

30 March 2020

Denplan appoints Louis Mackenzie as Head Dental Officer



Denplan, part of Simplyhealth, has announced today that it has appointed Louis Mackenzie as Head Dental Officer, starting on 14th April 2020. Louis has been working part-time for Denplan as Head of Clinical Training for the last five years, and this will now be combined to become a full-time role as Head Dental Officer. He will be working closely with and reporting to Catherine Rutland, who is the Clinical Director at Simplyhealth.

In his new role as Head Dental Officer, Louis will provide up to date clinical advice and guidance to help support our 6,500 member dentists and promote the growth of the Denplan brand in the UK. Key areas of focus will include supporting dental practices with sensitive clinical risk management issues as well as providing clinical risk management advice to colleagues in relation to primary dental care. Louis will also be responsible for liaising with regulatory bodies and other external stakeholders to provide a voice for Denplan and our members on dental and clinical governance matters.

Louis has been a Denplan dentist for 30 years. He has been part-time clinical lecturer at the University of Birmingham School of dentistry for 16 years and works in the postgraduate department at King's college London. He has presented over 1000 hands-on courses and lectures both nationally and internationally on direct and indirect restorative techniques, clinical photography and minimally invasive dentistry. He is the academic lead of Birmingham University's MSc in Restorative dentistry and is a member of Dental Update's editorial board. As Denplan's Head of Clinical Training, Louis has worked closely

with the events and training team to help design and deliver the UK's widest ranging programme of training courses for Denplan dentists and Denplan practice teams.

Catherine Rutland, Clinical Director at Simplyhealth says: "Louis has a fantastic grasp of the whole dental profession and we are really excited that he is going to be joining the clinical team here at Denplan. He will be a dynamic asset to our team, driving forward how we can make sure we are reaching all areas of the profession. He will work closely with the rest of the team and with our national network of 23 Dental Practice Advisors, who support our unique clinical governance programme, Denplan Excel."

Louis added: "I am delighted to be joining Denplan on a full-time basis as Head Dental Officer. Having been Head of Clinical Training at Denplan for the past five years, I know the organisation and the wider dental community extremely well. I'm looking forward to working with Catherine's clinical team to further enhance the support services that we offer to all Denplan members. The current Coronavirus pandemic demonstrates that it is more important than ever to provide relevant and timely clinical, business and legislative support for Denplan dentists and their teams. This will be crucial in the next few months and far beyond the current crisis."

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Notes to Editors:

About Denplan, Part of Simplyhealth:

Denplan, Part of Simplyhealth, 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 Denplan products.

Denplan, Part of Simplyhealth, also provides a wide range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme and Denplan Excel Certification 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

For more information about Denplan, Part of Simplyhealth:

Kate Maybank/Rebecca Hutton

Press Office

Tel: 07707 798207 /01962 829197

kate.maybank@simplyhealth.co.uk /rebecca.hutton@simplyhealth.co.uk

dentalpr@simplyhealth.co.uk

About Simplyhealth

Since 1872 we've been helping people access healthcare through our health plans, charity partnerships and by being a voice in healthcare.

Today we're delighted to be the UK's leading provider of health plans, dental plans and pet health plans, which help individuals, families, employees and pets to get support with their health when they need it.

We don't have shareholders which means we are totally focused on making sure no one goes without the healthcare support they need, and why we are passionate about being a voice in healthcare and partnering with charities to reduce health inequality.

Last year we donated £0.9 million to our charity partners. Additionally, our partnership with the Simplyhealth Great Run Series raised over £40 million for charitable causes.

To find out more visit www.simplyhealth.co.uk

For further information:

pr@simplyhealth.co.uk

<http://newsroom.simplyhealth.co.uk/>

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