

Press Release

Thursday 16 February 2017

Denplan to rebrand as Simplyhealth Professionals



Denplan has announced today that it is to rebrand as Simplyhealth Professionals from 16 February. The company held a special event for the press at the Museum of Brands in London on Wednesday 15 February to announce the changes to the brand.

As Simplyhealth Professionals, the company has taken the strategic decision to combine the strength of Denplan and Simplyhealth, in order to continue to provide the highest levels of service to dentists, and remain the leader in the healthcare marketplace. Denplan first joined forces with Simplyhealth in 2011 and have been working together successfully ever since. Between the two companies they have over 140 years of experience in the healthcare arena and are innovative leaders in their fields.

By uniting under one brand and identity, they will now build on their shared expertise and strength of their reputations. The company wants to focus on making Simplyhealth the most recognised public and professional brand in everyday health. Simplyhealth Professionals will continue to provide the full range of leading Denplan dental payment plans under the Denplan product name.

The Simplyhealth Professionals business unit provide support to dentists to help make their practices more profitable by providing a guaranteed monthly income and outstanding support services. This enables dentists to plan and forecast profits for their practices and means they can book holidays and staff training days without the practice income being affected. Practices have dedicated consultants and access to in-house teams who help with everything from registering patients quickly, retaining patients, training, practice marketing, and PR support.

Simplyhealth Professionals also supports the veterinary healthcare professionals with animal health plans as another preventive healthcare product within its portfolio. Animal health plans are a payment plan for pet owners to be able to budget and pay monthly for the regular treatments and vaccinations for their pet. Simplyhealth Professionals supports vets and their practices in much the same way as its dentists and dental practices.

Caroline Coleman, Managing Director of Simplyhealth Professionals, said: “I am very proud and excited to be heading up the team. Our member dentists will continue to benefit from having access to the same great products and services from our teams that they value, but will also benefit from having access to all of Simplyhealth’s portfolio of products and the combined resources now available to us. We care passionately about our business and want to be the best we can so that we understand and anticipate our customers’ needs.”

Romana Abdin, Chief Executive of Simplyhealth, commented: “Helping people make the most of life is at the heart of what we do – it’s our purpose, our commitment, and our reason for being. We want to make sure that we help people who are facing challenges with their everyday health so that they can make the most of life. I am very proud to be part of a company which cares about people. We donate 10% of our profits to charity and are supporting some really exciting healthcare events in 2017 such as the Simplyhealth Great Run series, which will bring people from all walks of life together to invest in their health.”

Simplyhealth Professionals is looking to develop services to not only enhance the existing product offering to dentists but is also working on new products and areas to explore in the future to make Simplyhealth the most recognised professional and public brand in everyday health.

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Notes to Editors:

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:

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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 peoples’ 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 £1.7m 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 us and a dedication to helping people with everyday health challenges make the most of life.

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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