

9th July 2014

Denplan Introduce new Health and Wellbeing Survey 2014

Denplan's newly renamed 'Denplan Health and Wellbeing Survey 2014' has evolved this year to reflect that fact that dental plans are rising in popularity as employee benefits. In fact, they are viewed by employees as the most important benefit in demonstrating their employer's support for their wellbeing*.

Colin Perry, Corporate Channel Manager at Denplan explains: "Clearly we're pleased that healthcare and wellbeing is still a priority among both employees and company decision makers. And with schemes such as the Denplan Discount Network we can proactively drive these employees through the doors of our member dentists. This is just one of the many ways we can use our strong corporate brand to help our members grow "

The Denplan Health and Wellbeing Survey 2014, indicates that 46% of companies considering adding a dental plan in the coming year. 62% of employees would also consider a dental plan if offered one; while 56% said they would appreciate access to one as part of a package.

Colin added: "It makes sense that dental benefits are rising in popularity as one of the few healthcare benefits that are preventive in their nature. Other healthcare benefits focus on helping employees when something goes wrong, but dental plans actively encourage regular attendance at the dentist and the prevention and detection of oral disease, which is something that we strongly support."

To download the full survey with much more detailed information, visit www.denplan.co.uk/h&wsurvey to find out more about the Denplan Discount Network, call 0800 169 9962.

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Notes to Editors:

*In January 2014, Denplan conducted two surveys. This first is based on a Denplan survey among employee benefit decision makers in UK companies. The survey was carried out between 14th January and 4th February 2014 and was completed by 488 respondents. The second was a Denplan survey among UK consumers, which was conducted by YouGov in January 2014. Total sample size for the YouGov Plc. survey was 5,148 adults.

About Denplan

Denplan Limited is the UK's leading dental payment plan specialist; with more than 6,500 member dentists nationwide. 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 the company is owned by Simplyhealth. 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.

Find out more on www.denplan.co.uk/companies

For more information about Denplan or to get a hard copy of the survey please contact:

Isabel Johnston

Denplan Press Office

Tel: 01962 827 933

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