

STATEMENT OF PURPOSE

Name of establishment or agency	Wellwood Dentistry
Address and postcode	5 Cornerswell Road Penarth Vale of Glamorgan CF62 2UW
Telephone number	02922 404080
Email address	anna@gwenadentalcare.co.uk
Fax number	n/a

Aims and objectives of the establishment or agency

Provision of comprehensive dental treatment on a private basis. We aim to offer high quality treatment in a relaxed and friendly setting, provided by an experienced and knowledgeable team, and using the best equipment available.

We will provide all aspects of private general dental practice including routine examinations, prevention, restorative dentistry, periodontal treatment, cosmetic dental treatment, tooth whitening, orthodontic treatment, dental implants and facial aesthetics treatments.

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REGISTERED MANAGER DETAILS

Name	Rebekah Louise Seymour
Address and postcode	1 Cedar Gardens The Boulevards Duffryn Newport NP10 8AW
Telephone number	02920615279 / 07484 817532
Email address	Rebekahsmith.dcp@gmail.com
Fax number	n/a
Relevant qualifications:	<p>NVQ Level 3 in Dental Nursing GDC registration number 253323</p> <p>ILM Level 3 in Dental Practice Management</p> <p>ILM Level 4 in the Principles of Leadership and Management</p>
Relevant experience	<p>I have been a registered dental nurse since July 2014 and worked full time in a busy dental practice in north Cardiff. Shortly after completion of my nursing qualification I went on to begin my ILM Level 3 in Dental Practice Management, progressed to ILM Level 4 in the Principles of Leadership and Management and am soon to begin an ILM Level 5 in Higher Management. I found myself carrying out more management duties and team leading alongside my nursing. With my progression and development of skills I moved to Gwena Dental Care where I have held the position of Practice Manager, ensuring the smooth running of the dental practice and team. Working alongside the Principle dentists Anna and Osian Davies I can aid them in the development of a sustainable dental practice.</p>

RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

Name	Anna Charlotte Davies
Address and postcode	Wrinstone House Michaelston le Pit Dinas Powys CF644HE
Telephone number	02921405365/ 07775582608
Email address	anna@gwenadentalcare.co.uk
Fax number	n/a
Relevant qualifications	BDS Wales 2003 PDDS 2014
Relevant experience	<p>I have been working as a general dental practitioner since 2003. I have gained experience of NHS and private treatment whilst working in practices in Cardiff and Penarth over the last 14 years. I have done numerous post-graduate courses including the postgraduate diploma, in which I gained a distinction in 2014. I am a full Member of the Faculty of General Dental Practitioners. Myself and my husband opened Gwena Dental Care in November 2016 where we have been successfully treating patients under the NHS and Privately over the last 17 months. We were recently appointed DFT Educational Supervisors on the 2018/19 scheme.</p>

Roles and responsibilities within the organisation

I am Co-Principal of the practice, sharing ownership with my husband. I work as a general dental practitioner providing dental treatment on the NHS and Privately.

I also manage the practice from a financial perspective and am responsible for payment of staff as well as overseeing all aspects of the day to day running of the practice carried out by the employed staff of the company.

STAFF DETAILS

Please provide the following details for all staff providing services at your establishment or agency

Name	Position	Relevant qualifications / experience
Osian Davies	Co-principal/ Dentist	BDS GDC number 80760 General practitioner since 2002.
Anna Davies	Co-Principal/ Dentist	BDS PDDS MFGDP GDC number 82418 General practitioner since 2003.
Rebekah Smith	Practice Manager / Dental Nurse	NVQ Level 3 Dental Nursing ILM 3 & 4 in Practice management GDC number 253323
Elise Runchman	Reception Manager & Dental Nurse	GDC number 249618
Claire Eveleigh	Dental Nurse	GDC number 138464
Heather Lewis	Dental Hygienist	CED GDC number 2430

ORGANISATIONAL STRUCTURE

*Please insert a diagram or description of your organisational structure
(please delete this section if not applicable)*

Co-Principals – Osian & Anna Davies

Dental Hygienist – Heather Lewis

**Practice Manager- Rebekah Smith & Reception Manager Elise
Runchman**

Nurses- Claire Eveleigh

SERVICES / TREATMENTS / FACILITIES

*Please detail each treatment you intend providing with the age range and
any specialist equipment used*

Private dental treatment including examinations, prevention, fillings, crowns, bridges, dentures, gumshields, nightguards, dental implants, tooth whitening. Orthodontic treatment. Periodontal treatment. Mouthguards and Nightguards.

Facial aesthetics treatment- Botulinum Toxin and Dermal Fillers, Medical skincare and facial peels.

We welcome patients of all ages for dental treatment, with certain treatments only being available for patients over 18 years.

PATIENTS VIEWS

How do you seek patient's views on the services / treatments you provide?

Patient questionnaires completed monthly

Waiting room comments box

Verbal communication before, during and after treatment

Complaints procedure

Google reviews, Facebook reviews

ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

What are the arrangements for patients who require urgent care or treatment out of hours?

***If you provide in patient care** what are the arrangements for contact between patients and their relatives i.e. visiting times*

Opening Times

Monday: 9am – 7pm

Tuesday: 8am – 4pm

Wednesday: 9am – 5pm

Thursday: 8am – 6pm

Friday: 9am – 4pm

Weekend: by arrangement

Urgent treatment will be provided on the day whenever possible. We will keep protected time slots each day to ensure we can provide treatment for patients on an urgent basis as soon as we can. We will also offer advice by telephone for any patient who is unable to attend the practice on the day. We will offer our own emergency cover and patients can contact us by telephone outside of working hours. We have a cloud-based phone system installed which means that we can divert calls to a mobile number/another phone number.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

Please provide details about

- *how to complain*
- *who to complain to*
- *how you will deal with a complaint*
- *other sources of help if patient not happy with how you have dealt with the complaint (include contact details for HIW)*

In this practice we take complaints very seriously and try to ensure that all our patients are pleased with their experience of our service. When patients complain, they are dealt with courteously and promptly so that the matter is resolved as quickly as possible. This procedure is based on these objectives.

Our aim is to react to complaints in the way in which we would want our complaint about a service to be handled. We learn from every mistake that we make and we respond to patients' concerns in a caring and sensitive way.

1. The person responsible for dealing with any complaint about the service that we provide is Anna Davies, our Complaints Manager.
2. If a patient complains by telephone or in person, we will listen to their complaint and offer to refer them to the Complaints Manager immediately. If the Complaints Manager is not available at the time, we will advise the patient when they will be able to talk to the Complaints Manager and make arrangements for this to happen. The member of staff will take brief details of the complaint to pass to the Complaints Manager and provide the patient with a copy. If we cannot arrange this within a reasonable period or if the patient does not wish to wait to discuss the matter, arrangements will be made for someone else to deal with it.
3. If a patient complains in writing or by e-mail, it will be passed immediately to the Complaints Manager. If a complaint is regarding the complaints manager then it will get passed directly to Rebekah Seymour, the registered practice manager.
4. If a complaint is about any aspect of clinical care or associated charges, it will usually be referred to the dentist concerned, unless the patient does not want this to happen.
5. We will acknowledge the patient's complaint in writing and enclose a copy of this code of practice as soon as possible, normally within two working days. We will offer to discuss the complaint at a time agreed with the patient, and confirm how the patient would like to be kept informed of developments – by telephone, letters or e-mail or by face-to-face meetings. We will inform the patient about how the complaint will be handled and the likely time that the investigation will take to complete. If the patient does not wish to discuss the complaint further, we will still inform them of the expected timescale for completing the investigation.
6. We will seek to investigate the complaint within ten working days, and, as far as reasonably practicable, we will keep the patient informed as to the progress of the investigation.
7. When we have completed our investigation, we will provide the patient with a full written report, which will include an explanation of how we considered the complaint, the conclusions reached in respect of each specific part of the complaint, details of any necessary remedial action taken and whether further action will be taken.
8. Proper and comprehensive records will be kept of any complaints received and the action we take. These records will be reviewed regularly to ensure that we take every opportunity to improve our service

9. If patients are not satisfied with the result of our procedure then a complaint may be referred to:

Healthcare Inspectorate Wales
Welsh Government, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ
Email hiw@wales.gsi.gov.uk
0300 062 8163

Dental Complaints Service
37 Wimpole Street
London
W1G 8DQ

PRIVACY AND DIGNITY

How will patients' privacy and dignity be respected in line with the Equality Act 2010 and the protected characteristics of

- *age*
- *disability*
- *gender re-assignment*
- *marriage and civil partnerships*
- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

We aim to create a caring and welcoming practice for patients, where care is provided in partnership and without prejudice or discrimination. We also aim to provide a supportive and inclusive working environment where our staff can reach their full potential.

We are committed to a culture where respect and understanding is fostered and the diversity of people's backgrounds and circumstances is positively valued. This policy helps us to achieve this vision.

The non-discrimination rights of our patients and our staff are protected by anti-discrimination legislation including the Equality Act 2010, Part-time Workers (Prevention of Less Favourable Treatment) Regulations 2000, and the Employment Rights Act 1996

By adopting this policy, we undertake to ensure that discrimination does not take place and that everyone is treated fairly and equally. We aim to

remove any potential discrimination in the way that we care for people with protected characteristics; we will not treat someone less favourably because of their age, a disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

What we will do

We will ensure this policy reflects current legal requirements (and keep it updated) and check our performance against it.

We develop and support equality and diversity measures by:

- Providing patient information in a variety of languages, where possible, and if required
- Having translation services available for patients who need this
- Taking all reasonable steps to ensure that our services that are accessible to patients with disabilities
- Ensuring that care of individuals is planned with their specific needs at the centre
- Tackling oral health inequalities through positive promotion and care
- Responding positively to the diverse needs and experiences of our patients and the community even when those needs are challenging to deal with
- Ensuring that we join up with services involved with the care of patients with medical and social care needs.

We will monitor the effectiveness of this policy and its impact on other relevant policies and practice.

We take seriously any allegation of discrimination or harassment and deal with it as a matter of priority. We will listen to complaints sympathetically and make an accurate record, and will follow our complaints policy or grievance procedure as appropriate, and investigate the matter fully. We will keep you informed of our progress and of the outcome. We will treat all allegations confidentially but investigation and subsequent action may require the involvement of others, including asking the offender to give their version of the events.

If an employee is found to have breached this policy, they may be liable to disciplinary action. Persistent or blatant discrimination or harassment could lead to dismissal.

If you believe that you have experienced discrimination or harassment

Discrimination

You should first raise the matter with Anna Davies. If the matter cannot be resolved informally, you should submit your complaint in writing to the practice owner.

Harassment

You should let the offender know how you feel about their behaviour and ask them to stop – speak to them directly or put your concerns in writing. You should keep a record of the incidents and report them as soon as possible to Anna Davies. If the incident involves Anna Davies, then you should report the matter to Osian Davies or Rebekah Smith. If you feel that we have not resolved your complaint, information on how you can appeal or take your complaint further is available in our complaints procedure (for patients) or our grievance policy (for employees).

Date Statement of Purpose written	28/03/2018
Author	Anna Davies

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	
Reviewed by	

Date HIW notified of changes	
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