

STATEMENT OF PURPOSE

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	
Name	Hollie Cleaver
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

RESPONSIBLE INDIVIDUAL DETAILS (please delete this section if not applicable)	
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
Fax number	N/A
Relevant qualifications	BDS Lond MFDS RCS Eng
Relevant experience	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.



She returned to part time general dental practice in 2006 and became a practice owner in 2007 at Greenfield Dental Care.

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.

Roles and responsibilities within the organisation

Practice Owner and Principal Dentist
GDS contract Provider/Performer
Clinical care of a list of patients

Oversees all aspects of Dental Practice management

- Staff Management
- Patient Management
- Compliance Management
- Financial Management
- Equipment Management
- Day to Day running of the practice

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.

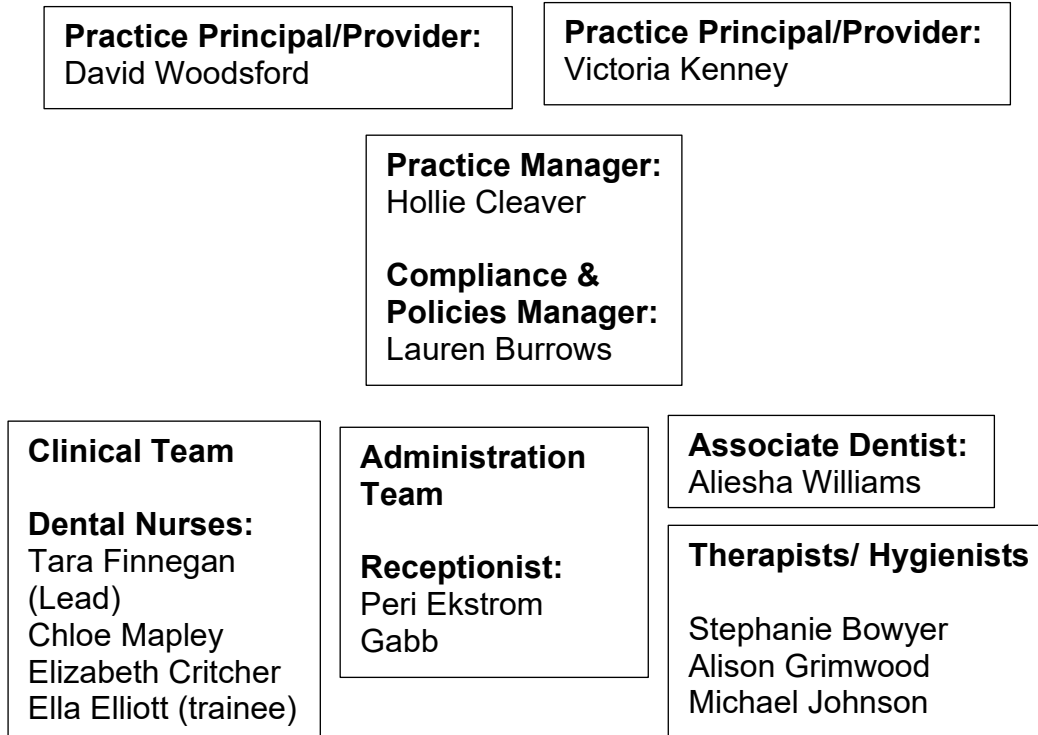
STAFF DETAILS

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 MSc (Endo) 78205
Victoria Kenney	Practice Principal / Dentist	BDS Lond MFDS RCS Eng 82495
Aliesha Williams	Associate Dentist	271898
Hollie Cleaver	Practice Manager	NA
Lauren Burrows	Compliance & Policies Manager	NA
Peri Ekstrom Gabb	Receptionist	NA
Tara Finnegan	Head Dental Nurse	297824
Chloe Mapley	Dental Nurse	331284
Elizabeth Critcher	Dental Nurse	330640
Ella Elliott	Trainee Dental Nurse	TBC
Stephanie Bowyer	Dental Hygienist	248405
Alison Grimwood	Dental Therapist	283139
Michael Johnson	Dental Therapist	278940

ORGANISATIONAL STRUCTURE

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



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, tooth whitening and aligners.

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 09.00 - 17.30

Friday 08.30 – 12.30

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.

Date Statement of Purpose written	27.02.23
Author	Lauren Burrows



STATEMENT OF PURPOSE REVIEWS

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

Date Statement of Purpose reviewed	1 st April 2025
Reviewed by	Lauren Burrows
Date HIW notified of changes	

Date Statement of Purpose reviewed	12 th March 2026
Reviewed by	Lauren Burrows
Date HIW notified of changes	12 th March 2026

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

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