

*Press release:
October 2007*

MOUTH CANCER AWARENESS WEEK 11 – 17 NOVEMBER 2007

KEEP AN EYE ON YOUR MOUTH WITH HSF HEALTH PLAN

Mouth cancer has the worst survival rates of all cancers; less than 50% of patients survive more than 5 years after diagnosisⁱ because of the difficulty in detecting oral cancer early.

Mouth Cancer Awareness Week, 11 - 17 November, is encouraging British people to take better care of their oral health and have regular check-ups at the dentist to ensure early detection of any changes that may be occurring in their mouth.

HSF health plan, a not-for-profit cash plan, can help combat the growing costs of regular dental check-ups and treatment by offering low cost health schemes, which can be used to reimburse your dental costs. And during Mouth Cancer Awareness Week, 11 - 17 November, HSF health plan will be donating £5.00 to the Mouth Cancer Foundation for every new contributor joining one of its schemes.

37% of British people admitted to delaying vital dental checks either because they could not afford them or begrudged paying such high chargesⁱⁱ. HSF health plan's Primary Scheme covers dental check ups and treatment from just £6.00 per month, which can really help to increase the number of cases detected early.

Stephen Duff of HSF health plan says, "Regular dental check ups are key to helping detect mouth cancer at an early stage. Our cost-effective health plans encourage contributors and their families to visit their dentist more often, improving the health of their teeth and perhaps even saving them from serious health problems such as mouth cancer."

For one regular monthly contribution, cash can be claimed towards optical costs, practitioner costs and specialist consultant fees, and includes one of the most generous dental provisions in the market. Generous hospital and recuperation grants are also

included, as well as a range of helplines. Contributors may add their partners and dependents under age 18 to their registration at no additional cost. There are nine schemes available starting from as little as £6.00 per month. Go to www.hsf.eu.com for more information or call 020 7928 6662.

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For all press queries about HSF health plan
Or if you would like to speak to an industry spokesman, please contact:
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- ⁱ Wilder-Smith, 'Early detection of oral cancer' Journal of Dental Research, 2000
 - ⁱⁱ The survey was conducted in Great Britain by TNS on 28th - 30th July 2006. A representative sample of 1025 adults aged 16+ were interviewed. If you require any further statistics from the survey – regional or specific age groups / demographics – please contact Siarah Khan at CCD on 020 7434 4100 / siarah@ccdpr.com