

## **Statement of Purpose**

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In accordance with the Requirements of  
The Health and Social Care Act 2008  
(Regulated Activities) Regulations 2010

For Registration with Care Quality Commission as a  
Partnership

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## **Aims and Objectives**

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed client expectations.

### **Our Aims:**

We aim to provide dental care and treatment of consistently good quality for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible. In addition, we aim:

- To understand and exceed the expectations of our clients
- To both motivate and invest in our team and acknowledge their value
- To encourage all team members to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology and to innovate processes based on a measured business case

### **Our Objectives:**

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable cost.

The practice complies with the requirements of the Advertising Standards Authority and ensures that any advertisements reflect the true nature of services offered.

## **Services Provided**

The regulated activities provided include:

- Treatment of disease, disorder or injury
- Surgical procedures
- Diagnostic and screening procedures

This practice offers dental services to all its patients which consist of:

- *Preventive advice and treatment*
- *Routine and restorative dental care*
- *Root canal treatment*
- *Dental hygiene*
- *Surgical treatment*
- *Tooth whitening*
- *Crown and bridgework*

- *Restorative dentistry*
- *Orthodontic treatments*
- *Dental Implants*
- *Facial Aesthetics*
- *Sedation*
- *Snoring Devices*

### **Service Provider**

The service provider is:

*St.James Dental*

### **Registered Manager**

*Dr Oliver Stew*

### **Facilities within the Premises**

- *Our 2 large patient lounges provide a comfortable waiting space*
- *We have a dedicated children's room where children can make themselves at home while they wait and play with a selection of Educational puzzles and a large screen television showing children's programs.*
- *We have a purpose-built decontamination facility to assure essential requirements standard of infection control*
- *There are 8 downstairs surgeries to provide easy access for wheelchair users*
- *We have a dedicated Orthophos SL CT scanner and OPT machine*

**Making an appointment** – All patients are seen on an appointment basis.

**Cancellation Policy** - At least 48 hours' notice is required of a cancellation otherwise a charge can be made, this will be based on the circumstances of the patient and at the practice's discretion

**Smoking Policy** - In order to provide a safe and smoke free environment for staff and patients, the establishment is a no smoking area which includes all forms of electronic cigarettes.

**Methods of Payment/Credit** - All major credit/debit cards/cheques and cash are accepted.

**Car Parking** – We have dedicated car parking with disabled access

**Client Centred Care** - We care about providing the right treatment for patients, so treatments and procedures are only carried out after fully discussing the advantages and disadvantages with the patient

**Consultations** - All consultations are carried out in person with patients, by qualified personnel in the privacy of the consultation/treatment room.

Records of all consultation and treatments are kept in patients' notes

At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure and all alternatives will be discussed and consent obtained prior to commencement.

**Patient Records** - The details of patients are taken at the initial consultation which also forms part of the patient records.

**Information provided to the Patients** - This practice ensures that information provided to patients and prospective patients and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a Practice Welcome Brochure.

**Treatment of Children**— We do provide treatment for children. We will expect minors (under 16) to be accompanied to the practice by a parent or guardian at all times.

**Consent** - The practice operates a consent policy in the form of a treatment plan at the first consultation for the patient to *read and understand* prior to proceeding with any treatment. The signed treatment plan will be scanned into the patient's notes.

We respect patient autonomy. The patients therefore have the right to make their own decisions regarding dental treatment and care.

Consent to treatment must always be given freely and voluntarily by a patient capable to do so. For those patients over 16 who do not have the capacity to make decisions about their care we would abide by the Mental Capacity Act 2005.

**Patient Surveys** -It is the policy of this practice to carry out regular random patient surveys to seek the views of our patients as to the quality of the treatment and care provided.

This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These will be issued to the Care Quality Commission as and when requested.

Patient's views will be collated into a report. The results of the survey will be made available to staff by way of discussion at regular staff meetings. Guidance as to where and how to access the report will be noted in the minutes of these staff meetings.

**Privacy and dignity of patients** - The privacy and dignity of patients are respected at all times. This practice has a policy of patient confidentiality and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

**Checklist for Consultation** – We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure.

If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation.

**Complaints Procedure** - This practice operates a complaints procedure as part of its dealing with patients' complaints which complies with the Care Quality Commission requirements.

Patients are asked that in the event of any complaint, to speak directly or write in the first instance to Robbie Curnock (Reception Manager). Patients who require further advice regarding the complaints process should direct their enquiry to Andrea Pollard (Practice Manager) who, when applicable, will recommend the services of an independent advocate. **A copy of the complaints process is held in the waiting room.**

**What we shall do** - Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints within 3 working days and aim to have looked into the complaint within 10 working days of the date when it was raised. We shall then be in a position to offer an explanation or a meeting as appropriate. If there are any delays in the process, we will keep the complainant informed.

When we look into a complaint, we shall aim to:

- find out what happened and what, if anything, went wrong
- make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again.

At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing.

**Complaining on behalf of someone else** - The rules of medical confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated.

If the complaint is not resolved to the patient's satisfaction, the patient will be advised to write to:

#### **NHS Complaints**

NHS England  
PO Box 16738  
Redditch  
B97 9PT

Email: [england.contactus@nhs.net](mailto:england.contactus@nhs.net)

Tel: 0300 311 22 33 (8am to 6pm Monday to Friday, except Wednesdays 9.30am – 6pm)

#### **Private Patient Complaints**

Dental Complaints Service, 37 Wimpole Street, London, W1G 8DQ  
020 82530 800 at local rate (Monday – Friday 9am – 5pm)  
[www.dcs.gdc-uk.org/](http://www.dcs.gdc-uk.org/)

#### **Denplan Complaints**

The Head of Customer Services,  
Denplan Limited,  
Simplyhealth House,  
Victoria Road,  
Winchester,  
SO23 7RG.

Tel: 0800 401 402 between 8.30am - 5.30pm Mondays -Thursdays, or 8.30am - 5.00pm on Fridays.

**Email:** [customerrelations@denplan.co.uk](mailto:customerrelations@denplan.co.uk)

If you are still unhappy after an attempt at resolution by St.James Dental or one of the above organisations, then you may request a review of your complaint by the Ombudsman (Health Service Commissioner)

#### **The Parliamentary and Health Service Ombudsman**

0345 015 4033  
[www.ombudsman.org.uk](http://www.ombudsman.org.uk)

**Help us to get it right** - We constantly try to improve the service we offer, so we will encourage patients to let us know when we have done something well or if there are any suggestions as to how we can do something better, comments cards are available on reception.