

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

Name of dental practice	Skyrunner Limited T/A The Dental Centre
Address and postcode	The Square Oakdale Blackwood Caerphilly  NP12 0LR
Telephone number	01495 225588
Email address & Web address	<a href="mailto:thedentalcentre@aol.com">thedentalcentre@aol.com</a> <a href="https://dentalcentroakdale.co.uk">https://dentalcentroakdale.co.uk</a>

Date Statement of Purpose written	31/05/2021
Author	Samantha Rice-Jones

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

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#### **Section 1 - The aims and objectives of the private dental practice**

The goals and desired outcomes for the practice.

#### **Section 2 - Services, Treatments and Facilities**

The details of the services, treatments and facilities provided by the practice.

#### **Section 3 - Registered Manager details**

The name and contact information for the registered manager of the practice.

#### **Section 4 - Registered Provider details**

The name and contact information for the registered provider of the practice.

#### **Section 5 - Responsible Individual**

In the case of an organisation, details of the responsible individual's roles and responsibilities within the organisation.

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Details of the relevant qualifications and experience of all the dentists and dental care professionals employed in or for the purposes of the private dental practice.

#### **Section 7 - Organisational Structure**

Description / chart of the relationship between the registered provider and the practice being registered.

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How the service seeks patient views in order to monitor the quality of the service provided.

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How the service will respect the privacy and dignity of your patients *in line with the Equality Act 2010*.

#### **Section 12 - Date**

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### SECTION 1 - AIMS AND OBJECTIVES OF THE DENTAL PRACTICE

**Prompt** We keep our local community smiling through expert dental care conducted by highly skilled and motivated clinicians. We believe everyone should have access to high-quality dentistry, so we offer our patients competitive treatment prices to help them get the care they deserve.

**Our Aims.** To make dental care and treatment as comfortable as possible. In addition to this, we aim :

- To understand and exceed the expectations of our patients
- 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 monitor our performance by way of audit
- To invest in property, equipment and technology to innovate processes based on good clinical

**Our Objectives.** To continue delivering a service of exceptional standards and professionalism in which we

- Maintain accountability for individual and team performance.
- Support each other in achieving patient expectations
- Maintain the highest professional and ethical standards
- Rapidly respond to the needs of our team and our patients.
- Encourage innovation, ambition and continuous improvement
- Ensure our team are trained and competent members.

Our patients are treated with honesty and transparency and integrity in complete confidence with the utmost discretion in a relaxing calm state of the art surroundings.

The practice complies with the requirements of the Advertising Standards Authority to ensure any advertisements reflect the true nature of the services offered.

### SECTION 2 – SERVICES / TREATMENTS / FACILITIES

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Our practice offers private dentistry accessed either by one of our tailor-made monthly payment practice plans which range from 0-5-year-old, 6-12-year-old, 13-18-year-old followed by our three tiered adult plans designed to suit individual needs. Our preventative plan is exceeded by our Comprehensive plan, exceeded by our Complete Gum health plan. All our plans are clearly displayed on our newly developed web site. <https://dentalcentroakdale.co.uk> **OR** as a Pay As You Go preference , where treatments are booked and paid for with each appointment

### **Treatment of disease, disorder or injury**

- Ensuring the safety and wellbeing of our patients is our priority. We regularly update our patients' medical records and contact information, addressing any changes promptly and efficiently
- Provision of a high quality and range of dental services to the community, including consultations, X-rays, routine restorative work, root canal treatments, treatment of periodontal disease, surgical procedure i.e. extractions, prosthetics i.e. crowns, bridges, veneers, dentures. Aligners, whitening and cosmetic work.
- Our services are offered in a friendly and professional manner
- We take the time to explain the diagnosis to patients in detail, where particular attention should be given and necessary action/treatment options, costs, advice and risks etc.
- To refer to appropriately qualified specialist dental practitioners where required, giving temporary treatment if required.
- To ensure patients are kept well informed of costs and allowing time to discuss their treatments, its progress and development.
- To ensure a preventative service is maintained establishing a bespoke dental health regime for each patient.

### **Surgical Procedures**

- We obtain consent for all surgical procedures carried out

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- We ensure we give detailed information and explanations to our patients where a surgical procedure is necessary, to allow them to make informed choices about their treatments.
- We monitor patients progress post procedure, ensuring a full recovery, minimising risks

### Diagnostic and Screening Procedures

- Diagnostic and screening procedures take place within an agreed appointment time, with further follow up appointments offered within a referred timeline to suit our patients needs and expectations.
- To undergo a complete and detailed examination of the patient's oral health with help from relevant diagnostic equipment, taking into account relevant medical history.
- To inform patients of the results of such diagnostic and screening procedures with a view to discussing and implementing possible treatment options

## SECTION 3 - REGISTERED MANAGER (RM) DETAILS

Name

Mark Rice-Jones

Address and postcode

9 Cefn y Ffwrn

Oakdale

NP12 0EZ

Telephone number

Email address

Markr.thedentalcentre@aol.com

Relevant qualifications

BDS Wales 1995

GDC 70653

PGCert in Contemporary Restorative & Aesthetic Dentistry

FD1 Educational Supervisor

Speciality Doctor

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Mark qualified as a general dental practitioner in 1995. He consistently works to an exceptionally high standard providing quality patient care. His dentistry is his passion as he strives to ensure his patients and team experience excellence. Mark ensures his skill set is in line with best practice by attending courses which comply with his GDC requirements of maintaining his CPD but also allows a range of treatments and services to be offered. The standards Mark sets, as a principal dentist are extremely high, and he would not accept anything less. He continues to grow as an individual and business serving his local community and beyond.

### SECTION 4 - REGISTERED PROVIDER DETAILS

Company name

Skyrunner T/A The Dental centre  
Suite 4  
Oakdale Medical Centre  
The Square  
Oakdale  
NP12 0LR

Telephone number

01495 225588

Email address

[contact@dentalcentroakdale.co.uk](mailto:contact@dentalcentroakdale.co.uk)

RI name

Mark Rice-Jones

Relevant qualifications

Relevant experience

### SECTION 5 - RESPONSIBLE INDIVIDUAL (RI) DETAILS

RI name

*Produced for Healthcare Inspectorate Wales (HIW), Welsh Government, Rhydycar Business Park,  
Rhydycar, Merthyr Tydfil CF48 1UZ*

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Company name

Registered address and postcode

Telephone number

Email address

Roles and responsibilities within the organisation

### SECTION 6 - STAFF DETAILS

Name	Position	Relevant qualifications / experience
Mark Rice-Jones	Principle Dentist	BDS Wales 1995
Samantha Rice-Jones	HR & Admin Support	BSc, RM, PG Cert Ed
Lauren Edwards	Dental Therapist/Hygienist	BSc Dental Hygiene & Dental Therapy Birmingham 2023
Cassie Powles	Dental Nurse	NVQ level 3 2015
Chantelle Lawson	Dental Nurse	Diploma in Dental Nursing 2022
Joely Stredwick	Dental Nurse	Diploma in Dental Nursing 2023

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### SECTION 7 - ORGANISATIONAL STRUCTURE

Skyrunner T/A The Dental Centre will provide Private General Dental Services to the public Pro

### SECTION 8 - PATIENTS VIEWS

*The practice will obtain the views of its patients throughout the duration of their course of treatment and use this feedback to inform the provision of treatment and care of prospective patients.*

*The Patients Information Leaflet is readily accessible to our patients and copies are available in the reception area. Patients are also politely encouraged to give their feedback via Google Review of our practice and their treatments. This service is managed by our third-party marketing team to provide regular digital feedback of our services.*

*Patients experience in the waiting room is monitored by way of discussion to provide patients with a calm and friendly environment whilst waiting for their appointment.*

*This collation of this information is of the utmost importance and is actively encouraged. It enables us to address concerns and allows to grow as a practice.*

*The information is disseminated to our team at our monthly practice meeting s*

### SECTION 9 - OPENING HOURS

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Our practice has a dedicated policy for dealing with complaints. This is available as a hard copy and readily available to patients. Patients have the option to receive a copy in the post or to be emailed to them on request, should they require.

The policy is also available digitally on our Web site –

We take complaints very seriously indeed. The policy clearly identifies the Complaints Procedure, how a patient can lodge a complaint, the named person responsible for dealing with complaints and the timeline for responses. The Complaints Policy is in keeping with Regulation 21 of the **Private Dentistry (Wales) Regulations 2017**.

### SECTION 11 - PRIVACY AND DIGNITY

The practice wholeheartedly respects the privacy and dignity of our patients . We have a privacy notice in place that is accessible to patients and staff to give notice of how as a practice we preserve and maintain privacy and dignity. In line with the Equality Act of 2010. Prompt

### SECTION 12 - STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	21.8.24 .
Category of changes made	<input type="checkbox"/> Change of staff details <input checked="" type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	oprice-jones
Date HIW notified of changes	22.8.24