

27<sup>th</sup> August 2014

### **Denplan Strengthen Position in Patient Finance**

Following numerous changes to the consumer credit market, Denplan has announced that it will be replacing its current Denplan Enhance loans with a new and improved patient finance service through credit broker Finance 4 Patients.

Finance 4 patients are an innovative provider of patient finance solutions, founded in 2010 and with a wealth of experience in the sector. The new service for Denplan members allows practices to:

- Create their own practice branded loan calculator for your website and attractive digital and printed patient marketing materials.
- Increase patient treatment uptake and income in their practice
- Offer interest free or interest bearing finance options to your patients for treatment. Credit is available from £250 - £15,000
- Create simple online applications for patients in moments - reducing admin for the practice team
- Simplify payment collection and reconciliation – in a user friendly online portal

Denplan Managing Director Steve Gates commented: “The changes to the credit market meant we needed to review Denplan Enhance to ensure it was fit for purpose for our members while conforming to the new regulations. This new arrangement with Finance 4 Patients ticks all the boxes in so far as complying with those regulations, but goes even further by offering practices unique added-value functionality – something that Denplan strives to do across all our services.”

John Lewis from Ghyllmount Dental Practice added: “I am someone who likes to go into the fine details of things. Finance 4 Patients’ presentation was concise, relevant and satisfied all my expectations. On the strength of their demonstration I am looking forward to working with Finance 4 Patients as a replacement for Denplan Enhance.”

To arrange your personal 30-minute demonstration visit [www.finance4patients/denplan](http://www.finance4patients/denplan) or call Denplan on 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](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:

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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](http://newsroom.simplyhealth.co.uk)