



**Press release**

**Thursday 8 March**

## **New Flexible Payment Plans launched by Simplyhealth Professionals**

Simplyhealth Professionals has announced today the launch of a new flexible payment plan for both its' member practices and non-members which will help patients to spread the cost of both dental and facial aesthetic treatments.

The new Flexible Payment Plans will make treatments more accessible and affordable for all patients as they can set the price and payment length with their dentist so it suits individual budgets. Patients can opt for treatments that they might have previously thought were unaffordable.

Dentists will agree with each patient how much they pay each month and how long their treatment will take. They can offer the patient an ongoing monthly plan for more regular treatments, or a choice of three to ten monthly payments for a one-off treatment, helping the patient to spread the cost of treatment and make it more affordable for them.

This is the first time that Simplyhealth Professionals has created a payment plan that can be tailored to support dentists providing an increasingly diverse mix of cosmetic dental and facial aesthetic treatments in their practices. Flexible Payment Plans will encourage patients to opt for new or higher cost treatments which they previously might not have considered due to the price.

However, dentists do not have to be a Simplyhealth Professionals member dentist to offer Flexible Payment Plans. This is the first time that the company has offered a payment plan for non-members. This will appeal to those dentists who specialise in high end treatments such as facial or cosmetic work who want a flexible plan to cover this treatment, in addition to traditional restorative and preventive dental treatments.

Sandy Brown, Director of Dentists at Simplyhealth Professionals, said: “We wanted to be able to offer all dentists greater flexibility and choice for their patients beyond traditional routine dental treatments. Our new Flexible Payment Plans give dentists the freedom to provide exactly what their patients ask for and help their patients to spread the cost of treatment. As the plans can be used for non-dental treatments such as facial aesthetics, it opens up a wider patient market for practices.”

Flexible payment plans are particularly well suited for more costly treatments and non-routine treatments such as tooth whitening and straightening, implant maintenance, facial aesthetics and cosmetic dentistry, or as a restorative treatment plan for crowns, bridges and dentures. It will open up greater choice for patients in non-dental treatments such as anti-wrinkle or dermal fillers. Dentists can also create, brand and promote their own Hygiene or Whitening Plans using the Flexible Payment Plans platform.

The plans are incredibly straightforward and can be created immediately in the practice. Once the dentist has agreed the treatment plan and costs with their patient, they set up the plan on the Flexible Payment Plan portal. Once the patient’s personal and payment details are entered, the plan is immediately set up and ready to start, and the patient can book appointments for their treatment. The dentist can access the portal at any time to check the status of an individual plan.

Practices can also use Simplyhealth Professionals' online design service to create bespoke posters and literature for individual flexible payment plans. There are currently six different posters for them to choose from.

Flexible Payment Plans complement the existing range of Denplan products used by practices, such as Denplan Care and Denplan Essentials, which help patients to receive the best ongoing preventive oral care.

### **Ends**

For more information on Flexible Payment Plans, visit:

[www.denplan.co.uk/dentists/flexible-payment-plans](http://www.denplan.co.uk/dentists/flexible-payment-plans)

Phone: 0330 6780 155

Email: [FPPenquiries@denplan.co.uk](mailto:FPPenquiries@denplan.co.uk)

### **For more information on Simplyhealth Professionals:**

Kate Maybank, PR and Communications Manager on [katema@denplan.co.uk](mailto:katema@denplan.co.uk)

or call 01962 829130.

### **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 provides 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.

For patient enquiries telephone: 0800 401 402

For details of all of our products, visit [www.denplan.co.uk](http://www.denplan.co.uk)

### **About Simplyhealth:**

For 145 years we've been helping people to make the most of life through better everyday health. In 2017 Simplyhealth and Denplan united under one Simplyhealth brand and today we're proud to be the UK's leading provider of health cash plans, Denplan dental payment plans and pet health plans.

We help over three million people in the UK access the health and care products, services and support that they need, when they need them and at a price they can afford.

1m health cash plan customers  
1.5m patients with a Denplan payment plan  
6,500 member dentists  
1,900 member vets  
879,600 animals covered  
11,000 corporate clients

We're proud to donate 10% of our pre-tax profits to health-related charitable activities every year, and this amounted to over £1 million in 2017. Our Simplyhealth Great Run Series partnership raised an additional £42.6 million for charity.

Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

[www.simplyhealth.co.uk](http://www.simplyhealth.co.uk)