

# 22 Dental



## **Statement of Purpose**

22a Caroline Street

Bridgend

CF31 1DQ

Tel: 01656 652259

E Mail: [loveyoursmile@22dental.co.uk](mailto:loveyoursmile@22dental.co.uk) Web:

[www.22dental.co.uk](http://www.22dental.co.uk)

### The Statement of Purpose must include:

1. Name and address of responsible person and any registered manager
2. Aims and objectives
3. Relevant qualifications and experience of responsible person provider and registered manager
4. The number, relevant qualifications and experience of the staff working in the establishment
5. The organisational structure of the establishment
6. The kinds of treatment and any other services provided for the purposes of the establishment, the range of needs which those services intend to meet and the facilities which are available for the benefit of patients
7. The arrangements for dealing with complaints
8. The arrangements for respecting the privacy and dignity of patients
9. Cancellation of appointments
10. Patient views
11. Chaperone policy
12. Personal belongings and valuables
13. Disability and equality

**Name and address of registered provider and registered manager Responsible**

person and Registered Manager:

Dr Cheryl Roach-Price BDS {Wales} {1992};LLM {2009} Cardiff University

22 Dental

22a Caroline Street

Bridgend

CF31 1DQ

Tel: 01656 652259

Email: [crpdental@gmail.com](mailto:crpdental@gmail.com)

**Aims and Objectives of the Service**

22 Dental aims to provide patients with access to a comprehensive range of affordable and high quality dental treatments within a clinical environment on both an NHS and Private basis. Patients will experience the very best levels of clinical care combined with the highest levels of understanding, empathy and comfort. Such care will be provided by a trained, experienced and knowledgeable team. We aim to constantly review and update our service to ensure that the patient is always our priority. All treatments are carried out with state of the art equipment.

All costs are published on our price list which is available on our website, framed at reception and in our patient information folders situated in the waiting rooms.

Every patient, whether NHS, Private or on a plan, will be given full information on their treatment including a personalised treatment plan. This covers what the actual treatment consists of, contraindications, any side effects and what the patient can expect pre, during and post treatment. All benefits and risks of the treatment are discussed with the patient at the treatment planning stage to gain informed consent including all options. Benefits from the treatment include the psychological impact of a great smile, leading to more self-confidence and overall well-being. The outcome of the results are used to measure success with all patient views being collated via a patient questionnaire, google review, facebook, twitter etc. NHS treatment must be paid for in advance before a course of treatment commences. Private treatment must be paid for in advance of the next appointment. We accept payment by cash, cheque or debit card.

**Relevant qualifications and experience of the registered manager**

Dr Cheryl Roach-Price is a registered and experienced Dental Surgeon of some 30+ years (listed on the register of the General Dental Council – GDC Number 67445 since 1992.)

Cheryl continues her professional development by complying with the GDC requirements of a five yearly CPD cycle. She ensures that the training courses attended provide a full understanding and knowledge of clinical aspects which covers all core subjects such as

decontamination and cross infection, as well as maintaining and developing the practice in her current field of expertise.

Cheryl has also completed a Masters in Law at Cardiff University in Legal Aspects of Medical Practices. Core topics included Healthcare Delivery, Clinical Negligence and Consent, Human Reproduction and the Family (Child Protection), Death, Dying and the Law, Law and Psychiatry (Mental Capacity Act), Pharmaceutical products and the Law, Employment Law and Public Health Law.

Cheryl is a part-time Local Advisor for Dental Protection Ltd and has assisted colleagues at GDC Fitness to Practice panels in London and Local Health Board meetings for both Cwm Taf and Cardiff and Vale authorities.

### **The number, relevant qualifications and experience of employees**

22 Dental Surgery has an experienced team of healthcare professionals who share many years' experience of working with both NHS and private patients. All dental care professionals at the practice are registered with the GDC.

#### **RECEPTIONIST:**

Delyth Evans GDC No: 145392 Dental Nurse since 1994

#### **DENTAL NURSES**

Naomi Summerfield GDC No: 268508 Dental Nurse since 1997

Abbie Rees Trainee Dental Nurse – Started at 22 Dental June 2022

#### **HYGIENISTS AND THERAPISTS**

Lorna Lincoln GDC No: 267272 Dental nurse since 2015 Hygienist since 2022

#### **FOUNDATION DENTIST**

Matthew Helmich GDC No: 301879 since 2022

### **Organisational Structure of the Practice**

The team work with the Practice Owner/Principal Dentist (Registered Manager), to run 22 Dental on a functional day-to-day level. The team meets on a monthly basis usually to discuss and review any issues or ideas that have arisen. Any urgent issues are dealt with promptly! Daily power huddles are conducted each morning.

Responsible Person/Registered Manager

Practice Manager/Receptionist

Nurses

Associate Dentist/Hygienists

## **Scope of Clinical Services provided by 22 Dental, Bridgend**

22 Dental is primarily focused on delivering high quality and safe treatments to all patients. The main services offered at the Practice are listed in the patient guide and on our website. These services include:

- General Dentistry
- Teeth whitening {in surgery and at home}
- Composite fillings
- Orthodontics - Fastbraces
- Botox
- Facial fillers
- Root canal fillings
- Extractions
- Air flow polishing

All costs can be found on our website, framed at reception and in the patient folder in each waiting room.

All patients are seen by the dentists before starting any treatment. Every patient will be required to complete a medical questionnaire at their examination appointment. This maybe self-completed or done in conjunction with the dentist. We always ask patients to bring an updated list of any medication they are taking to every appointment. At the examination we discuss your expectations and provide a thorough and comprehensive treatment plan and explanations of all treatments provided.

Any questions you may have will be addressed and any possible risks or side effects highlighted. We will not undertake any treatment unless we have your informed consent.

Prior to commencement of treatment a personalised treatment plan will be required and signed. Upon signing your consent, you are confirming that you understand the benefits and risks of treatment.

In addition, you are also acknowledging that no guarantee can be given with regard to clinical outcome. Each visit you will be required to verbally state any alterations to your medical history and sign to confirm any or no changes.

## **Complaints Procedure**

We are happy to receive any complaints, comments or concerns that you may have in order to continually improve the patient experience as we are dedicated to providing a high quality service at all times. The complaint policy is available for inspection in the reception area should patients wish to see it and details are available in written format provided to patients in the folders in the waiting area or can be found on our website. We have a written complaints policy developed in accordance with documentation recommended by

National Care Standards and Healthcare Inspectorate Wales. Complaints are managed by the Complaints Manager, Cheryl Roach-Price.

All verbal and written complaints are immediately reported to the Principal Dentist and owner of the Practice, Dr Cheryl Roach-Price.

The complaint is then discussed with the team immediately. Any learning points or changes in practice are communicated to staff members at our monthly team meetings. We aim to identify any potential areas for improvement.

All patients will be encouraged to give their views on the service provided to them, both positive and negative. We actively encourage on line reviews and ask patients to complete our satisfaction questionnaires. (developed by Wales Deanery)

At all stages of the complaints procedure we will endeavour to ensure that the complainant receives written confirmation of the stages of investigation and action taken. The complaints procedure will be brought to the attention of all personnel and they will receive training on what constitutes a complaint and the procedures for receiving and dealing with a complaint. If any patient is not fully satisfied with the outcome of the investigation, this can be taken forward to the Local Health Board or Health Inspectorate Wales (details at the end of this document).

If you feel able to do so, the best place to start is by talking to the staff who are involved in your care and treatment. They can try and sort out your concern immediately. If this doesn't help or you do not want to speak to them you can contact our Receptionist.

You can contact reception in a number of ways:

- In person at the practice
- Over the telephone on 01656 652259
- Via email at [loveyoursmile@22dental.co.uk](mailto:loveyoursmile@22dental.co.uk)
- By Post to 22 Dental, 22a Caroline Street, Bridgend. CF31 1DQ
- Via Facebook messenger on our facebook page 22 Dental, Bridgend

If our receptionist is not available at the time, the patient will be advised as to when they will be able to talk to the Complaints Manager and arrangements will be made for this to happen. The member of staff will make a written record of your complaint and provide the patient with a copy as well as passing it on to the Practice Manager. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the treating dentist concerned.

### **What happens next?**

We will acknowledge the patients' complaint in writing and enclose a copy of this as soon as possible, normally within 2 working days. We will offer to discuss the complaint at a time agreed with the patient, asking how the patient would like to be kept informed of developments, for example, by telephone, face to face meetings, letters or e-mails.

We will inform the patient about how the complaint will be handled and the likely time that the investigation will take to be completed.

We will seek to investigate the complaint speedily and efficiently and we will keep the patient regularly informed, as far as reasonably practicable, as to the progress of the investigation.

Investigations will normally be completed within 10 working days. If they are going to take longer then we will inform the patient of this.

When we have completed our investigation, we will provide the patient with a full written report. The report will include an explanation of how the complaint has been considered, the conclusions reached in respect of each specific part of the complaint, details of any necessary remedial action and whether the practice is satisfied with any action it has already taken or will be taking as a result of the complaint.

Proper and comprehensive records are kept of any complaint received as well as any actions taken to improve services as a consequence of a complaint.

Our complaints policy meets the requirements of Regulation 21 of the Private Dentistry (Wales) Regulation 2017.

### **What should you do if you are still unhappy?**

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

#### **For NHS Treatment: Following the process “Putting Things Right”**

- Cwm Taff Morgannwg Concerns Team  
Concerns Team  
Ynysmeurig House  
Navigation Park  
Abercynon  
CF45 4SN  
Tel: 01443 744915  
Email: cwmtaf.concerns@wales.nhs.uk

- Public Service Ombudsman for Wales

1 Ffordd yr Hen Gae  
Pencoed  
CF35 5LJ  
Tel: 0300 790 0203  
Email: ombudsman-wales.org.uk

- Citizens Advice Bureau – ADVICE LINK CYMRU Tel: 0800 702 2020 **For**

#### **Private Treatment:**

- Healthcare Inspectorate Wales

Welsh Government

Rhydycar Business Park

Merthyr Tydfil

CF48 1UZ

Phone: 0300 062 8163

Email: [hiw@gov.wales](mailto:hiw@gov.wales)

Website: [www.hiw.org.uk](http://www.hiw.org.uk)

- Dental Complaints Service

Stephenson House

1 Cherry Orchard Road

Croyden

CR0 6BA

Phone: 08456 120 540

E mail: [info@dentalcomplaints.org.uk](mailto:info@dentalcomplaints.org.uk)

Website: [www.dentalcomplaints.org.uk](http://www.dentalcomplaints.org.uk)

- The General Dental Council {the dentists' registration body}

37 Wimpole Street

London

W1M 8DQ

### **Privacy and Dignity of Patients:**

22 Dental Surgery aims to provide complete confidentiality for all patients undergoing treatments. All patient records will only be accessible to the members of the team and all treatments will be carried out in a private clinical environment. 22 Dental is registered with the Information Commissioners' Office. All computerised systems are username and password protected with dental software purpose designed for use in a clinical environment. Backups are undertaken every day and removed from the surgery overnight. Medical records will be strictly protected and destroyed in accordance with recommended guidelines.

Consultations and treatments will be provided in purpose designed surgeries that ensure confidentiality and privacy. At all times, patients' confidentiality will be maintained. All healthcare professionals will receive training in these areas and understand the need to maintain patient confidentiality at all times. There are internal policies on such issues including patient confidentiality,

patient record handling and data protection. All employees will have confidentiality training built into their induction programme. Staff are aware of changes being introduced in May 2018. (GDPR)

### **Cancellation of appointments**

We ask all patients to give a minimum of 24 hours' notice to cancel appointments. For private treatments over an hour we ask for 48 hours' notice. For treatments that are booked with an hour or more time slot, we ask for 72 hours notice to cancel. This is to enable us to re fill the now vacant slot and offer the appointment to someone else. We understand that occasionally illness or emergencies occur and you may not be able to give as much notice in those instances.

A fee may be charged if this cancellation policy is not followed for private appointments. If the surgery needs to cancel an appointment we will give as much notice as possible. Our dentists are required to give 2 months' notice of any holiday leave. If we need to cancel short notice due to illness or other unforeseen circumstances we will give as much notice as possible. We will also try to offer you alternative appointments, possibly with another dentist in the practice.

If the surgery is running more than 10 minutes behind the reception staff will make all patients for that surgery aware. Patients can sit and wait for their appointment, if the surgery is more than 20 minutes late we can offer patients to come back at a suggested time by the dentist or we can rebook for a different day.

### **Late Arrival**

We ask patients to arrive to all appointments on time as lateness affects the running of the clinical day. If you arrive later than your appointment time then it is up to the dentist or hygienist to decide if they are able to see you for your appointment. Please note all late arrivals will be documented on your record. Continued late arrivals may result in us withdrawing future appointments. If you are able to ring and inform us of a late arrival this is very much appreciated.

### **Patient Views**

In order to find out how we are meeting your needs, we ask patients a few questions about the care they have received. Please be honest in your answers. Your comments will be held in strict confidence and you do not need to put your name unless you want too. We plan to use all suggestions to continually improve the service to you and your family. We have patient satisfaction questionnaires located at reception following Wales Deanery guidance. We also welcome feedback from Facebook, Twitter, e mail, at reception etc.

### **Chaperone Policy**

The Practice is committed to providing a safe, comfortable environment where patients and staff can be confident that best practice is being followed at all times and safety of everyone is of paramount importance. This applies to ALL patients regardless of religion, ethnicity, cultural background, language, sexual orientation or whether they have learning disabilities or mental health issues. All patients are entitled to have a chaperone present for any consultation, examination or procedure where they feel one is required. This chaperone will normally be a clinical member of staff. On occasions, you may prefer an informal chaperone to be present ie: a family friend or relative {provided this is acceptable with the clinician}. Wherever possible please make this request at the time of booking your appointment so that arrangements can be made and your appointment is not delayed.



## **Personal belongings and valuables**

Patients and visitors to the practice are responsible for all belongings. 22 Dental is not responsible for replacing lost or misplaced items. We recommend you bring only essential items to the practice and offer the following tips to help keep your items secure:

### **Clothing**

We have hooks in all surgeries and treatment rooms where coats and bags can be hung during your appointment. Whilst waiting for an appointment we suggest you keep all belongings with you at all times.

### **Valuables**

Please leave all valuables at home unless necessary to bring them with you to your appointment.

## **Disability and Equality**

The practice team is committed to working towards equality of opportunity for every member of the practice team and for every patient. Through policies, training and leading by example, the practice wishes to demonstrate that it does not tolerate discrimination by anyone working at the practice. Our practice occupies the first and second floors of the building and there are challenges to accessing the practice for patients and staff with mobility issues.

- We wish to provide a service that is accessible as far as is reasonable possible, provide choice and is flexible to the community we serve.
- We wish to recruit and retain the most creative and committed staff to work with us from all community groups so we can better represent the society we serve.
- We have a corporate social responsibility.
- We have moral and legal obligation.
- We make due regard to the Human Rights Act and Equality Act.

## **Patients**

The practice and its staff will not treat a disabled person less favourably than another person because of a disability. Less favourable treatment includes:

- Refusing to treat a disabled person
- Giving a disabled patient a lower standard of service or treating him or her in a worse manner than an able-bodied patient
- Offering a disabled patient less favourable terms.

The following exceptions may occur when

- Health and safety reasons exist where either the patient or someone else would come to some harm if the dentist did not refuse treatment

The practice will do its best to change or remove policies, practices and procedures that make it very difficult or impossible for a disabled patient to use the practice.

## **Employees**

The practice:

- Will not unjustifiably treat a disabled employee less favourably for a reason that relates to a disability.
- Will comply with a duty of reasonable adjustment to any physical feature of the premises or to working arrangements unless the adjustment would be of no substantial benefit.

The practice will not discriminate against a disabled person

- In the arrangements made for determining who should be offered employment
- In the terms on which the disabled person is offered employment
- By refusing to offer or deliberately not offering the disabled person employment
- In the opportunities that are afforded to an employee for promotion, a transfer, training or receiving any other benefits
- By refusing to afford, or deliberately not affording, any such opportunity
- By dismissal or any other detriment
- The practice will undertake to provide support, assistance and, if necessary, counselling to members of the practice who are victims of violence and aggression in the course of their work. In appropriate cases, a discretionary period of sick leave will be granted.
- The practice has an employee assistance programme in place to help employees with ANY life issues – details can be found around the practice on posters and in the staff information file.

## **PRACTICE OPENING HOURS:**

Monday – Friday    9.00am – 1.00pm  
                                 2.00pm – 5.00pm

## **OUT OF HOURS AND URGENT CARE:**

In the event of a dental emergency which cannot wait until the practice re-opens please call the emergency number for NHS Direct Wales: 0300 123 5060

A copy of the Health Inspectorate Wales report of 22 Dental can be found at [www.hiw.org.uk](http://www.hiw.org.uk) or by request at reception.

