

STATEMENT OF PURPOSE

Name of establishment or agency	Bupa Dental Care Newport
Address and postcode	197 Chepstow Road Newport NP19 8GH
Telephone number	01633 277068
Email address	newport@bupadentalcare.co.uk
Fax number	N/A

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 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 and 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).

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.

We ensure that any adverse or significant events are fully investigated and learning from these inform policy review to ensure the likelihood of them being repeated is minimised or if possible eradicated.

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 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.

Our recruitment policy is focused on ensuring we recruit appropriately trained and qualified team members. All new staff receive comprehensive induction training and thereafter regularly updated training appropriate to their needs. We undertake regular staff satisfaction surveys and act on the findings. All team members have regular appraisals with personal development plans.

We take safeguarding issues very seriously indeed and have a safeguarding and child protection policy that is regularly reviewed and updated. At practice meetings we rehearse what we would do in the event of concerns about potential abuse or safeguarding issues come to light. Team members all understand the role they play in being vigilant in relation to safeguarding.

REGISTERED MANAGER DETAILS

Name	Sarah Wiltshire
Address and postcode	197 Chepstow Road Newport NP19 8GH
Telephone number	01633 277068
Email address	sarah.wiltshire@bupadentalcare.co.uk
Fax number	N/A
Relevant qualifications	Practice Manager Qualified Dental Nurse NEBDN National Certificate 2003 Dental Nurse Dental Radiography 2005
Relevant experience	I have worked for the company since 1997 Starting my career as a trainee dental nurse and working my way up. I qualified as a dental nurse in 2003 and became a Lead dental nurse in 2006 leading a team of 7 nurses for over 14 years. In that time as lead nurse I was also responsible for the compliance of the practice for both clinical and non clinical. I progressed to practice manager in 2021 where I have successfully led 2 practices and teams.

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 BS16 1GW
Telephone number	01454 771596
Email address	practicequeries@bupadentalcare.co.uk
Fax number	N/A
Relevant qualifications	General Manager
Relevant experience	Managing Director at Bupa Dental Care
Roles and responsibilities within the organisation	General manager of Bupa Dental Care, responsible for the safe and effective running of nearly 500 dental practices within the UK.

STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
Johnathan Carter	Dentist	BDS University of Wales 1992
Mehrdad Panahei	Dentist	BDS University of Wales 2000
Lindsey Hedges	Dentist	BDS University of Wales 1998
Yanchi Wong	Dentist	BDS Cardiff University 2016
Chloe Cooke	Hygienist	Foundation Degree in Oral Health Science University of Essex 2022
Majid El-Khateb	Hygienist	BSc (Hons) in Dental Hygiene University of Portsmouth 2022
Katie Gregory	Lead Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2019
Holly Jenkins	Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2013
Aimee Cromwell	Dental Nurse	National Certificate NEBDN 2008
Rubina Begum	Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2022
Ishbella Harrington	Apprentice Dental Nurse	Registered with Tempdent
Rohina Tumbapo	Apprentice Dental Nurse	Registered with Tempdent

SERVICES / TREATMENTS / FACILITIES

Treatment of disease, disorder and injury

- Treatment of all dental disease including caries, periodontal disease, tooth surface loss, malocclusion, soft tissue disease such as aphthous ulcers
- Disorders related to tooth loss and masticatory efficiency, TMJ dysfunction
- Treatment of injuries to teeth and soft tissues

Services provided to treat dental disease, disorder or injury:

- Restorative treatments (fillings, crowns, bridges, dentures)
- Root canal treatment
- Periodontal treatments
- Hygienist services
- Private treatment
- Children and Adults seen at this location
 - Orthodontic

Surgical procedures

- Tooth extractions
- Private treatment
 - Implants
- Children and Adults seen at this location

Diagnostic procedures

- Diagnosis and monitoring of dental disease including caries and periodontal disease
- Using any appropriate additional tests including radiographs and recording and explaining findings to patient
- Soft tissue screening and referral as appropriate
- Private treatment
- Children and Adults seen at this location

PATIENTS VIEWS

We undertake patient satisfaction surveys which are sent to the patient after their appointment or when their treatment has finished specifically ask patients whether they are confident they are treated, if they would recommend us and if that is anything we can improve on. Patient feedback is discussed at our monthly practice meetings, so we can improve on the feedback given.

Practice holds a code of practice, which will be given to patients if any concerns arise, this is also available on our website and on display in practice. This code of practice also includes details for the HIW address and contact details for private patients. Email address hiw@wales.gsi.gov.uk And 0300 062 8163

ARRANGEMENTS FOR VISITING / OPENING HOURS

Monday	08.00 – 19.00
Tuesday	08.00 – 17:30
Wednesday	08.00 – 19:00
Thursday	08.00 – 19.00
Friday	08.00 – 16.00

There is an out of hours number on the external door for patients to see when the practice is closed. There is also the out of hours emergency number on the external answerphone message.

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.

For NHS patient's, contact the Public Services Ombudsman for Wales by phone 0300 790 0203, or by accessing the online complaint form <https://www.ombudsman.wales/> or by post 1 Ffordd yr Hen Gae, Pencoed, CF35 5LJ

You can inform your NHS Local Health Body further information can be found online <http://www.wales.nhs.uk/ourservices/directory>

For private patient's, contact the Dental Complaints Service (DCS) by telephone 020 8253 0800, or visit their website - <https://dcs.gdc-uk.org/>

Both NHS and Private patients can contact the Healthcare Inspectorate Wales (HIW): <https://hiw.org.uk/>

If the complaint escalation is regarding a non-clinical issue, we would recommend seeking advice from your local Citizen's Advice: <https://www.citizensadvice.org.uk/>

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

Date Statement of Purpose written	24/05/2024
Author	Sarah Wiltshire

STATEMENT OF PURPOSE REVIEWS

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