

25th September 2013

Denplan Appoint New Senior Dental Advisor

In a move to further strengthen its professional support for members, Denplan has announced the appointment of Dr Catherine Rutland as its new Senior Dental Advisor.

Catherine has recently finished studying for her Masters in Medical Ethics and Law at Kings College, London, and has been providing professional advice and support to Denplan members for over three years. She will now take on this new role part-time, while also continuing her clinical practice in Berkshire.

Roger Matthews, Denplan Chief Dental Officer, said: “We’re thrilled that Catherine has accepted this role at Denplan, where she already feels like one of the family after working with us for the last few years. Her new permanent role will be assisting me specifically in the area of clinical disputes and professional risk, while Dr Henry Clover, as Deputy Chief Dental Officer, will have principal responsibility for the Denplan Quality Programme, Denplan Excel and the Practice Advisor team. All three of us will continue to work flexibly to respond to any professional issues and queries which arise on a day-to-day basis and Catherine is a very welcome addition to our team.”

Catherine added: “I am delighted to be an official member of the Denplan team and I look forward to working with our member dentists to help them make sense of often confusing and complex legislation and stressful issues of dispute. Denplan is the only payment plan provider to offer this kind of service and it’s something that makes me passionate about the organisation.”

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255 words

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
- 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