

STATEMENT OF PURPOSE

Name of establishment or agency	Ardent Dental Care Ltd
Address and postcode	5-6 Ceridwen Terrace Pontypridd CF37 4PD
Telephone number	01443403955
Email address	bluereception@hotmail.co.uk
Fax number	01443403955

Aims and objectives of the establishment or agency

We aim to promote good oral health care to all patients attending our practice. We offer dental care and advice and wish to provide high quality dental care, including periodic examinations, various treatments such as periodontal treatment, fillings, root canal treatment, extractions, dentures and crowns/bridges/veneers.

We understand and meet the needs of our patients and involve them in any decisions that are to be made about their treatment and care and we encourage them to participate fully

We will also involve other professionals in the care of our patients, where this is in the patient's interests such as referrals for specialist care and advice which cannot be carried out at the practice.

We ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence.

We are aware of the current national guidelines affecting the way we care for our patients and implement these guidelines effectively to ensure our patients receive a high level of care and service from us.

The surgery undertakes general dental services which include:

- the diagnosis and treatment of dental disease including caries and periodontal disease
- orthodontic assessment and basic treatment

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- treatment of oral trauma
- providing dental restorations
- dental extractions
- root canal treatment
- prosthetic treatment such as crowns/veneers/dentures
- radiographs (taking and diagnosing)
- soft tissue screening
- emergency treatment
- cosmetic dental treatment
- antiwrinkle treatment and fillers
- oral health promotion and advice including diet, oral hygiene, smoking
- oral health risk advice
- scaling and periodontal treatment

REGISTERED MANAGER DETAILS

Name	Richard Horton
Address and postcode	Ardent Dental Care Ltd 5-6Ceridwen Terrace Pontypridd CF37 4PD
Telephone number	01443 403955
Email address	
Fax number	01443 403955
Relevant qualifications	
	BDS (Bristol) 2005
Relevant experience	
	Vocational Dental Practitioner 2005-2006 Associate Dentist at Northview Dental Practice, Caerphilly 2006-2007 Associate Dentist at N Khan-Awal and associates Pontypridd 2007-2019 Dental Educational Supervisor 2014 - present As the registered owner, I am responsible for the general management and maintenance of the practice. The practice was purchased in 2019, but I had accrued almost 14 years of experience working as a dentist prior to this with almost 12 of those years being as a dental associate in this practice. I therefore have a wealth of understanding in the running of the dental practice and have developed an excellent

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rapport with the patients and staff. I am skilled in leading my team and am able to promote effective and efficient work. I am hard working and reliable with a good work ethic and I believe that by setting a good example of these attributes to my staff it will encourage them to behave in a likewise manner. I believe that having policies and systems in place that are regularly reviewed will ensure a high standard of patient care.

I work in the practice fulltime and I am therefore always on hand to deal with any situation. I have already been involved in and have experience in: the formulation and implementation of practice policies; management, training and appraisal of staff members; stock control and purchasing; practice finance; private treatment pricing; and repair and maintenance of dental equipment. As the practice owner, I now oversee and take responsibility for all the functions of the practice ensuring agreed systems, policies and procedures are adhered to. We have comprehensive maintenance procedures that ensure the practice will run efficiently and provide a high standard of care to our patients.

I am responsible for the recruitment, training and development of all staff members including annual appraisals and disciplinary procedures. I supervise staff daily and help them to progress with their personal development plan at regular intervals. I understand that all staff members and patients have an interest in the future of the business and I am keen to take on opinions, feedback and ideas about how to improve the practice from all parties. The practice employs apprentice dental nurses, and I am experienced in being involved with their training and progression. I am keen for my staff to advance and have already enabled staff some dental nurses to undertake courses to be able to place Fluoride Varnish as part of enhancing skills mix in practice. I have enrolled on a course that would allow me to provide the training to my own staff in several areas of dentistry as part of the Welsh dental contact reform.

I maintain the surgeries, reception area, waiting rooms and office space in good working order and ensure that all equipment is fit for purpose and serviced as required by relevant legislation. PAT testing is completed annually for all electrical appliances. I have maintenance protocols in place to ensure that any issues that may arise are addressed to provide uninterrupted excellent patient care.

I have overall responsibility for the implementation, monitoring and reviewing of all health and safety policies including safe systems of work. We have maintenance procedures in place to review all policies and procedures relating to health and safety regularly. Frequent staff meetings are undertaken to ensure any new or amended policies are highlighted to all staff members. I am responsible for disseminating Health and Safety information, issues and procedures to all staff members and ensuring that all the practice's policies and procedures are effectively implemented. During meetings we also discuss any adverse incidents and near misses to promote learning and produce new policies and procedures to prevent repeated incidents. I am responsible for the investigation of any incidents or accidents that occur and advise the staff members and/or patients accordingly. All incidents are formally logged and reviewed regularly.

I am responsible for ensuring an excellent quality of service for all patients. We

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promote evidence-based dentistry and all staff members are encouraged to discuss any new techniques, procedures, policies or evidence that would improve patient care. Patients can provide suggestions or comments to improve their experience. Examples may include the services received, the information we provide and the appearance of the practice. Suggestions are discussed at staff meetings and improvements are discussed and implemented. We also carry out anonymous patient questionnaires for each dentist to obtain patient views on their experiences in the practice. I am responsible for reviewing all suggestions to make improvements where possible. The practice has a robust system for dealing with complaints and our complaints procedure is displayed in the waiting room. Alexandra Horton has overall responsibility for investigating and documenting complaints or grievances made by patients regarding treatment or services received at the practice. We also have an informal complaint log book where we enter any comments or complaints patients may have but do not wish to make a formal complaint. We review the formal and informal complaints logs regularly to check for patterns and make improvements to our practice.

I ensure that all possible steps are taken to prevent accidents happening within the practice and will minimise any potential hazards. The practice has regular health and safety training to ensure all staff are aware of their roles and responsibilities in minimising accidents.

I oversee the financial processes and completion of relevant documents such as invoices, accounts, memberships, registrations etc.

I use dental practice team development systems such as the self-evaluation tool Maturity matrix in dentistry and QAS document.

I instigate practice training, development and quality improvement and arrange CPD courses such as medical emergencies, child protection, professionalism, POVA, cross infection, smoking cessation etc.

We undertake regular audits into appropriate prescribing, radiograph quality, record keeping, cross infection etc to ensure high standards of care. Shortfalls are discussed and policies are reviewed and amended to maintain the highest possible standards.

I am involved with the wider professional community as a BDA member and as an educational supervisor. My role as an educational supervisor for the last 6.5 years has given me experience in training others. I understand the importance of assessment, providing feedback and recording any adverse experiences as evidence for poor performance or disciplinary reasons. The educational supervisor role also ensures that I keep up to date with the latest evidence-based approach for maintaining high standards of patient care and this is something that I will take into my role as the registered manager.

The GDC enhanced CPD means I must gain training in all aspects of my job, not just clinical dentistry. I will therefore ensure I enrol on courses and events that will improve my knowledge and skills in areas of practice management. I will keep up to date with all rules, regulations and legislation which governs the running of a dental surgery.

STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
Dr Richard Horton	Principal dentist	BDS Bristol
Dr Alexandra Horton	Principal dentist	BDS Cardiff
Dr Beth Davies	Associate	BDS Bristol
Dr Owen Jones	Associate	BDS Bristol
Hannah Collis	Dental Therapist	Hygiene and Therapy Diploma - Cardiff
Dr Samuel Cantelo	Foundation Dentist	BDS Cardiff
Dr Julie Ransom	Associate	BDS University of Wales College of Medicine (Cardiff)
Judith Wiles	Dental Therapist	BSc (Hons) Dental Hygiene and Dental Therapy Cardiff University
Lauren Reddy	Senior Dental Nurse	NVQ L3 Dental Nursing
Gail Macdonald	Dental Nurse	NVQ L3 Dental Nursing
Catherine Jones	Dental Nurse	Diploma L3 Dental Nursing
Franki-Leigh Collings	Dental Nurse	Diploma L3 Dental Nursing
Kylie Clarke	Dental Nurse	National Certificate NEBDN
Judit Laszlo	Dental Nurse	Diploma in Dental Nursing
Clare Stewart	Dental Nurse	National Certificate NEBDN
Teresa Milward	Receptionist	

ORGANISATIONAL STRUCTURE

Principal Dentists and Practice Owners:

Richard Horton

Alexandra Horton

Registered Manager

Richard Horton

Associate Dentists:

Beth Davies

Owen Jones

Julie Ransom

Foundation Dentist:

Samuel Cantelo

Dental Therapist

Hannah Collis

Judith Wiles

Senior Registered Dental Nurse/Practice coordinator

Lauren Reddy

Registered Dental Surgery Assistants

Gail McDonald, Judit Laszlo, Catherine Jones, Franki-Leigh Collings,

Clare Stewart, Kylie Clarke

Receptionist

Teresa Milward

Hygiene Technician

Minster Cleaning

SERVICES / TREATMENTS / FACILITIES

We provide general dental services both NHS and independently to the whole population. This includes:

- examination
- scale and polish
- the diagnosis and treatment of dental disease including caries and periodontal disease.
- orthodontic assessment
- orthodontic treatment on adults with minor orthodontic need on an independent basis.
- radiographs as an aid to diagnosing the patient's oral condition and
- dental extractions

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- treatment of dental trauma
- providing dental restorations amalgam, composite and glass ionomer
- root canal treatment
- prosthetic treatment such as crowns, veneers, bridges, inlays and dentures (acrylic and cobalt chrome)
- denture repairs, relines and additions
- cosmetic dental treatment – over 18s only for some procedures
- tooth whitening procedures – over 18s only
- soft tissue screening
- emergency treatment
- periodontal treatment
- antiwrinkle treatment and fillers – over 18s only
- oral health promotion and advice including diet, oral hygiene, smoking
- oral health risk advice
- photographs for dental records
- study models for dental records
- mouthguards for sports
- occlusal splints/bite raising appliances for TMJ parafunction
- we ensure patients have access to out of hours emergency services via our local health board

The practice does not provide any specialist treatment. The service the practice provides is intended for those with the need of primary care, with the aim of treating those suffering dental pain, carrying out procedures for the treatment of dental pathology, and advice and prevention of such dental disease. The practice is also able to refer those who require specialist dental treatment outside the scope of Primary Care.

The equipment used at the practice involves standard dental equipment compliant with MHRA and following the GDC standards.

PATIENTS VIEWS

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

We run in-house surveys for each dentist and find out what the patients views are on the practice such as the service we provide, treatment that has been received, what they like about the practice, what they feel could be improved and the overall appearance of the practice.

It helps us to understand better what our patients expect from us and can generate ideas on how services can be redesigned to meet patients' needs more closely. Our questionnaires are designed to be as short and as simple

as possible and we avoid jargon. Sometimes, we use tick boxes, which makes it easier for patients to respond and simplifies our analysis system.

We discuss this feedback in practice staff meetings. We feel that this demonstrates our commitment to keeping them informed and involved in the practice.

We also have a suggestion box in the waiting area where patients may place any comments or suggestions they may have about the practice. This is then reviewed on a weekly basis and suggestions are actioned where possible.

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*

Our practice opening hours are displayed outside the surgery and in our patient information leaflet. The practice is open Monday to Friday 8.30am to 5.00pm, we are closed for lunch for 1 hour each day between 1.00pm - 2.00pm. Patients are able to express a preference as to which dentist they see at the practice and this is accommodated unless that dentist is unavailable or unable to deliver the service.

During opening times, patients are seen at the practice. Outside of opening times, patients are seen by the emergency dental services as arranged with the Local Health Board. Information on contacting the emergency dental services is provided on our practice answering machine and also on posters in the practice windows.

We ensure routine appointments are spaced evenly throughout our appointment book, leaving space to accommodate patients who require urgent care. We use patient surveys and regularly review vital reports on compass to monitor patient satisfaction with appointments. A computer system allows us to record specific requests by patients. We give patients choice for their appointment times and try to be flexible within our operating times.

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)*

The practice takes complaints very seriously and tries to ensure that all our patients are pleased with their experiences at the practice. When patients complain they are dealt with courtesy, respect, sensitivity and promptness. We use complaints as a way of learning from mistakes or concerns and improving our service.

The practice complaints procedure is simple, accessible and well publicised; we have a dedicated well-lit notice board with all relevant information including contact details and telephone number. Our patient information leaflet contains similar details.

Our designate complaints managers are Lauren Reddy and Alexandra Horton. If a patient complains in person or via the telephone we will listen to their complaint and offer to refer them to the complaints manager immediately. If the complaints managers are not available, the patient will be told when they will be able to talk to them and arrangements will be made for this to happen. The member of staff will make a written record of the complaint and provide the patient with a copy as well as passing it on to the complaints manager. 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.

If a patient complains in writing or via email it will be passed on to the complaints manager.

If a complaint is regarding any aspect of clinical care or the associated charges it will normally be referred to the treating clinician unless the patient does not want this to happen.

We will acknowledge the patient's complaint in writing and enclose a copy of this code of practice as soon as possible, usually within 2 working days. We will offer to discuss the complaint at a time agreed with the patient and ask how the patient would like to be informed of the progress ie telephone, face to face, letter or email. We will provide the patient with an explanation of how the complaint will be dealt with and indicating the agreed time scales for investigating and responding to the complaint. We give the patient the opportunity to express their concerns and ensure complaints are dealt with confidentially with all discussions, meetings and telephone calls held in a private area. We make it clear that complaints are monitored closely as part of a commitment to improve practice standards. We record complaints comprehensively as well as actions taken to improve services as a result. These are retained at the practice and when requested pass on details to Local Health Board annually.

The complaints managers will investigate the circumstances surrounding the complaint, seek the views of the relevant team members, examine the patient's clinical records and contact the defence society for advice. We will keep the patient informed of the progress as far as reasonably practicable. Investigations will normally be completed within 4 weeks. If we cannot complete the investigation within the agreed time frame for any reason, the patient will be given advice of this and a new time frame detailed to them. Once completed, we will provide the patient with a full written report of their

complaint. 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.

In the event the patient remains unhappy with the outcome a complaint may be referred to:

Dental Complaints Service
37, Wimple Street
London
W1G 8DQ Merthyr Tydfil
Tel :020 8253 0800
Tel 0300 062 8163

Healthcare Inspectorate Wales
Welsh Government
Rhydycar Business Park

CF48 1UZ

General Dental Council
37 Wimpole Street
London
W1G 8QD Tel 0207 7167 6000
NHS patients as above and the following:

Cwm Taff Local Health Board
Unit 3, Ynysmeurig House
Abercynon
Navigation Park
Mountain Ash
CF45 4SN

Public Service Ombudsman for Wales
1 Fforddyr Hen Fae,
Pencoed
CF37 5LJ
www.ombudsman-wales.org.uk
0845 601 0987

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*

All staff members are aware of practice policies relating to equality, diversity and human rights. They attend regular CPD courses and policies are reviewed regularly.

We aim to provide sufficient information for our patients to make an informed choice for their treatment. We always put patient's interests first. We listen to our patients, give them time to consider the information and take their individual view and needs into account. We recognise and promote the patient's right to and responsibilities for making decisions about their health priorities and care. We communicate to our patients at a level they understand before we start treatment. We discuss risks and benefits of treatment options along with immediate and ongoing maintenance costs. We encourage patients to ask questions on any aspects of their treatment and give full honest answers.

We are committed to providing services to all patients to the best of our ability within the constraints of our building. We have a low profile entrance and wide door to ensure the ease of access for wheelchair users, patients with walking difficulty and pushchairs. We ensure that the practice is well lit and free from obstacles. The reception, waiting area and ground floor surgeries have sufficient space to accommodate wheelchair access and there is a ground floor toilet with support bar, emergency pull cord and sufficient room for wheelchair use.

We have information leaflets and several informative posters on display in the waiting area in both Welsh and English. We have interpreter posters on display for patients who may require this service. PRW forms are available in both Welsh and English. Information can be provided in large format for patients with visual impairment. We have induction loop amplifiers on reception and in surgeries to help communicate with patients who have hearing impairment.

We have various tools in surgery to help give information to patients in a way they understand. We avoid using dental jargon and assess the level of understanding of the patient and ensure we communicate in a way that ensures the patient understands and consents to the treatment they receive. We use large scale models and videos to demonstrate disease processes and treatment to our patients.

Where there are language or hearing difficulties, we offer an interpreter service or patients are able to attend with a family member who can clearly interpret our explanations and communicate any questions the patient may have.

Where a patient has learning difficulties, we encourage them to attend with a family member or carer who is experienced in communicating with them to offer reassurance and help to ensure effective communication between the patient and staff.

Senior staff members have undertaken equality and diversity training to

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ensure that patients and staff members are treated fairly. We recognise that discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation is harmful and may be illegal. We do not tolerate discrimination by anyone working at the practice. This applies to our dealings with patients, each other, candidates for job vacancies, and suppliers.

We will take disciplinary action in accordance with the practice disciplinary procedure against any employee who breaches this policy.

Date Statement of Purpose written	April 2019
Author	Richard Horton

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	09/04/2019
Reviewed by	Richard Horton
Date HIW notified of changes	16/05/2019

Date Statement of Purpose reviewed	02/09/19
Reviewed by	Richard Horton
Date HIW notified of changes	02.09.2019

Date Statement of Purpose reviewed	27.09.2019
Reviewed by	Richard Horton
Date HIW notified of changes	27.09.2019

Date Statement of Purpose reviewed	16.04.20
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Reviewed by	Richard Horton
Date HIW notified of changes	16.04.2020

Date Statement of Purpose reviewed	09.07.2020
Reviewed by	Richard Horton
Date HIW notified of changes	09.07.2020

Date Statement of purpose reviewed	12.10.20
Reviewed by	Lauren Reddy
Date HIW notified of changes	12.10.2020

Date Statement of purpose reviewed	07/09/2021
Reviewed by	Alexandra Horton
Date HIW notified of changes	07/09/2021

Date Statement of purpose reviewed	08/11/2021
Reviewed by	Alexandra Horton
Date HIW notified of changes	09/11/21
Reviewed by	Lauren Reddy
Date HIW notified of changes	19.01.22

Date Statement of Purpose reviewed	13.09.2022
Reviewed by	Richard Horton
Date HIW notified of changes	13.09.2022

Date Statement of Purpose reviewed	17.07.2023
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Reviewed by	Richard Horton
Date HIW notified of changes	26.07.2023