

5th March 2014

Best-in-class Training Built around You

New for 2014, Denplan has launched its Denplan Academy – a training programme designed completely around the needs of its members’ and their business goals.

Through Denplan Academy, Denplan’s team of qualified trainers can work with Denplan members and their whole practice team on the areas of their business that they wish to strengthen. They can then create a bespoke plan that specifically meets those needs, whether that be improving clinical skills, promoting services, customer service or ways of using websites or social media to attract and retain patients.

Jo Banks, Denplan Training Manager, commented: “Denplan Academy perfectly ties together the training events that Denplan are so well known for. It allows us to provide a strategic plan of action to give practice teams the tools they need to succeed and grow, or some key target areas for ideas for improvement. All members need to do is make an appointment with their consultant and work through our Denplan Academy App to get a breakdown of the courses available to help achieve their business goals. We’re also in the process of developing training webinars, so Denplan Academy will grow from strength to strength and we’re very proud.”

For more information about Denplan Academy, please visit www.denplan.co.uk or call 0800 169 9962

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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 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

- 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

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- 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:

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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