

PRESS RELEASE

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**MORGANASH AND DENTISTS' PROVIDENT ROLL OUT TELE-
INTERVIEWING SERVICE**

MorganAsh wins Tele-interview contract with Dentists' Provident.

Dentists' Provident, the only Holloway Friendly Society established exclusively for dentists, recently completed a hugely successful pilot prior to making the strategic decision to adopt the MorganAsh Tele-interviewing service. Dentists' Provident has introduced the Tele-interviewing service as a way of delivering quality new business, faster and more efficiently, enhancing the quality of the information obtained and improving the overall customer experience.

To simplify the application process, application forms have been shortened and concentrate on the financial aspects. Medical and vocational information is collected by MorganAsh during the Tele-interview.

MorganAsh Tele-interviews are undertaken by qualified and experienced nurses. All interviews are digitally recorded, stored for quality assurance purposes and for any future claims.

David Jones, Manager of New Business and Underwriting commented; "We are massively impressed by MorganAsh's Tele-interviewing service. The wealth and depth of information acquired during the interview is staggering. This has enabled us to drastically reduce the amount of GPRs we require and shortens the application process from weeks to days."

Farrukh Mirza, Deputy Chief Executive of Dentist's Provident stated; "We are committed to providing the easiest way for our members to purchase our Income Protection contract, and this is a great improvement. Interviews are conducted in privacy and at the applicant's convenience. Financial Advisers often have long term relationships with their clients; Tele-interviewing avoids embarrassing face-to-face discussions of intimate medical and personal details."

Andrew Gething MD of MorganAsh commented; "In a few years time we will look back and wonder why we ever expected Financial Advisers to collect medical information. Financial Advisers should not be undertaking medical interviews; they are not trained for this sensitive role and have limited knowledge of medical conditions. Although this is a radical view, every Adviser I meet agrees with me."

ENDS

Notes to Editors:

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MorganAsh collect “independent intelligent information” on applicants for life and health insurance, forming outsourcing partnerships with life and health insurance companies, to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction. This involves high quality Tele-interviewing and Tele-underwriting.

Dentists’ Provident was founded in 1908 and is regulated by the Financial Services Authority. As a mutual organisation, it operates in the best interest of its members and profits can be returned to members in the form of apportionment and interest. The policy of Dentists’ Provident is to provide flexible income protection insurance and to maximise the long term growth and security of members’ funds. The rules governing Holloway funds allow Dentists’ Provident greater investment freedom than most other with-profits funds.

Tele-interviewing is the process of using a telephone interview as a means of collecting information from applicants, for protection insurance, regarding their occupation, medical history and pastimes and potentially hazardous pursuits.