

## **PRESS RELEASE**

**23<sup>rd</sup> March 2013**

### **Denplan Launch new Patient Growth Seminars**

After discovering that 92% of practices would like to grow their patient numbers\*, Denplan launched a series of marketing seminars to help its members do just that.

Denplan's 'Getting to Grips with Patient Growth' seminars are designed to help member dentists with patient recruitment and ongoing practice profitability. They are provided for Denplan members in 17 locations around the UK and each event will provide members helpful tips on:

- Growing their patient base and increasing patient loyalty
- Marketing advice to increase awareness of their practice locally
- Using local media to gain publicity and awareness of their practice
- Basics of social media and building an online presence for their practice
- How business planning and consultancy can increase your patient numbers

Denplan's Head of Marketing, Richard Ward, said: "We're very proud of these 'Getting to Grips with Marketing' seminars because it shows the true depth of knowledge and expertise within our team at Denplan. And, we're passing on that knowledge to our members to help them make their own businesses more successful.

"These seminars are completely free for our members because we believe that they deserve the best services, training and support at no additional cost – it's all taken care of in their monthly fees."

For more information about Denplan's Getting to Grips with Marketing seminars, please go to [www.denplan.co.uk/patientgrowth](http://www.denplan.co.uk/patientgrowth) or call 0800 169 5697.

\*Denplan member dentist research – October-December 2012

**-ends-**

#### **Dates of events:**

9<sup>th</sup> April – Edinburgh  
17<sup>th</sup> April – Newcastle  
18<sup>th</sup> April – Solihull  
22<sup>nd</sup> April – Chester  
24<sup>th</sup> April – Cardiff  
29<sup>th</sup> April – Guildford  
30<sup>th</sup> April – Belfast  
1<sup>st</sup> May – Cambridge

7<sup>th</sup> May – Ipswich  
8<sup>th</sup> May – Dartford  
13<sup>th</sup> May – Leeds  
14<sup>th</sup> May – Derby  
21<sup>st</sup> May – Lancaster  
23<sup>rd</sup> May – Oxford  
3<sup>rd</sup> June – Brighton  
4<sup>th</sup> June – Bournemouth  
11<sup>th</sup> June – Bristol

#### **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](http://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