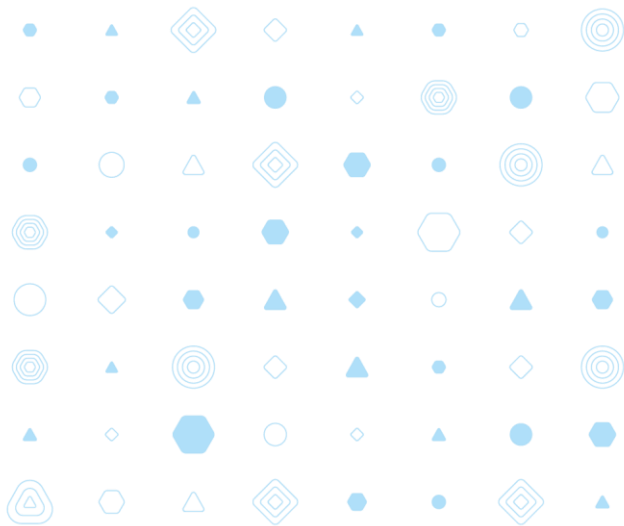

Press release

22 June 2017

Contact

Elisa Mirra
Communications Specialist
0344 579 2394
Elisa.Mirra@simplyhealth.co.uk



Simplyhealth signs another 50/50 Dental Partnership

Simplyhealth is pleased to announce it has signed another exciting 50/50 Dental Practice Partnership with Cottage Dental Practice in Ormskirk.

The new partnership between Simplyhealth and Cottage Dental Practice (ormskirkdentist.co.uk) will enable the business based at 58 Moor Street, to further develop, grow and continue to serve its local community.

Closely aligned to Simplyhealth's purpose of helping people make the most of life through better everyday health, Cottage Dental Practice's philosophy is to prevent dental problems before they occur, thanks to their team of experienced dentists, hygienists, nurses, and surgeons who are dedicated to helping their patients achieve the best possible dental health. They already

About Simplyhealth

At Simplyhealth, we help people make the most of life by focusing on everyday health.

Today we ensure over 3 million people in the UK have access to the health products, services and support that they need, when they need them and at a price they can afford. We're proud to be the leading provider of everyday health cash plans, dental payment and pet health plans.

For more information

For more information please visit:
www.simplyhealth.co.uk

have strong relationships with their patients, of whom 2400 are already covered by a Denplan payment plan from Simplyhealth Professionals, providing the additional peace of mind of budgeting for their dental treatments.

As part of an ongoing commitment to investment and innovation in the dental market, Simplyhealth's partnership scheme offers dental practices the opportunity to enter into an equal partnership that plays to the strengths of both parties for their mutual benefit.

The partnership model has been designed to enable dentists to retain day to day clinical management and continue the focus on the quality of care provided with Simplyhealth providing support and expertise in business services, development and patient insights gained from their existing successful Denplan services as well as through helping over 3 million people with their everyday health needs across the group.

The model works well for Practice owners looking for a smooth transition into retirement while wanting to retain responsibility for the day to day decisions and clinical delivery. They can retain the legacy they have built in the community but are able to realise the value of the practice and make the move into ownership less of a barrier for the new partner.



Picture of the Cottage Dental Practice team

Raman Sankaran, Chief Commercial Officer of Simplyhealth added: "We're very pleased to have signed our partnership agreement with Cottage Dental Practice in Ormskirk. They are very much aligned to our purpose of helping people make the most of life through better everyday health and we're both focussed on helping people achieve this thanks to preventative dental care. We're looking forward to working with Dr Sunny Lathar and Dr Helen Barlow, supporting them with their strategy so they can provide their patients with the best care possible. True partnerships like this mean we can combine the best of our skills and experience, so more patients can lead happier, healthier lives thanks to better everyday health."

Principle dentists at Cottage Dental Practice, Dr Sunny Lathar and Dr Helen Barlow explain: "We're delighted that we've entered into this new partnership with Simplyhealth Professionals. After 30 years of practicing dentistry, this new partnership allows us to have in place a structured strategy for the medium to long term, while allowing us to maintain the management and direction of the Practice with the additional support and guidance of Simplyhealth. "

ENDS

Notes to Editors:

About Simplyhealth

In the world of healthcare, more than anywhere, experience counts. Since 1872 – long before the existence of the NHS – Simplyhealth has been helping people to make the most of life, by managing their everyday health needs. That's why today we ensure over 3 million people in the UK have access to the health products, services and support that they need, when they need them and at a price they can afford.

We're the kind of people who live by our purpose: we're here to help people make the most of life through better everyday health. We're proud to be the leading provider of everyday health cash plans, dental payment and pet health plans. And whilst we may be 144 years old, we're not afraid to innovate. Whereas once we were known purely for cash plans, we now offer a wide range of products and services with one thing in common: an unflinching desire to cater for people's everyday health needs – now and into the future.

We exist to help people make the most of life through better everyday health. That's our purpose. We use charitable partnerships to also deliver that purpose, going beyond our products and services, but very much aligned to our business strategy. As a result of our success, in 2016 we were able to donate £1.6m to our charitable causes, supporting 23 different charities including Revitalise, Music in Hospitals, Brainwave Centre and Auditory Verbal, touching the lives of thousands of 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 every year, supporting health-related charities that share a similar outlook to ours and a dedication to helping people with everyday health challenges make the most of life.

For further information about Simplyhealth please visit www.simplyhealth.co.uk.

For further information:

pr@simplyhealth.co.uk

<http://newsroom.simplyhealth.co.uk/>

[@SimplyhealthUK](https://www.facebook.com/SimplyhealthUK)

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About Simplyhealth Professionals:

In February 2017, Denplan rebranded as Simplyhealth Professionals.

Dental

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals provides the following range of leading Denplan dental payment plans under the Denplan name:

- 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
- Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Denplan Membership: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Hygiene: A dental payment plan without dental insurance for all types of practice from NHS, mixed and private to support patients commit to a consistent hygiene programme.
- Denplan Emergency Insurance: worldwide dental injury and dental emergency cover only

Simplyhealth Professionals also provide a wide range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme and Denplan Excel Accreditation Programme. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

Dentist enquiries telephone: 0800 169 9962.

For Patient enquiries telephone: 0800 401 402

For details of all of our products, visit www.denplan.co.uk

Vets

Simplyhealth Professionals is the UK's leading pet health payment plan specialist with more than 1,800 member vets nationwide caring for approximately 600,000 registered pets.

Pet owner enquiries telephone: 0800 169 9958

Vet enquiries telephone: 0800 587 2581. www.pethealthplans.co.uk

For more information about Simplyhealth Professionals:

Kate Maybank
Simplyhealth Professionals Press Office
Tel: 01962 829 130
katema@denplan.co.uk
Pressoffice@denplan.co.uk