

10<sup>th</sup> April 2014

**Denplan Present New and Improved [www.denplan.co.uk](http://www.denplan.co.uk)**

Designed to make life smarter, simpler and better for its members, Denplan is thrilled to announce the launch of its new and improved [www.denplan.co.uk](http://www.denplan.co.uk).

The new site is more straightforward and easy to use for dentists, the practice team and for patients. It's also responsive, so will work across mobiles and tablet devices as well, which means visitors can use it wherever they are. There's a great range of features on the site designed to help dentists run their business more effectively and the personalised dentist dashboard is home to unique support tools including:

- Monthly reports – so dentists can keep track of their income and patient numbers easily
- Patient registration
- Dental regulations and business advice

Patients are only ever a click away from the information they need, with simple navigation guiding them through Denplan's range of industry leading payment plans and the benefits of taking a more preventive approach to their oral health. There's also a new video suite with interactive guides to explain to patients:

- How joining Denplan works
- How their monthly fees work and how they are set
- How to make a claim

Denplan has also developed an interactive news hub, working in real time to keep members updated with all the latest news from Denplan and in dentistry. Jodie Wilde, Campaign and Digital Leader at Denplan commented: "The new website is the result of a huge amount of research, time and planning, but we're all delighted with the finished result. It was designed to make life smarter, simpler and better for all users and this is certainly something that we have been able to achieve. We encourage members and non-members alike to visit the new [www.denplan.co.uk](http://www.denplan.co.uk) to see for themselves

To see the new intelligently designed website, please visit [www.denplan.co.uk](http://www.denplan.co.uk).

-ends-

**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](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
- 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](mailto: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](http://newsroom.simplyhealth.co.uk)