

10<sup>th</sup> April 2014

### Denplan Launch New Consumer Advertising

Denplan is excited to announce that during May and June it will be investing in advertising across numerous national newspapers and magazine titles, as part of its continuing focus to use its unique consumer brand to help drive patients into member practices.

The advert is the culmination of detailed research from both dentists and consumers and aims to encourage patients to ask their dentist about Denplan or to find a Denplan member dentist by visiting Denplan's unique 'Find a Dentist' website. Starting on 6th May, it will be appearing in: *The Times*, *The Daily Telegraph*, *the Daily Mail*, *the Daily Express*, *The Guardian*, *The Herald* and *The Scotsman* in Scotland and *The Irish News* and the *Belfast Telegraph* in Northern Ireland. In addition, it will be running in *Country Living*, *Good Housekeeping* and *Woman and Home* magazines, to ensure that it reaches as many consumers as possible.

Richard Ward, Head of Marketing at Denplan, commented: "No other dental payment plan provider has a patient facing brand – meaning no other provider can direct new patients into your practices like Denplan. This advert is a prime example of how we're able to generate new patients for our members and among the very positive feedback we've received from members is that this kind of advertising gives them the opportunity to open conversations with patients to discuss their oral health and the benefits of Denplan."

Building on the idea of added value for patients, Denplan is also introducing a 'no registration fee' promise for a limited time alongside the press advertising campaign. All new joiners or reinstated patients whose applications are received between 1st May and 30th June will therefore have the £15 registration fee waived.

Richard added: "Our investment in this campaign demonstrates our continuing commitment to helping our members grow their practices and we hope it will give them the opportunity to recruit more patients to their Denplan lists."

For more information about the advertising campaign or about Denplan, please call 0800 169 9962.

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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 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 became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its 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 by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation 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, it donates over £1 million to health related charities and causes

For further information: [newsroom.simplyhealth.co.uk](http://newsroom.simplyhealth.co.uk)