

STATEMENT OF PURPOSE

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| Name of establishment or agency | Greenfield Dental Care |
| Address and postcode | 60 Greenfield Avenue Dinas Powys Vale of Glamorgan CF64 4BX |
| Telephone number | 02920 515151 |
| Email address | surgery@greenfielddentalcare.com |
| Fax number | N/A |

Aims and objectives of the establishment or agency

1. Provision of comprehensive dental treatment on a private basis
2. To establish and maintain good oral health for all our patients.
3. Practice preventative dentistry including examinations, oral hygiene instructions and hygiene appointments.
4. To provide a high-quality range of dental services to the whole community, including;
 - a. Diagnosis: consultations/examinations, x-rays, gum assessments
 - b. Treatment: routine restorative work (fillings), endodontics (root canal treatment), treatment of gum conditions (periodontal disease), prosthetics (crowns, bridges and dentures) and cosmetic/aesthetic procedures (veneers, tooth whitening).
5. To offer patients a friendly and professional service.
6. To understand individual patient's needs and aspirations.
7. To involve patients in development of treatment and explain the diagnosis in detail. Particular attention should be given and necessary action taken, for the following; treatment options, cost, risks, advice, etc.
8. To keep patients well informed and obtain relevant valid consent.
9. To refer to appropriately qualified specialist dental practitioners in the patient's best interest, where necessary. Temporary treatment provided, if needed.
10. A team that is professional, appropriately trained and up to date in best practice.
11. An environment that is clean, safe, friendly, relaxed and comfortable.

12. Gaining feedback from patients on their treatment and journey within the practice.
13. Our ultimate aim is to achieve an informed and empowered patient, who will achieve a good oral health outcome.

REGISTERED MANAGER DETAILS

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| Name | Lauren Burrows |
| Address and postcode | c/o 60 Greenfield Avenue Dinas Powys Vale of Glamorgan CF64 4BX |
| Telephone number | 02920 515151 |
| Email address | practicemanager@greenfielddentalcare.com |
| Fax number | N/A |
| Relevant qualifications | Higher Dental Practice Management Level 4 in progress |
| Relevant experience | Having worked at Greenfield Dental Care for several years, I began my position as Practice Manager in 2021. I am currently enrolled to complete Higher Dental Practice Management Level 4. Working alongside Principal Dentists; David Woodsford and Victoria Kenney, I ensure the smooth running and development of the dental practice and manage the delegation of duties within the team, to the relevant staff members. |

RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

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| Name | Victoria Kenney |
| Address and postcode | c/o 60 Greenfield Avenue Dinas Powys Vale of Glamorgan CF64 4BX |
| Telephone number | 02920 515151 |
| Email address | practicemanager@greenfielddentalcare.com |

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| Fax number | N/A |
| <p>Relevant qualifications</p> <p>BDS Lond MFDS RCS Eng</p> | |
| <p>Relevant experience</p> <p>Having qualified in 2003, Victoria first completed Vocational training in South Wales. This was followed by several years working in the Oral and Maxillofacial department at the Royal Gwent Hospital, first full time and then in a part time role.</p> <p>She returned to part time general dental practice in 2006 and became a practice owner in 2007 at Greenfield Dental Care.</p> <p>Alongside general dental practice, she maintains a part time role at St Davids hospital as a clinical supervisor to the year 3&4 undergraduate dental students.</p> | |
| <p>Roles and responsibilities within the organisation</p> <p>Practice Owner and Principal Dentist GDS contract Provider/Performer Clinical care of a list of patients</p> <p>Oversees all aspects of Dental Practice management</p> <ul style="list-style-type: none"> • Staff Management • Patient Management • Compliance Management • Financial Management • Equipment Management • Day to Day running of the practice <p>Supported by a very capable team with appropriate delegation but retains overall responsibility and oversight of all areas. Ensures practice complies with current rules and regulations and professional responsibilities for a dental practice.</p> | |

STAFF DETAILS

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

| Name | Position | Relevant qualifications / experience / GDC Registration |
|--------------------|------------------------------|---|
| David Woodsford | Practice Principal / Dentist | BDS Lond 78205 |
| Victoria Kenney | Practice Principal / Dentist | BDS Lond MFDS RCS Eng 82495 |
| Lauren Burrows | Practice Manager | NA |
| Chloe Mapley | Receptionist | NA |
| Hollie Cleaver | Receptionist | NA |
| Claire Powell | Dental Nurse | 298509 |
| Elizabeth Critcher | Trainee Dental Nurse | TBC |
| Maddison Wilkins | Trainee Dental Nurse | TBC |
| Olivia Weare | Dental Therapist | 115367 |
| Sarah Virgo | Dental Therapist | 202575 |
| Emma Baggett | Dental Hygienist | 267768 |
| Stephanie Bowyer | Dental Hygienist | 248405 |

ORGANISATIONAL STRUCTURE

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

Practice Principal/Provider:
David Woodsford

Practice Principal/Provider:
Victoria Kenney

Practice Manager:
Lauren Burrows

Dental Nurses:
Claire Powell
Elizabeth
Critcher
(trainee)
Maddison
Wilkins (trainee)

Receptionists:
Chloe Mapley
Hollie Cleaver

Therapists:
Olivia Weare
Sarah Virgo

Hygienists:
Emma Baggett
Stephanie
Bowler

SERVICES / TREATMENTS / FACILITIES

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

We welcome patients of all ages for necessary general dental services.
Certain treatments are only available for patients over 18 years of age.

Dental - private dental treatment including examinations, prevention and
diagnosis, extractions, fillings, crowns, bridges, dentures, nightguards and
tooth whitening.

Appropriate dental radiographs are used as an aid to diagnose a patient's
oral condition.

Facial aesthetics treatment – Botulinum Toxin and dermal fillers.

All our dental services are provided from 3 air-conditioned surgeries, each
with a dental chair, central suction, air turbine, contra angled hand piece, 3
in 1 air spray, ultrasonic scaler and an x-ray unit.

We have a surgery dedicated to endodontic treatment which benefits from
the use of an endodontic microscope.

The practice is fully computerised, including patient records, and is
equipped with digital X-rays, for quick and safe processing.

PATIENTS VIEWS

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

We speak with our patients directly, in surgery or at reception, asking for their opinions, thoughts or suggestions.

We follow up all appointments with an email asking patients to inform our reception team if they have any feedback or suggestions of areas we can improve.

For improved dental service delivery, we discuss feedback in practice meetings for continued practice development. Changes will be discussed and agreed, as necessary.

ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

Opening Hours

Monday 08.30 - 17.30

Tuesday 09.00 - 18.00

Wednesday 08.30 - 17.00

Thursday 08.30 - 17.30

Friday 08.30 - 13.00

Saturday Closed

Sunday Closed

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

Urgent care:

During our opening hours, any registered patient of the practice, who is in pain and requests to be seen immediately, will be offered the next available appointment time on the same day, provided they call before 11am. If the patient cannot attend immediately, they will be seen at the next emergency appointment, within 24 hours.

Out of hours treatment:

Outside of our practice opening hours, patients are advised to call the Local Health Board Out of Hours Service. The number provided is 0300 1020247.

Patients abroad, registered to a DPAS membership plan, can call 01747 870910 during DPAS UK opening hours.

This information is displayed on our website and available on an answerphone message, when calling the practice outside our practice opening hours. It is also available on practice signage and available to be viewed when the practice is closed.

If you provide in patient care what are the arrangements for contact between patients and their relatives i.e. visiting times

We do not provide in-patient care at the practice.

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)*

If a patient wishes to make a complaint or simply let us know how we could have done better, they can contact Lauren Burrows, our Complaints Manager:

- By telephone on 02920 515151
- By email at surgery@greenfielddentalcare.com
- By letter to Mrs Lauren Burrows, Complaints Manager, Greenfield Dental Care, Greenfield Avenue, Dinas Powys, CF64 4BX
- In person.

We acknowledge all complaints in writing and enclose a copy of the code of practice as soon as possible, normally within 2 working days.

We will investigate the complaint within 4 weeks and, as far as reasonably practicable, will let the patient know how the investigation is progressing.

When we have completed the investigation, we will provide the patient with a full written report, unless they have told us that they do not wish for further communication. The report will explain how we considered the complaint, the conclusions we reached for each part of the complaint, details of any remedial action we have taken and whether further action is needed.

If the complaint was about dental treatment and the patient is not satisfied with the result of the investigation, they can take up the matter with a relevant external organisation.

For complaints outside the practice, about private treatment:
Dental Complaints Service, 37 Wimpole Street, London W1G 8DQ
(020 8253 0800 or online at <https://contactus.gdc-uk.org/dcs/Complaint/PrivatePatients>).

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*

The non-discrimination rights of our patients and our staff are protected by anti-discrimination legislation including the Equality Act 2010, Part-time Workers (Prevention of Less Favourable Treatment) Regulations 2000 and the Employment Rights Act 1996.

The practice encourages and promotes an open, inclusive and respectful culture, with respect to patients' privacy and dignity, in line with the Equality Act 2010. To do this we apply the following:

1. Regularly discussing equal opportunities at practice meetings, involving the whole team
2. Annually reviewing policies and procedures
3. Adopting procedures
4. Practicing the following policies:
 - i) Anti-Bullying and Harassment Policy
 - ii) Chaperone Policy
 - iii) Confidentiality Policy
 - iv) Consent Policy
 - v) Disability Access Policy
 - vi) Data Protection Privacy Notice for Patients
 - vii) Equality and Diversity for Patients Policy
 - viii) FGM Legislation and Guidance Policy

- ix) New Patient Booking and Unregistered Patient Emergency Appointment Policy
- x) Patient Appointment Policy
- xi) Patient Satisfaction Questionnaire
- xii) Safeguarding, Child and Vulnerable Adult Protection Policy

The practice is wheelchair accessible as door access, reception area and the surgery are all on one level. The reception desk is two tiered, to ensure people of varied disability can be supported when at the desk. We have a disabled access toilet available to use, which is non-gender specific.

We develop and support equality and diversity measures by:

- Providing patient information in a variety of languages, where possible and if required
- Responding positively to the diverse needs and experiences of our patients and the community, even when those needs are challenging to deal with
- Taking all reasonable steps to ensure our services are accessible to patients with any disability.

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| Date Statement of Purpose written | 27.02.23 |
| Author | Lauren Burrows |

STATEMENT OF PURPOSE REVIEWS

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| Date Statement of Purpose reviewed | 17 th July 2023 |
| Reviewed by | Victoria Kenney |
| Date HIW notified of changes | 19 th July 2023 |

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