

11th November 2013

Denplan host policy roundtable debate

Utilising its long history of using its consumer-facing brand to strengthen oral health messages in the wider public health agenda, Denplan hosted a policy roundtable debate on the 5th November in Westminster.

The roundtable was entitled 'Prevention and Early Intervention: Realising Dentistry's potential to meet Britain's Chronic Disease Challenge' and was designed to discuss:

- The value dentistry can add to the early intervention, prevention and public health agenda
- The advantages of an increasingly sophisticated integration of oral and general health promotion
- How dentists are innovating in early intervention and prevention and how to enhance this
- The 'traffic light' treatment plan in new dental strategies and broader health triggers
- Views on what more can be achieved and how practically to fulfil that goal.

The guest list for the event included attendees from a wide range of health policy areas, government, think tanks, academia and dentistry journals, all of whom helped to create a lively debate with many forward-thinking outcomes. The event was chaired by Financial Times News Editor, Sarah Neville, and speakers included:

- Dr Roger Matthews – Denplan's Chief Dental Officer
- Duncan Selbie - Public Health England
- Dr Richard Guyver – Practising Dentist
- Dr Barry Cockcroft - NHS England
- Professor Iain Chapple - Professor of Periodontology at the University of Birmingham
- Dr Charles Alessi – Chair, National Association of Primary Care

Roger Matthews commented: "It is my firm belief that dentistry can play a far greater role in the prevention and early intervention of chronic diseases and long-term conditions such as heart disease, diabetes and cancer. The evidence of this is growing exponentially and dentists are in

the very privileged position to see a large cross section of the population for regular check ups – something that GPs simply cannot do. This roundtable debate was designed to look at the evidence linking oral and general health as well as ways of getting good oral healthcare messages into the public agenda, look at how practices can get more involved and the benefits for the patients, practices, policymakers and the NHS.”

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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

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- 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
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- 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