

## STATEMENT OF PURPOSE

Name of establishment or agency	Gwynfryn Dental Practice
Address and postcode	Gwynfryn Dental Practice, Holyhead Road, Bangor, Gwynedd, LL57 2EE.
Telephone number	01248 372888
Email address	info@bangordentists.co.uk

### Aims and objectives of the establishment or agency

1. To treat patients with respect, involve them in discussions about their care and treatment and allow them to influence how the service is run.
2. To allow patients to get safe and appropriate care that meets their needs and supports their rights.
3. For patients to be cared for in a clean environment and protected from the risk of infection.
4. To properly train and supervise our staff and allow them the chance to develop and improve their skills.
5. To ensure our service has quality checking systems to manage risks and assure the health, welfare and safety of patients who receive care.

## REGISTERED MANAGER DETAILS

Name	Mrs Anna Pritchard-Jones
Address and postcode	Gwynfryn Dental Practice, Holyhead Road, Bangor, Gwynedd, LL57 2EE.
Telephone number	01248 372888
Email address	<a href="mailto:anna@bangordentists.co.uk">anna@bangordentists.co.uk</a>

### Relevant qualifications:

- Certificate in Dental Practice Management – Dental Training College 2023.
- Certificate in Treatment Co-ordination – Dental Training College 2023.
- Master of Arts (Business & Consumer Psychology) 2014, Bangor University.
- Bachelor of Arts (Business Studies & Marketing) 2011, Bangor University.
- Diploma in Business Studies & Management 2008, Coleg Menai.

### Relevant experience:

Gwynfryn Dental Practice Reception Manager: December 2017 – September 2021

Gwynfryn Dental Practice Manager: October 2021 – PRESENT.

6+ years of marketing experience for various businesses (construction, real estate, sales, Business to Consumer, Business to Business).

## RESPONSIBLE INDIVIDUAL DETAILS

Name	Dr. James Bennett
Address and postcode	Gwynfryn Dental Practice, Holyhead Road, Bangor, Gwynedd, LL57 2EE.
Telephone number	01248 372888
Email address	info@banfordentists.co.uk
<b>Relevant qualifications:</b>	
BDS University of Liverpool 2001, GDC 80185 PGDIP 2021.	
<b>Relevant experience:</b>	
GDP SINCE 2001 PRACTICE OWNER/PRINCIPAL SINCE 2005.	
<b>Roles and responsibilities within the organisation</b>	
PRACTICE OWNER/PRINCIPAL.	

STAFF DETAILS		
Name	Position	Relevant qualifications / experience
James Bennett	GDP	BDS University of Liverpool 2001, GDC - 80185
Dewi Williams	GDP	BDS Manc 2005, GDC - 85307
Ann Lu	GDP	BDS University of Birmingham 2019 GDC - 284854
Joseph McDonald	Dental Therapist	Dip Dent Hygiene and Therapy Sheffield 2012, GDC – 228161
Anna Pritchard-Jones	Practice Manager	MA Business & Consumer Psychology 2014 BA Business & Marketing
Alison Davies	Dental Nurse	Dental Nursing National Certificate, 176152
Stephanie Allaway	Dental Nurse	Level 3 Diploma in Dental Nursing 2021, GDC 303194
Richard Brookshaw	Dental Implant Surgeon	BDS Dund 1996 - MMedSci (Oral Surgery) Dip Imp Dent RCS Ed. GDC 72150
Sadie Edwards	Dental Nurse	In Training - Level 3 Diploma in Dental Nursing with Agored
Ms Carys Chafer	Receptionist	BA English Literature 2018

## SERVICES / TREATMENTS / FACILITIES

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

### **Private Dental Services offered by Gwynfryn Dental Practice:**

- Fillings – Suitable for all ages (Amalgam to be phased out by 2025)
- Orthodontics – From the age of 18+
- Root Canal Treatments – When required.
- Crowns and Bridges, Onlays, Veneers – 18+
- Tooth Whitening – 18+
- Gum contouring and teeth reshaping – 18+
- Dental Implants – 18+
- Periodontal / Hygiene – When required.

## PATIENTS VIEWS

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

Gwynfryn Dental Practice takes the views of patients very seriously as it provides dental professionals and supporting colleagues with the opportunity to review and improve the service we provide.

We welcome any feedback (both positive or negative) and we use a range of methods to collect feedback, so that patients can easily share their experience in a way that best suits them.

### **Face to Face + (After treatment discussion):**

Clinical staff will ask patients about their views throughout their course of treatment (planning, during, completion) and whether they have any follow up questions.

At reception, staff are trained to use open ended questions to allow the patient to fully explain their needs. Reception staff will follow up with questions such as “How as your treatment today / Can I help you with anything else today?” to give the patient the opportunity to discuss their treatment outside of the surgery.

### **Automatic e-mail Feedback Follows Ups:**

Patients will receive an automatic follow up e-mail, where they have registered a contact e-mail address with the practice. The feedback can be viewed by our staff and all members of the public through our website [www.bangordentists.co.uk](http://www.bangordentists.co.uk).

The feedback form allows the patients to grade the practice 1-5 stars (Bad, Poor, Average, Good, Excellent). There is also an open a text box, where patients can leave a more detailed review if they wish. The name will remain anonymous unless they wish to use a first name or nickname. The questions asked on the form are as follows:

- Overall, how was your experience of this practice?
- How satisfied are you with the appointment waiting time?
- How satisfied are you that you are treated with dignity and respect by staff?
- How satisfied are you that the dental surgery involves you in decisions about your treatment?
- How satisfied are you with the information from the surgery on the cost of your treatment?
- How satisfied are you with the outcome of your treatment?
- Which best describes you?

These reviews are monitored regularly.

Anna Pritchard-Jones is responsible for feeding reviews back to the team.

### **Questionnaires / Surveys:**

Similar to the online feedback form, patients can also leave a review using a questionnaire card we have at hand on the reception desk. Patients can take this away with them to complete the review in privacy or; they may complete it at the practice. It can be completed anonymously if they wish and can be sealed and posted to out to be uploaded electronically to the website (prepaid address label printed on the front). The questions are the same as the online form above and can be viewed publicly.

### **Social Media Reviews:**

Patients or members of the general public are free to leave a review on 'Facebook' or 'Google Reviews' if they wish. These reviews are monitored and Anna Pritchard-Jones is notified each time we are left a new review. Anna Pritchard-Jones is responsible for feeding reviews back to the team.



**Phone, General E-mail and Message Form:**

Patients are free to discuss any part of their dental patient journey with us through contacting us on [info@bangordentists.co.uk](mailto:info@bangordentists.co.uk) or through our message form on our website. Patients can also provide feedback by telephone on 01248 372888. This phone number is publicly displayed on our website Google, Facebook and Instagram. Patients and members of the public can also message us through social media platforms if they wish.

**ARRANGEMENTS FOR VISITING / OPENING HOURS**

Gwynfryn Dental Practice is committed to providing all patients with the best possible care and treatment in General & Cosmetic dentistry, Dental Implants, Orthodontic treatments and Prosthodontics.

The practice opening hours are as follows:

**Normal Opening Hours:**

Monday 8:30am–5pm  
Tuesday 8:30am–5pm  
Wednesday 8:30am–5pm  
Thursday 8:30am–5pm  
Friday 8:30am-5pm  
Bank Holidays - Closed

**Urgent Out of Hours Care:**

Patients are asked to contact us on 01248 372888. A Voicemail message on the practice’s telephone will give details for out of hours service and who to contact.

There is also a notice on the front door, reception and in waiting areas.

## ARRANGEMENTS FOR DEALING WITH COMPLAINTS

### **How to complain:**

A complaint can be made either verbally or in writing to our complaints Manager (Anna Pritchard-Jones – at the address stated above). Complaints will normally be acknowledged in writing within 2 working days, giving a full response or explaining how the complaint will be investigated. A full response is normally provided within 20 working days of receipt of the complaint.

If you are still unhappy about your complaint, you can contact The Ombudsman for Wales by calling 0300 790 0203 or by visiting [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk). You can also contact Healthcare Inspectorate Wales (HIW) who is the independent inspectorate and regulator of all healthcare in Wales by calling 0300 062 8163.

The General Dental Council is responsible for regulating all dental professionals. You can complain using their online form at [www.gdc-uk.org](http://www.gdc-uk.org) email: [information@gdc-org.uk](mailto:information@gdc-org.uk) or by calling: 0207 167 6000.

### **Complaint Recording:**

Complaint records are stored confidentially and only those persons who need to know about a complaint will have access to them. Any correspondence or investigation records about the complaint are stored securely and confidentially, separately from the clinical records.

### **Action:**

The majority of complaints can be resolved with a sincere apology. This can avoid lengthy, costly and stressful disputes. An apology does not mean admitting responsibility. It may be necessary to apologise that something has gone wrong, as a way of showing concern and understanding. A further meeting with the complainant is also a useful way to resolve the complaint.

If further action is required, the practice manager will try to reach an agreement that is satisfactory to all parties as a means to resolving a complaint. This too will be recorded.

### **Timescales:**

We aim to resolve a complaint as quickly, effectively and smoothly as possible.

Complaints should normally be acknowledged in writing within 2 working days, giving a full response or explaining how the complaint will be investigated.



A full response is normally provided within 20 working days of receipt of the complaint.

If a patient is still dissatisfied with the outcome of their complaint, they can contact the GDC's dental complaints service within 12 months of the treatment or within 12 months of becoming aware of the issue.

The General Dental Council is responsible for regulating all dental professionals. They can complain using their online form at [www.gdc-uk.org](http://www.gdc-uk.org) contact them on [information@gdc-org.uk](mailto:information@gdc-org.uk) or, by calling 020 7167 6000. The patient can also contact Healthcare Inspectorate of Wales (HIW) who is the independent inspectorate and inspector of healthcare in Wales by calling 0300 062 8163 or e-mailing HIW ([hiw@gov.wales](mailto:hiw@gov.wales))

## PRIVACY AND DIGNITY

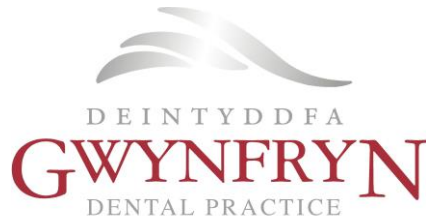
Gwynfryn Dental Practice complies to the Data Protection Act 2018 to ensure that personal information about our patients is processed fairly and lawfully.

### **What personal data do we hold?**

In order to provide you with a high standard of dental care and attention, we need to hold personal information about our patients.

### **Personal data comprises of:**

- Personal data for the purposes of email/text
- Past and current medical and dental conditions: personal details such as age, address, telephone number and GP details.
- Radiographs, clinical photographs and study models
- Information about the treatment that we have provided or propose to provide and it's cost
- Notes of conversations/incidents that might occur for which a record needs to be kept
- Records of consent to treatment
- Any correspondence relating to you with other health care professionals, for example in the hospital or community services



Personal data is obtained when a patient joins the practice, when a patient is referred to the practice and when a patient completes their medical history forms through an encrypted online portal (EXACT Software).

Our patient records are always kept secure under lock and key/password. All members of staff sign a confidentiality agreement before gaining access to patient data.

All personnel and medical records, whether held in paper or computerised format, are subject to data protection legislation.

We never pass on personal details to a third party unless we have a contract for them to process data on our behalf and will otherwise keep it confidential. If we intend to refer a patient to another practitioner or to secondary care such as a hospital we will gain the individual's permission before the referral is made and the personal data is shared.

Patients of the practice have the right to withdraw consent for important notifications, newsletters, surveys or marketing.

Patients can inform us to correct errors in their personal details or withdraw consent from communication methods through telephone, email or text. Any updates to patient details will be automatic when it is completed through the patients encrypted online portal.

Patients have the right to obtain a free copy of their patient records.

With regards to the privacy and dignity of our patients, we have a range of practices in place to ensure that all patients feel respected and treated with dignity at all times. It has been noted in our General Dental Practice Inspection (2017) that we offer a warm friendly and professional service by all members of the team.

The practice has arrangements to protect patient's privacy. We encourage personal treatment plan conversations to take place in a private, dedicated office to offer privacy when discussing treatment options. Telephone calls can also be made/received in this area, where conversations cannot be overheard by other patients.

Furthermore, a private consultation room allows the team the space and uninterrupted time to explain treatment in a way that they can easily understand so that they can make an informed decision. Staff provide emotional comfort and reassurance to patients and act as interpreters, as we offer a bilingual service for Welsh speaking patients. Patients are welcome to bring their own chaperone if this makes them feel more comfortable.



Whilst treatment (and treatment discussion) is underway, surgery doors are to be kept closed to maintain patient's dignity.

The practice has a chaperone policy in place which means that the dental nurse and dentist are to stay together with our patients. This is so that they can both be sure that the patient has fully understood their treatment plan.

Before the patient leaves the practice, reception staff ensure that patients are happy with the way they have been treated. Patients are invited to leave feedback verbally or by e-mail after each appointment. If feedback is provided, this is always followed up by a dedicated member of the team responsible for initial feedback response.

In addition to this, we also provide access facilities for those who require it, including a wheelchair ramp a downstairs surgery and toilet.

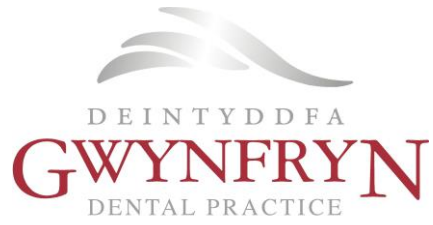
<b>Date Statement of Purpose written</b>	20/07/2023
<b>Author</b>	Anna Pritchard-Jones

### STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	Reviewed (24/04/24)
Reviewed by	Anna Pritchard-Jones
Date HIW notified of changes	24/04/24

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