

## STATEMENT OF PURPOSE

Name of establishment or agency	The Menai Bridge Dental Practice
Address and postcode	5 Askew Street Menai Bridge Anglesey LL59 5EG
Telephone number	01248 712925
Email address	menai@menaidbridgedental.co.uk

### 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	Michelle Winson
Address and postcode	1 Arvonja Terrace Llanrug Caernarfon LL55 4AS
Telephone number	07881385716
Email address	Michelle.winson@menaidbridgedental.co.uk
Relevant qualifications and experience: NVQ II & III in customer care ILM business management	

Former registered dental nurse  
 Qualified as a dental nurse in 1982  
 Working as a practice manager since 2004

**RESPONSIBLE INDIVIDUAL DETAILS**  
 (please delete this section if not applicable)

Name	Mark Allen
Address and postcode	Bupa Dental Care Vantage Park Old Gloucester Road Bristol BS16 1GW
Telephone number	01454 771596
Email address	compliance@bupadentalcare.co.uk

Roles and responsibilities within the organisation:  
 General Manager for Bupa Dental Care responsible for over 500 practices

**STAFF DETAILS**

Name	Position	Relevant qualifications / experience
Stephen Kelso	Implantology	BDS Belfast 1997 MFDS Glasgow 2000
Amit Mistry	Implantology	BDS MSc Dental implantology MFDS RCS Eng
Dominic Knights	Associate Dentist	LDS RCS (ENG) 1990
Paula Williams	Hygienist	Dip Dent Hygiene (Lpool)
Joanne Louise Dodd	Hygienist	CEB Dip Dent Hygiene
Ann Lu	Associate Dentist	BDS Birmingham 2019
Donna Talbot	Dental Nurse	NEBDN
Michelle Roberts	Dental Nurse	Level 3 QCF City & Guilds
Nichola Chafer	Lead Dental Nurse	NEBDN
Gemma Jones	Dental Nurse	NEBDN
Naomi Manchester	Treatment Coordinator	NEBDN
Aime Parry	Dental Nurse	Level 3
Rhys Owen	Associate Dentist	BDS Cardiff 2008
Sunitha Bhyregowda	Associate Dentist	BDS Bangalore 1994
Lee Bardsley	CDT	Lancashire 2014
Joseph McDonald	Hygienist/Therapist	Diploma in Dental Hygiene and Therapy Sheffield 2012

**SERVICES / TREATMENTS / FACILITIES**

Implants, bone grafts, sinus lifts, endodontics, sedation, periodontics, complex restoration and denture treatments, general dentistry  
 OPG, CBCT scans.  
 All equipment used is regularly serviced/replaced.  
 Patients of all ages are treated.

## PATIENTS VIEWS

We undertake patient satisfaction surveys following each visit, 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.

## ARRANGEMENTS FOR VISITING / OPENING HOURS

**What are the opening hours of the establishment?** Monday to Friday, 08.30 - 13.00, 14.00 - 1700

**What are the arrangements for patients who require urgent care or treatment out of hours?** The answerphone has out-of-hours contact details when the practice is closed.

## 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.

## 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

<b>Date Statement of Purpose written</b>	21/02/2019
<b>Author</b>	Michelle Winson

## STATEMENT OF PURPOSE REVIEWS

<b>Date Statement of Purpose reviewed</b>	February 2024
<b>Reviewed by</b>	Michelle Winson