

PRESS RELEASE

2nd May 2013

Denplan re-launch Excel at ExCel

To celebrate the official re-launch and continuing innovation of The Denplan Excel Accreditation Programme, Denplan took advantage of the BDA Conference and Exhibition's venue at London's ExCel Centre to hold a gala river cruise on the Thames.

The new programme includes the unique Denplan Excel/PreViser Patient Assessment (DEPPA) which not only offers a current oral health status for patients, but also provides an accurate risk assessment based on the patient's current habits and lifestyle. The assessment is quick and easy to fill in with patients and allows dental professionals to open channels of communication more easily. It can also provide indicative review of the patient's Denplan fee category, enhancing the weighting of periodontal disease and introducing future disease risk as a factor.

Roger Matthews, Denplan Chief Dental officer said: "With the current and appropriate emphasis on disease risk assessments for all patients, and building on the positive patient reaction to Denplan's Oral Health Score, the new and unique Denplan PreViser tool keeps clinicians at the forefront of contemporary standards."

The evening invited the dentists involved in piloting the new Excel programme to enjoy a glass of champagne and the unique London scenery by starlight. After being welcomed by Denplan Managing Director Steve Gates, there were also presentations by Roger Matthews; Professor Ian Chapel from the Birmingham Dental School; Dr Stephen Fayle from the Leeds Dental Institute and Dr Henry Clover, Denplan's Deputy Chief Dental Officer who talked about the newly revised Excel for Children programme also.

Nigel Carter, CEO of the British Dental Health Foundation, also gave his endorsement of the programme via video at the event, saying: "I am delighted to announce the recognition from the BDHF of the new Denplan Excel Accreditation Programme in its new revised form. Patients are looking for a quality experience from their dental practice and this new programme is going to

help every practitioner achieve that quality experience for their patients. We can really recommend that practitioners take it on board and use the 360-degree approach it offers to improve the Denplan patients' quality experience."

For more information about the new Denplan Excel Accreditation Programme, please contact Denplan on 0800 328 3223

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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