



**1 December 2016**

## **Denplan announces successful completion of its first two 50/50 dental partnerships**

Denplan has announced today that it has completed its first two 50/50 dental partnerships with dental practices in South Yorkshire. Plans to set up a pilot scheme to enter into equal partnership with individual member practices were revealed last year by Denplan and Simplyhealth.

The new partnership model ensures that both partners have equal rights in practices and enables dentists to retain day-to-day clinical management of the practice. The business model has been created to reduce the barriers to an associate taking over a practice and supports the eventual transition to a new owner, who will then acquire the retiring dentist's 50% share of the practice.

The first two new partnership practices are: The Dental Practice, based in Dronfield Woodhouse, in Sheffield; and Mapplewell Dental Centre in Barnsley. The Dental Practice is a family run private practice, owned by Dr Colin Doody, and has been in business for over 36 years. Mapplewell Dental Centre is owned by Dr Mark and Dr Elizabeth Bishop who have been in business for over 21 years.

The Partnership Programme offers peace of mind to dentists as it sets out the basis on which the remaining 50% of the practice will be valued, providing certainty to the dentists who participate at a time when they might have concerns over retirement and what might happen to their practice. It also helps dentists to enjoy their hard earned success by immediately freeing up some of the finances that would otherwise be reserved to fulfill



the obligations of running a successful practice – and continuing to allow them to take responsibility for the day to day management of the practice, clinical activity and patient care.

The Partnership Programme resulted from a strategic review from Simplyhealth, of which Denplan is a part, who are focusing on further investment and innovation in the dental market.

Steve Gates, Director of Simplyhealth Professionals, commented: “We are delighted that we have completed our first two dental partnership agreements with The Dental Practice and Mapplewell Dental Centre. Succession planning for retirement is an increasing priority for many dentists and one which we believe Denplan and the Simplyhealth team can play a positive and active role in. We are well positioned to partner with member dentists due to our existing strong relationships with them and our expertise in the dental marketplace.

Romana Abdin, Chief Executive of Simplyhealth added: “This is a really exciting development that has attracted a great deal of interest from dentists looking to secure the right future for themselves, the practice and their patients. Our sole focus is everyday health and this demonstrates an ongoing commitment to dentists and the market as a whole.”

Dr Colin Doody, owner of The Dental Practice, said: “I was thinking of my exit strategy as I am getting to ‘that age’, and I wanted to ensure that I was leaving my practice in good hands for my son, who is our associate dentist, and also my wonderful long standing staff and patients – many of whom have been coming to see me for the last three and half decades! This Partnership Programme offered me the ideal solution.”

Dr Mark Bishop, owner of Mapplewell Dental Practice, commented: “We decided to partner with Denplan to ensure that there would be a legacy of high quality dentistry after we retire. Denplan are a respected and trusted brand who have always had the same ethos of customer care as we have. As we really care about our practice team, this model allows a smooth transition and ensures they will be well looked after in the future.”



The new businesses have been set up as ring-fenced partnerships. These will operate separately from Denplan, bringing in additional expertise from across Simplyhealth, with their own governance to ensure that there is no potential for any conflicts of interest to arise.

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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.

### **For more information about Denplan:**

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### **About Simplyhealth**

Since 1872 – long before the existence of the NHS – we've been helping people to make the most of life, by managing their everyday health needs. We ensure 3.5 million people in the UK have access to health products, services and support they need, when they need them and at a price they can afford.

We're proud to be the leading provider of health cash plans, dental payment and pet health plans. Whereas once we were known purely for cash plans, we now offer a wide range of products and services to cater for people's everyday health needs – now and into the future.



Helping people make the most of life is our sole purpose and giving back is a huge part of that. In 2015 we were able to donate £1.6 million to charitable causes, touching the lives of nearly 825,000 people across the UK. Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity each year.

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.

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