



Friday 18 November 2016



Denplan wins 'Marketing Campaign of the Year' at Dental Industry Awards

Denplan is celebrating another successful award win after their NHS if campaign was named 'Marketing Campaign of the Year' at today's FMC Dental Industry Awards 2016.

Denplan has been running the if ("In Front") marketing campaign since March 2016. The aim of the campaign has been to inform and engage dentists about NHS dental contract reform and help them consider how any future changes to the present NHS contract could impact their practice going forward, both in terms of patient care and profitability.

The award ceremony took place at lunchtime on Friday 18 November at The Royal Garden Hotel in Kensington and was a well-dressed event attended by many of the dental industry's leading names.



The judging panel was led by renowned dentist Dr David Houston and over 20 of the dental industry's most experienced professionals.

The Dental Industry Awards were created in 2015 to acknowledge excellence in the UK dental industry and to reward progress, effort and enterprise across a number of different categories from marketing and PR, social media, events, teams and customer service.

The 'Marketing Campaign of the Year' award category was created for the company or brand who were judged to have used the most effective mix of marketing in its promotional work over the last year. Denplan were up against stiff competition in their award category from Implantium, Leca Dental Laboratory, Oasis and Stockdale Martin.

Julian Howell, Head of Marketing at Denplan, said: "I am delighted that the Denplan marketing team has won this award and received the recognition that they deserve. Our 'if' campaign has demonstrated the thought leadership centred around NHS contract issues within the dental industry. We have used a wide mix of activity from trade press advertising, PR and social media, to seminars and research, and plan to continue developing the campaign throughout 2017."

For more information on the if campaign, visit www.denplan.co.uk/if-nhs

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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 1.7 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 nearly 30 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
- Hygiene Plan: 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: worldwide dental injury and dental emergency cover only
- Corporate 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

Since 1872 – long before the existence of the NHS – we’ve been helping people to make the most of life, by managing their everyday health needs. We ensure 3.5 million people in the UK have access to health products, services and support they need, when they need them and at a price they can afford.

We’re proud to be the leading provider of health cash plans, dental payment and pet health plans. Whereas once we were known purely for cash plans, we now offer a wide range of products and services to cater for peoples’ everyday health needs – now and into the future.

Helping people make the most of life is our sole purpose and giving back is a huge part of that. In 2015 we were able to donate £1.6 million to charitable causes, touching the lives of nearly 825,000 people across the UK. Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity each year.

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.

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