



## STATEMENT OF PURPOSE

Name of establishment or agency	East Street Dental Centre
Address and postcode	4a Barons Close House East Street Llantwit Major Vale of Glamorgan CF61 1XY
Telephone number	01446 792323
Email address	info@eastdental.co.uk
Fax number	01446 792323

### Aims and objectives of the establishment or agency

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed client expectations.

#### **Our Aims**

We aim to provide dental care and treatment of consistently good quality for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible.

In addition, we aim:

- To understand and exceed the expectations of our clients
- To both motivate and invest in our team and acknowledge their value
- To encourage all team members to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology and to innovate processes based on a measured business case

### **Our Objectives**

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable cost.

The practice complies with the requirements of the Advertising Standards Authority and the guidance of the General Dental Council and ensures that any advertisements reflect the true nature of services offered.

### **REGISTERED MANAGER DETAILS**

Name	Louise Helen Slimings
Address and postcode	East Street Dental Centre 4a Barons Close House East Street Llantwit Major CF61 1XY
Telephone number	01446 792323
Email address	louisesslimings@yahoo.co.uk



#### Relevant qualifications

National Certificate for Dental Surgery Assistants – May 1994

ILM Level 3 NVQ Certificate in Management – October 2014

Certificate of Completion of Clinical Supervisors Standardisation Programme -September 2014

Essential Skills Wales Level 2 Application of Number – May 2014

Essential Skills Wales Level 2 in Communication – May 2014

Essential Skills Wales Level 2 in Information and Communication – May 2014

#### Relevant experience

Dental Nurse at Holton Dental Centre 1994 to 1999, promoted to Practice Manager 1999 to Present

Practice Manager East Street Dental Centre from 2018 to Present

### RESPONSIBLE INDIVIDUAL DETAILS

Name	Owain Bennett Joynson
Address and postcode	East Street Dental Centre 4a Barons Close House East Street Llantwit Major Vale of Glamorgan CF61 1XY
Telephone number	01446 792323
Email address	Obj101@hotmail.com



#### Relevant qualifications

BDS Wales – 1995

Imp Dip Dent RCS Edinburgh - 2014

#### Relevant experience

Practice Owner / Principal Dentist - Porthkerry Dental Centre, 2 Porthkerry Road, Barry, Vale of Glamorgan, CF62 7AX - March 2003 to Present

Practice Owner – Holton Dental Centre, 157 Holton Dental Centre, Barry, Vale of Glamorgan, CF63 4HP – November 2013 to Present

Practice Owner – East Street Dental Centre, 4a Barons Close House, East Street, Llantwit Major, Vale of Glamorgan, CF61 1XY

Foundation Dentist Educational Supervisor - September 2011 to present

#### Roles and responsibilities within the organisation

Practice Owner

Data Controller

Child Protection Contact

Radiation Protection Supervisor

### STAFF DETAILS

Name	Position	Relevant qualifications / experience
Roshni Heaton	Associate Dentist	BDS Cardiff- 2015 MFDS RCS Eng
Carlie Cummings	Associate Dentist	BDS Cardiff- 2013
Hayli Hamer	Hygienist	Dip Dent Hygiene Cardiff University 2010
Louise Slimings	Practice Manager	National Certificate for Dental Surgery Assistants ILM Diploma & NVQ Level 3 in Management and Leadership
Rebecca Keeling	Head Dental Nurse/ Receptionist	NVQ Level 3 Oral Health Care: Dental Nursing
Rachel Cosier	Dental Nurse / Receptionist	Diploma in Dental Nursing Level 3 City & Guilds 2024
Sarah Davies	Trainee Dental Nurse & Receptionist	

### SERVICES / TREATMENTS / FACILITIES

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

- Preventive advice and treatment – All Age Ranges
- Routine and restorative dental care – All Age Ranges
- Root canal treatment – All Age Ranges, Wave Rotary Endodontic system
- Dental hygiene – All Age Ranges
- Surgical treatment – All Age Ranges
- Tooth whitening - Age Range 18+
- Crown and bridgework - All Age Ranges
- Cosmetic private dentistry – All Age Ranges
- Dentures – All Age Ranges
- Invisalign – Teeth Straightening – Age 16+



## PATIENTS VIEWS

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

The practice policy is to provide patient centred care that we would be happy for our family to receive. We encourage patients to complete our confidential patient experience questionnaire which was developed by Wales Deanery for use in primary care. We also note any complaints, concerns and positive feedback in our comments books. All feedback is discussed during our monthly staff meetings. We have a Facebook page which allows the patient to rate their experience and we monitor reviews through Google and Yell.com.

## ARRANGEMENTS FOR VISITING / OPENING HOURS

*What are the opening hours of the establishment?*

Opening Hours for East Street Dental Centre

Monday -Thursday: 8.30am - 1.00pm, 2.00pm – 5.00pm  
Friday: 8.30am - 1.30pm

*What are the arrangements for patients who require urgent care or treatment out of hours?*

Telephone numbers for out of hour's urgent care are displayed on the window outside the practice, and a clear message explaining arrangements is on the practice answering machine.

Out of hours emergency treatment is available to patients via the NHS Helpline: **0300 10 20 247** between the hours of 6.30pm and 8.00am including weekends and Bank Holidays.

Denplan patients are advised to call a dedicated Denplan emergency line: **0800 844999**.

## ARRANGEMENTS FOR DEALING WITH COMPLAINTS

### Patients Complaints Policy

We work hard to meet our patients' needs and expectations of care and service. Whilst we always hope to get things right, we recognise there may be times when you may feel we could have done better. We are receptive to patients' feedback, concerns or complaints and are keen to learn from any mistakes or shortfalls, viewing it as an opportunity to improve our service. If you have cause to complain we will investigate your complaint promptly and in a full and fair way so that the matter can be resolved as quickly as possible. We will be courteous and sensitive in our response and will take great care to protect your confidentiality. We will never discriminate against patients who have made a complaint.

1. Louise Slimings is the complaints manager and will be your personal contact to assist you with any complaints. If your verbal complaints are not resolved to your satisfaction within 24 hours or if you complain in writing, the complaints manager will acknowledge it in writing within 2 working days and will aim to provide a full response in writing within 10 working days.
2. If Louise Slimings is unavailable, we will take brief details about the complaint and will arrange for a meeting when they are next available. We will keep comprehensive and confidential records of your complaint, which will be stored securely and only be accessible by those who need to know about your complaint.
3. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the treating dentist unless you do not want this to happen.
4. We will acknowledge your complaint in writing within 2 working days, enclosing a copy of our Complaints procedure. We will thoroughly and fairly investigate the complaint and provide a response within 10 days. If more time is required, you will be kept informed of this every 10 days and reasons given. On completion of our investigation, we will confirm the outcome with you, in writing or in person.
5. When the investigation has been completed, you will be informed of its outcome in writing and invited to discuss the results and any practical solutions we can offer you. These solutions could include replacing treatment, refunding fees paid, referring you for specialist treatments or other solutions that meet your needs and resolve the complaint.
6. We encourage all patients to initially direct any concern or complaint to the practice itself, however, if a patient is receiving NHS treatment but feel they cannot speak to the practice, they may direct their complaint to: Cardiff &

Vale University Health Board, Concerns department, Whitchurch Hospital, Park Road, Whitchurch, Cardiff, CF147XB Tel: 02920 742202 email: [concerns@wales.nhs.uk](mailto:concerns@wales.nhs.uk)

7. If a patient is dissatisfied with the outcome of our complaint handling, once we have investigated and responded to a patients' concern, the complaint may then be directed to:

NHS Treatment Complaints	Private Treatment Complaints
Public Services Ombudsman for Wales 1 Ffordd yr Hen Gae, Pencoed, CF35 5LJ Tel: 0300 7900203	Dental Complaints Service Stephenson House, 2 Cherry Orchard Rd, Croydon, CR0 6BA Tel: 020 8253 0800

**Other useful contacts:**

**Health Inspectorate Wales** (HIW) is the independent inspectorate and regulator of all healthcare in Wales. Patients can make a complaint to HIW at any stage of the complaints procedure: Government Buildings, Rhydycar Business Park, Merthyr Tydfil CF48 1UZ  
Tel: 0300 628163

**Community Health Council** can provide advice, information and assistance with making an NHS complaint , 3<sup>rd</sup> Floor, Park House, Greyfriars Rd, Cardiff CF10 3AF  
Tel: 02920 377407

**General Dental Council**, GDC are responsible for regulating all dental professionals. You can complain using their online form at [www.gdc-uk.org](http://www.gdc-uk.org) or by calling: 020 7167 6000

**Denplan** If you are a member of Denplan and dissatisfied with your service please call the Customer Advisor team: 0800 401 402 or write to ,The Head of Customer Services, Denplan, Denplan Court, Victoria Road, Winchester, SO23 7RG

## PRIVACY AND DIGNITY

Staff at East Street Dental Centre wishes to demonstrate their commitment towards equality. Our patients' privacy and dignity will be always respected in line with the Equality Act 2010.

- We recognise all our patients as individuals with diverse needs
- We will aim to accommodate the needs of our patients relating to any disability wherever possible
- We will respect the rights and dignity of all our patients



- We do not tolerate any form of discrimination against patients on grounds of age, disability, gender re-assignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

<b>Date Statement of Purpose written</b>	17.2.22
<b>Author</b>	Louise Slimings

## STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	13.5.24
Reviewed by	Louise Slimings
Date HIW notified of changes	

Date Statement of Purpose reviewed	18.9.24
Reviewed by	Louise Slimings
Date HIW notified of changes	