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The way dental services are delivered in the UK is about to be transformed. The government’s Health and Social Care Bill was granted Royal Assent on 27 March 2012, which means a new NHS Commissioning Board will soon be responsible for commissioning primary care dentistry.

A new dental contract is currently being piloted across the UK, as although access to NHS dentistry is steadily increasing, there has been a focus on treatment rather than prevention. The new contract will be centred on improving quality, and getting away from what the government has called the ‘drill and fill treadmill’ (Department of Health ‘NHS Dental Contract: Proposals for Pilots’ December 2010).1

The pilots of the contract are based on a capitation model and require dentists to perform a primary dental care assessment for each patient. The assessment involves taking a full patient history, carrying out a thorough dental, head and neck examination and providing initial preventive advice. The results are recorded on a new IT system, which automatically produces a care plan for the patient. It’s hoped this will help to improve long term dental health in the UK.

In May the Office of Fair Trading (OFT) will publish the results of its market study, which examined whether the UK dentistry market is working well for consumers. It has looked at how dentistry services are sold and the extent to which there is access to accurate and impartial information to help patients make informed decisions.

All of these changes are designed to improve dental services for patients.

In this, our seventh dental survey, we examine whether patients are able to access and afford the preventative care and treatment they need. We commissioned YouGov to survey 11,785 British adults and the results show that fewer people are now struggling to find an NHS dentist. However, cost for many is still an issue as more than a third (36%) don’t think that visiting the dentist is good value for money. 54% are also worried that they won’t be able to afford dental care in the future.

We also found that there is a lack of information provided by dentists. Only 27% of people who have visited a dentist have found that during their check-ups their dentist provides them with a written treatment plan that includes charges. 48% of those surveyed haven’t ever noticed that dental prices are explained by the dentist or clearly displayed in their dental practice.

According to Cancer Research UK mouth cancer rates are increasing in the UK. However, we found that 70% of British adults don’t know any of the symptoms of mouth cancer and only 28% percent would consider consulting or have consulted their dentist about any concerns.

When it comes to caring for their dental health, there are stark differences between men and women. 32% of men who have ever visited the dentist haven’t done so in the last year, compared to 25% of women. 22% of men who said why they didn’t go to the dentist more often, said it was because they believe that they can take good care of their teeth themselves or that that there is nothing wrong with their teeth. This compares to 16% of women.

Where appropriate we have referenced year on year trends.*

All references are listed at the end of this report.

*The research for last year’s Annual Dental Survey was carried out by OnePoll
Caring for your dental health

How to find a dentist near you

Our website www.simplyhealth.co.uk has a dentist locator to help you find an NHS or private dentist in your area. Just head to the existing customers section and click on dentist finder.

- Enter your postcode
- We’ll provide you with details of up to five dentists

We can’t recommend dentists, but can give you the details of those who have chosen to register with our locator service.

Alternatively:
Visit: www.nhs.uk/Livewell/dentalhealth
Text: ‘dentist’ to ‘64746’
Call: NHS Direct on 0845 4647

What treatment are you entitled to on the NHS?

The NHS will provide all treatment that your dentist feels is clinically necessary to maintain your dental health. There are three bands of charges for NHS dental treatment. Some treatments, such as white fillings in your back teeth, are not available on the NHS and can only be done privately.

How to manage your dental costs

Checking the cost of any treatment beforehand will help you to budget for your appointments. Your dentist should be able to give you a treatment plan which will show how much your treatment will cost. You can call 0845 850 1166 or visit www.nhsbsa.nhs.uk to get advice on how to get help with health costs.

A health cash plan or dental plan can help you claim back money towards the cost of check-ups, treatment and emergencies, up to an annual limit. You simply pay a monthly premium and once you’ve attended your appointment you can claim the money back by completing a claim form and sending off the receipt.
Preventing mouth cancer

According to Cancer Research UK the number of cases of mouth cancer (otherwise known as oral cancer) has risen by around a quarter in the last ten years. Practicing dentist and Simplyhealth’s Dental Advisor Michael Thomas, explains the factors that increase the risk of mouth cancer and the possible symptoms.

The main risk factors:

• Smoking
• Alcohol
• Poor diet and nutrition
• Sun exposure (lips)
• Human papillomavirus (HPV) which affects the immune system and can be spread by kissing and bodily contact (most strains of HPV are harmless but a few are high risk)
• Previous cancer diagnosis

Possible symptoms:

• A mouth sore or ulcer that fails to heal or bleeds easily
• All red or red and white patches in the mouth that will not go away
• A lump or thickening in the mouth, tongue or throat
• Difficulty in chewing or swallowing food
• New persistent pain

Michael says:

“At least three quarters of oral cancers could be prevented by eliminating smoking and reducing alcohol consumption. Stopping smoking reduces the risk by 50% within three to five years. After ten years of not smoking, the risk of mouth cancer approaches that for life long non smokers. If you have any questions about the symptoms of mouth cancer always consult your dentist.”

Useful websites

www.mouthcancer.org
www.cancerresearchuk.org
www.heads2gether.net
www.mouthcancerfoundation.org
Access to NHS dentistry continues to improve

More than two thirds (68%) of British adults saw an NHS dentist last time they had a dental appointment, an increase from 64% in last year’s survey.* This shows that access is continuing to improve and is also reflected in a decrease of 3% in the number of people saying they visited a private dentist (24% compared to 27% last year).

In our 2010 Annual Dental Survey 39% of people said they had struggled to find an NHS dentist. This dropped to 29% last year.

This year we wanted to confirm whether access has continued to improve and asked whether the statement ‘I struggled in the past to find an NHS dentist but now have one’ applied to those surveyed. 16% said that this was the case with them showing that access has got better in their situation.

Previous trends

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you struggled to find an NHS dentist for you?</td>
<td>35%</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Have you struggled to find an NHS dentist for your children?</td>
<td>24%</td>
<td>24%</td>
<td>7%</td>
</tr>
</tbody>
</table>

However, it’s not all good news as 15% said that they have struggled so much to find an NHS dentist for themselves and have now given up completely. The situation in Wales also seems to be more difficult as 21% say they have given up completely.

This should soon improve as in March this year the Welsh government reconfirmed its commitment to improving access to NHS dentistry. It followed a report by the Welsh Liberal Democrats that found that only 37% of dentists in Wales are accepting new NHS patients (www.welshlibdems.org.uk). The Welsh government has set the target of ensuring all NHS dentists are accepting new patients by the end of the current assembly in 2016.

Over half (56%) of British adults would prefer to see an NHS dentist compared to 17% who would prefer to see a private dentist. Interestingly 18 to 24 year olds were most in favour (25%) of seeing a private dentist. This could explain why 21% of 18 to 24 year olds say they have never tried to find an NHS dentist.
For people aged 55 and over, this drops significantly to just 7%. This shows the different attitudes that people have as they grow older. It could be suggested that younger people who have perhaps grown up with restricted access to NHS dentistry are used to visiting private dentists. However, older people who are perhaps more accustomed to being able to access cheaper NHS treatment, recognise the benefits of this as their dental needs change.

The situation is better for gaining access to NHS dentistry for children. Only 2% of parents say they have struggled so much to find an NHS dentist for their children that they gave up completely.

On 1 February 2012 the government committed to improving access further by announcing that it was to provide £28 million of extra funding.³ Health Secretary Andrew Lansley stated that 820,000 more people have been given access to an NHS dentist since May 2010. The money will be used to bring that number to one million.

According to guidelines from the National Institute of Clinical Excellence (NICE) the longest interval between dental appointments for adults should be 24 months. This is in line with our survey, which found that 79% of British adults who have visited the dentist have done so within the last 18 months. Encouragingly 54% of those surveyed said they had visited the dentist in the last six months. This increases to 62% of aged 55 and over, again showing how health needs change as we grow older. However, 5% of people surveyed said their last appointment was between five to ten years ago, and 4% said their last visit was more than ten years ago.

Only one in ten (10%) of those surveyed said that they go more frequently for check-ups in 2012. Whereas, 63% go about the same amount as they did in 2007 and 23% go less frequently than they did in 2007. This shows that although access to NHS dentistry may have increased, it isn’t necessarily leading to more frequent appointments.

Interestingly, fear is still a significant barrier for many. Of those who said why they don’t visit the dentist more frequently, 29% said it was because they have a fear of the dentist (25% men and 33% women). This is a significant proportion of people who may find they encounter problems with their dental health in the long term.
The cost factor

Cost is still the main reason why many people are put off visiting the dentist, and our findings reflect the financial pressure that many people are under currently.

Of those who gave a reason why they don’t visit the dentist more frequently, 44% of British adults say they can’t afford to do so. This rises to 51% of people in the South East, but decreases to 34% for people in Scotland.

This means that a significant proportion of British adults may be neglecting their dental health because of the pressure they are feeling financially. This is a worrying statistic that may prove to have long term negative consequences for dental health in the UK.

Unsurprisingly, this figure rises to 52% among the unemployed. However, almost as many (48%) of 45 to 54 year olds also say they can’t afford to visit the dentist more frequently. This is a stark reminder of the financial strain that many families are facing.

Which, if any, of the following are reasons why you don’t go the dentist more frequently?

- 44% I can’t afford it
- 29% I have a fear of going to the dentist
- 21% I’ve left it a while and am worried the cost will be too high
- 19% I take good care of my teeth myself / there is nothing wrong with my teeth
- 12% The dentist is too far to travel
- 12% I’m embarrassed by the state of my teeth
- 4% I’m unable to register with a local NHS dentist
- 9% I can’t get time off work to go to the dentist

We also found that 54% of all British adults are concerned that they won’t be able to afford dental care in the future. Again the greatest concern appears to be among those aged 45 to 54 (61%). Regionally, it is those in Wales (60%) who are the most concerned.

When we asked whether visiting the dentist was good value for money, 24% said that it wasn’t very good value, while 12% said it wasn’t at all good value. Rising prices also concern many, as 10% of those surveyed said they don’t go to the dentist more often because they haven’t been in a while and are now worried the cost will be too high. This could have a negative impact on their dental health and may ultimately cost more in the long term.
Managing expensive bills

NHS dentistry continues to be generally cheaper than private, however NHS charges in England increased on 1 April 2012.

### NHS dental prices in England

<table>
<thead>
<tr>
<th>Dental treatment</th>
<th>From 1 April 2010</th>
<th>From 1 April 2011</th>
<th>From 1 April 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band 1 - Example: check-up</td>
<td>£16.50</td>
<td>£17.00</td>
<td>£17.50</td>
</tr>
<tr>
<td>Band 2 - Example: fillings</td>
<td>£45.60</td>
<td>£47.00</td>
<td>£48.00</td>
</tr>
<tr>
<td>Band 3 - Example: dentures and bridge work</td>
<td>£198.00</td>
<td>£204.00</td>
<td>£209.00</td>
</tr>
</tbody>
</table>

### Estimated private dental prices

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<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Check-up</td>
<td>£31</td>
</tr>
<tr>
<td>Silver fillings</td>
<td>from £59</td>
</tr>
<tr>
<td>Tooth coloured fillings</td>
<td>from £110</td>
</tr>
<tr>
<td>Crowns, onlays, bridges and veneers</td>
<td>£450</td>
</tr>
<tr>
<td>Root canal treatment</td>
<td>from £200</td>
</tr>
</tbody>
</table>

Sourced from www.whatprice.co.uk

Treatment such as bridges and crowns can easily result in a bill of more than £300 if seeing a private dentist. In our survey 22% of British adults who have visited the dentist said they have had a bill of £300 or more in the last year. This rises to 31% of Londoners and decreases to 19% of people living in the Midlands.

Of those who have had a bill over £300, 44% paid for it on a credit card, this rises to 55% of those living in the South East. 52% of retired people have also had to pay on their credit card. This could be due to the difficult financial situation that many people find themselves in and shows that unexpected treatment can have a huge impact on personal budgets.
Transparency of information

A key part of the government’s dentistry reforms and the study by the Office of Fair Trading (OFT) is the availability of clear, accurate and impartial information. It is important that dentists display clear pricing structures and explain what each kind of treatment involves, so that patients are able make informed decisions about their dental health.

We found that information is far from clear and transparent now. Only 27% of British adults who have visited the dentist believe that during their check-ups they have been given a written treatment plan that includes charges. The situation is marginally better in the Midlands with 30% of people receiving a written treatment plan, but worse in Wales with only 21% receiving one.

During your dental check ups, which, if any, of the following actions do you think your dentist performs?

- Asks if you have had any problems since your last visit: 76%
- Asks if you have had any health changes or are taking any new medicines: 46%
- Checks your teeth for any signs of decay: 86%
- Checks your teeth for any signs of wear: 75%
- Checks your gums: 80%
- Checks the inside of your mouth for any sores, infections or signs of mouth cancer: 57%
- Checks your face and neck for any lumps or bumps: 11%
- Checks your jaw joints and the muscles around these: 17%
- Provides you with a written plan, with charges, for any treatment required: 27%
- Don’t know / can’t recall: 8%

48% of British adults who have visited the dentist said that they haven’t ever noticed that dental prices are explained by their dentist or staff or clearly displayed in their dental practice. This rises significantly to 59% of those surveyed in Scotland.

This perhaps explains why so many people do not believe that visiting the dentist is good value for money, as they are not informed about what they are paying for. It seems that dentists need to be much clearer about their prices, so patients are not put off from visiting altogether.
Overcoming problems in NHS dentistry

When NHS dentistry was founded in 1948, dentists worked as independent practitioners and were able to choose where they established their practice and which services they provided to patients. This led to major discrepancies in levels of service.

A new contract for NHS dentists was then introduced on 1 April 2006. It removed registration, so dentists had no ongoing commitment to patients and they were paid according to the number of Units of Dental Activity (UDA) they completed. Primary Care Trusts (PCTs) were also given the power to commission dental services. However, access and preventive care suffered.

Since 2006, the government has allocated more funding to increase access to NHS dentistry and this is steadily improving.

However, we found that 19% of the people who have visited a dentist have been offered private treatment. This may be because they want treatment such as white fillings in back teeth that is not available on the NHS, but it does generally mean that their costs will rise. This figure is highest in London where a quarter of those surveyed (25%) have been offered private treatment and lowest in Wales (15%).

A total of 29.5 million patients were seen in the 24 month period ending December 2011. This is an increase of 1.3 million since March 2006.

NHS Dental Contract: Proposals for Pilots 2010

"The old fee per item contract paid dentists only for the treatment they provided, and so it gave them no incentive at all to take a preventative approach."

NHS Dental Statistics for England 2011/12 - Second quarterly report - Health and Social Care Information Centre
With the new dental contract that is being piloted until March next year, the government is hoping to overcome the problems of the past and provide more information for patients. It seems to recognise the importance of giving clear and correct information so patients can make informed decisions about their dental health and understand the differences between NHS and private treatment.

The new dental contract is based on registration, capitation and quality, and has three main objectives:

- Improve the quality of patient care
- Increase access to NHS dental services
- Improve oral health, especially the oral health of children

The new contract will be structured to reward dentists for the continuity and quality of care provided to patients, as opposed to the number of treatments undertaken. It requires dentists to set a treatment plan for patients, so they stay with them in the long term and patients are clear about the costs involved.

“We all want good teeth and good oral hygiene. That’s why we want our dentists to get paid for the quality of treatment they provide rather than for the number of treatments, as is the case now. This approach is not only better for patients, but also a better use of NHS resources.”

Health Minister Lord Howe 11 April 2011

The need to provide more information is highlighted again when we asked people what they would consider or have considered consulting their dentist on.

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stopping smoking</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Dental education for children</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Mouth cancer concerns or queries</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Suggesting diet changes</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Removal of wisdom teeth</td>
<td>55%</td>
<td>43%</td>
</tr>
<tr>
<td>Botox and facial fillers</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Tooth implants</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>None of the above</td>
<td>20%</td>
<td>36%</td>
</tr>
</tbody>
</table>

It is worrying to see that more than a third (36%) of British adults surveyed haven’t or wouldn’t consider consulting their dentist on any of the above. This is a large increase on last year.

The findings also show a decrease in the number of people who would consider consulting or have consulted their dentist about dental information for their child. Again the government has recognised an issue here and has made the oral health of children a key element of its new dental contract.
The rising problem of mouth cancer

Mouth cancer has frequently been in the news recently as recorded cases are increasing. In the last ten years, cases have risen from around six cases per 100,000 people, to eight cases (Cancer Research UK). It’s therefore worrying to see that 70% of British adults are not aware of any of the symptoms of mouth cancer. There is a difference in awareness between men and women, with 27% of women saying that they are aware of the symptoms compared to just 19% of men.

As well as being unaware of the symptoms of mouth cancer, only 28% of those surveyed would or have consulted their dentist about any concerns. People do seem to understand the main risks associated with mouth cancer though. 85% of those surveyed said that smoking tobacco increases the risk, with 77% saying chewing tobacco. More than half (56%) said that drinking over the recommended daily allowance of alcohol increases the risk of mouth cancer. Traditionally these factors have been viewed as the main causes of mouth cancer. However, the number of people who smoke is decreasing, while mouth cancer rates are continuing to rise.

According to Cancer Research UK, experts believe that infections with high risk strains of the human papillomavirus (HPV) may be a key reason for the jump in cases of mouth cancer. HPV infections are common with up to eight out of ten people in the UK infected at some point in their lives. Many strains of the virus cause harmless infections that get better on their own, but a there are a few high risk strains. If these strains persist they can develop into cancer. HPV infections are usually found on the fingers, hands, mouth and genitals, which means kissing and other bodily contact can increase the risk of spreading them. However, only 3% of British adults said that kissing could increase the risk of mouth cancer. This highlights the need for the public to be further educated in the causes of mouth cancer in order to help identify the disease in its early stages.

Which, if any, of the following do you think can increase your chances of developing mouth cancer?

- Drinking over the recommended daily allowance of alcohol: 56%
- Smoking tobacco: 85%
- Chewing tobacco: 77%
- Sun exposure: 10%
- Eating fewer than five fruit or vegetables a day: 12%
- Kissing: 3%

A Cancer Research UK study found that 30% of cancers of the mouth and throat were caused by drinking alcohol.

Cancer Research UK, 19 April 2012

Over the last 30 years, smoking rates in Britain have more than halved.

Cancer Research UK, 16 March 2012

A Cancer Research UK study found that 30% of cancers of the mouth and throat were caused by drinking alcohol.

Cancer Research UK, 19 April 2012

Over the last 30 years, smoking rates in Britain have more than halved.

Cancer Research UK, 16 March 2012
Dental habits

We are all taught to brush our teeth twice a day. However, many people admit to having bad dental habits.

38% say they have gone to bed after a night out without brushing their teeth. This figure leaps up to 51% of 18 to 24 year olds, who evidently have a more relaxed attitude to their dental health.

36% say they have forgotten to brush their teeth twice a day, again this increases to 42% of 18 to 24 year olds.

Undoing bottles or containers with our teeth can damage them, but 14% say they have done this. Surprisingly women are the bigger culprits as 15% say they have done this compared to 12% of men. Again, 18 to 24 olds are ignoring the risks with 22% saying they have opened bottles or containers with their teeth.

Which, if any, of the following bad dental habits do you have?

- 33% Picking bits out of my teeth
- 36% Forgetting to brush twice a day or not brushing twice a day
- 38% Going to sleep after a night out without brushing my teeth
- 2% Using my finger instead of a toothbrush to ‘brush’ my teeth
- 14% Using my teeth to open or undo containers and bottles
- 22% Grinding my teeth

Despite admitting to these bad habits people are still unhappy with their teeth. We asked if they could make a wish and change one thing about their teeth, which one would it be.

- 28% said whiter teeth
- 16% said fewer fillings
- 14% wanted straighter teeth
- 14% wished that they hadn’t had so many teeth removed
- 11% wanted their gums to be in better condition
- 5% said fewer stains
- 3% said other
- 10% wouldn’t change anything

Only 10% said they wouldn’t change anything about their teeth. This rises to 14% for 18 to 24 year olds, which perhaps explains their relaxed attitude to not brushing their teeth. However, it decreases to 8% for 45 to 54 year olds. It also seems people in the East of England and Scotland are happiest with their teeth as 12% in each region wouldn’t change a thing about them.

When it comes to their children’s teeth over half (52%) of British parents think it is important for their child to have the perfect ‘Hollywood’ smile. This rises to 56% for people with a children aged five or under.
Why are men neglecting their teeth?

Throughout our survey we have uncovered stark differences between men and women when it comes to caring for their dental health.

32% of men surveyed haven’t visited the dentist in the last year (compared to 25% of women). This rises to 37% of men aged between 18 and 24 who evidently have a much more carefree attitude to their dental health.

22% of men who provided a reason why they haven’t visited the dentist more frequently said they believe they can take good care of their teeth themselves or that there is nothing wrong with their teeth. That compares to just 16% of women.

More men also admit to having bad dental habits. 41% said they have gone to bed after a night out without brushing their teeth (compared to 35% of women). Again, men aged between 18 to 24 are worse for this, with 49% admitting they have done so.

75% of men said they aren’t aware of any of the symptoms of mouth cancer, (compared to 66% of women). This highlights a greater need to get information through to men.

It seems that men are more confident about their teeth, despite admitting to having bad dental habits. This could lead to problems in the long term, as neglecting their teeth now will only lead to the need for complex treatment later on. It seems that men need to be given much more information about the consequences of not caring for their teeth to influence a change in their behaviour.

Men vs women

<table>
<thead>
<tr>
<th>Reason</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wish I didn’t have so many teeth removed</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>I don’t brush my teeth after a night out</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>I don’t brush my teeth twice a day</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>I pick the bits out of teeth</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>I’m not aware of any of the symptoms of mouth cancer</td>
<td>75%</td>
<td>66%</td>
</tr>
<tr>
<td>I visited the dentist more than 10 years ago</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>
About our research

All figures for 2012 are from YouGov Plc. It used a total sample size of 11,785 adults and carried out the fieldwork online between 16 and 23 March 2012. The figures have been weighted and are representative of all British adults aged 18 or over.

YouGov Plc abides by the Market Research Society (MRS) code of conduct. Based around principles of data protection legislation and research ethics, the MRS code has the confidence of the business community, government and regulators.

Previous surveys are referenced below and can be found in the media centre section of the Simplyhealth website www.simplyhealth.co.uk/media
About Simplyhealth

We’ve been helping people access affordable healthcare for 140 years. Our range of affordable health cash plans, dental plans, private medical insurance and self funded health plans help more than three million customers. 11,000 businesses also choose us as their healthcare provider.

Our Simply Dental Plan covers check-ups, treatment, accidents and emergencies. It’s designed to help customers manage the cost of routine visits to their dentist and get insurance for the unexpected. The Simply Cash Plan also includes a dental benefit that provides cash back for check-ups, treatment and hygienist fees. Our health cash plans help people take personal responsibility for their everyday health and can prevent long term health problems from occurring.

Simplyhealth launched in 2009 after bringing together HSA, BCWA, LHF, HealthSure and Totally Active. We believe that our personal customer service sets us apart. We take the time to do things the right way and are bothered about our clients, customers and communities. Last year we announced that we were purchasing Groupama Healthcare, which specialises in providing private medical insurance to small to medium sized businesses. We are due to complete this deal in April 2012.

We follow mutual values and only invest our profits back into the business or use them to support health related charities. Last year we donated £1.6m to health related charities. Simplyhealth, we can be bothered.
Denplan

In December 2011 Simplyhealth announced that it had bought Denplan, the UK’s leading dental payment plan specialist.

Denplan has been established for 25 years and currently has 6,500 dentist members, treating approximately 1.8 million patients across the UK, as well as a significant portfolio of corporate clients.

Denplan arrange a number of dental payment plans, from a simple membership plan to a fully comprehensive capitation plan. The plans work in a different way to Simplyhealth’s Simply Dental Plan. With a payment plan patients pay for preventive oral healthcare that, depending on which plan they have, can include dental check-ups, scaling and dental x-rays, as well as full restorative treatments. All plans include an element of insurance to cover dental injuries and dental emergencies, plus there is a worldwide 24 hour helpline on offer to all Denplan patients. The amount the patient pays, on the plan their dentist advises them to take, will depend on their current oral health and potential future needs. The dentists will agree the final cost of the plan, which is broken down into affordable monthly payments. Paying a regular monthly amount is an effective way to budget and spread the cost of this preventive oral care.

For more information visit www.denplan.co.uk
Sources

6. www.pcc.nhs.uk/dentalpilots

Previous surveys

2011 - Conducted by OnePoll using an online fieldwork methodology. OnePoll surveyed 10,000 working adults between 8 March and 14 March 2011.

2010 - Conducted by Opinion Matters using an online fieldwork methodology. Opinion Matters surveyed 1,005 working adults between 24 February and 4 March 2010.

2009 - Conducted by Opinion Matters using an online fieldwork methodology. Opinion Matters surveyed 1,706 UK adults aged over 16 between 19 and 23 February 2009.
Contacts us

For more information about Simplyhealth, please visit:
www.simplyhealth.co.uk

or contact us using the details below:

If you are interested in healthcare for your workforce:
call 0845 075 0063

If you are interested in healthcare for you and your family:
call 0800 072 6715

If you are an intermediary looking for healthcare options for your clients:
call 0800 294 7303

If you are interested in mobility products and daily living aids:
call 0800 048 2793

If you are a journalist looking for further information, case studies or an interview:
call 0844 579 2266
email pr@simplyhealth.co.uk
visit www.simplyhealth.co.uk/media

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@SimplyhealthUK

or visit our Facebook page:
www.facebook.com/SimplyhealthUK

Simplyhealth
Hambledon House
Waterloo Court
Andover
Hampshire
SP10 1LQ