

## Denplan releases new oral health consumer survey

Denplan, part of Simplyhealth, has discovered worrying trends in the nation's oral health as part of its comprehensive Consumer Oral Health Survey.<sup>1</sup>

This year, research shows that 20% of UK adults are not visiting dentists regularly (less than every two years), with almost one in three never having had a scale and polish with the hygienist. Fear (31%) and affordability (29%) are still key reasons people don't go, with nearly a third (30%) only visiting the dentist when in pain.

Confidence in surgery hygiene (90%), the dentist ensuring the health of their teeth and gums (92%), and trust (91%) in their dentist continue to be the most important factors to patients when choosing a dentist, with trust and quality of care rated significantly higher by private patients.

With a gap since the 2019 survey, research shows clear pre-pandemic to post-lockdown behaviours. The COVID-19 pandemic has had negative consequences for more than one in three patients, largely but not exclusively because of postponed or delayed dental appointments.

Further research also showed that around a quarter (24%) of UK adults have missed seeing their dentist in person and 10% say their reliance on their dental team has increased.<sup>2</sup>

Dr Catherine Rutland, Clinical Director at Denplan said: 'Our research enables us to keep ahead of dental trends, looking at access, oral health routines and habits. While this year does show some similarities from previous years in terms of what patients' value from their practice, there are also significant differences.

'Interestingly, offering a range of payment options is up by nearly ten percent in importance in reasons why to choose a dentist since our last survey in 2019. With a significant number of adults not having check-ups as they don't think it's worth the money – now is a real opportunity for practices to flag their various payment options.

'The coronavirus pandemic has exposed – and in many cases exacerbated – the issues facing mixed and private dental practices across the UK. Despite nearly two years of practice teams doing tremendous work in meeting patient care needs and carrying out treatments under challenging circumstances, access is still hard. Even more so for NHS patients, who in our research show to be attending less regularly than private patients.

'Looking ahead, financial pressures because of the pandemic, as well as patients being out of the routine of regular attendance will all have an impact. But we are also seeing patients valuing their health more in light of the pandemic, with nearly

a third saying they are more likely to visit the dentist as a result. This opens a real opportunity for practices to reach out to these patient groups.'

Commenting on these figures, Denplan's Head Dental Officer, Louis Mackenzie said: 'As dental professionals we know the detrimental impact of patients not maintaining a good oral health routine. Our research is sadly showing a ten percent drop, compared to our 2019 survey, in both adults who brush twice a day, but also for the recommended two minutes. Nearly a quarter indicate they don't floss or use interdental brushes, as it makes their gums bleed – a possible warning sign of gingivitis.

'It's encouraging to see the World Health Organisation has published a global strategy on oral health, helping to flag the issues of the world's most common diseases: tooth decay and gum disease and also the increase of erosive tooth wear. As dental professionals we all play a part in driving this strategy forward.'

### References

1. Survey data of 5,060 adults conducted by DeltaPoll on behalf of Simplyhealth, undertaken 8-11 October 2021. The figures have been weighted and are representative of all UK adults (18+).
2. These data are from an additional online survey of 2,008 UK adults (18+) conducted by Research without barriers on behalf of Simplyhealth, undertaken 6-8 October 2021.

## GSK announces independent Consumer Healthcare company is to be called Haleon

GlaxoSmithKline plc (GSK) have announced that the new company, to result from the proposed demerger of Consumer Healthcare from GSK in mid-2022, will be called Haleon.

Haleon (pronounced Hay-Lee-On) is inspired by the merging of the words 'Hale', which is an old English word that means 'in good health' and Leon, which is associated with the word 'strength'. The new brand identity was developed with input from employees, healthcare practitioners and consumers and will be deployed in more than 100 markets around the world where the business operates.

The creation of Haleon results from a series of successful investments and strategic changes to GSK's consumer health business over the last 8 years, including integrations

of the consumer product portfolios from Novartis and Pfizer. It is now a highly valuable and focused global business generating annual sales of approximately £10 billion.

As a standalone company, Haleon will be a new world-leader in consumer healthcare, offering a compelling proposition – to bring deep human understanding together with trusted science – to deliver better everyday health with humanity.

Brian McNamara, Chief Executive Officer Designate, Haleon, said: 'Introducing Haleon to the world marks another step in our journey to become a new, standalone company. Our name is grounded in our purpose to deliver better everyday health with humanity and to be a world-leader in consumer healthcare. We are on track

to launch Haleon in mid-2022 and our business momentum is strong.'

Emma Walmsley, Chief Executive Officer, GSK, said: 'Haleon brings to life years of hard work by many outstanding people to build this new company purely dedicated to everyday health. Haleon has enormous potential to improve health and wellbeing across the world with strong prospects for growth, and through listing will unlock significant value for GSK shareholders.'

The new name was announced as part of a global celebration for all of the people working in GSK Consumer Healthcare. Employees from around the world have had the opportunity to engage with the new name and brand identity which seeks to bring to life the company's purpose and growth ambitions.