

Frequently Asked Questions

Will the insurance arrangements change?

The benefits and limits that are included within your patients' supplementary insurance will not change. We will however be transferring the underwriting from AXA to Simplyhealth over the next year. This will largely be a "behind the scenes" change, as the Denplan Team will continue to provide all of the customer services and claims payment functions that we currently provide to you and your patients, it's simply that the underwriters will change in the background.

What will happen to the Denplan brand?

Absolutely nothing. Simplyhealth understand the value of the Denplan brand and that it enjoys the highest level of professional and patient awareness.

Who will the patients pay in the future?

They will continue to pay Denplan. Nothing will change from their perspective. When the insurance arrangements change we will also be certain to inform the patients that the underwriting has transferred from AXA to Simplyhealth.

Will my Administration & Insurance fees change?

No. You will be supported and looked after by Denplan in the manner in which you are already accustomed to.

Will I still get paid on the same date?

Yes.

Will I still have the same team looking after me?

Yes. There are no proposed changes to people, structures or how we interact with you. Over the coming years we will clearly be seeking to find ways that we can add even further value to our business relationship with you, but there are certainly no planned changes on the personnel front.

Will I still get the same level of support?

Yes. We will continue to focus the efforts of every single person at Denplan on providing you with the support and service that you require.

What's happening to the management team at Denplan?

The last time I looked exactly the same management team that you have become accustomed to are all here. So, from our perspective, it's BAU.

Will I still get the same access to Denplan events and hospitality?

Yes. There are no planned changes to Denplan events or hospitality opportunities.

Will the products that you offer change?

No, absolutely not.

Why did AXA sell you - are you in trouble?

No, we're absolutely not in trouble. AXA have always been very pleased with Denplan's performance and their rationale for the sale was always about considering which areas of the UK market they wanted to have a presence in. They recognise that the dental market is going through a period of change and that there are a number of medium term opportunities for growth, it was simply that they wanted to focus their portfolio of companies on different areas.

Who are Simplyhealth?

Simplyhealth is an award-winning company who provide a range of health products. These range from health cash plans, private medical insurance, hospital cash plans and daily living aids. As a company founded on mutual values, Simplyhealth has no shareholders which enables them to reinvest any profits into the future of the business and for the benefit of their customers and the communities in which they operate. Their website is simplyhealth.co.uk.

They are frequent television advertisers and also sponsor Doc Martin and The Secret Millionaire TV shows.

They employ around 1,200 people throughout the UK – so we will add a further 320 employees to their group.

Why do you think that it's a benefit that Simplyhealth is founded on mutual values?

It means that they do not have external shareholders. This means that they can focus on the needs of their customers and focus on developing the type of products and customer services that are appropriate for their needs. Any profits that they make are reinvested into the company and their communities for the benefit of their customers.

Simplyhealth is primarily a cash plan company – what do they know about dental?

Simplyhealth has some considerable experience in the dental market with their cash plan and dental plan offerings. In fact in 2010, Simplyhealth paid 1.67 million dental claims to their customers. Having said this, Simplyhealth has joined with Denplan in order to gain from the huge experience Denplan has in this sector, in order to help more people with their health.

How are you expecting Simplyhealth to add value to the Denplan Operation?

This is one of the key areas that we will be discussing with Simplyhealth. As a broader healthcare provider we do consider that there will be a wealth of experience and understanding of the health market that we should be accessing for the benefit of members.

How will you ensure dentists have a voice in a much bigger organisation?

We have worked very hard on ensuring that dentists have a voice to guide the company going forward – and the 500 dentists who attended this year's Key Client Forums are a testament to the company's commitment to ensure that we inform you about what is going on and involve you in guiding the future. We do not plan any change to this focus.

Will you be disbanding your Professional Services Team?

No, absolutely not. Recent research has indicated that Denplan was the most "consulted" organisation for member dentists wanting more information about HTMO1-05, CQC, RQIA ..etc.. We recognise that this is a significant part of the value-added offering that we make to our members and we are very keen to continue to develop this area.

Simplyhealth is on TV - are they going to put Denplan on TV too?

You are indeed correct that Simplyhealth both advertise on TV and also sponsor Doc Martin and The Secret Millionaire TV programmes. There are no plans as yet but clearly we will be very interested to talk about how Denplan could benefit from a heightened exposure.

How does the existing Simplyhealth Dental Plan fit with what Denplan does?

Simplyhealth has dental plans which are sold to individuals and companies and dental cover is a significant part of a health cash plan. This makes it very different from the dentist-focused offers and products that Denplan provides.

Will you keep going with Excel and the quality programme?

Absolutely yes, this forms a key part of our strategy going forward.