

STATEMENT OF PURPOSE

Name of establishment or agency	Bupa Dental Care Bangor Lodwig Villa
Address and postcode	Holyhead Road Bangor Gwynedd LL57 2DP
Telephone number	01248 355595
Email address	LodwigVillaBangor@bupadentalcare.co.uk
Fax number	

Aims and objectives of the establishment or agency

We aim to provide a high standard of ongoing preventive dental care in a safe, caring, supportive environment in which our patients are treated with respect and their dignity is always preserved. We aim to promote good oral health and foster an understanding of its benefits in general wellbeing by encouraging our patients to take responsibility for their own oral health.

We aim to involve our patients in all that we do, whether this be by involving them in how we deliver services or by involving them in decisions about their own treatment and oral health. We carefully question our patients to identify their treatment needs prior to explaining fully all treatment options. We ensure our patients have understood the options explained and encourage them to ask questions if they do not understand. When it is in the patient's best interests to refer them for advice or treatment, we ensure they are fully informed of the reasons for this. Patients are given time to consider discussions and options feel encouraged to act upon this.

We aim to make all our patients feel confident that they receive the best possible advice in a form they can understand so that they are able to make informed choices about their care. This includes ensuring that they have an understanding about the likely outcomes of any treatment, the cost, and any associated risks. We aim always to obtain valid consent, which requires a full explanation of the nature, purpose and material risks of any proposed procedures, and the consequences of not having the treatment, in a language that the patient can understand (using an interpreter and visual aids where necessary).

REGISTERED MANAGER DETAILS

Name	Gemma Innocent
Address and postcode	Bupa Dental Care Bangor Lodwig Villa Holyhead Road Bangor Gwynedd LL57 2DP
Telephone number	01248 355595
Email address	Gemma.Innocent@bupadentalcare.co.uk

Fax number	
Relevant qualifications	<p>CIPD Level 5 Associate Diploma in People Management (HR) ILM Level 5 NVQ Diploma in Management and Leadership OCR Level 5 Diploma in Management and Leadership IOSH Managing Safely Defence Instructional Techniques National Certificate Dental Nursing NEBDN HND Business Studies</p>
Relevant experience	<p>Over 20 Years' experience in Dentistry including clinical roles, customer facing and management roles.</p> <p>People Management Training & Coaching Cost and Budget Control Health & Safety Clinical Compliance and Governance.</p>

RESPONSIBLE INDIVIDUAL DETAILS

Name	Mark Allen
Address and postcode	Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook, Bristol, United Kingdom, BS16 1GW
Telephone number	03332204384
Email address	Mark.Allan@bupadentalcare.co.uk
Fax number	
Roles and responsibilities within the organisation:	
General Manager responsible for the safe and effective running of nearly 500 dental practices within the UK	

STAFF DETAILS

Name	Position	Relevant qualifications / experience
Dr Sam Farmanbar	Dentist	Tandlakare Karolonska 1993
Dr Piotr Wieteska	Dentist	Lek Dent Warsaw 1994
Dr Sunitha Bhyregowda	Dentist	Statutory exam 2006 MFDS RCs England 2005 BDs Bangalore 1994 PgDip Aesthetic Dentistry PgCert Implantology

Dr Dominic Knights	Dentist	LDS RCS Eng 1990
Dr Gwawr Roberts	Dentist	BDS University of Wales 2006
Shamrock Frydrych	Hygienist	Dip Dent Hygiene Sweden 2002
Linda Williams	Receptionist	20+Years Experience
Wendy Davies	Receptionist	NVQ level 2 in business management
Catrin Wannop	Lead Nurse	Level 3 Diploma in Dental Nursing, City & Guilds 2022 NEBDN Certificate in Dental Implant Nursing 2023
Krystle Mason	Treatment Coordinator	Diploma on dental nursing level 3 QCF city and guilds 2017 NEBDN Certificate in Dental Implant Nursing 2023
Allison Owen	Dental Nurse	National certificate NEBDN 2005
Jessica Laurence	Dental Nurse	Diploma on dental nursing level 3 QCF city and guilds 2020
Seren Unsted	Dental Nurse	Diploma on dental nursing level 3 QCF city and guilds 2020
Stephanie French	Dental Nurse	Diploma on dental nursing level 3 QCF city and guilds 2014
Phoebe Baillie	Dental Nurse	Level 3 Diploma in Dental Nursing, City & Guilds 2024
Beth Griffiths	Apprentice Dental Nurse	Currently on the Tempdent pathway

SERVICES / TREATMENTS / FACILITIES

Examinations
 Emergencies
 X-Ray/OPG/CBCT
 Hygiene Appointments
 Fillings
 Root Canals
 Dentures
 Crowns
 Veneers
 Lumineers
 Bridges
 Social Ortho – Invisalign
 Implants
 Facial Aesthetics
 Teeth Whitening (In Chair and at Home Whitening)

All treatments are provided in line with NICE guidelines

PATIENTS VIEWS

We undertake patient satisfaction surveys that specifically ask patients whether they are confident they are treated as individuals, listened to and involved in decisions about their treatment. We also capture ad hoc patient comments that are discussed at practice meetings. We act on feedback received and ensure that patients are aware of changes made as a result of their feedback.

ARRANGEMENTS FOR VISITING / OPENING HOURS

Opening Hours: Monday to Friday 8.30 – 5.30
Saturdays 1-2 days per month for hygienist services only.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We have a published complaints policy that is regularly reviewed and updated. We view complaints as an opportunity to increase the influence our patients have on how we plan and deliver our services. Our Practice Complaints Policy is displayed, understood and complied with by all team members. Our team understands the importance of listening to the nature of any complaint and reassuring the patient it has been understood and will be acted upon within the agreed timeframe.

We act promptly on all complaints or expressions of dissatisfaction and aim to resolve all complaints in-house to the satisfaction of all concerned. All complaints about service levels are discussed at practice meetings with the aim of rectifying any problems and avoiding a recurrence. We keep a log of all complaints and analyse this for trends that show where changes to our services may be needed.

PRIVACY AND DIGNITY

We have policies for consent and confidentiality that are regularly discussed at practice meetings and updated when necessary and at least yearly. All team members understand the role they play in obtaining valid consent and confidentiality.

At this practice, we take equality, diversity, and human rights seriously in order to meet our obligations under the equality, anti-discrimination and human rights legislation. We also believe that we have a moral and ethical obligation to promote equality and eliminate discrimination and harassment and to uphold human rights principles.

We wish to create a workplace and service environment which is free from unfair or unlawful discrimination and harassment and where human rights principles are upheld. We will challenge inequality, discrimination and disadvantage and will work to achieve the highest standards of patient care and employment practices.

We wish to ensure that no one who already uses or seeks to use our services or who is a prospective or actual employee should receive less favourable treatment on the grounds of their gender, trans-gender status, partnership status, caring status, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation.

Date Statement of Purpose written	11 January 2023
Author	Gemma Innocent

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	16 th January 2024
Reviewed by	Gemma Innocent
Date HIW notified of changes	