



27 March 2015

Denplan launches a pilot programme for new dental partnerships

Denplan has today announced the launch of a new dental partnership funding programme which will see the company enter a partnership with individual dental practices. This strategic opportunity will see Denplan strengthen its support, investment and involvement for its member dentists and in the future of private, preventive dentistry, ensuring that Denplan continues to provide the widest possible level of support to its member dentists.

Denplan will initially pilot the partnership programme with five Denplan member practices, acquiring a 50% equity stake in the practice and becoming an equal partner, with the dentist retaining full clinical management of the practice. The equity stake that Denplan will acquire of these practices will be set up as a ring-fenced Denplan Company. The new company - Denplan Partnerships Limited – will operate separately from Denplan to ensure that there is no potential for any conflicts of interest to arise.

Steve Gates, Managing Director of Denplan, commented: “Our strategy in launching a new partnership programme has been led by Denplan’s member dentists as it has become clear that for many of them, succession planning and retirement is an area that is taking an increasingly high priority. By piloting a new partnership programme, we believe that Denplan can play an active role in supporting succession planning for those individual dentists who are considering their clinical and financial future through to retirement.

“We believe that this partnership model will reduce the barriers to a new associate taking over a practice as we will also support the eventual transition to a new owner, who will acquire the dentist’s 50% share of the practice. This programme will be revolutionary in “guaranteeing” the basis on which the remaining 50% of the practice will be valued, therefore providing real certainty to the dentists who participate. The partnership will also support the dentist in realising some of the financial benefits of running a successful practice immediately while continuing to take responsibility for the day to day management of the practice, clinical activity and patient care.”

“With the growth in private dentistry expected to continue and increased acceptance of corporate involvement in the dental market, Denplan is well positioned to enter into these partnerships because we have strong relationships already in place, as well as a trusted brand. Since Denplan



became part of Simplyhealth in 2011, there has been a huge amount of support and investment in Denplan to ensure that our member dentists continue to benefit from the unrivalled innovation, focus and support that helps our dentists run a successful and profitable practice. Entering the dental delivery market and creating this new partnership funding programme is the next logical step.

“We have identified a shortlist to select the five pilot practices that we will be going into partnership with and over the next few months we will be making sure that the programme works for both parties. However, we believe this unique model is scalable and we have ambitions to roll this out further potentially to a significant number of practices during the coming years, making it an important element of the support programme that Denplan provides for practices. We believe the new partnership funding programme is an exciting initiative for our member dentists and they can be re-assured that the practice and goodwill they have built up over the years will continue with the security of Denplan as a stable partner.”

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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

- 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
- 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 the Prudential Regulation Authority
- Simplyhealth has nearly three million customers supporting 3.5 million people with their healthcare needs. They also help over 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