



Bupa Dental Care

Health Inspectorate Wales Statement of Purpose Process

Applicable To	HIW Registered Managers
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Approver & Role	Jennifer Ritchie, Head of Clinical Governance and Quality
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Statement of Purpose

What is a Statement of Purpose?

A regulator Statement of Purpose is a document which includes a standard required set of information about a service. It is a legal requirement as part of the Registered Manager registration process with Health Inspectorate Wales. There is a further requirement for the Registered Manager to update the Statement of Purpose when there are any changes to the information it contains.

The Statement of Purpose describes:

- The aims and objectives of the practice.
- Registered Provider details
- Registered Manager details
- Information about staff
- Services, Treatments and facilities
- How you seek patient views
- Practice opening hours and information on out of hours care
- How patients lodge a complaint
- How you describe privacy and dignity of patients

This process document will set out how the HIW Statement of Purpose should be completed prior to your interview.

Any change in any of the above information following the Registered Manager interview needs to be updated on the Statement of Purpose and submitted to HIW within 28 days of the change.

Failure to ensure HIW have an up to date copy of your SOP will result in a breach of Regulation 5 and The Registration of Private Dentistry (Wales) Regulations 2017. This can lead to prosecution and a Fixed Penalty Notice being served to the Provider and/or to the Registered Manager

How to complete the Statement of Purpose

You will be sent a Statement of Purpose template from BDC Registrations team - registrations@bupadentalcare.co.uk - as part of your mandatory registration documents, this document will set out how to complete the Statement of Purpose as part of the registration process. The registrations assessor will review the Statement of Purpose prior to the interview and will refer to it during your interview.

Part 1 – Details of the location

- Name of establishment or agency - Include the full name of the location for example Bupa Dental Care Neath. The exact name of the location can be found on your practices certificate of registration
- Address - Complete the address section for the provider. This should exactly match the practices address listed on the certificate of registration otherwise HIW will reject the document
- Main telephone – List the practices telephone number
- Email – List the practices email address
- Fax number – List the number if you have a fax machine

Part 2 – Aims and Objectives

Please detail the practices aims and objectives the service has set itself and include the outcomes or results you will use to measure its success.

- Describe the impact you intend to have on service users
- What benefits can service users expect to experience as a result of using the service
- How you will involve patients in how services are delivered and how feedback will be gathered



Part 3 – Registered Manager details

- Name – Enter your name as it shows on your DBS check and application form
- Address and postcode – This should be your practices address and not your personal address. The Statement of Purpose is a public document and should be displayed in the practice
- Telephone number – Practices telephone number
- Email address – Practices email address
- Fax number – Practices fax number
- Relevant qualifications – List any qualifications that you have that are relevant for the position of Registered Manager, such as any clinical or managerial qualifications
- Relevant experience – List any relevant experience for the position of Registered Manager, this might include previous practice or clinical experience.

Part 4 – Responsible Individual details

The Responsible Individual is the person within an organisation or corporate who is accountable for all the services registered with HIW. In Bupa Dental Care the Responsible Individual is Gabriela Pueyo

- Name – Gabriela Pueyo
- Address and postcode - Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook, Bristol, United Kingdom, BS16 1GW
- Telephone number – 01454 771530
- Email address – practicequeries@bupadentalcare.co.uk
- Relevant experience – Managing Director at Bupa Dental Care
- Roles and responsibilities within the organisation - Managing Director of Bupa Dental Care, responsible for the safe and effective running of nearly 500 dental practices within the UK

Part 5 – Staff details

In this section you will need to list all the members of the practice, their position and the relevant qualifications/ experience, for example:

- Name – Joe Bloggs
- Position – Dental Nurse
- Relevant Qualifications – Diploma in Dental Nursing Level 3

Part 6 – Services/treatments/facilities

- List the services, treatments and facilities you provide to service users
- Detail the type of needs that people who will use your services will have
- The age range of the people you will be treating
- Any specialist equipment that will be used to provide treatment

Part 7 – Patients views

Please detail how you will collect patients' views; some examples would include:

- Patient satisfaction surveys
- Comment cards
- NPS scores
- Google reviews
- If patient feedback is discussed in practice meetings
- How you act on feedback received

Part 8 – Arrangements for visiting/opening hours

Please list your opening hours and what arrangements are in place for out of hours emergency treatment

Part 9 – Arrangements for dealing with complaints

Provide details on:

- How a patient would complain
- Who a patient would complaint to?
- What happens when a complaint is received?
- The complaints policies in BDC

- Head office support

Part 9 – Privacy and dignity

How do you ensure that patient's privacy and dignity is respected in line with the Equality Act 2014, some examples might include:

- BDC policies for consent and confidentiality
- Our staff are trained on Equality and Diversity and use the information provided on our Company intranet. As Registered Manager I ensure that training is reviewed and followed up annually and any policy updates are read and signed.
- We recognise that all patients irrespective of age, ethnicity, language or disability, have equal rights to be supported and make informed choices about their care and treatment without fear of prejudice or recrimination.
- We understand that some patients may have different needs or requirements in delivery of their care. Our Practice Philosophy is centred on the needs of each individual and our goal is to deliver a high standard of care to all our patients in a sensitive and caring manner, tailored to everyone's requirements.
- Our Practice operates an open-door policy which actively encourages feedback on the services we provide in a non-judgemental and non-discriminatory way.

At the end of the Statement of Purpose you will need to sign and date to confirm the amendments made.

Monitoring Compliance

Once you have completed your Statement of Purpose you will need to update the Monitoring and Oversight tool with the latest version and review annually.

References and Associated Documentation

<https://hiw.org.uk/register-independent-healthcare-service>

STATEMENT OF PURPOSE

Name of establishment or agency	Bupa Dental Care Penarth
Address and postcode	25 Hickman Road Penarth CF64 2AJ
Telephone number	02920708317
Email address	penarth@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 well being 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 in order 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	Nicola Hooper
Address and postcode	80 Tweedsmuir Road Tremorfa Cardiff CF24 2RE
Telephone number	07933590106
Email address	Nicola.hooper@bupadentalcare.co.uk
Fax number	
Relevant qualifications	<ul style="list-style-type: none"> National Certificate Dental Nursing GDC registered - 146187
Relevant experience	<p>Nicola Hooper is a registered dental nurse (General Dental Council number 146187). She ensures compliance of her registration by completing her GDC 5-yearly cycle CPD log which is kept onsite. The training courses she has completed ensure a full understanding and knowledge of clinical aspects such as decontamination and cross infection as well good leadership and management skills.</p> <p>Nicola Carried out the Practice Manager Academy training provided within the company and completed this in April 2016</p> <p>She also qualified as a dental nurse in 2008 after initially registering with the GDC on competence.</p>

RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

Name	Mark Allan
Address and postcode	Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook, Bristol, United Kingdom, BS16 1GW
Telephone number	01454 771596
Email address	Mark.allan@bupadentalcare.co.uk

Fax number		
Relevant qualifications		
Relevant experience		
Roles and responsibilities within the organisation	General manager for 460 dental practices	
STAFF DETAILS		
<i>Please provide the following details for all staff providing services at your establishment or agency</i>		
Name	Position	Relevant qualifications / experience
Pavlos Andreadis	Associate	DipDS Thessaloniki 2010
Nasra Bahkshuwen	Associate	BDS Cardiff 2015
Jason Sugrue	Associate	BDS Bristol
Andrew McKelvay	Associate	BDS Cardiff
Jessica Hutton	Associate	BDS Newcastle University 2019
Najiyah Islam	Associate	BDS University of Sheffield 2020
Anil Kataria	Associate	BChD University of Leeds 2017
Rebecca Dodd	Dental Nurse	NVQ In dental nursing
Naila Varma	Dental Nurse	NVQ In dental nursing
Georgia Graham	Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2022
Naomi Moreton	Receptionist	
Lydia Moreton	Practice Coordinator	
Ellis Smith	Receptionist	
Stacey Watkins	Hygienist	Diploma Dental Hygiene University of Wales 2002
Louise Shanahan	Hygienist	Diploma in Dental Hygiene Cardiff University 2018
Jaimee Mitchell	Trainee Dental Nurse	
Ellie Smith	Trainee Dental Nurse	
Niamh Phillips	Trainee Dental Nurse	

SERVICES / TREATMENTS / FACILITIES

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

BUPA Dental Penarth is primarily focused on delivering high quality and safe treatments to all patients. The main services offered at the practice are listed in the patient guide and website. Services include:

General dentistry
Composite fillings
Short-term Orthodontics
Root canal fillings
Extractions

All patients are seen by the dentists for examinations before starting any treatment. Every patient will be required to complete a medical questionnaire at their examination appointment. This maybe self-completed or done in conjunction with the dentist. At the examination we discuss your expectations and provide a thorough explanation of the treatments provided. Any questions you may have will be addressed and any possible risks or side effects highlighted.

Prior to commencement of treatment a consent form will be required. Upon signing your consent, you are confirming that you understand the benefits and risks of treatment. In addition, you are also acknowledging that no guarantee can be given with regard to clinical outcome. Each visit you will be required to verbally state any alterations to your medical history.

PATIENTS VIEWS

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

We undertake patient satisfaction surveys every three months 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 all feedback received and ensure that patients are aware of changes made as a result of their feedback.

- We have a feedback box located in both our waiting areas with forms.
- Online feedback questionnaires which are sent out to client after a course of treatment. Analysed by the RM on a regular basis.
- NPS scores reviewed routinely. Any patterns identified and all discussed during practice meeting. All learnings identified and discussed.
- Google reviews are routinely reviewed. Any patterns identified and all discussed during practice meeting. All learnings identified and discussed.

ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

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

Monday 830am-6pm
Tuesday 830am-5pm
Wednesday 830am-6pm
Thursday 8.30am-5pm
Friday 800am – 430pm

Patients are given an emergency out of hours number on the answerphone. The number is also on the sign on the front door

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)*

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.

Contact details for HIW –

- Email hiw@gov.wales.
- Telephone 0300 062 8163

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*

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, responsibility for dependents, age, trade union or political affiliation or religion or belief

Date Statement of Purpose written	08/12/2022
Author	Nicola Hooper

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	19/09/2023
Reviewed by	Nicola Hooper
Date HIW notified of changes	

Date Statement of Purpose reviewed	16/11/2023
Reviewed by	Nicola Hooper
Date HIW notified of changes	

Date Statement of Purpose reviewed	19/08/2024
Reviewed by	Nicola Hooper
Date HIW notified of changes	