

STATEMENT OF PURPOSE

STATEMENT OF PURPOSE	
Name of establishment or agency	Ferndale Dental Care
Address and postcode	27 High St, Ferndale CF43 4RH
Telephone number	01443 732030
Email address	reception@ferndaledentalcare.co.uk
Fax number	

Aims and objectives of the establishment or agency

1. Promote good oral health to all patients attending our practice for care and advice
2. Provide high quality dental care, including periodic examinations and treatment, where required
3. Understand and meet the needs of our patients, involve them in decisions about their care and encourage them to participate fully
4. Involve other professionals in the care of our patients, where this is in the patient's interests for example, referral for specialist care and advice
5. Participate in local initiatives to promote the benefits of general and oral health to the wider population
6. Ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence
7. Ensure an awareness of current national guidelines affecting the way we care for our patients

The surgery undertakes general dental services which includes:

- The diagnosis and treatment of dental disease including caries and periodontal disease
- Orthodontic assessment and treatment
- Treatment of oral trauma
- Providing dental restorations
- Dental extractions
- Radiographs (taking and diagnosing)
- OPT radiography
- Soft tissue screening
- Emergency/on-call visits
- Dental implants and bone augmentation procedures

REGISTERED MANAGER DETAILS

Name

Dr Paul Jones

Address and postcode	27 High St, Ferndale CF43 4RH
Telephone number	01443 732030
Email address	pauljohnjones@gmx.com
Fax number	
Relevant qualifications	<p>Batchelor of Dental Surgery 2.1 (Cardiff University) Diploma in Postgraduate Dental Studies (Bristol University) Diploma in Conscious Sedation (Cardiff University) Diploma in Oral Surgery (Royal College of Surgeons, England) MJDF (Royal College of Surgeons, England)</p>

Relevant experience

- Perform and provide dental services to both NHS and private adults and children.
- Oversee the overall functions and take responsibility for the daily
- Operations of the practice, by ensuring that the work is carried out according to agreed systems and policies as determined by the provider;
- Responsible for the recruitment, training and development processes of existing and new employees, including monitoring and evaluating staffing levels to meet existing and future needs;
- Maintain the surgery and offices in good working order and ensure that the equipment is in good working condition and to report any needs and/or requirements to the provider;
- Ensure excellent quality of service levels for patients;
- Build and lead an effective team, develop motivation, commitment and sound working relations and morale within the practice staff;
- Supervise the staff on a day-to-day basis and ensure they are formally appraised at least annually;
- Be responsible for implementing disciplinary procedures as required;
- Have overall responsibility for the implementation and monitoring of all health and safety policies, including all safe systems of work;
- Ensure that all possible steps are taken to prevent accidents and to minimise any potential hazards;
- Facilitate the cascading of Health & Safety information and issues to all staff and to ensure that this has been digested and understood;
- Ensure that all practice's policies and procedures are effectively implemented and monitored and to be responsible for them;
- Have overall responsibility for the delivery of quality services to all patients;
- Have overall responsibility for investigating and documenting all untoward events, e.g. any complaints or grievances which the patients might have;
- Investigate any accidents and incidents which may occur;
- Receive and evaluate patient feedback and make process changes to the running of the practice if appropriate;
- Oversee the financial processes and completion of relevant documents, e.g. invoices, supervision and staff training records.

STAFF DETAILS

Please provide the following details for all dentists and DCPs at the practice

Name	Position	Relevant qualifications / experience
D. Paul John Jones	Principal Dentist	BDS (Cardiff) – 9 years' experience of dental practice
Carly Turner	Business Manager	GDC registered Dental Nurse,
Tyla Newman	Business Manager	GDC registered Dental Nurse

Louise Brewer	Practice Manager	GDC registered Dental nurse.
Thomas Allen	Dentist	GDC registered Dentist
Megan Gamble	Dentist	GDC registered Dentist
Maria Mohoney	Therapist	GDC registered Therapist
Chalis Matthews	Therapist	GDC registered therapist
<u>Atia Mujahid</u>	Therapist	GDC registered therapist
Mia Phillips	Lead Dental Nurse	GDC Registered Dental Nurse
Josie Lloyd	Dental Nurse	GDC Registered Dental Nurse
Maddie Richards	Dental Nurse	GDC Registered Dental Nurse
Charlotte Mardon	Dental Nurse	GDC Registered Dental Nurse
Peyton Fincken	Trainee Dental Nurse	In training
Kaci Hughes	Trainee Dental Nurse	In training
Carla Hughes	Receptionist	NA
Theresa Gaspar	Receptionist	NA

ORGANISATIONAL STRUCTURE

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

Within the Clinical team we have

- 2 Dentists
- 4 Qualified Dental Nurse
- 3 Dental Therapists
- 2 Trainee Dental Nurse
- 2 Receptionists
- 1 Practice Manager
- 2 Business Manager

SERVICES / TREATMENTS / FACILITIES

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

We provide general dental services to the whole population.

This includes the diagnosis and treatment of dental disease including caries and periodontal disease.

We also take radiographs as an aid to diagnosing the patient's oral condition and undertake dental extractions where necessary. We have use of an OPT machine for which we use in special circumstances such as surgical extractions, complicated root canal treatments.

We are available to treat oral trauma and can follow it up by providing dental restorations.

In relation to the area of wider health, we also undertake soft tissue screening for the early detections of oral cancers.

We provide Dental Implant and also carry out bone augmentation procedures.

We provide orthodontic treatment.

PATIENTS VIEWS

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

We run in-house surveys

We find out what patients:

- like about the practice
- what they feel could be improved and
- what it is really like to receive dental care at 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; for example, are patients interested in treatments we do not currently provide.

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.

After these consultations, we let the patients know what we have found out and what we intend to do as a result.

We put this feedback - and our associated actions - in practice newsletters, on the website and it is also posted on notices at the practice.

We feel that this demonstrates

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*

We can communicate and contact patients via telephone, email, letter as well as in person at the surgery. Access to the practice is within normal trading hours of Monday 9:00am-5:00pm, Tuesday 9.00am-7.00pm, Wednesday 9.00am-6.00pm, Thursday 9:00am-5:00pm and Friday 9:00am-5:00pm. Outside of these hours emergency advice and care can be sort by contacting one of the following options

For NHS patients requiring emergency help or advice outside of the practice opening hours, please ring 111.

For Private and Dental plan patients please call 07950461395

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 complaints procedure is:

- Simple, accessible and well publicised
- Designate a complaints manager to deal with patient complaints
- Requires that complaints are acknowledged initially by telephone and promptly followed up in writing with an explanation of how the complaint will be dealt with
- Indicates the agreed timescales for investigating and responding to the complaint
- Gives patients the opportunity to express their concerns
- Requires complaints to be dealt with confidentially, with all discussions, meetings and telephone calls held in a private area
- Makes it clear that complaints are monitored closely as part of a commitment to improve practice standards.

The complaints manager will:

- Investigate the circumstances surrounding the complaint
- Seek the views of the relevant team members
- Examine the patient's clinical records-
- Contact the protection society/defence organisation for advice

Healthcare Inspectorate Wales may be contacted to make a complaint direct via the following details:

Healthcare Inspectorate Wales
Welsh Government
Rhydycar Business Park
Merthyr Tydfil
CF48 1UZ

Telephone: 0300 062 8163
email: hiw@gov.wales

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*

Our practice is committed to providing services to all patients and, within the constraints of the building, we have: - access to the first floor via stairs or a lift. We have ensured that the reception desk has surfaces at different heights to ensure that those patients in wheelchairs have easy eye contact with reception staff; ensured that the first floor waiting room has an uncluttered open passage to the surgery providing easy access for those with walking difficulties or in wheelchairs. Information for patients available at the practice is printed in English and, to date, this has met the needs of our patients. We monitor closely the patient profile of the practice and will produce information in different languages, if required. Each surgery is equipped with a comprehensive range of illustrated patient information and life-sized and large-scale models to help describe various treatment options. Surgeries have drawing pads and coloured pens to allow clinicians to draw what the proposed treatment involves. We avoid the use of dental jargon and keep explanations clear and simple. We assess the level of detail that each patient needs to help them make informed decisions about their care. Where there are language difficulties, we encourage patients to be accompanied by a friend or relative who can interpret our explanations and the patients' questions. Where this is not possible, we use interpreter services. Where a patient has learning difficulties, we encourage them to be accompanied by a spouse or carer who is experienced in communicating and reassuring with them and can help us to make sure that the patient understands what is happening.

Date Statement of Purpose written	07/05/2025
Author	Louise Brewer

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	
Reviewed by	

Date HIW notified of changes	
------------------------------	--

Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of changes	