

STATEMENT OF PURPOSE

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|---------------------------------|---|
| Name of establishment or agency | West Coast Dental Care |
| Address and postcode | 326 Swansea Road Waunarlwydd Swansea SA5 4SQ |
| Telephone number | 01792 873483 |
| Email address | info@westcoastdental.co.uk |
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Aims and objectives of the establishment or agency

West Coast Dental Care provides high quality dental care in a professional and caring manner. We understand the needs of our patients and we ensure that your treatment is carried out in complete confidence by highly trained staff, and that you are involved in decisions about your care every step of the way. We pride ourselves in helping to treat nervous patients. We are able to treat patients from all age groups. We provide Private dental care and treatments including implants, tooth whitening and cosmetic dentistry to improve your smile. We are also able to provide dental treatments using a laser (Quicklase Diode Laser is a class 3B/4 laser)

At West Coast Dental Care we have set several goals for the practice.

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 hope to measure the success of this aim by establishing a reduction in dental disease levels and therefore dental treatment required on an individual patient basis (and across our patient group as a whole) enabling them to benefit from improved oral health that they have been empowered to take control of themselves.

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. 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 (using an interpreter and visual aids where necessary).

Another major goal for the practice is to provide dental care (and a customer service level) for our patients of a consistently high and reproducible standard. To assist us in this aim we participate in an ongoing quality assurance program (BDA Good Practice Scheme). We completed the program and became Good Practice Scheme members in 2013, and have undergone repeated revalidation every 3 years and in 2023 we were pleased to be recognised by the BDA as being a member for 10 years. Quality is central to everything we do at West Coast Dental Care.

We aim to provide dental care of a consistent quality for all patients; we strive to meet the high standards expected in any clinical setting. We expect all members of our dental team to work to these standards to help us achieve our aim of providing a quality service. Our management systems define each practice member's responsibilities when looking after the patient.

The policies, systems and processes in place in our practice, reflect our professional and legal responsibilities and follow recognised standards of good practice.

At West Coast Dental Care, we aim to achieve the best results for our patients through clear policies and systems and appropriately trained and competent team members. We evaluate our practice on a regular basis through audit, peer review and patient feedback and monitor the effectiveness of our quality assurance procedures.

In providing our patients with care of a consistent quality, we will:

- Provide a safe and welcoming environment
- Ensure all members of the dental team are appropriately trained

- Provide patient with information about the practice and the care available and ensure the patient understands the terms on which care is offered
- Display indicative treatment charges
- Explain all treatment options and agree clinical decisions with the patient explaining the possible risks involved with each option
- Provide treatment plans based on the agreed treatment with an estimate of the likely costs
- Obtain valid consent for all treatment. Written consent will be sought for extensive or expensive treatments.
- Refer to specialists for investigation or treatment as appropriate and without undue delay
- Maintain contemporaneous clinical records with an up-to-date medical history for all patients
- Provide secure storage of patient records to maintain patient confidentiality
- Explain the procedure to follow for raising a complaint about the service, identifying the practice contact
- Display the BDA Good Practice Scheme plaque and have information about the scheme available to patients

As a member of the BDA's Good Practice Scheme we are committed to supporting our patients towards achieving and maintaining good oral health. As part of this commitment, we:

1. Involve our patients in all aspects of their care and ensure that their needs and preferences are considered and that they can take informed decisions
2. Ensure a safe environment by undertaking risk assessments and managing potential hazards within the practice. We follow current guidelines for preventing cross-infection
3. Recruit staff that are competent to undertake the duties associated with their role and provide training where required. We encourage on-going professional development for all members of our team
4. Monitor the quality of the service we provide and seek the views of our patients to identify opportunities for improvement

| REGISTERED MANAGER DETAILS | |
|----------------------------|--|
| Name | Martyn Thomas |
| Address and postcode | West Coast Dental Care 326 Swansea Road Waunarlwydd Swansea SA5 4SQ |
| Telephone number | 01792873483 |
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| Relevant qualifications | BDS Wales 1999 |
| Relevant experience | <p>Martyn Thomas – both registered manager and responsible individual at West Coast Dental Care.</p> <p>Martyn is a practicing, registered dentist (GDC no. 75993). Qualified in 1999 from Cardiff Dental School and worked in general practice from this time so has 26 years of experience of NHS and private dentistry. Purchased West Coast Dental Care 2009 so has 16 years of experience as principal dentist and being an owner/manager. Professional interests include all general dentistry and practice management and development.</p> <p>Over the past 16 years he has developed the practice by expanding it from a three surgery practice to a four surgery practice. The practice has undergone significant refurbishment including 4 new surgeries, a dedicated decontamination room, installation of a separate disabled toilet and baby changing area, full computerisation. The services of a hygienist have been brought to the practice. The practice has been rebranded by Martyn during this time and its own website launched.</p> <p>Martyn is involved in and has supervised the training and development of several dental nurses as they have progressed from being trainees to qualified dental nurses, and then attained further qualifications in Reception Skills, EXACT software advanced training, Oral hygiene education, Radiography, Fluoride application, Impression taking, Implant dental nursing. Martyn is ably supported by his Assistant Manager, Lucy Thomas, who has developed her own skills obtaining her ILM Level 3 Certificate in Leadership and Management in 2013. Martyn is always keen to encourage the development of his staff.</p> |

Martyn wanted to take part in a quality assurance program to assist in the development of the practice and so completed the BDA Good Practice Scheme in 2013 and has recently been recognised as being a member for 10 years.

RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

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|-------------------------|--|
| Name | Martyn Thomas |
| Address and postcode | West Coast Dental Care 326 Swansea Road Waunarlwydd Swansea SA5 4SQ West Coast Dental Care Ltd Registered in England and Wales Company number: 9280009 Registered office: Suite 2D, Building 1, Eastern Business Park, St Mellons, Cardiff CF3 5EA Company Director: Martyn Thomas |
| Telephone number | 01792 873483 |
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Roles and responsibilities within the organisation

Principal Dentist
Practice Owner and Company Director
Registered Manager

STAFF DETAILS

Please provide the following details for all staff providing services at your establishment or agency

| Name | Position | Relevant qualifications / experience |
|--------------------|---|--|
| Martyn Thomas | Dentist, registered manager, responsible individual | BDS Wales 1999 26 yrs experience |
| Lisa Thomas | Dentist | BDS Wales 2004 MFDSRCS, Diploma in Implant Dentistry 21 yrs experience |
| Rebecca Williams | Dentist | BDS Bristol 2011 14 yrs experience |
| Rita Marinho | Dentist | LMD (Egas Moniz, Lisboa) 2016, 9 yrs experience |
| Abbey Rodrigues | Dentist | BDS Wales 2023 2 years experience |
| Courtney Freeguard | Dental Hygienist | Diploma in Dental Hygiene 2025, 1 years experience |
| Catrin Jones | Dental Therapist | BSc Oral Health Science (Dental Hyg and Therapy)23 |
| Lucy Thomas | Assistant manager and Reception manager | MSC, ILM Level 3 Certificate |
| Fran Bartlett | Senior Dental nurse | Level 3 NVQ in dental nursing 2011 |
| Helena Reardon | Senior Dental nurse | NEBDN 2002 |
| Laura Watts | Dental nurse and Receptionist | Diploma in Dental Nursing Level 3 2021 |
| Chloe Evans | Dental nurse | Diploma in Dental Nursing Level 3 2019 |
| Shannon Rees | Dental nurse | Diploma in Dental Nursing Level 3 2023 |
| Alisha Baker | Dental nurse | Diploma in Dental Nursing Level 3 2025 |
| Ceri Attanoos | Receptionist | 15 yrs experience within the practice Dental Reception Program |
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ORGANISATIONAL STRUCTURE

*Please insert a diagram or description of your organisational structure
(please delete this section if not applicable)*

Martyn Thomas – Principal Dentist, Practice Owner and Company Director,
Responsible individual, Registered manager

Lucy Thomas – Assistant manager and joint Reception Manager with ...
Laura Watts – Joint Reception Manager

Fran Bartlett/Helena Reardon – Senior dental nurses and in charge of day
to day running of clinics, decon room, specialist dental service, supervision
and training of other dental nurses.

SERVICES / TREATMENTS / FACILITIES

Please detail each treatment you intend providing with the age range and any specialist equipment used

We aim to meet the routine and general dental care needs of our patients and try to achieve high levels of oral health through adopting a preventive approach. If the users of our services require or request to have a treatment or procedure that we are either unable or unwilling to provide, then we will either arrange for a referral or inform them accordingly

The treatments we provide at West Coast Dental Care can broadly be divided into three categories and we are able to treat patients from all age groups:

1. Diagnostic and screening procedures

For the whole population, we aim to see each patient at a personal and mutually agreed recall interval and perform a full examination of both the hard and soft tissues and supporting structures of the oral cavity using diagnostic aids such as x-rays as and when appropriate. Where any abnormalities are detected then further investigations and referrals will be actioned.

2. Treatment of disease, disorder or injury

For the whole population, following diagnosis and screening, patients are given an explanation of any items requiring attention, all appropriate treatment options and associated costs (where applicable) and the pros and cons of each option is explained.

The kinds of services that we provide are consultations, x-rays, treatment of periodontal disease, routine restorative work such as fillings, crowns, inlays and onlays, endodontics, prostheses and cosmetic work. We also offer orthodontic treatment using discrete appliances suitable for general dental practitioners to prescribe and dental implant placement and restoration. If necessary, referral to specialist dental practitioners may be advised where the treatment required is more complex. In the case of injury, temporary treatment may be provided to stabilise the mouth. Patients will be kept fully informed of proposed interventions at each point, receive itemised estimates of likely costs and consent will be sought at each stage. We are also able to provide some dental treatments using a laser (Quicklase Diode Laser is a class 3B/4 laser), mainly for management of gingival tissues to complement other dental treatments such as filling a tooth with a subgingival cavity or to assist in veneer preparation or gum contouring.

At all times we aim to provide a service based on prevention and develop a personal regime for each patient within this overarching framework.

3. Surgical procedures

For the whole population, if a patient requires a surgical procedure at the practice, and we believe that this is either within our skill set, then we will explain the procedure to the patient together with any associated risks and,

if the patient wishes to proceed, obtain appropriate valid consent. Once completed, we will monitor the progress of the patient in accordance with the relevant clinical protocols to ensure that recovery is both full and uneventful.

For more advanced surgical procedures, such as the removal of impacted wisdom teeth, we refer to appropriately qualified consultants and specialists either in hospitals or a practice environment.

We are also able to provide facial aesthetic treatments using facial injections (such as Botox) to over 18 year olds only.

Treatment is provided by the dentists, hygienist and specialist dental surgeon.

The equipment required to deliver these services are standard dental surgery equipment such as the dental chairs and carts and handpieces. Also our fully kitted out decontamination room with ultrasonic baths and autoclaves ensures we have high standards of infection control and are compliant with WHTM 01-05.

We also have a Quiklase Diode Dental Laser – 4 Watts with a wavelength of 810nm (this is a class 3B/4 laser)

For an example of indicative pricing, for Private treatment, a new patient consultation is £88, a routine examination is £65, a scale and polish or hygiene visit is £65, a filling is £115. For a full list of indicative pricing, a copy of our price list is given to patients on their first visit. It is also on display in the waiting rooms and freely available on our website.

To summarise, the treatments we provide are:

- General and family dentistry
- Restorative dentistry
- Hygiene services
- Teeth whitening
- Dental implants
- Orthodontic services
- Dental treatments with the use of a laser
- Facial aesthetics using facial injections only

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.

PATIENTS VIEWS

How do you seek patient's views on the services / treatments you provide?

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.

Patients can make their views known by the Patient Suggestion Box that is placed in reception. This is regularly emptied and the suggestion slips read and acted on as soon as possible when necessary or discussed at staff meetings.

We also use Patient Satisfaction Questionnaires quarterly throughout the year, where they are able to express their views in a more structured fashion and the questionnaires allow us to focus on a particular subject or area if necessary. Again, suggestions are acted on as soon as possible when necessary or discussed at staff meetings.

For more serious matters they are able to express their views using the Practice Complaints Procedure.

We act on all feedback received and ensure that patients are aware of changes made as a result of their feedback by putting Patient Feedback Bulletins up on the waiting room notice boards.

ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

What are the arrangements for patients who require urgent care or treatment out of hours?

If you provide in patient care what are the arrangements for contact between patients and their relatives i.e. visiting times

Opening hours:

Monday – 8.30 am – 5.00 pm

Tuesday – 8.30 am – 5.00 pm

Wednesday – 8.30 am – 5.00 pm

Thursday – 8.30 am – 5.00 pm

Friday – 8.30 am – 2.00 pm

Saturday clinics by appointment only

For patients who require urgent care or treatment outside of the practice opening hours, they are directed to call the free helpline number 111 where they will be provided with information and advice on how to manage their dental problem and if necessary, how to access urgent care. This phone number is available on the practice answer machine, on a poster on the front door, on our freely available patient information leaflet and on our website.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

Please provide details about

- *how to complain*
- *who to complain to*
- *how you will deal with a complaint*
- *other sources of help if patient not happy with how you have dealt with the complaint (include contact details for HIW)*

West Coast Dental Care Complaints Handling Policy

In this practice we take complaints very seriously and try to ensure that all our patients are pleased with their experience of our service. When patients complain, they are dealt with courteously and promptly so that the matter is resolved as quickly as possible. This procedure is based on these objectives. Our aim is to react to complaints in the way in which we would want our complaint about a service to be handled. We learn from every mistake that we make and we respond to patients' concerns in a caring and sensitive way.

1. The person responsible for dealing with any complaint about the service that we provide is our complaints manager, **Lucy Thomas**. She can be reached on **01792 873483** or you can email her on **info@westcoastdental.co.uk**.
2. If a patient complains by telephone or in person, we will listen to their complaint and offer to refer him or her to the Complaints Manager immediately. If the Complaints Manager is not available at the time, then the patient will be told when they will be able to talk to the Complaints Manager and arrangements will be made for this to happen. The member of staff will make a written record of your complaint and provide the patient with a copy as well as passing it on to the Complaints Manager. If we cannot arrange this within a reasonable period or if the patient does not wish to wait to discuss the matter, arrangements will be made for someone else to deal with it.
3. If the patient complains in writing or by e-mail it will be passed on immediately to the Complaints Manager.
4. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the dentist concerned, unless the patient does not want this to happen.
5. We will acknowledge the patient's complaint in writing and enclose a copy of this code of practice as soon as possible, normally within 2 working days. We will offer to discuss the complaint at a time agreed with the patient, asking how the patient would like to be kept informed of developments, for example, by telephone, face to face meetings, letters or e-mail. We will inform the patient about how the complaint will be handled and the likely time that the investigation will take to be completed. If the patient does not wish to discuss the complaint, we will still inform them of the expected timescale for completing the process.

6. We will seek to investigate the complaint speedily and efficiently and we will keep the patient regularly informed, as far as is reasonably practicable, as to the progress of the investigation. Investigations will normally be completed within 10 working days but some may take longer and if that is the case we will keep the patient informed as to the reasons why.
7. When we have completed our investigation, we will provide the patient with a full written report. The report will include an explanation of how the complaint has been considered, the conclusions reached in respect of each specific part of the complaint, details of any necessary remedial action and whether the practice is satisfied with any action it has already taken or will be taking as a result of the complaint.
8. Proper and comprehensive records are kept of any complaint received as well as any actions taken to improve services as a consequence of a complaint

Please contact **Lucy Thomas (01792 873483, info@westcoastdental.co.uk)**, in the first instance. If a patient is not satisfied with the result of our procedure and investigation, for complaints about **Private** treatment they may contact:

- Healthcare Inspectorate Wales, Government Buildings, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ telephone 0300 062 8163
- You can also contact the GDC private dental complaints service by calling 0208 253 0800 or visiting www.dentalcomplaints.org.uk

PRIVACY AND DIGNITY

How will patients' privacy and dignity be respected in line with the Equality Act 2010 and the protected characteristics of

- *age*
- *disability*
- *gender re-assignment*
- *marriage and civil partnerships*
- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

The privacy and dignity of patients are respected at all times. The practice has an Equality and Diversity Policy and a Patient Confidentiality Policy and all information and records are kept safe and confidential. There are facilities available for patients to have private conversations with clinical and reception staff if required.

Equality and diversity policy

Our aim is for West Coast Dental Care to be a successful, caring and welcoming place for patients to receive 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 will be positively valued.

Legal responsibilities

The rights of our patients and our staff with regards to discrimination are protected by anti-discrimination legislation including:

- The Equality Act 2010
- Part-time Workers (Prevention of Less Favourable Treatment) Regulations 2000
- Employment Rights Act 1996

We accept our responsibility to ensure that discrimination does not take place and that everyone is treated fairly and equally.

We aim to achieve equality of care experience by removing any potential discrimination in the way that people are cared for and treated by the Practice, including:

- people with disabilities
- people of different sexual orientations
- transgendered and transsexual people
- people of different races
- people on the grounds of their sex
- people of faith and of no faith
- people in relation to their age
- people in relation to their social class or medical condition
- people who work part-time
- people who are married or in a civil partnership
- women who are pregnant, have recently given birth or are breastfeeding

We aim to 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.

Comments and concerns

If the patient believes they have been treated in any way contrary to this policy or they have any comments on how we can ensure that it works better, they can contact Martyn Thomas (registered manager and practice owner) or Lucy Thomas (assistant manager) at the practice. They can contact us and make their views known either by using the Patient Suggestion Box, our Patient Satisfaction Questionnaires, or for more serious matters the Practice Complaints Procedure. We will investigate their concerns and take appropriate action.

Patient Confidentiality Policy

We are committed to complying with the requirements of the legislation governing patient confidentiality including: Access to Health Records 1990, Caldicott Guidelines 1997, Confidentiality Code of Practice 1998, Data Protection Act 1998 and the GDC Standards for Dental Professionals on Principles of Patient Confidentiality.

For the purpose of this policy, confidential information is defined as personal information provided by an individual in confidence including, but

not limited to, such details as name, age, address, personal circumstances, race, health, sexuality, etc. Note that even the fact that a patient attends the practice is confidential. This information may be supplied or stored on any medium and includes images, videos, health records, computer records or verbally.

All staff members are aware of their responsibilities for safeguarding patient confidentiality and keeping information secure and have received appropriate training on the legislation requirements to ensure that:

- No personal information given or received in confidence is passed on to anyone else without the prior consent of the information provider
- No personal information given or received in confidence for one purpose is used for another purpose without the prior consent of the information provider
- Patients are entitled to object to the use of their confidential information for any other purpose than their care
- The duty of confidentiality to deceased patients is treated in the same way as that of living patients
- The rules of disclosure are strictly followed every time information is passed on to another person or organisation.

Personal information is only disclosed to another person or organisation when:

1. The patient consent has been obtained
2. The disclosure is in the patient's best interest (referral)
3. The information recipient falls under the category of 'needs to know basis' and is directly involved in patient care or the use is justified for the purposes described in the list of circumstances in the 'Disclosure on a need to know basis' section
4. Disclosure is required by a court or a court order
5. Disclosure is required by law
6. Information is requested by the police in order to detect or prevent serious crime

The practice treats breaches of confidentiality very seriously. No team member shall knowingly misuse any confidential information or allow others to do so.

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| Date Statement of Purpose written | Originally 16/10/17 |
| Author | Martyn Thomas |

STATEMENT OF PURPOSE REVIEWS

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| Date Statement of Purpose reviewed | 14/2/24 |
| Reviewed by | Martyn Thomas |
| Date HIW notified of changes | 18/2/24 |

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| Date Statement of Purpose reviewed | 30/10/25 |
| Reviewed by | Martyn Thomas |
| Date HIW notified of changes | 30/10/25 |

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| Date Statement of Purpose reviewed | 17/4/26 |
| Reviewed by | Martyn Thomas |
| Date HIW notified of changes | 17/4/26 |

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