

4th June 2019

Simplyhealth hires new Director of 50/50 Dental Partnerships



Simplyhealth has hired a new Director, Richard Halley, to run their 50/50 dental partnerships division and lead the growth of this business area.

Richard Halley has joined from Mercer, where he was based in Sydney, providing consultancy advice to a number of Australia's largest employers. He previously worked for Simplyhealth for four years from 2005 to 2009, when he was Head of B2B and Dental Sales.

At Simplyhealth, Richard will be focused on driving new partnership opportunities and building on the excellent relationships that the company has in the dental market.

Richard said: "I am delighted to be joining the team at such an exciting time. Retiring from your dental practice is such an emotive issue due to the long-standing relationships that principal dentists have with their staff and patients so we want to help make this transition as successful as we can for all parties. Our 50/50 partnerships help us to provide practices with the services and support they need to develop their businesses."

The partnership model ensures both partners have equal rights in the practice and enables dentists to retain day-to-day clinical management and continue to focus on the quality of care provided. Simplyhealth is well positioned to partner with member dentists due to its existing strong relationships with them and expertise in the dental marketplace.

The model is an appealing option for dentists looking to secure the right future for themselves, their practice and patients and Simplyhealth supports effective succession planning to ensure the same high standards of clinical care continue to meet customers' needs.

Caroline Coleman, Managing Director at Simplyhealth Professionals, said: "It is fantastic that Richard has returned to Simplyhealth to oversee our Dental Partnerships team. Richard will play a key role in helping us to be innovative in this increasingly diverse market. I'm confident that under Richard's leadership we will significantly build our number of Dental Partnerships and continue to offer practices the high-level support that they expect from us."

ENDS

Notes to Editors:

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 £1.13 million to our charity partners which equates to over 10% of our pre-tax profits. 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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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 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.simplyhealthprofessionals.co.uk

For more information about Simplyhealth Professionals:

Charlotte Powell

Simplyhealth Professionals Press Office

Tel: 01962 828 139

Charlotte.powell@simplyhealth.co.uk

dentalpr@simplyhealth.co.uk