

Press release

Tuesday 18 September

IDD demystified: what does it mean for dental practices and their patients?

Dental practices are currently facing another major legislative change on 1st October when the Insurance Distribution Directive (IDD) comes into effect, which has caused much discussion in the industry and a range of different approaches. IDD is a change in government legislation around insurance products designed to give consumers greater choice and clarity when purchasing insurance products.

Caroline Coleman, Managing Director of Simplyhealth Professionals said: “As a trusted partner, it is our responsibility to provide our members with advice and support on new regulation, and clinical and business issues. Everything that we do as a customer-led organisation is in the best interests of our dentists and their patients. This is why we have taken the time to fully understand IDD and its implications.”

Simplyhealth Professionals has concluded that in order to comply with the new legislation and give patients the choice that the IDD demands, from 17th September for all new joiners, their supplementary insurance product - historically included as standard within Denplan payment plans – has now become optional.

Sandy Brown, Director of Dentists at Simplyhealth Professionals, said: “We have done everything we can to follow the Financial Conduct Authority (FCA) regulations to make sure that we comply with the new IDD regulations. Giving

patients the choice of whether they feel the supplementary insurance is the right product for them is the essence of IDD. It's really important for those patients that opt in to be reassured in the knowledge that their claims will definitely be paid out according to the terms and conditions. We are working with our member dentists to make sure that they understand the new regulation, how it affects them and their patients, and has minimum disruption to day to day business.”

Simplyhealth Professionals offers patients dental emergency and injury cover that has the protection of a regulated product, with guaranteed pay-outs for valid claims and access to an independent appeals process.

Sandy Brown said: “Opting for insurance seems to me a very minimal monthly amount for absolute peace of mind. The main benefit of insurance is that patients have the legal protection to ensure that payments they are entitled to are paid out.”

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For more information on Simplyhealth Professionals contact:

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About Simplyhealth Professionals:

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 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.simplyhealthprofessionals.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
1m 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