



02 December 2015

## **Denplan welcomes Osborne's report on empowering dental patients to make the best choices**

Denplan, the UK's leading dental payment plan specialist, has welcomed George Osborne's call for clearer dental pricing and treatment plans in HM Treasury's "A Better Deal" report, which was published this week.

The report stated that pricing for dentistry can be opaque and confusing and that the government wants to ensure that dentist treatment plans and price lists are clear and easily accessible, empowering patients in England to make the best choices.

Roger Matthews, Chief Dental Officer at Denplan said: "Clear communication between dentists and patients is fundamental in every dental practice, especially in regards to treatment plans and pricing. We strongly agree with the Chancellor's statement in the report that all dental patients should have access to the information they need to make the right decisions about their dental care.

"Denplan encourages all member dental practices to build in enough discussion time with their patients to allow them to explain treatment options and any associated costs. Denplan is also a co-ordinator and signatory of the BDA Private Dental Plans Code of Practice. The code emphasises the need to provide patients with adequate information about the choices available, work with clear and fair contracts, ensure they understand the payment procedures for each option and, where appropriate, any on-going costs or exclusions, and have in place a system for dealing with complaints and feedback."

Denplan has a range of support services available to its member dentists and this includes providing regular guidance and materials for practices to use. Roger Matthews continued:

"Denplan member practices are able to access a price list template to ensure they are following the General Dental Council's standards which requires practices to display their price lists. Through a network of field-based consultants across the UK (supported by an office-based team), Denplan also works continually with member practices to provide business support, which includes helping practices to set their fees fairly."



In a 2014 Denplan patient survey of over 8,800 patients, 90% said that Denplan allows them to budget for their dental care and treatment\*. Roger Matthews added: “We find that patients appreciate the clarity that comes with a dental payment plan as they prefer to know exactly what their dental care is going to cost each month without any unexpected bills.”

“Osborne’s report today should serve as a sharp reminder to all types of practices (NHS or private) on the requirement to provide patients with the most comprehensive information on treatment options and pricing. If greater transparency in this area helps patients make more informed choices about their dental care and oral health it can only be a positive step forward for dentistry.”

\*Your Denplan Survey Oct-Dec 2014. Total respondents: 8,802.

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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 nearly 30 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
- Corporate 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.

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**About Simplyhealth**



We have been helping people with their health for over 140 years. Our roots are in the hospital funds set up during the Victorian era to help working people save for their medical care, and we still follow mutual values today. With no shareholders, our profits go back into supporting our customers and healthcare charitable causes, donating over £1 million each year. Last year, we donated £1.4 million.

In 2011, we acquired Denplan Limited, the UK's leading dental payment plan specialist. Simplyhealth has 1,391 employees based across our offices in Andover, Manchester, Leeds and Denplan in Winchester. We serve our 3.5 million customers through cash plans, dental plans, Denplan and pet health plans. Simplyhealth has Independent Living Centres which provide daily living and mobility products, including powerchairs, mobility scooters and wheelchairs, in Andover, Bristol, Burnham, Droitwich, Kenilworth, Leeds, Northfield, Norwich, Sutton Coldfield, Telford, Willenhall and Wolverhampton.

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