



## STATEMENT OF PURPOSE

Name of establishment or agency	Mumbles Dental and Cosmetic Suite
Address and postcode	24 Queens Road Mumbles Swansea SA3 4AN
Telephone number	01792 368547
Email address	reception@mumblesdentalsuite.com

### Aims and objectives of the establishment or agency

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed client expectations.

#### **Our Aims**

We aim to provide dental care and treatment of consistently high standard for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible, providing the highest quality dental treatment, in line with current and past research and evidence. We also provide awareness of prevention and promote positive health choices. As a practice, we keep up to date with current dental techniques through continual education and training, so that we may deliver comprehensive treatment choices to our patients.

*In addition, we aim:*

- Where ever possible, to see patients on time and notify patients if we are running more than 10 minutes late
- 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 clearly set and monitor targets in all areas
- To invest in the property, equipment and technology and to innovate processes based on a measured business case
- Spend sufficient time with the patient to meet their clinical needs
- Use approved good quality techniques and modern materials
- Operate within a policy and culture of honesty and openness in everything we do

#### **Our Objectives**

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable cost.

The practice complies with the requirements of the Advertising Standards Authority and the guidance of the General Dental Council and ensures that any advertisements reflect the true nature of services offered.

#### **REGISTERED MANAGER DETAILS**

Name of establishment or agency	Mumbles Dental and Cosmetic Suite
Address and postcode	24 Queens Road Mumbles Swansea SA3 4AN



Telephone number	01792 368547
Email address	reception@mumblesdentalsuite.com

### **Relevant qualifications**

Bachelor of Dental Surgery (Cardiff)  
MFDS (Glasgow)

### **Relevant experience**

I have been a dentist in general dental practice for 7.5 years and familiar with the running of a practice and managing the dental team. I am the principal dentist at Mumbles Dental Suite. In October, 2018 I completed Campbell Academy Business skills course in order to improve my skills in management, HR and business. I am also an expert member of the BDA and use their guidance documents to help ensure the practice is compliant with regulations.

*As registered manager I will:*

- oversee the overall functions and take responsibility for the daily tasks
- operations of the practice, by ensuring that the work is carried out according to agreed systems and policies
- responsible for the recruitment, training and development processes of existing and new employees, including monitoring and evaluating staffing levels to meet existing and future needs;
- maintain the surgery and reception in good working order and ensure that the equipment is in good working
- ensure excellent quality of service levels for patients;
- build and lead an effective team, develop motivation, commitment and sound working relations and morale within the practice staff;
- supervise the staff on a day-to-day basis and ensure they are formally appraised at least annually
- be responsible for implementing disciplinary procedures as required;
- have overall responsibility for the implementation and monitoring of all health and safety policies, including all safe systems of work;
- ensure that all possible steps are taken to prevent accidents and to minimise any potential hazards;
- facilitate the cascading of Health & Safety information and issues to all staff and to ensure that this has been digested and understood;
- ensure that all of the practice's policies and procedures are effectively implemented and monitored and to be responsible for them;
- have overall responsibility for the delivery of quality services to all patients;



- have overall responsibility for investigating and documenting all untoward events, e.g. any complaints or grievances which a patient might have;
- document and investigate any accidents and incidents which may occur;
- receive and evaluate patient feedback and make process changes to the running of the practice if appropriate;
- Oversee the financial processes and completion of relevant documents, e.g. invoices, supervision and staff training records.

### RESPONSIBLE INDIVIDUAL DETAILS

Name	Edward Nicholas Packer
Address and postcode	24 Queens Road Mumbles Swansea SA3 4AN
Telephone number	01792 368547
Email address	reception@mumblesdentalsuite.com

#### Relevant qualifications

Bachelor of Dental Surgery (Cardiff)  
MFDS (Glasgow)

#### Relevant experience:

The individual is the same person as the registered manager



## STAFF DETAILS

Staff within the Practice:

Dentist: Dr Edward Nicholas Packer BDS MFDS

Dentist: Dr Oliver R Jones BDS

Dr Joanne Archer BDS (qualified dentist but employed as hygienist)

Ms Emily Ch'ng – Hygienist – Diploma in Hygiene

Mrs Jenna Phillips – Practice Manager

Miss Kate O'Hara – Business Manager

Miss Charlotte Clark – Head Dental Nurse and dental radiographer

Mrs Caroline Stevens – Deganello – Qualified Dental Nurse and dental radiographer

Miss Ellen Humphries – Qualified Dental Nurse Decontamination Lead and Treatment coordinator

Miss Emily Davies – Trainee Dental Nurse

Ms Sandra Bibby – Dental receptionist

## SERVICES / TREATMENTS / FACILITIES

This practice offers dental services to the whole population which consist of:

- Preventive advice and treatment
- Routine restorative dental care
- Root canal treatment
- Dental hygiene and periodontal treatment
- Tooth whitening
- Crown and bridgework
- orthodontic assessment and referral and/or treatment
- treatment of oral trauma
- dental extractions
- radiographs (taking and diagnosing)
- soft tissue screening
- provision of domiciliary visits for those unable to travel to the surgery
- emergency/on-call care out-of-hours

### Facilities

- Mumbles Dental and Cosmetic Suite is well located in the heart of Mumbles and is on a main bus route with nearby parking and local amenities.
- We offer two comfortable waiting rooms, both upstairs and downstairs.
- We have children's books and magazines available while they are waiting
- We have a purpose-built decontamination facility to assure Best Practice standards of infection control
- There is a chair lift and a downstairs surgery to provide easy access for



patients who find it difficult to use the stairs.

- For patients who require a step free access, our sister practice 'Uplands Dental Suite' offers this.
- We employ digital imaging for instant radiography at the lowest and safest dosage: equipment is registered with the Health and Safety Executive

### **Making an Appointment**

- All patients are seen on an appointment basis
- Opening Hours:

Monday to Thursday 08:30-17:00

Friday 08:30-15:00

Saturday 08:30 – 12:30 – Once a month

### **Cancellations Policy**

At least 24 hours' notice is required of a cancellation otherwise a charge may be made (where permitted), which will be based on the circumstances of the patient and at the practice's discretion.

### **Smoking Policy**

In order to provide a safe healthy and smoke-free environment for staff and patients, the establishment is a no smoking area.

### **Methods of Payment/Credit**

All major credit/debit cards are accepted except for AMEX

### **Car Parking**

Although the practice does not have a car park, there are parking facilities at/near the practice.

### **Client Centred Care**

We care about providing the right treatment for patients, so treatments and procedures are only carried out after fully discussing the pros and cons with the patient.

### **Consultations**

- All consultations are carried out in person with patients, by qualified personnel in the privacy of the consultation/treatment room.
- Records of all consultation and treatments are kept in patients' notes
- At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure and all alternatives will be discussed, and consent obtained prior to commencement

### **Patient Records**

The details of patients are taken at the initial consultation which also form part of the patient records.



### **Information provided to the Patients**

This practice ensures that information provided to patients and prospective patients and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a Patient Information Leaflet.

### **Treatment of Children**

We do provide treatment for children under NHS contract. This is applicable up until either the child's 18th Birthday or if in full time education up until their 19th Birthday. We will expect minors to be accompanied to the practice by their parents or guardians.

### **Consent**

- The practice operates a consent policy which will be given at the first consultation for the patient to read and understand prior to proceeding with any treatment
- Patients have the right to make their own decisions regarding medical treatment and care. Prior to the commencement of treatment, patients will be required to sign a form of consent/treatment plan.
- Consent to treatment must always be given freely and voluntarily by a person capable of making decisions regarding the treatment. Those with a learning disability must be accompanied by a parent or guardian who will sign the consent form on their behalf

### **Patient Surveys**

We have patient 'Comments, Complaints and Compliments' questionnaire in each of our waiting rooms.

We encourage our patients to fill these out and do not request any personal information, so they remain anonymous, allowing patients to be as honest as they can.

It is the policy of this practice also to carry out random patient surveys to seek the views of our patients as to the quality of the treatment and care provided by our personnel

- This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These results will be issued to HIW as and when requested
- Patients views will be collated into a report. The results of the survey will be made available to staff by way of discussion at regular staff meetings. Guidance as to where and how to access the report will be noted in the minutes of these staff meetings

### **Privacy and Dignity of Patients**

The privacy and dignity of patients are respected at all times. This practice has a policy of patient confidentiality and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

### **Checklist for Consultation**

- We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure
- If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation



### **Complaints Procedure**

- Patients are asked that in the event of any complaint, to speak directly or write to the practice manager. Patients who require further advice regarding the complaints process should direct their enquiry to the Registered Manager who, when applicable, will recommend the services of an independent advocate. A copy of the complaints process is held in the waiting room and a copy can also be requested at reception

### **What we shall do**

Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints within two working days and aim to have looked into the complaint within 10 working days of the date when it was raised. We shall then be in a position to offer an explanation or a meeting as appropriate. If there are any delays in the process, we will keep the complainant informed.

When we look into a complaint, we shall aim to:

- Find out what happened and what, if anything, went wrong
- Make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again
- At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing

### **Complaining on behalf of someone else**

The rules of medical confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated. If the complaint is not resolved to the patient's satisfaction, the patient will be advised to write (as appropriate) to:

- The Dental Complaints Service (for Private Care and Treatment)

Telephone: 0208 253 0800

Email: [info@dentalcomplaints.org.uk](mailto:info@dentalcomplaints.org.uk)

- NHS Treatment - ABMU Health Board

Telephone: 01639 683316

OR

Public Services Ombudsman for Wales,

Telephone: 0300 790 0203

Website: [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk)

- HIW (Health inspectorate Wales)

Telephone: 0300 062 8163

Email: [hiw@gov.wales](mailto:hiw@gov.wales)



Help us to get it right

We constantly try to improve the service we offer, so we will encourage patients/clients to let us know when we have done something well or if there are any suggestions as to how we can do something better.

<b>Date Statement of Purpose written</b>	25/11/18
<b>Author</b>	Dr Edward Nicholas Packer

#### STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	29/05/2025
Reviewed by	Dr Edward Nicholas Packer
Date HIW notified of changes	29/05/2025