

# Statement of Purpose

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In accordance with the Requirements of  
The Health and Social Care Act 2008  
(Regulated Activities) Regulations 2014

For Registration with the Health Inspectorate Wales as an  
Individual

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**Porthkerry Dental Centre**

Full Name of Registered Provider: (or names of all partners)	Mr Owain Joynson
Full Address of Registered Provider:	2 Porthkerry Road, Barry, The Vale of Glamorgan, CF62 7AX
Telephone:	01446 735395
Email Address:	porthkerrydental@btconnect.com
Provider is:	An individual <del>A partnership</del> <del>An organisation</del>
Name of all Partners: (If appropriate)	
Location of Service Provision: (If different from above)	
Telephone	01446 735395
Email Address	Porthkerrydental@btconnect.com
The Registered Manager at this location is:-	
Name:	Mrs Gemma Warren
Telephone:	01446 735395
Email Address:	Porthkerrydental@hotmail.com

**The Regulated Activity at the above locations is: Personal Dental Services (PDS)**

### **Regulated Services Provided**

The regulated activities provided comprise:

- Treatment of disease, disorder or injury
- Surgical procedures
- Diagnostic and screening procedures

### **Aims and Objectives**

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.

## **Practice Location and Facilities**

Situated in Barry, this practice offers dental services to the whole population of Cardiff and the Vale which consist of:

- **Preventive advice and treatment – All Age Ranges**
- **Routine and restorative dental care – All Age Ranges**
- **Root canal treatment – All Age Ranges, 3 types of rotary Endodontic systems Adaptive, Wave and Protaper**
- **Dental hygiene – All Age Ranges**
- **Surgical treatment – All Age Ranges**
- **Tooth whitening - Age Range 18+**
- **Crown and bridgework - All Age Ranges - CAD/CAM Cerec for restorations in one visit.**
- **Cosmetic private dentistry – All Age Ranges**
- **Dentures – All Age Ranges**
- **Orthodontic treatments – Age 12+**
- **Implants – Over Age 18**
- **Laser Treatment – Biolase Epic X diode laser system Age ranges – Suitable for all patients who have a suitable medical history**  
**Used for: Excisional and incisional biopsies, Exposure of unerupted teeth,**

**Fibroma removal, Frenectomy, Gingival troughing for crown impressions, Gingivectomy, Gingivoplasty,**

**Gingival incision and excision, Haemostasis and coagulation, Implant recovery, Incision and drainage of abscess, Leukoplakia, Operculectomy, Oral papillectomies, Reduction of Gingival hypertrophy, Soft tissue crown lengthening, Treatment of canker sores, herpetic and aphthous ulcers of the oral mucosa, Tissue retraction for impression, Laser soft Tissue curettage, Laser removal of diseased, infected, inflamed and necrosed soft tissue within the periodontal pocket, Sulcular debridement, Light activation for bleaching materials for teeth whitening, Laser-assisted whitening/bleaching of teeth.**

- **Dual OPG / CBCT Scans – Sirona XG3D. All Age Ranges – Suitable for all patients who have a suitable medical history**

**Used for: Surgical planning for impacted teeth, Diagnosing temporomandibular joint disorder (TMJ), Accurate placement of dental implants, Evaluation of the jaw, sinuses, nerve canals and nasal cavity, Detecting, measuring and treating jaw tumors, Determining bone structure and tooth orientation, Locating the origin of pain or pathology, Reconstructive surgery**

### **Staff within the Practice**

<b>Owain Joynson - BDS</b>	Principal Dentist
<b>Rebecca Wright - BDS</b>	Associate Dentist
<b>Lewis Bird – BDS</b>	Associate Dentist
<b>Maryam Hussain - BDS</b>	Foundation Dentist
<b>Gemma Hillberg</b>	Senior Dental Nurse
<b>Victoria Hembury</b>	Dental Nurse
<b>Holly Gee</b>	Dental Nurse
<b>Zoe Sanders</b>	Dental Nurse
<b>Makayla Cameron</b>	Dental Nurse
<b>Lisa Jenkins</b>	Dental Nurse
<b>Kirstie Dixon</b>	Trainee Nurse
<b>Rachel Brown</b>	Hygienists:
<b>Maria Fernandez-Streat</b>	
<b>Stephanie Bowyer</b>	
<b>Gemma Warren</b>	Manager / Dental Nurse
<b>Adele Cleves</b>	Senior Receptionist
<b>Nicola Bruce</b>	Receptionist

### **Facilities with the Practice**

- Our large patient waiting area provides a comfortable waiting space.
- We have a dedicated children's corner where children can learn tips on toothbrushing and collect toothbrushing charts and puzzles. First floor waiting room has plenty of children's books.
- We have plans to build a purpose-built decontamination facility to assure Best Practice standards of infection control
- There are wide doorways and a downstairs surgery to provide easy access for wheelchair users or people with prams or pushchairs
- Reception layout has been modified to accommodate wheelchair users and shorter patients
- There is a hearing induction loop at reception
- We use a dual OPG / CBCT machine

- We employ digital imaging for instant radiography at the lowest and safest dosage: equipment is registered with the Health and Safety Executive
- Access to downstairs toilet on ground floor via reception and through the side of the building

### **Making an Appointment**

- All patients are seen on an appointment basis
- Opening Hours: Mon – Thurs                      0900 – 1300, 1400 – 1700  
Fri    0900 – 1330

### **Missed Appointment and Cancellations and Policy**

Missing appointments wastes time and resources which are needed for other patients. Our practice policy is that if you miss or cancel an appointment with less than 24 hours notice, all subsequent appointments will be cancelled automatically. If you fail or late cancel more than one appointment, then we may no longer be able to offer you NHS treatment. We will of course take any special circumstances into account. We may still be able to offer private dental care, but will require a non-refundable deposit. We always try to see patients at the appointed time.

### **Smoking Policy**

In order to provide a safe healthy and smoke-free environment for staff and patients, the establishment is a no smoking area.

### **Methods of Payment/Credit**

All major credit/debit cards are accepted. For more complex treatment plans, payment plan discussions can be held with the Practice Manager.

### **Mobile Phones**

Patients are requested not to use mobile phones within the building.

### **Car Parking**

There are no parking facilities at the practice. Parking in on street only.

### **Patient Centred Care**

We care about providing the right treatment for patients, so treatments and procedures are only carried out after fully discussing the pros and cons with the patient.

### **Consultations**

- All consultations are carried out in person with patients, by qualified personnel in the privacy of the treatment room.
- Records of all consultation and treatments are kept in patients' notes
- At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure and all alternatives will be discussed, and consent obtained prior to commencement

### **Patient Records**

The details of patients are taken at the initial consultation which also form part of the patient records.

### **Information provided to the Patients**

This practice ensures that information provided to patients and prospective patients and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a Patient Information Leaflet.

## **Treatment of Children**

We do provide treatment for children. We will expect minors to be accompanied to the practice by their parents/guardians.

## **Consent**

- Patients have the right to make their own decisions regarding medical treatment and care. Prior to the commencement of treatment, patients will be required to sign a form of consent
- Consent to treatment must always be given freely and voluntarily by a person capable of making decisions regarding the treatment. Those with a learning disability must be accompanied by a parent or guardian who will sign the consent form on their behalf.

## **Patient Surveys**

- The practice will obtain the views of its patients in a formal survey at least once a year, and use these to inform the provision of treatment and care of prospective patients
- The Patient Information Leaflet outlining what patients can expect is always readily available to patients and copies are available in the waiting room and reception
- It is the policy of this practice also to carry out annual random patient surveys to seek the views of our patients as to the quality of the treatment and care provided by our personnel
- This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards.
- Patients views will be collated into a report (by Denplan) by entering the results into a spreadsheet and totals and percentages will be calculated as to the overall performance. Explanation of the totals may also be represented by visual aids such as graphs and charts. The results of the survey will also be made available to staff by way of discussion at a staff meeting. Guidance as to where and how to access the report will be noted in the minutes of these staff meetings

## **Privacy and Dignity of Patients**

The privacy and dignity of patients are respected at all times. This practice has a policy of patient confidentiality and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

## **Checklist for Consultation**

- We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure
- If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation

## **Complaints Procedure**

- This practice operates a complaints procedure as part of its dealing with patients' complaints which complies with the Health Inspectorate Wales' requirements
- Patients are asked that in the event of any complaint, to speak directly or write to Mrs Adele Cleves. Patients who require further advice regarding the complaints process should direct their enquiry to Mrs Gemma Warren who, when applicable, will recommend the services of an independent advocate. A copy of the complaints process is on show in a see through cabinet at Reception.

## **What we shall do**

Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints within two working days and aim to have looked into the complaint within 10 working days of the date when it was raised. We shall then be in a position to offer an explanation or a meeting as appropriate. If there are any delays in the process we will keep the complainant informed.

## **When we look into a complaint, we shall aim to:**

- Find out what happened and what, if anything, went wrong
- Make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again
- At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing

### **Complaining on behalf of someone else**

The rules of medical confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated. If the complaint is not resolved to the patient's satisfaction, the patient will be advised to write (as appropriate) to:

#### **For NHS Treatment**

By Post: Mr Adam Cairns, Chief Officer, Cardiff & Vale UHB Headquarters, Whitchurch Hospital, Cardiff, CF14 7XB

By Email: [concerns@wales.nhs.uk](mailto:concerns@wales.nhs.uk) By Telephone: 02920 744095 By Fax: 02920 336365

#### **For Private Treatment**

By Post: Healthcare Inspectorate Wales, Welsh Government, Rhydycar Business Park, Merthyr, CF48 1UZ

By Email: [hiw@wales.gsi.gov.uk](mailto:hiw@wales.gsi.gov.uk) By Telephone: 0300 0628163

#### **For Denplan Treatment**

By Post: The Head of Customer Services, Denplan Ltd, Denplan Court, Victoria Road, Winchester, SO23 7RG

By Email: [customerrelations@denplan.co.uk](mailto:customerrelations@denplan.co.uk) By Telephone: 0800 401 402

#### **Public Service Ombudsman for Wales**

1 Ffordd yr Hen Gae

Pencoed

CF35 5LJ

Tel: 0845 601 0987

<http://www.ombudsman-wales.org.uk/>

### **Help us to get it right**

We constantly try to improve the service we offer, so we will encourage patients to let us know when we have done something well or if there are any suggestions as to how we can do something better.



Registered Manager

Reviewed: 2<sup>nd</sup> September 2024

Updated July 2020 (COVID update)

Updated 18<sup>th</sup> November 2021 (Staff Names updated)

Updated 25<sup>th</sup> May 2023 (To reflect Gemma Warren's Maternity Leave)