



your dental plans

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## Press release

### DPAS In-sure hands with Remarkable Group appointment

DPAS, the UK's leading payment collection agent and provider of practice-branded dental plans, has appointed The Remarkable Group on a nationwide PR agency brief to support its ongoing growth.

Now in its eleventh year, DPAS draws on significant experience in the dental plan sector – a number of its senior management having been instrumental in the establishment and growth of private dental plans in the UK. Today, the company supports hundreds of dental practices, carrying out the necessary payment collection and insurance administration on their behalf.

DPAS is using Remarkable's expertise in corporate public relations to strengthen its brand, drive increased awareness of the company among target audiences, raise attention from key stakeholders to the issues facing the dental industry, and develop a presence for DPAS that highlights its unique competitive advantage in the marketplace.

"Remarkable impressed us with its understanding of our business needs and its fresh and creative approach," commented DPAS chief executive officer Richard George.

"Remarkable gives DPAS a tightly focused communications effort with the aim of providing us with a strong competitive edge," he added.

"Remarkable's appointment reflects a tremendous opportunity for DPAS, which is in a unique market position to capture new customers and grow its business in coming years. Our team is very excited to have the opportunity to help DPAS maximise its potential and is committed to helping it succeed," said Remarkable chief executive Stephen Pomeroy.

Remarkable's DPAS team is spearheaded by account director Carrie Lowe and account manager Matthew Trace. The Remarkable Group, a full service agency with offices in Winchester and London, boasts a portfolio of more than 45 national and regional clients, including Dreams Come True, HIPPOWASTE™, Linden Homes, Meridian IQ, P&O Cruises, and Viridor Waste Management.