



## Press Release

Date: 15 March 2017

### Simplyhealth invests £137k for Teeth Team



Simplyhealth is delighted to announce today that it is investing £137k into Teeth Team, a nationally-recognised, award-winning child oral health improvement programme.

Teeth Team, which was set up in 2010 in Hull, works to improve the oral health of children in socially deprived communities. The investment from Simplyhealth will enable Teeth Team to continue its work and roll out its programme to an additional 50 schools in 2017. In addition, Simplyhealth Professionals and its member dentists will be proactively involved in delivering the programme as it expands.

With charitable giving at the heart of the healthcare organisation, Simplyhealth is passionate about supporting charities and organisations that are focused on making a difference to the everyday health of people.

In the last two years, Teeth Team has recorded a reduction of 19.8% in local children experiencing dental extractions under general anaesthetic. The oral health survey for five-year-old children 2014-15 in Hull, carried out by Public Health England Survey (DPH), recorded an improvement from 43.4% to 37.8%.

Chris Groombridge, Chair of Trustees for Teeth Team, said: “We are absolutely delighted to receive this momentous support and investment from Simplyhealth to our charity. To be working in partnership on this level means that moving forward we can expand the programme into scores of new schools in other areas of need and continue to make a real difference in child oral health.

“What is important about this partnership is that it’s not just financial – it is a commitment to the charity on other levels and grows our network of support as we push to take this essential programme national.”

Last month Teeth Team won the Outstanding Innovation Award 2017 from the British Society of Paediatric Dentistry (BSPD). The programme was described as “excellent” and a “clear winner” by the BSPD Executive judges and as the prize the charity will present to the Annual Conference and Scientific meeting to be held in Manchester in September.

Henry Clover, Director of Dental Policy at Simplyhealth Professionals, said: “We are incredibly excited about being involved with Teeth Team. Simplyhealth Professionals is ideally placed to provide practical, proactive support through our member dentists, some of whom will have the opportunity to visit these schools and help children understand the importance of preventive oral health care through the Teeth Team programme.”

Simplyhealth has pledged to donate 10% of pre-tax profits to health-related charitable causes in 2017. Roger Cotton, Head of Charitable Giving at Simplyhealth, said: “This programme presents a great opportunity to provide hard evidence that demonstrates the effectiveness of the ‘prevention’ approach to better oral health amongst the five- to nine-year-old age group. In the longer-term, we also hope that the accumulating evidence as the project expands can be used to lobby government and encourage it to divert a percentage of the savings realised by Teeth Team for the NHS to help fund further expansion of the project to other areas and schools.”

**-ends-**

## **Notes to Editors:**

### **For more information about Teeth Team, please contact:**

Emma Ideson, Teeth Team Press Officer

T: 07976 512340

E: [emma@teethteam.org.uk](mailto:emma@teethteam.org.uk)

W: [www.teethteam.org.uk](http://www.teethteam.org.uk)

Teeth Team, 543-549 Anlaby Road, Hull, HU3 6HP

## **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](http://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](http://www.pethealthplans.co.uk)

## **For more information about Simplyhealth Professionals:**

Lacey Callanan  
Simplyhealth Professionals Press Office  
Tel: 01962 827823  
LaceyC@denplan.co.uk  
[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)

## **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.

### **For further information:**

[pr@simplyhealth.co.uk](mailto:pr@simplyhealth.co.uk)  
<http://newsroom.simplyhealth.co.uk/>  
[@SimplyhealthUK](#)  
[Facebook.com/SimplyhealthUK](https://www.facebook.com/SimplyhealthUK)  
[pr@simplyhealth.co.uk](mailto:pr@simplyhealth.co.uk)