



COWBRIDGE DENTAL CARE

complete dental confidence

STATEMENT OF PURPOSE

Name of establishment or agency	Cowbridge Dental Care
Address and postcode	30 High Street Cowbridge Vale of Glamorgan CF71 7AG
Telephone number	01446 773284
Email address	info@cowbridgedental.com

Aims and objectives of the establishment or agency

- To provide high quality dental services/care to our patients.
- To offer our patients an experience that exceeds their expectations by taking the time to get to know them on a personal basis so they can feel secure and happy in any treatment they choose.
- To understand and meet the needs of our patients and involve them in decisions about their care.
- To communicate, raise awareness of and promote the importance of a preventative approach and the role that patients themselves play in this to maintain good oral health.
- To ensure our patients understand the results of their examination and the treatment options.

REGISTERED MANAGER DETAILS

Name	Dr. J. R. Ayres
Address and postcode	Cowbridge Dental Care 30 High Street Cowbridge Vale of Glamorgan CF71 7AG
Telephone number	01446 773284
Email address	info@cowbridgedental.com
Relevant qualifications	BDS(Wales)1999
Relevant experience	BDS(Wales) BDA Good Practice Member Associate member of British Academy of Aesthetic Dentistry Continuing CPD - both verifiable and non-verifiable Member of the LDC Member of the LOC Representative of the LDC on OHAG I have been running Cowbridge Dental Care (from a clinical and non-clinical stand point) since June 2005.

RESPONSIBLE INDIVIDUAL DETAILS

As above

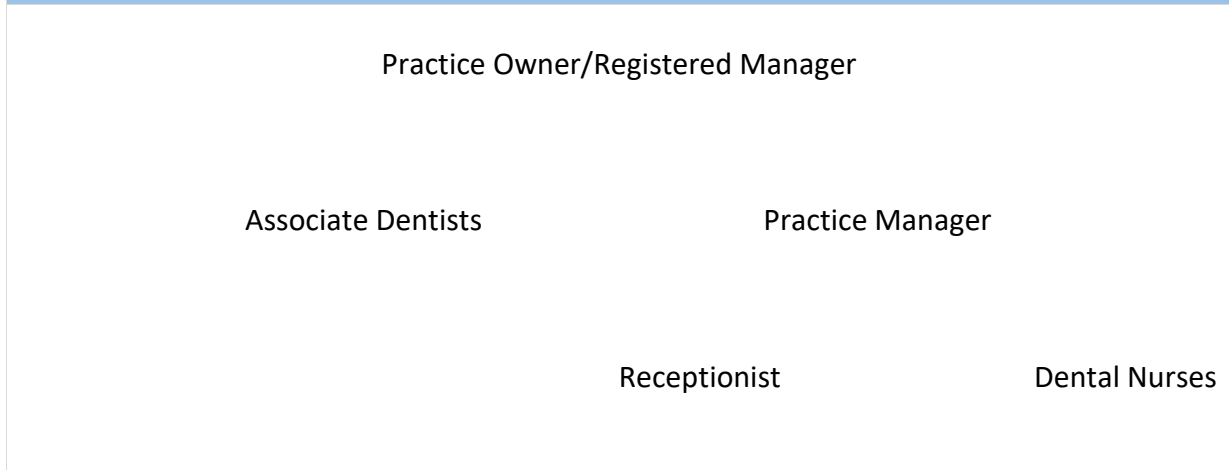
STAFF DETAILS

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

Name	Position	Relevant qualifications/experience
Dr. Jon Ayres	Practice Owner/Principal	BDS(Wales)1999
Dr. Ronan O'Neill	Associate	BDS(NU Irel) 2010
Mrs. Kate Thomas	Hygienist	Dip Dent Hygiene(Wales) 2016
Ms. Beverley Cook	Practice Manager	
Mrs. Hazel Bradbury	Receptionist	
Mrs. Wendy Hinam	Receptionist	
Mrs. Michelle Thornton	Receptionist/Dental	National Certificate NEBDN 2004

	Nurse	
Mrs. Lesley-Ann Stagg	Dental Nurse	National Certificate NEBDN 2001
Miss. Daria Chebotareva	Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2019

ORGANISATIONAL STRUCTURE



SERVICES / TREATMENTS / FACILITIES

We aim to provide comprehensive dental care to the whole population, involving/referring to other healthcare professionals as required. E.g. specialists when treatment required does not fall into our skill mix, when medical conditions require care/treatment in more specialised environments.

Treatments/services provided as required include:

- Examination, diagnostic and screening procedures including:
 - Clinical examination including soft tissue/cancer screening
 - Radiographic examination and diagnosis (utilising IO radiography and OPT)
 - Periodontal examination
- Prevention services including:
 - Oral Hygiene instruction
 - Diet advice
 - Smoking cessation advice
 - Alcohol intake advice
 - Fissure sealants
 - Fluoride varnish
 - Scale and Polish
 - Mouth guards
- Treatment of disease, disorder or injury including:
 - Treatment of dental disease inc. caries and periodontal disease
 - Dental restorations
 - Root canal treatments

- Dental extractions
- Periodontal disease treatment
- Occlusal/Night splints
- Treatment of oral trauma
- Dentures
- Minor oral surgery

PATIENTS VIEWS

All our patients are important to us and we value all feedback, both positive and negative. We take time to build a good relationship and provide individual, personal care to our patients. Communication is a key part of this.

We gain patients' views by utilising:

- Good communications/relationships with our patients
- Listen to patients' comments/feedback
- Patient questionnaires
- Regularly asking patients directly for their opinion on their experiences/treatment at the practice that day

Feedback from all the information sources above are discussed at management level and within the team (in individual and as a practice as a whole as appropriate) to constantly develop and improve the service we provide.

We hope that all our patients are happy with the care they receive from the practice, but if they are not happy, we encourage them to let us know and we will be more than happy to try and resolve any concerns they may have.

If they wish to make a complaint, we have a complaints policy available on our website, on display in the practice and we can provide them with a copy which they can use to help them with any concerns/complaints they may have.

ARRANGEMENTS FOR VISITING / OPENING HOURS

Opening hours:

Monday	9:00-13:00	14:00-17:00
Tuesday	9:00-13:00	14:00-19:00
Wednesday	9:00-13:00	14:00-17:00
Thursday	9:00-13:00	14:00-17:00
Friday	7:00-15:00	

Urgent care

If a patient requires urgent/emergency dental treatment, we have emergency

appointments blocked off during each day to be able to offer people appointments that day. If they are unable to attend these appointments, we will endeavor to arrange a convenient time to see them as soon as possible.

If a patient requires emergency dental advice/treatment out of hours, the contact details are on our website, information packs/leaflets and signage outside the practice and details of how to contact the emergency advice line and out of hours services will be given on the answerphone.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

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 customers' concerns in a caring and sensitive way.

1. The person responsible for dealing with any complaint about the service that we provide is Beverley Cook (or the acting practice manager in her absence), our Complaints Manager.
2. If a patient complains on the telephone or at the reception desk, we will listen to their complaint and offer to refer him or her to the Complaints Manager immediately. If the Complaints Manager is not available at the time, then the patient will be told when they will be able to talk to the dentist and arrangements will be made for this to happen. The member of staff will take brief details of the complaint and pass them on. 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 the patient complains in writing the letter will be passed on immediately to the Complaints Manager.
4. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the dentist, 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 but if the patient does not wish to discuss the complaint, we will still write and acknowledge their complaint.
6. We will seek to investigate the complaint within ten working days of receipt to give an explanation of the circumstances which led to the complaint. If the patient does not wish to meet us, then we will attempt to talk to them on the telephone. If we are unable to investigate the complaint within ten working days we will notify the patient, giving reasons for the delay and a likely period within which the investigation will be completed.
7. We will confirm the decision about the complaint in writing immediately after completing our investigation.
8. Proper and comprehensive records are kept of any complaint received.

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

For complaints about NHS treatment.

- Richard Holliday, Dental & Optometry Contract and Service Development Manager, Primary Care Team, PCIC Offices 1st Floor, Woodland House, Maes y Coed Road, Cardiff, CF14 4TT. Telephone: (029) 21 836149
Or,
- Public Services Ombudsman for Wales, 1 Ffordd yr Hen Gae, Pen-coed CF35 5LJ telephone: 0845 601 0987 or www.ombudsman-wales.org.uk

For complaints about private treatment.

- Dental Complaints Service, Stephenson House, 2 Cherry Orchard Road, Croydon CR0 6BA (Telephone: 08456 120 540)
- Healthcare Inspectorate Wales, Welsh Government, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ (Telephone: 0300 062 8163)

For complaints about professional misconduct.

- The General Dental Council, 37 Wimpole Street, London, W1M 8DQ the dentists' registration body.

PRIVACY AND DIGNITY

Cowbridge Dental care recognises the principles of privacy, dignity, values, beliefs and human rights.

Discrimination, harassment and victimisation are defined in our practice policies (including both our Equal Opportunities and Equality and Diversity policies) and all staff are required to conform to our policies and to bring to our attention any issues which might violate the principles contained in the policies.

Beverley Cook (or the acting Practice Manager in her absence) and/or Dr. J. R. Ayres are responsible for considering and taking action if any instances are brought to their attention.

Date Statement of Purpose written	13/09/17
Author	Dr. J. R. Ayres

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	13/06/22
Reviewed by	Dr. J. R. Ayres
Date HIW notified of changes	N/A – minor staff changes