

Press release

Monday 19 February

Simplyhealth Professionals launches ‘Simply Select’ – a new online marketing portal for members

Simplyhealth Professionals has launched a new online marketing portal called ‘Simply Select’ to help its’ members produce bespoke marketing literature for their practices.

The Simply Select portal contains a wide variety of templates, such as factsheets, posters and referral cards that can be personalised by members to help them promote individual Denplan payment plans and special offers. This will help to draw in new patients to the practice, or encourage existing patients to consider new or alternative treatments or plans. Marketing campaign material will also be added to the portal on a regular basis.

The templates are very simple to use with areas that practices can personalise with specific information that is relevant for them. There are templates for posters, referral cards, cost comparison posters and social media templates. Simplyhealth Professionals will continue to create new templates and add to the existing range throughout the year.

Sandy Brown, Director of Dentists at Simplyhealth Professionals, said: “We wanted to offer a really easy process for our member dentists to help them to market their individual Denplan payment plans and personalise each product to attract new patients and retain and grow existing ones. We have a dedicated in-house practice marketing team available for more complicated requests or special events, but often practices just want to be able to quickly print off a simple form or poster and do this themselves. Simply Select now means they have the best of both worlds.”

Ends

For more information on Simplyhealth Professionals:

Kate Maybank, PR and Communications Manager on 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