

# Statement of Purpose

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## Practice details

Name of establishment or agency

**Smiles Better, Bupa Dental Care Platinum, Abergavenny**

Address and postcode

**2 – 4 Baker Street, Abergavenny, Monmouth, NP7 5BB**

Telephone number

[01873 857400](tel:01873857400)

Email address

**Gemma.Danter@bupadentalcare.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 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 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

**Gemma Danter**

Address and postcode

**2 – 4 Baker Street, Abergavenny, Monmouth, NP7 5BB**

Telephone number

**01873 587 400**

Email address

**Gemma .Danter@bupadentalcare.co.uk**

## Relevant qualifications

HIW Registered Manager

## Relevant experience

I have over 10 years of experience as a manager of large teams prior to working for Bupa dental care – I was the manager for the Harley medical group, an establishment which gave me a thorough insight into complex surgeries and the cross infection control associated, patient after care all in an ethical business environment.

I have a passion for learning and up skilling, to be able to couple my previous management experience into the dental industry is something which I have a genuine care and interest in.

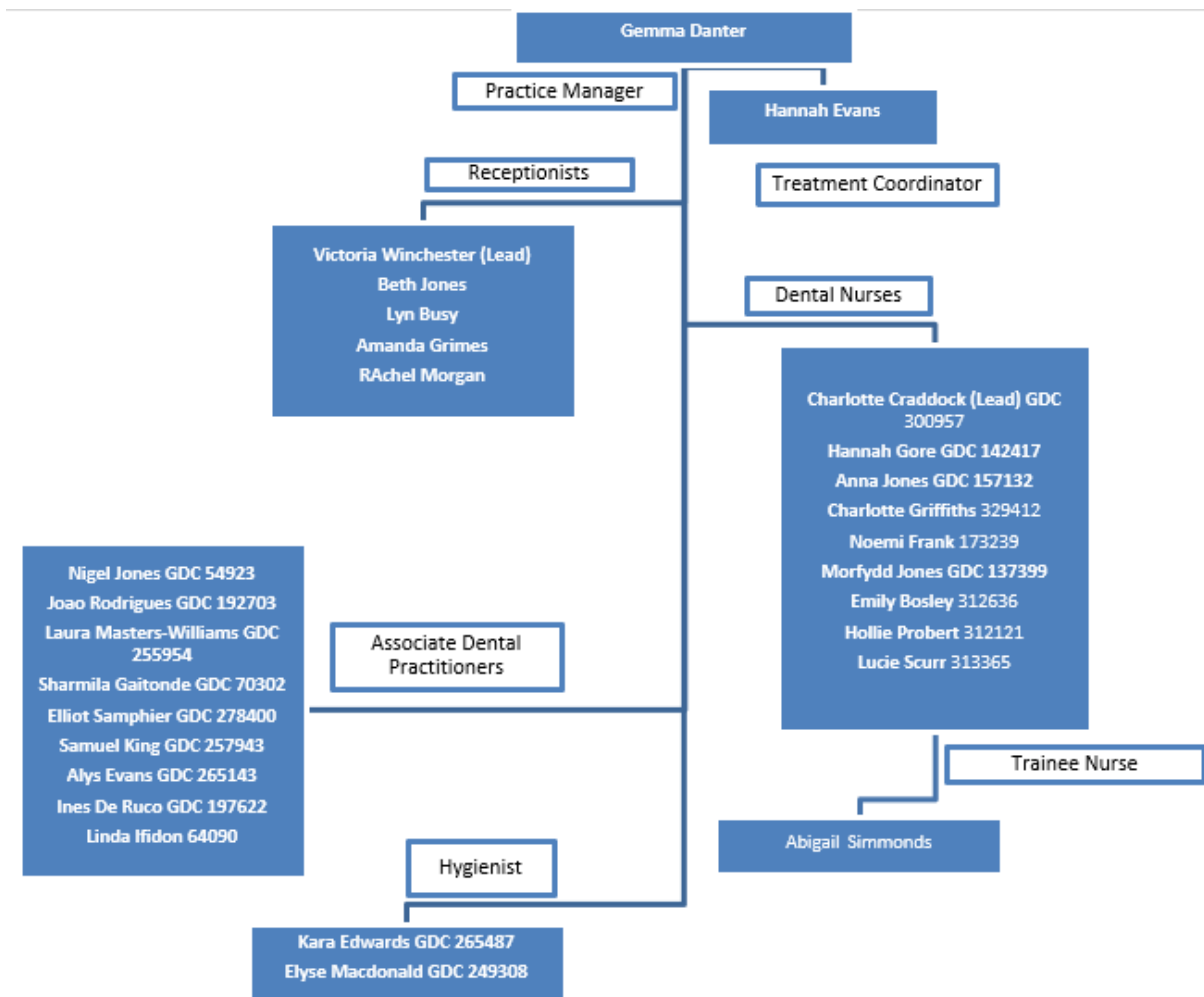
I am the first point of call for all compliance, patient complaints.

## Staff details

| name                | position                      | relevant qualifications / experience                                                                    |
|---------------------|-------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Gemma Danter</b> | <b>Practice Manager</b>       | <b>HIW Registered Manager at previous sites<br/>13 years management experience within this industry</b> |
| <b>Hannah Evans</b> | <b>Treatment Co-ordinator</b> | <b>26 years at smiles better<br/>OCR customer service level 2 + 3</b>                                   |

| name                                                 | position                                           | relevant qualifications / experience                                                                                                                                                                                |
|------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nigel Jones<br/>54923</b>                         | <b>Associate – Sedation<br/>Implants</b>           | <b>BDS Lond 1980</b>                                                                                                                                                                                                |
| <b>Joao Rodrigues<br/>192703</b>                     | <b>Associate - Implants</b>                        | <b>LMD University of Porto 2010</b>                                                                                                                                                                                 |
| <b>Laura Masters-Williams<br/>255954</b>             | <b>Associate – Invisalign</b>                      | <b>BDS University of Bristol 2014</b>                                                                                                                                                                               |
| <b>Sharmila Gaitonde<br/>70302</b>                   | <b>Associate – Implants<br/>Orthodontics</b>       | <b>Statutory Exam 1994</b>                                                                                                                                                                                          |
| <b>Elliot Samphier<br/>278400</b>                    | <b>Associate</b>                                   | <b>BDS Cardiff University 2018</b>                                                                                                                                                                                  |
| <b>Ines Ruco<br/>197622-Curretnly SA</b>             | <b>Associate - Orthodontics</b>                    | <b>LMD Lisbon 2010</b>                                                                                                                                                                                              |
| <b>Samuel King<br/>257943</b>                        | <b>Associate</b>                                   | <b>BDS University of Bristol 2015</b>                                                                                                                                                                               |
| <b>Krista Sutton<br/>284309- Currently MAT LEAVE</b> | <b>Associate</b>                                   | <b>BDS Cardiff University 2019</b>                                                                                                                                                                                  |
| <b>Alys Evans<br/>265143</b>                         | <b>Associate – Oral Surgeon</b>                    | <b>BDS Cardiff University 2016</b>                                                                                                                                                                                  |
| <b>Linda Ifidon<br/>64090</b>                        | <b>Associate</b>                                   | <b>BDS London 1988</b>                                                                                                                                                                                              |
| <b>Kara Edwards<br/>265487</b>                       | <b>Hygienist</b>                                   | <b>Diploma in Dental Hygiene Cardiff<br/>University 2016</b>                                                                                                                                                        |
| <b>Elyse Macdonald<br/>249308</b>                    | <b>Hygienist &amp;<br/>Dental Nurse - Sedation</b> | <b>Diploma in Dental Hygiene Cardiff<br/>University 2020</b><br><b>Diploma in Dental Nursing Level 3 QCF<br/>City &amp; Guilds 2014</b><br><b>NEDBN Conscious Sedation Nursing 2015</b><br><b>Impression Taking</b> |
| <b>Victoria Winchester</b>                           | <b>Lead Receptionist</b>                           | <b>34 years at smiles better as dental<br/>receptionist.</b>                                                                                                                                                        |
| <b>Beth Jones Currently Absent</b>                   | <b>Receptionist</b>                                | <b>6 years at Smiles Better as a receptionist</b>                                                                                                                                                                   |
| <b>Lyn Bury</b>                                      | <b>Receptionist</b>                                | <b>Admin and customer service experience<br/>25 plus years</b>                                                                                                                                                      |
| <b>Amanda Grimes</b>                                 | <b>Receptionist</b>                                | <b>2 years receptionist at Smiles Better</b>                                                                                                                                                                        |
| <b>Rachel Morgan</b>                                 | <b>Receptionist</b>                                | <b>1 year Receptionist at Smiles Better</b>                                                                                                                                                                         |
| <b>Hannah Gore<br/>142417</b>                        | <b>Dental Nurse - Sedation</b>                     | <b>National Examining Board of Dental<br/>Nurses 2005</b><br><b>22 years sedation experience</b>                                                                                                                    |

| name                                           | position                       | relevant qualifications / experience                                                                            |
|------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Anna Jones</b><br><b>157132</b>             | <b>Dental Nurse - Sedation</b> | <b>Verified competency in Dental Nursing 2005</b><br><b>7 years sedation experience</b>                         |
| <b>Charlotte Griffiths</b><br><b>329412</b>    | <b>Dental Nurse</b>            | <b>Diploma in Dental Nursing Level 3</b>                                                                        |
| <b>Morfydd Jones</b><br><b>137399</b>          | <b>Dental Nurse</b>            | <b>Certificate of Proficiency in Dental Surgery</b><br><b>Assisting NEBDSA 1986</b>                             |
| <b>Emily Bosley-Mat Leave</b><br><b>312636</b> | <b>Dental Nurse</b>            | <b>Currently on Maternity</b><br><b>3 years at smiles better as a trainee dental nurse- Currently mat leave</b> |
| <b>Hollie Probert</b><br><b>312121</b>         | <b>Dental Nurse</b>            | <b>Starting 29.12.2025</b>                                                                                      |
| <b>Lucie Scurr</b><br><b>313365</b>            | <b>Dental Nurse</b>            | <b>3 years at smiles Better</b>                                                                                 |
| <b>Abigail Simmonds</b>                        | <b>Trainee Dental Nurse</b>    | <b>3 year at smiles better as a decon nurse</b>                                                                 |
| <b>Mrs Bucket</b>                              | <b>Cleaner</b>                 | <b>Employed by Professional Hygiene</b>                                                                         |
| <b>Noemi Frank</b><br><b>173239</b>            | <b>Dental Nurse</b>            | <b>National Certificate NEBDN 2008</b>                                                                          |
| <b>Charlotte Craddock</b><br><b>300957</b>     | <b>Lead Nurse</b>              | <b>National Diploma in Dental Nursing</b><br><b>NEBDN 2022</b>                                                  |



## Services, treatments and facilities

### GENERAL DENTISTRY

diagnosis, treatment & maintenance

all age groups

dental equipment including x-ray equipment

implant dentistry

orthodontics

oral surgery

diagnosis, treatment & maintenance

18+ years

dental equipment including xray equipment and soft tissue laser (after registration)

endodontist

### **Patients' views**

opportunity for written feedback in waiting area and on website.

Written treatment plans offering options and associated costs.

Review appointments.

Surveys

NPS

Google

### **Arrangements for visiting / opening hours**

[opening hours

Monday            09.00 to 19.00

Tuesday           09.00 to 19.00

Wednesday       09.00 to 18.00

Thursday           09.00 to 17.00

Friday             09.00 to 17.00

Saturday           By app only

emergencies

dental emergencies outside of practice opening hours (weekends and bank holidays) call 01633 744387 – local NHS dental help line

patients receiving dental implants receive Nigel Jones mobile telephone number.

## 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. 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.

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

at smiles better, we take complaints seriously to ensure that our service meets expectations. all complaints are dealt with courteously and promptly to resolve the matter as quickly as possible. our aim is to react to complaints and learn from every mistake that we make. we respond to any concerns in a caring and sensitive way.

1. the person responsible for dealing with any complaints about the service that we provide is Andrew Lazenby, our practice manager.
2. if we receive a complaint by telephone or in person, we will listen and offer to refer the individual to the complaints' manager immediately. if the complaints' manager is not available at the time, we arrange a convenient time for the complaints' manager to contact the individual. the member of staff will take brief details of the issue and pass it to the complaints' manager and provide the individual with a copy. if the matter requires a more immediate response, we will arrange for a senior member of the dental team to deal with it.
3. if we receive a complaint in writing or by e-mail, it will be passed immediately to the complaints' manager.
4. if a complaint is about any aspect of clinical care or associated charges, it will usually be referred to the dentist concerned, unless the individual does not want this to happen.

5. we will acknowledge a complaint in writing and enclose a copy of this code of practice as soon as possible, normally within two working days. we will offer to discuss the complaint with the individual and confirm how they would like to be kept informed of developments – by telephone, letters or e-mail or by face-to-face meetings. we will inform the individual about how the complaint will be handled and the likely time that the investigation will take to complete. if the individual does not wish to discuss the complaint further, we will still inform them of the expected timescale for completing the investigation.
6. we will seek to investigate the complaint within four weeks and, as far as reasonably practicable, we will keep the individual informed as to the progress of the investigation.
7. when we have completed our investigation, we will provide the individual with a full written report, which will include an explanation of how we considered the complaint, the conclusions reached in respect of each specific part of the complaint, details of any necessary remedial action taken and whether further action will be taken.
8. proper and comprehensive records will be kept of any complaints received and the action we take. these records will be reviewed regularly to ensure that we take every opportunity to improve our service
9. if the individual making the complaint is not satisfied with the result of our investigation, we will advise them to refer the complaint to:

healthcare inspectorate wales, welsh government, rhydycar business park,  
merthyr tydfil  
cf48 1uz (0300 062 8163)

### **Privacy and dignity**

our vision is for smiles better to be a successful, caring and welcoming place for patients to receive their dental care and advice. we want to create a supportive and inclusive environment where our staff can reach their full potential and care is provided in partnership with patients, without prejudice or discrimination. we are committed to a culture where respect and understanding is fostered, and the diversity of people's backgrounds and circumstances is positively valued. this policy helps us to achieve this vision.

the non-discrimination rights of our patients and our staff are protected by anti-discrimination legislation including the equality act 2010, part-time workers (prevention of less favourable treatment) regulations 2000, and the employment rights act 1996. by adopting this policy, we undertake to ensure that discrimination does not take place and that everyone is treated fairly and equally.

the aim of this policy is to remove any potential discrimination in the way that people with protected characteristics are cared for by the practice. this means that we will not treat someone less favourably because of their age, a disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

we will develop and support equality and diversity measures by:

- providing patient information in a variety of languages, if required
- having translation services available for patients who need this
- providing services that are accessible to patients with disabilities
- ensuring that care of individuals is planned with their specific needs at the centre
- tackling oral health inequalities through positive promotion and care
- involving patient groups and individuals in the design of our service
- responding positively to the diverse needs and experiences of our patients and the community even when those needs are challenging to deal with
- ensuring that we join up with services involved with the care of patients with particular medical and social care needs.

we will monitor the effectiveness of this policy and the impact on all other relevant policies and practice. this review will happen when necessary and as a minimum annually.

### **concerns and comments**

if you believe you have been treated in any way contrary to this policy or you have any comments on how we can ensure that it works better, please contact Gemma Danter the practice. we will investigate your concerns and, where appropriate, take necessary action.

signed: Gemma Danter

dated: 16.12.2025

written policies such as this are regularly reviewed and updated in line with best practice.

the policies are reiterated at practice meetings to ensure that the team knows and complies with the policies.

the practice is a member of bda expert solutions providing advice and up to date policy templates.

all staff members are encouraged to sign up to tempdent training.  
(membership paid for by the practice)

the practice is celebrating 17 years membership of bda good practice – the british dental association's quality assurance scheme, this recognises our team's ongoing commitment to working to standards of good practice on our professional and legal responsibilities.

## Document control

Date written: **12.05.2021**

Author: **Andrew Lazenby**

**Updated 15.11.23,01.10.2024 and 16.12.25,29.06.2026 by Gemma Danter**

## Statement of purpose reviews

|                                    |          |
|------------------------------------|----------|
| Date Statement of Purpose reviewed | 11.07.22 |
| Reviewed by                        | APope    |
| Date HIW notified of changes       |          |

|                                    |            |
|------------------------------------|------------|
| Date Statement of Purpose reviewed | 20.07.2023 |
| Reviewed by                        | APope      |
| Date HIW notified of changes       |            |

|                                    |          |
|------------------------------------|----------|
| Date Statement of Purpose reviewed | 15.11.23 |
| Reviewed by                        | G Danter |
| Date HIW notified of changes       |          |

|                                    |           |
|------------------------------------|-----------|
| Date Statement of Purpose reviewed | 1.10.2024 |
| Reviewed by                        | G Danter  |
| Date HIW notified of changes       |           |

|                                    |              |
|------------------------------------|--------------|
| Date Statement of Purpose reviewed | 16.12.2025   |
| Reviewed by                        | Gemma Danter |
| Date HIW notified of changes       | 16.12.2025   |

|                                    |              |
|------------------------------------|--------------|
| Date Statement of Purpose reviewed | 29.06.2026   |
| Reviewed by                        | Gemma Danter |
| Date HIW notified of changes       | 29.06.2026   |