Head Dental Officer

|  |
| --- |
|  |
| **Budget:** |  | **Function:**  | Denplan Product |
| **Line Manager:** | Denplan Product Director | **Direct Reports:**  | 2 |
| **Our Vision** |
| Our vision is of a healthier UK, where everyone can navigate and fund their healthcare needs. Our purpose is to improve access to healthcare for all in the UK. |
| **Your Role** |
| As Head Dental Officer you are Denplan’s most senior clinical leader and a vital voice for dental excellence across the organisation. You will provide strategic and professional leadership on all clinical matters, support Denplan’s network of member dentists and their practice teams, and make sure that all dental products and services are grounded in best practice and regulatory compliance. As a key figure in shaping Denplan’s future, the Head Dental Officer also acts as a public-facing ambassador, influencing policy and promoting oral health nationally.The Head Dental Officer acts as a trusted advisor to both internal teams and Denplan’s network of member dentists, offering strategic input on product development, clinical governance, policy, and thought leadership in oral health. You will be comfortable representing Denplan across the industry ‘as one of the faces and voices of Denplan’ – from hosting clients to speaking in public about Dentistry in general across a wide range of topics and subject areas including to professional bodies and government. You will be at events 20-25 days a year.The ideal candidate will have great collaboration skills, and a strong network in dentistry. |
| **Your Responsibilities & Accountabilities:** |
| 1. Clinical Leadership & Governance
* Provide strategic and clinical leadership for Denplan, working closely with our network of member dentists and internal practice facing teams.
* Support the development of the Denplan Line of Business strategy
* Take an active role in the wider leadership of the Denplan Line of Business
* Act as the voice of dentists and dental care providers within Denplan, ensuring their needs are understood when making business decisions
* Monitor changes in dental policies and NHS/private sector dynamics, advising Denplan on necessary adaptations.
* Provide clinical oversight to dental services offered in the Healthplan Line of Business
1. Risk & Regulation
* Ensure Denplan’s services align with UK dental regulations and compliance requirements.
* Mitigate clinical and reputational risk to the Denplan brand
* Provide clinical risk management advice to colleagues in relation to primary dental care
* Dento-legal knowledge and experience
1. Stakeholder Engagement
* Comfortable representing Denplan across the industry ‘as one of the faces and voices of Denplan’ – from hosting

clients to speaking in public about Dentistry in general across a wide range of topics and subject areas including to professional bodies and government.* Build strong relationships with internal and external stakeholders, including regulators, academic institutions,

partner organisations, and healthcare professionals to provide a voice for Denplan and our members on dental and clinical matters.* Strengthen relationships with dental professionals, and any partner organisations, ensuring Denplan remains

a trusted partner, including with stakeholders across our corporate customer groups as required (both clinical and non-clinical). 1. Thought Leadership
* Be a spokesperson for Denplan, advocating for the benefits of membership-based dental care, with a focus on prevention and early intervention for better oral health outcomes.
* Drive thought leadership through publishing whitepapers, opinion pieces, sponsored content in publications, events, and speaking engagements.
* Lead on clinical communications, ensuring dentists receive relevant insights and updates
* Provide verifiable Clinical CPD on behalf of Denplan as required – eg at conferences/ events
1. Clinical Services
* Support dental practices with sensitive clinical risk management issues
* Oversee our national network of 20 Dental Practice Advisors, who support our unique clinical governance

programme, Denplan Excel* Provide relevant and timely clinical, business and legislative support for Denplan practices
* Clinical input and review of insurance claims
1. Client Training
* Design and deliver the UK’s widest ranging programme of training courses for Denplan dentists and Denplan

practice teams. Curious to find new engaging and cost effective ways to deliver training and CPD through digital resources1. Team & Stakeholder Leadership
* Lead a high-performing team of clinical professionals across dental and digital disciplines.
* Promote a culture of collaboration, transparency, and excellence across the Simplyhealth Group.
1. Initiate and run Denplan dental ambassadors scheme
* Recruit and develop a team of ‘Denplan dental ambassadors’ - a small group of respected, influential dentists

who could: Advocate for the benefits of Denplan in the dental community. Provide real-world feedback on how Denplan’s features and products impact patient care and practice efficiency |

|  |
| --- |
| **Key Connections:**  |
| * Denplan & Healthplan product teams
* Sales & Marketing teams
* Insights team
 |
| **Key Experience, Knowledge and Expertise** |
| * GDC-registered dentist with substantial clinical experience and up-to-date knowledge of UK dental practice.
* Proven leadership in a clinical, or regulatory role.
* Excellent communicator, able to engage both professional and lay audiences with clarity and authority.
* Strategic thinker with a track record of influencing at senior levels within healthcare or business settings.
* Strong understanding of the UK dental market, particularly private and plan-based care models.
* This is a Certified Role under the Senior Manager and Certification Regime (SMCR)
 |
| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
|

|  |  |  |
| --- | --- | --- |
| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
 |

 |
|  |
| * **We have a ‘smart working’ policy with flexible remote working. There will be a requirement to attend regular meetings at our Hampshire head office.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
 |