

# Statement of Purpose

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## Practice details

Name of establishment or agency

The Parade Specialist Dental Centre - Part of Bupa

Address and postcode

23 The Parade, Roath, Cardiff, CF24 3AB

Telephone number

0292048 1486

Email address

parade@paradedental.com

## Aims and objectives of the establishment or agency

We aim to provide a high standard of ongoing preventative 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.

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 to always 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).

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

## **Registered manager details**

Name

Caroline Tucker

Address and postcode

23 The Parade, Roath, Cardiff, CF24 3AB

Telephone number

02920 481486

Email address

Caroline.tucker@bupadentalcare.co.uk

## **Relevant qualifications**

Safeguarding Level 3, Level 3 diploma in health and safety in the workplace

## **Relevant experience**

Registered Manger in 3 practices, Previous Area Management, Business Manager role, HR Specialist in previous role

## **Responsible individual details**

Name

Mark Allan

Address and postcode

Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook , Bristol, UK BS16 1GW

Telephone number

03332204384

Email address

Mark.allan@bupadentalcare.co.uk

Roles and responsibilities within the organisation

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, MSc Implantology
Dr James Grandfield	Dentist	MFDS RCPS 2014 BDS University of Bristol 2013
Dr James Morgan	Dentist	BDS London 2016 MSc (Oral Surgery), PgDip (Restorative)
Dr Matthew Smith	Dentist	BDS (KING'S COLLEGE LONDON) MSc Endodontology (University of Chester)
Dr Antroula Agkastinioti	Dentist	Bachelor Degree in Dentistry Cardiff University 2022
James Jones – Amphlett	Hygienist	Dip Dent Hygiene Cardiff 2018
Robyn Ventrice	Hygienist	Dip Dent Hygiene Cardiff 2016
Tasneem Wareth	Hygienist	Dip Dent Hygiene Cardiff
Denise Williams	Hygienist	Dip Dent Hygiene Cardiff 2000
Annalisa Hawkins	Treatment Co Ordinator	NVQ level 3 NEBDN national diploma in dental nursing 2018
Catherine Oliver	Lead Dental Nurse	NVQ L3 NEBDN National diploma in dental nursing 2016

Hannah Harris	Dental Nurse	NVQ L3 NEBDN National diploma in dental nursing 2003
Jennifer Neilson	Dental Nurse	NVQ L3 NEBDN National diploma in dental nursing 2024
Daniela Humphry	Dental Nurse	NVQ L3 NEBDN National diploma in dental nursing 2016
Tejaswini Rudra	Dental Nurse	
Caroline Tucker	Practice Manager	NA
Nina Richards	Lead Receptionist	NA
Richard Spiller	Receptionist	NA
Christine Willis	Receptionist	NA

### Services, treatments and facilities

- Implants – age range 18 years onwards
- Social Orthodontics – 18 years onwards – Invisalign, six month smile
- Intra Venous Sedation- 18 years onwards
- General Dentistry – age 2 onwards
- Oral Surgery – age 18 onwards
- Endodontics – age 16 onwards

### Patients' views

We undertake patient satisfaction surveys every 3 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 e mail contact are also sent patient 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 .

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

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 – Closed

Sunday -Closed

Emergency Helpline Number : 02920 444500

## **Arrangements for dealing with complaints**

*We have a published complaints policy that is regularly reviewed and updated. We review complaints 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 the 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 re occurrence. 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. The HIW's role in relation to concerns or complaints 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 E mail patient [complaints@bupadentalcare.co.uk](mailto: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 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 dependants, age, trade union or political affiliation religion or belief.

## **Document control**

Date written: 20/05/26

Author: Caroline Tucker

## **Statement of purpose reviews**

Date reviewed: 20/05/26

Reviewed by: Caroline Tucker

HIW notified: 11/04/2024