

STATEMENT OF PURPOSE

Name of establishment or agency	The Cardiff Parade Specialist Centre – Bupa Dental Care
Address and postcode	23 The Parade Roath Cardiff CF24 3AB
Telephone number	029 20481 486
Email address	parade@paradedental.com
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 feel encouraged to act upon this.

We aim to make all patients feel confident that they will receive the best possible advice in a form they can understand. This will enable them 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	Stephanie Richards
Address and postcode	23 The Parade Roath Cardiff CF24 3AB
Telephone number	029 2048 1486
Email address	Stephanie.richards@paradedental.com
Fax number	n/a
<u>Relevant qualifications</u>	
Safeguarding level 3, Level 3 diploma in health and safety in the workplace,	
<u>Relevant experience</u>	
Previous management experience prior to this. Previous role in a Clinical setting. Previous Role in a regulated environment.	

RESPONSIBLE INDIVIDUAL DETAILS (please delete this section if not applicable)	
Name	Mark Allen
Address and postcode	Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook, Bristol, United Kingdom, BS16 1GW
Telephone number	03332204384/ 03456004622
Email address	mark.allan@bupadentalcare.co.uk
<u>Roles and responsibilities within the organisation</u>	
General Manager responsible for the running and compliance of nearly 500 practices.	

STAFF DETAILS

Name	Position	Relevant qualifications / experience
Dr Adrian Binney	Dentist	MSCD Wales 1994 FDS RCPS Glasgow 1993 BDS Wales 1987
Dr Michael Page	Dentist	BDS Wales 2001
Dr Simon Hegarty	Dentist	BDS Hons (Wales) MDF RCSI (Eng 2002)
Dr James Grandfield	Dentist	MFDS RCPS 2014 BDS University of Bristol 2013
Dr David Richards	Dentist	BDS 2008 Manc
Dr James Morgan	Dentist	BDS London in 2016
Dr Daniel Dadnam	Dentist	MFDS RCPS(Glasg), MPharm, PgCert Med Ed (Swansea), BDS Liverpool 2020 Dentist
Robyn Ventrice	Hygienist	Dip Dent Hygiene Cardiff 2016
Denise Williams	Hygienist	Dip Dent Hygiene Cardiff 2000
James Jones-Amphlett	Hygienist	Dip Dent Hygiene Cardiff 2018

SERVICES / TREATMENTS / FACILITIES

Implants – age range – 18years onwards,
 Social orthodontics – 18 years onwards – Invisalign, six-month smile,
 Intra Venous Sedation- 18 Years onwards,
 General Dentistry – ages 2 onwards.
 Oral Surgery- ages 18 years onwards.

PATIENTS VIEWS

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.

Patients who opt into email contact are also sent patient feedback request surveys at random via our Medallia software.

Bupa dental care has a complaints policy which all staff read and understand. Staff complete mandatory training about patient feedback and how to deal with complaints.

We also carry out staff feedback surveys every 6 months. This helps us look for ways to improve our services we provide internally as well as externally.

Monday- 8.00am – 5.00pm
Tuesday- 8.00am- 5.00pm
Wednesday- 8.00am- 5.00pm
Thursday- 8.00am-5.00pm
Friday- 8.00am- 5.00pm
Saturday- 9.00am- 4.00pm
Sunday- Closed

Emergency helpline number: 029 2044 4500

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.

Our complaints procedure explains in detail who to contact to raise a complaint. This includes details of the practice manager, ombudsman, and the Health Inspector Wales (HIW) The HIW's role in relation to concerns or complaints is to make sure anyone who provides health services in Wales meets required standard of quality and safety. This includes services or independent healthcare providers.

Bupa Dental Care Patient Complaint Team

**Patient Complaint Team
Bupa Dental Care
Vantage Office Park
Old Gloucester Road
Hambrook
Bristol
BS16 1GW**

Tel : 01454 771594 Email: Patient.Complaints@bupadentalcare.co.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	26.09.2023
Author	Stephanie Richards

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	08.11.2023
Reviewed by	Stephanie Richards
Date HIW notified of changes	November