



**MEDIA ALERT - IDEAS GENERATE POUNDS**

**FOR IMMEDIATE RELEASE - 02.06.10**

**INTERVIEWS AVAILABLE: FOUNDER OF THE MOUTH CANCER FOUNDATION -  
DR VINOD JOSHI**

*To set up an interview please call Media Ambitions on 0208 940 2222.*

The UK's leading mouth cancer charity, the **Mouth Cancer Foundation** has received a generous donation of £550.00 from healthcare provider, Simplyhealth based in Andover.

Simplyhealth, who offer easier access to many health services from dentistry and optical to alternative medicines and private healthcare, launched a campaign in the first quarter of 2010 to encourage staff to come up with ideas to improve their Simply Dental Plan, a policy enabling customers to claim back money towards their dental bills. An incentive of a £5 charity donation was offered per unique idea.

110 ideas were submitted resulting in 4 making their way into Simplyhealth's new dental plan product:

- A middle level premium offering more choice for customers.
- A separate benefit to cover hygienist treatment, in response to recent changes in NHS dentistry.
- A hospital inpatient benefit, for customers who need a hospital stay for dental treatment.
- Simpler terms and conditions to make the plan easier for customers to understand.

The founder of the **Mouth Cancer Foundation**, Dr Vinod Joshi says "We are delighted to receive a cheque for £550 from Simplyhealth. We are grateful to all companies who

*support our work. The money will allow us to provide free materials during our mouth cancer awareness campaigns and support for mouth cancer survivors”.*

For more information visit the **Mouth Cancer Foundation** at [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org).

**-ENDS-**

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### **NOTES TO EDITORS**

**The Mouth Cancer Foundation - [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)**

The Mouth Cancer Foundation is a registered charity no. 1109298.

In 2010 The Mouth Cancer Foundation celebrates its 5<sup>th</sup> anniversary.

In the UK, nearly 8000 people are diagnosed with Mouth Cancer every year. Cancers can occur in any part of the mouth, tongue, lips, and adjacent areas like the throat, salivary glands, pharynx, larynx, sinus, and other sites in the head and neck area. In its very early stages, these Mouth Cancers can be easy to ignore.

Symptoms include:

1. An ulcer or white or red patch anywhere in the mouth that does not heal within 3 weeks
2. A lump or swelling anywhere in the mouth, jaw or neck that persists for more than 3 weeks
3. A difficulty in swallowing, chewing or moving the jaw or tongue
5. A numbness of the tongue or other area of the mouth
6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. An unexplained loosening of teeth with no dental cause

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org) or by emailing [info@mouthcancerfoundation.org](mailto:info@mouthcancerfoundation.org)

### **Simplyhealth - [www.simplyhealth.co.uk](http://www.simplyhealth.co.uk)**

- Previously known as HSA, BCWA, LHF, HealthSure and Totally Active, our family of health companies have joined together over the last 8 years to form Simplyhealth
- At Simplyhealth, we have been providing healthcare solutions for nearly 140 years, dedicated to serving our customers through a variety of cash plans, dental plans, private medical insurance, healthcare trusts and mobility and living aids

- Simplyhealth is a trading name of Simplyhealth Access, which is authorised and regulated by the Financial Services Authority
- As of December 2009, Simplyhealth had 1.3 million customers providing cover for some 2.3 million people
- Simplyhealth is committed to making a positive impact on its communities. Each year, we help health related charities and causes to the tune of at least £1million