

10th April 2014

Denplan Celebrate DEPPA – One Year On

At this year's BDA Conference and Exhibition, Denplan was celebrating the first anniversary of its innovative risk assessment system, DEPPA. As a result of the positive feedback received one year on, as well as the hundreds of enquiries received, Denplan also announced that it will be making the software available to all its members.

DEPPA is an evidence-based assessment of a patients' health and risk of future disease, and encourages them to follow their dentist's care advice and recommended treatments. It was initially launched among Denplan Excel accredited members, and a recent survey revealed that 100% of dentists asked agreed that the DEPPA report is a 'valuable patient communication aid', while 95% agreed that comprehensive patient assessments, such as DEPPA, are becoming an essential aspect of quality dental care^[1].

DEPPA has also been well received among patients with over 10,000 having had their assessment in their practice. Of those patients asked 94% said that they found DEPPA to be easily included into their routine examination and 89% said that DEPPA helped them understand their risks of future dental and oral disease^[2].

Roger Matthews, Denplan's Chief Dental Officer, commented: "Because of this fantastic feedback we decided to open this service to all our members to help increase the patient experience, promote loyalty to the practice and promote preventive oral healthcare – something which is at the heart of everything we do.

"DEPPA features an easy to follow 'traffic light' system and produces a personalised and straightforward assessment to enable the dentist and your team to take an active role in advising and reassuring patients. While access to DEPPA will remain a free service to Denplan Excel accredited members, the feedback has been so good that we will be offering it on a stand-alone basis to all our members at a set fee. This is a really exciting time for DEPPA and for Denplan and we look forward to working with our member dentists to build on the amazing success of this year."

^[1] Denplan DEPPA Dentist Survey, February 2014

^[2] Denplan DEPPA Patient Survey, February 2014

For more information about DEPPA, or Denplan please contact 0800 328 3223.

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Notes to Editors:

About DEPPA

DEPPA is a unique patient risk assessment developed in conjunction with, Doctors Liz and Ian Chapple (periodontal specialists at Birmingham dental school) and Previser limited USA. The assessment is the first of its kind in the UK and represents an important move forward in the assessment and education of patients for the four main dental disease risks:

- Caries
- Periodontal disease
- Non carious tooth surface loss
- Oral Cancer

Patients and their dental teams can benefit from the use of DEPPA in improving treatment compliance, patient outcomes as well as having a consistent, easy to use and industry leading risk assessment. To see a demonstration of DEPPA in action you can find a short 90 second video at www.denplan.co.uk/Excel.

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:

Mia Habens

Denplan Press Office

Tel: 01962 827 931

Pressoffice@denplan.co.uk

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