



STATEMENT OF PURPOSE

Name of establishment or agency	Smile Studio Penarth Limited
Address and postcode	4 Plymouth Road Penarth Cardiff CF64 3DH
Telephone number	029 2070 8030
Email address	info@smilestudiopenarth.co.uk
Fax number	

Aims and objectives of the establishment or agency

To provide high quality dental care; including consultations, x-rays, treatment of periodontal disease, fillings, prosthetics ((e.g. crowns, bridges, dentures), root canal treatment (endodontics) and cosmetic procedures.

To provide patients with an experience and environment that is comfortable, friendly and relaxing.

To understand and to meet the needs of all our patients, involving them in decisions about their dental care.

To keep patients well informed of costs and to discuss treatment progress at each stage, at all times obtaining relevant consent.

To involve other professionals in the care of our patients where this is in the patients' best interest; for example, referral for Specialist care and advice.



To ensure that all members of our team have the right skills and training to carry out their duties professionally and competently.

Diagnostic Procedures:

A dentist will in all cases assess and carry out appropriate examinations of their dental patients, this process will include a full review of the patients' medical history, soft tissue screening, periodontal health and may also include the taking of radiographs. Following this a list of options for treatment will be discussed in detail with the patient and an itemised treatment plan provided for the patient to refer back to.

Treatment:

Following consent received from the patient, subsequent treatment will take place as proposed by a fully qualified (GDC registered) Dentist, Dental Hygienist or another registered dental professional. All treatments are recorded and accurately detailed within the patients' clinical notes. Should a patient not wish to continue with planned treatment, they are free to do so at any time.

Surgical Procedures:

As with all treatment, this will be carried out in accordance with the patients signed consent and form a part of a planned 'course of treatment'. Treatment is carried out by a fully registered dental professional in a safe environment, all the required cross infection control and disinfection is carried out in accordance with the latest guidelines and regulations to the highest possible standards.

The patients' medical history and consent are checked. The patient is provided with a full explanation and detailed information on the procedure taking place, which includes risks and post op instructions. Following the procedure, we monitor the patients progress, following clinical protocol to ensure full recovery and to minimise any potential risks.



REGISTERED MANAGER DETAILS

Name	Dr Sarah Cuffin
Address and postcode	4 Plymouth Road Penarth Cardiff CF64 3DH
Telephone number	029 2070 8030
Email address	info@smilestudiopenarth.co.uk
Fax number	
<p>Relevant qualifications</p> <p>Fully qualified to practice as a Dentist since 1990. Qualifications are; LDS RCS Eng. 1990; BDS Lond 1990. (GDC No. 65690).</p>	
<p>Relevant experience</p> <p>Sarah has been practicing dentistry since 1990 as an associate dentist.</p> <p>Sarah has been the owner of Smile Studio Penarth and ultimately responsible for the management of the business in it's entirety since 2007. Prior to this Sarah shared the responsibility with Claire Hartley, as a partnership from 2004.</p>	



RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

Name	Sarah Smith
Address and postcode	4 Plymouth Road Penarth Cardiff CF64 3DH
Telephone number	029 2070 8030
Email address	info@smilestudiopenarth.co.uk
Fax number	
Relevant qualifications	
Relevant experience	<p>Julie has worked as the Business Development Manager for Smile Studio since 2014, joining us from Lloyds Bank PLC, where she was a Resource and Planning Manager, responsible for direct and indirect management of a number of staff / resource. With extensive experience in the following fields all of which help in the role she is currently undertaking:</p>

Resource Management - Annual reviews, disciplinary, Training & Development, Hiring resource, employee policies (HR)

Project Management – Planning, Time-keeping / Plan & Budget, Risk management, Finance & Budget management

All of the above skills are transferable across a variety of industries, what Julie has learnt since joining us is applying these to the role she is



employed to deliver alongside learning the industry and it's governing bodies.

Roles and responsibilities within the organisation

Day to Day Practice Management
 Staff & Patient Welfare
 All HR Related Staff Matters (Holidays, Rotas, Absence management, Annual Reviews etc.)
 Financials (Cash flow, P&L, Purchasing, Invoices, Banking, Payroll in conjunction with our Accountants)
 Marketing, Advertising & Social Media
 General Office Admin (Patient correspondence, Post, Quality Manual Updates, Staff Manual updates, Reception cover) Monitoring UDA activity against Target
 Ensuring all equipment is maintained and certified as required by Law.

STAFF DETAILS

Name	Position	Relevant qualifications / experience
Amy Woolley	Associate Dentist	BDS Sheff 2010 7 years Dentistry
Huw Thomas	Associate Dentist	BDS Wales 1986 31 years Dentistry
Sarah Smith	Practice / Business Development Manager	25 years of Resource & Staff Management
Caroline Barry	TCO & Head Nurse	NC NEBON 2003 14 years Dental Nurse

Kirsty Gillies	Dental Nurse	Diploma – Lvl 3 QCF C&G 2013 5 years Dental Nurse
Sarah Croyden	Dental Nurse	Qual-Nat. Cert. NEBDN 2000 23 years Dental Nurse



Debbie Evans	Dental Nurse	Qual – Cert in Dental Surgery Assisting NEBDSA 1986 31 years Dental Nurse
Karen Johnston (Rees)	Hygienist	25 years Dental Hygienist
Cheryl James	Hygienist	Dental Hygienist
Angela Jenkins	Hygienist	Dental Hygienist
Sarah Smith	Dental Receptionist	
Valerie Coles	Dental Receptionist	Dental Receptionist for 16 years

ORGANISATIONAL STRUCTURE

Sarah Cuffin is the Practice Owner and Principal Dentist Sarah Smith reports directly in Sarah Cuffin

The Nursing staff all report directly into Sarah Smith with a dotted line into the head nurse Caroline Barry, they are as follows:

Caroline Barry (Head Nurse)
Kirsty Gillies
Sarah Croyden
Debbie Evans

Additionally, we have 2 hygienists who are self-employed and have dotted lines into both Sarah Smith and Sarah Cuffin, they are as follows:
Karen Johnston (nee Rees)
Kirsty Jane Green

Finally, we have 2 associate dentists who are self-employed and as per the hygienists have the same reporting line, they are as follows: Amy Woolley
Huw Thomas



SERVICES / TREATMENTS / FACILITIES

Here at Smile Studio Penarth our highly qualified clinicians and hygienists believe in the philosophy of prevention, at all time we dedicated to delivering the highest quality of treatments to all our patients. Below is a list of the main treatments offered at our practice.

Treatment of disease, disorder and injury Services

- the treatment of dental disease including caries and periodontal disease
- orthodontic assessment and treatment
- treatment of oral trauma

Surgical procedures Services

- the treatment of dental disease including caries and periodontal disease
- providing dental restorations
- dental extractions
- treatment of oral trauma

Diagnostic procedures Services

- Diagnosis of dental disease including caries and periodontal disease
- Radiographs – taking and diagnosing
- Soft tissue screening

Cosmetic Dentistry

- Veneers and white fillings
- Tooth Whitening (Home Kit, Zoom Whitening and combination)
- Otho - Invisalign

All patients who attend Smile Studio Penarth are required to complete a medical history questionnaire at the time of their initial appointment, this is reviewed at each appointment thereafter and changes are made accordingly.

At the dental visit all proposed treatments are discussed thoroughly with the patients, with all questions or concerns addressed at this time.

Following their appointment each patient is given a Treatment Plan to sign for our records and one to take away for theirs, (upon signing patients acknowledge they understand the benefits and risks of treatment explained to them)



Facilities

3 surgeries, one of which is a ground floor surgery that patients can be seen in should they have any difficulty using the stairs.

On site Laboratory (Independent Trader)

On road parking of up to 2 hours

Situated opposite the town's main train station, 5-minute walk from the nearest bus drop off

PATIENTS VIEWS

We actively seek our patients views with a mini questionnaire following each visit to the practice via Email, these are collated and can be accessed at any time should a patient / public service require.

Additionally we have a Patient Feedback book located in our reception area

We have the facility for feedback via Google Ads.

Our Website includes feedback / testimonials from patients.

Paper surveys are periodically handed out to patients, information of which is used to aid us to improve our patient experience



ARRANGEMENTS FOR VISITING / OPENING HOURS

Opening Hours are as follows:

Monday – 8.30am – 5.00pm

Tuesday – 8.30am – 5.00pm

Wednesday – 8.30am – 5.00pm

Thursday – 8.30am -5.00pm

Friday – 8.30am – 5.00pm

We do periodically stay open until 7.00pm on Wednesday and Thursday through busier periods and where patients require a later appointment.

Our out of hours if the patients wish to make an appointment or contact us for a general enquiry they can do so by either:

A message being left on our Out of Hours telephone line
Our Website via our Contact Us page

Email info the practice Email: info@smilestudiopenarth.co.uk

For any emergency dental appointment (Private or NHS) whilst we are closed the patients can call the out of hours' emergency dental No. 029 2044 4500 – Cardiff & The Vale University Health Board

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

In this practice we take complaints very seriously indeed and try to ensure that all our patients are pleased with their experience of our service/s. When patients complain, they are dealt with courteously and promptly so that the matter is resolved as quickly as possible. This procedure is based on these objectives.

Our aim is to react to complaints in the way in which we would want our complaint about a service to be handled. We learn from any mistake that we make and we respond to customers' concerns in a caring and sensitive way.



smile studio

PENARTH DENTAL PRACTICE

1. The person responsible for dealing with any complaint about the service which we provide is **Sarah Smith (Practice Manager)**
2. If a patient complains on the telephone or at the reception desk, we will listen to their complaint and offer to refer him or her to the Practice Manager immediately. If the Practice Manager is not available at the time, the member of staff will take brief details of the complaint and pass them to the Practice Manager upon her return.

If we cannot arrange this within a reasonable period or if the patient does not wish to wait to discuss the matter, arrangements will be made the Principal Dentist to deal with the complaint.

3. If the patient complains in writing the letter will be passed on immediately to the Practice Manager to address.
4. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the dentist, unless the patient specifically requests otherwise.
At this point it will be referred to the Practice Manager as an alternative.
5. We will at all times acknowledge the patient's complaint in writing and enclose a copy of this code of practice within three working days. We will seek to investigate the complaint within ten working days of receipt. If the patient does not wish to attend the Practice to discuss the complaint in person we will ensure we follow up by telephone.
If we are for any reason unlikely to meet the ten working days' deadline we will at all times, ensure we notify the complainant giving full details for the likely delay and a date in which we would anticipate being in a position to respond fully.
6. We will provide written correspondence immediately following our investigations into the nature of the complaint.
7. Proper and comprehensive records are kept at all times relating to any complaint received.



smile studio
PENARTH DENTAL PRACTICE

8. If patients / complainants are not satisfied with the outcome of our procedure, then a complaint may be made to:

Complaints about private treatment

contact Healthcare Inspectorate Wales
Welsh Government
Rhydycar Business Park
Merthyr Tydfil
CF48 1UZ

 0300 0628163

 hiw.org.uk

Complaints about NHS treatment contact

Cardiff & Vale University Hospital Health Board

 02920 376833

Public Services Ombudsman

 0300 7900203

GDC

 0207 1676000

CHC – Community Health Council

 02920 235558

PRIVACY AND DIGNITY

At Smile Studio Penarth we treat patients with respect, at all times speak to them politely in recognition of their rights as individuals. We will never discriminate against patients or groups of patients because of their sex, age, race, ethnic origin, nationality, special needs, disability, sexuality, health, lifestyle, beliefs or any other irrelevant consideration.

We will listen to our patients and give them information on their needs, in a way that is clear and concise (Jargon free) that they can understand well enough to enable them to make an informed decision. This includes explaining their options (including any potential Risks / Benefits).



We will at all times adhere to the 9 Principles registered dental professionals must keep to at all time. These are as follows: -

- 1 Put patients' interest's first
- 2 Communicate effectively with patients by over the telephone and face to face
- 3 Obtain valid consent for any treatment intended within the Dental practice
- 4 Maintain and protect patients' information
- 5 Have a clear and effective complaints procedure (Displayed in our Reception area)
- 6 Work with colleagues in a way that is in patients' best interests
- 7 Maintain, develop and work within our professional knowledge and skills
- 8 Raise concerns if patients are at risk (Refer to Safeguarding and POVA Policy)
- 9 Make sure our personal behaviour maintains patients' confidence in us and the dental profession

Date Statement of Purpose written	11-Jan-18
Author	Sarah Smith

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	18 th October, 2018
Reviewed by	Sarah Smith

Date HIW notified of changes	24 th October,2018