth announces exciting new revamp of their Denplan product brand**

Simplyhealth has announced today that their market leading dental payment plans, Denplan, will be revamped under the new brand name of 'Denplan, Part of Simplyhealth' to further support the company's strength in the healthcare marketplace.

As part of this brand refresh, Simplyhealth are re-introducing the famous Denplan apple as part of the logo, which has instant recognition and significance with both dentists and patients and highlights their expertise in preventive oral healthcare.

To remain market leader, Simplyhealth has continued to evolve its strategy to deliver the highest level of customer service, embrace the best technologies, develop the best strategic partnerships, and build on the company's 147 years' experience in the healthcare market. The brand changes will start to be introduced immediately and expect to be implemented across all of the company's marketing and client material by the end of 2020.

Caroline Coleman, MD of Simplyhealth Professionals, said: "I am really excited about the future of our Denplan brand and believe we are in great shape to continue growing our expertise in the dental market as part of our overall healthcare business."

As part of the company's evolving strategy, Simplyhealth has reviewed how their health businesses operate and has made a number of key changes to its senior leadership team. As a result, Caroline Coleman will be leaving Simplyhealth at the end of this year.

Caroline Coleman commented: "After 22 years at Simplyhealth I have made the personal decision to take a change of direction. I am immensely privileged to have worked with some truly amazing people and within an organisation that really does care about its customers. I have loved every minute of my time here and will be very sad to leave behind colleagues and customers who I have built great relationships with over many years."

Romana Abdin, Chief Executive at Simplyhealth, said: “Caroline has been a significant part of the Simplyhealth family. I’m delighted that we’ve been able to offer her new and stimulating career opportunities for so long, but recognise her decision to embark on a new chapter. She leaves a refreshed Denplan brand in great shape with an exciting future and I know that she will be highly successful in anything else that she goes on to do.”

**ENDS**

**Notes to Editors:**

**About Denplan, Part of Simplyhealth:**

Denplan 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.

Denplan 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.denplan.co.uk](http://www.denplan.co.uk)

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**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 £0.9 million to our charity partners. 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)

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