



Dental Payment Plan Recognised Scheme



**Oral Health
Foundation**
Better oral health for all



The Oral Health Foundation is the leading independent dental health charity. We aim to improve standards of oral health by providing personal advice, increasing consumer awareness and confidence, exercising influence over policy, providing information to the media and producing promotional materials for the dental profession.

Product approval is an important part of our work, building consumer confidence. Approval provides manufacturers with independent endorsement of the benefits of their products while encouraging the public to buy and use those quality products, by displaying the Oral Health Foundation's approved seal on packing and advertising material.

More than 150 over-the-counter dental health products are approved by the Oral Health Foundation and sold in 60 countries around the world.

With the significant rise and growth in a variety of dental insurance and cash reimbursement schemes there is a demand from the public, profession and industry to implement an equivalent scheme dealing with this specific market.

The Oral Health Foundation has extended the principle of approval to products designed to help members of the public pay for their oral health care by the introduction of its Recognised Scheme.

“We are proud that our product approval scheme is the **biggest** in the world”



Gold standards

The Foundation's 'Approval' and 'Recognised' Schemes establish the basis for a truly global gold standard for dental products and payment plans.



Worldwide

More than 150 over-the-counter products are accredited by us at the Oral Health Foundation and sold in 55 countries around the world.



Stamp of approval

Internationally, the schemes are expanding rapidly, with multi-national Approved Product logos available in any language.

A CLEAR **MARKETING ADVANTAGE**

For further information: accreditation@dentalhealth.org

“Recognition gives insurers the opportunity to provide consumers with a new **level of assurance**”



Recognised Scheme explained...

The Dental Payment Plan Recognised Scheme will guide the public towards products which provide dental benefits to obtain better oral health by helping them pay for their oral care requirements.

The RECOGNISED logo will be available to be licensed on an annual basis to qualifying schemes for use on:

- Marketing material
- Product literature
- Stationery
- Advertising
- Websites

1. The 'RECOGNISED' symbol will build on the success of the Oral Health Foundation Product Approval Scheme, which enjoys massively global visibility worldwide.
2. Consumers are proven to place more trust in products which have 3rd party approval.
3. The Oral Health Foundation will publicise the award of product recognition at the time of award in both the professional press and through the new Recognised area of the Oral Health Foundation's website, as well as in the Oral Health Foundation digital magazine Word of Mouth.
4. 'RECOGNISED' will offer a point of differentiation from the world's most authoritative dental accreditation body.

ALL SUBMISSIONS ARE TREATED WITH
COMPLETE CONFIDENTIALITY

Award of Recognition

In order to be considered for the Recognised Scheme a product must demonstrate an appropriate level of dental benefits.

The process is simple and speedy...

- The current published level of benefits across all products or plans needs to be submitted to the Oral Health Foundation with a covering application letter. This may be done by email with attachment which must be signed by an authorised company signatory.
- Benefits should conform to and contain at least an element of the following:
 - Mouth cancer benefit for treatment and/or cash payment for diagnosis.
 - Plans should demonstrate and encourage an emphasis on 'prevention'.
- Confirmation of the current level of benefits offered is to be submitted annually.



Annual licence fee

1. The annual licence fee is £5,000 per product fixed for the period of a three-year agreement and renewable at the prevalent rate thereafter.
2. Upon recognition of the product an agreement will be presented for signature by both parties.





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RECOGNISED

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