



## STATEMENT OF PURPOSE

Name of establishment or agency	Central Dental Care
Address and postcode	5 Nant Hall Road Prestatyn LL19 9LR
Telephone number	01745 630530
Email address	info@centraldentalprestatyn.co.uk



CENTRAL DENTAL  
- CARE -

## Aims and objectives of the establishment or agency

1. We will aim to provide high quality dental care including periodic examinations and treatment, where required. We will promote good oral health to patients attending our practice for care and advice. We will involve other professionals in the care of our patients, where this is in the patient's best interests, for example, referral for specialist care and advice. We will ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence. We will ensure our team has an awareness of current national guidelines that affect the way we care for our patients.
2. We will aim to provide a comprehensive service to all patients without discrimination. Our treatments will be based on evidence-based treatments, and we will use good quality modern materials and approved techniques.
3. Whilst not always possible, we will aim to see our patients on time and will keep them informed if we are running late. Where appropriate and without breaching confidentiality, we will offer an explanation.
4. We will endeavour to spend sufficient time with patients to ensure that they feel that they have been listened to and any concerns addressed.
5. We will aim to be open and fair with all our patients and welcome open communications which help us to continue our services in a manner approved by the majority and will constantly strive to improve the service we provide.
6. We will ensure that we always have adequate numbers of appropriately trained staff available in order for a prompt and caring environment to be maintained.
7. We will have policies for consent and confidentiality that will be regularly discussed at practice meetings and updated when necessary and at least yearly. We will ensure all team members understand the role they play in obtaining valid consent and in maintaining confidentiality.
8. We will ensure that any adverse or significant events are fully investigated. We will aim to learn from these events and make policy changes where necessary to reduce the likelihood of them being repeated or, if possible eradicated.



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9. We will undertake ongoing patient satisfaction surveys that specifically ask patients whether they are confident they are treated as individuals, listened to and involved in decisions about their treatment. We will also capture ad hoc patient comments and discuss these at practice meetings. We will act on all feedback received and ensure that patients are aware of any changes made as a result of their feedback.
10. We will 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 will be displayed, understood and complied with by all team members. Our team training will ensure that all team members understand 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 will 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 will be discussed at practice meetings with the aim of rectifying any problems and avoiding a recurrence. We will keep a log of all complaints and analyse this for trends that show where changes to our services may be needed.

11. We will recruit team members with the appropriate qualifications and skills to fulfil their roles in the practice. All new staff members will receive comprehensive general and role-specific induction training and thereafter regularly updated training appropriate to their needs. We will undertake annual appraisals to meet all staff's training needs. Our recruitment policy avoids discrimination and new team members are not permitted to start work until all the appropriate checks have been undertaken.
12. We take safeguarding issues very seriously indeed. The practice will have a comprehensive policy for safeguarding and protecting children and adults who may be at risk of abuse. The team will be fully trained in the practice's policies, including what action to take in the event that abuse is suspected or confirmed. Safeguarding will feature regularly on practice meeting agendas and we will rehearse what we would do in the event of concerns about potential abuse or safeguarding issues. Team members will all understand the role they play in being vigilant in relation to safeguarding. The contact details for the local safeguarding boards will be readily available in the practice and all team members will know how to find these details.



## REGISTERED MANAGER DETAILS

Name	Kelly Rees
Address and postcode	Central Dental Care 5 Nant Hall Road Prestatyn LL19 9LR
Telephone number	01745 630530
Email address	info@centraldentalprestatyn.co.uk
<del>Fax number</del>	
Relevant qualifications	
Qualified BDS Liverpool University 1999.	
GDC number 76310	
Relevant experience:	
<p>This will be the first practice I have owned, but I have vast dental experience.</p> <p>I qualified in 1999 from Liverpool University.</p> <p>I completed my Vocational Training year at Iscraig, Rosehill Street, Conwy. I stayed at that practice following successful completion of my VT for 5 years, working as an associate in general dentistry. Since 2005, I have worked as an associate at Bod Heulog Dental Practice, 47 Russell Road, Rhyl. Between 2017-2019 I also worked 1.5 days a week at Fern Avenue, Prestatyn.</p> <p><i>1999-2000 Vocational Training Iscraig Rosehill Street Conwy</i></p> <p><i>2000-2005 Associate Dentist Iscraig Rosehill Street Conwy</i></p> <p><i>2005-2023 (present) Associate Dentist Bod Heulog 47 Russell Road Rhyl</i></p> <p><i>2017-2019 my dentist Fern Avenue Prestatyn (1.5 days per week)</i></p>	
<p>I am aware of my responsibilities of being a Registered Manager, the regulations that fall within my scope of registration are the Care Standards Act 2000 and the Private Dentistry (Wales) Regulations 2017.</p>	
<p><b>The Care Standards Act 2000</b> were introduced to regulate and ensure that agencies/ providers were competent in their duty of care, and to develop a level playing field for all service providers. of social care, early years and</p>	



social services by regulating, inspecting and reviewing services in accordance with the Act.

**The Health and Care Standards 2015** have also been designed so that they can be implemented in all health care services, settings and locations. They establish a basis for improving the quality and safety of healthcare services by providing a framework which can be used in identifying strengths and highlighting areas for improvement. The public and patients themselves must take responsibility for helping the NHS help them through working with it and through taking prudent action to protect and promote their own health.

Although I will not be providing NHS care, these standards will be used as a benchmark.

**The Private Dentistry (Wales) Regulations 2017**, are specific regulations that apply to private dental practices in Wales. They set out requirements for the registration and inspection of dental practices, as well as rules around the provision of dental care services.

## RESPONSIBLE INDIVIDUAL DETAILS

Name	Kelly Rees
Address and postcode	Central Dental Care 5 Nant Hall Road Prestatyn LL19 9LR
Telephone number	01745 630530
Email address	info@centraldentalprestatyn.co.uk



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#### Relevant qualifications

As above

#### Relevant experience

As above

#### Roles and responsibilities within the organisation

##### Roles:

- Sole director of Central Dental Care Limited.
- Practice owner
- Lead dentist
- Registered Manager
- Nominated Individual

##### Responsibilities:

- Compliance.
- Recruitment.
- Training.
- Patient feedback.
- Complaints.
- Managing all HIW regulated activities.



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### STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
Kelly Rees	Dentist Practice owner Director Registered manager Responsible Individual	As above
Lorraine Jacobs	Hygienist	Diploma in dental hygiene 2002  Certificate in oral health education.  GDC no: 6301  Hygienist: 2003-2017 Conwy Valley, LLanrwst,  Hygienist: 2003-2016 Rhos Road Practice,  Hygienist: 2005-present Bod Heulog Dental Practice.  Hygiene: 2016-2017 My dentist Llangefni.  Hygiene: 2017-present Honeyfields Dental Practice, Rhuddlan
Linsey Kelly	Practice manager  Qualified dental nurse	National certificate NEBDN 2006  GDC 173276  Dental nurse 2006-present Practice manager My dentist



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		Prestatyn 2016-2018 Certificate in practice management 2023
Rebecca Bell	Qualified dental nurse	National Certificate NEBDN 2006 GDC no: 123058 Dental nurse 2006-present
Sarah Oliver	Qualified Dental Nurse	National Certificate NEBDN 1998 GDC no: 125729 Dental nurse 1998- present
Cindy Banks Lois Banks	Receptionist Receptionist	Business Degree
Megan Ellis	Dentist	Qualified BDS Cardiff University 2023. GDC number 308741
Jack Pilkington-Jones	Dentist	Qualified BDS Cardiff University 2018. GDC number 278402
Channing Wynne-Thomas	Qualified Dental Nurse	Diploma in dental nursing level3 QCF city & guilds 2017
Maria Grosvenor	Qualified Dental Nurse	Diploma in dental nursing level3 QCF city & guilds 2017
Keisa Dodgson	Trainee Dental Nurse	Started 02/10/25
Stephen Kelso	Implant Specialist	BDS (Belfast) 1997 MFDS RCPS, GDC 73558



## ORGANISATIONAL STRUCTURE

**Registered Provider**  
*Central Dental Care*

**Registered Manager &  
Responsible Individual**  
*Kelly Rees*

**Compliance lead**  
*Kelly Rees*  
*GDC No: 76310*

**Practice Manager**  
*Linsey Kelly-GDC*  
*No:173276*

**Infection Control Lead**  
*Linsey Kelly-GDC*  
*No:173276*

**Hygienist**  
*Lorraine Jacobs-*  
*GDC No: 6301*

**Dentists**  
*Kelly Rees-76310*  
*Megan Ellis-308741*  
*Jack Pilkington-Jones-*  
*278402*

**Reception Team**  
*Lois Banks*  
*Cindy Banks*

**Nursing Team**  
*Rebecca Bell-*  
*123058*  
*Sarah Oliver-*  
*125729*  
*Channing Wynne-*  
*Thomas-274187*  
*Maria Grosvenor-*  
*274831*  
*Keisa Dodgson-*  
*Trainee Dental*  
*Nurse*



## SERVICES / TREATMENTS / FACILITIES

The practice will serve the whole population on a private basis (no NHS contract).

This practice offers dental services to all its patients which consist of:

- Examination, diagnosis and special investigations, including radiographs.
- Preventative advice and treatment
- Dental hygiene
- Surgical treatment
- Restorative and cosmetic dentistry, to include root canal treatment and implants
- IV Sedation

## PATIENTS VIEWS

We will focus strongly on patient feedback at Central Dental Care.

Regular automated Patient Satisfaction Surveys will be carried out in hard copy or via email if the patient prefers, these will be analysed and responded to appropriately.

There will be feedback/comments system within the waiting room.

Our receptionist will complete a notebook for any 'ad-hoc' comments received.

All this information will be gathered and discussed at each monthly team meeting.

Patient will also be able to leave a Google review, each review will be replied to.



## ARRANGEMENTS FOR VISITING / OPENING HOURS

Monday – Friday 9:00 – 13:00 & 14:00- 17:00

The patients will have access to an out of hours rota for urgent care with advice weekday evenings 6pm-9pm and access 9am to 1pm Saturday, Sunday and Bank holidays.

When it is the practice's weekends on call, we will provide emergency treatment at the practice for our registered patients.

## ARRANGEMENTS FOR DEALING WITH COMPLAINTS

### Central Dental Care Code of Practice for patients who wish to raise concerns

At **Central Dental Care** we place great emphasis on meeting and whenever possible, exceeding our patients' expectations. We try to ensure that all patients are pleased with their experience of our service, and we take any concerns a patient may have very seriously.

If you have a concern regarding any aspect of your care, please let us know. We will do all that we can to resolve your concern to your satisfaction promptly and professionally.

Our aim is to respond to your concerns in a caring and sensitive way.

The person responsible for dealing with any concerns about the service we provide in this practice is **Kelly Rees**.

If you raise an issue, you are concerned or unhappy about on the telephone or at the reception desk, after listening to a description of the problem the person with whom you raise your concern will try to resolve the issue to your satisfaction immediately.

If for any reason **Kelly Rees** is going to be unable to meet you or speak with you at a time that is convenient to you, we will arrange for the next most



senior staff member to take responsibility for dealing with your concern or complaint.

The team member with whom you first raised your concern will take brief details from you and pass these to Kelly Rees, so that they can familiarise themselves with your concern prior to meeting you or speaking with you.

If you choose to write to us to express your concern rather than raising it verbally, your letter or email will be passed on to the relevant person immediately.

We will acknowledge any concerns you raise in writing within three days and we will also include a copy of this Code of Practice with our response. We will investigate your concern and report back within ten working days of it being received. If we are unable to complete our investigations within ten working days for any reason, we will notify you, giving reasons for the delay and the likely period within which the investigation will be completed.

We will confirm the outcome of the investigation and any decisions made in writing.

We will keep proper and comprehensive records of any concerns or complaints received.

We will do all we can to resolve your issue, concern or complaint to your satisfaction. If, for any reason, you are not satisfied with the outcome or the procedure, we will advise you of other avenues open to you for raising concerns. These are:

**The Dental Complaints Service** for complaints about private treatment

Address: 37 Wimpole Street, London W1G 8DQ

Phone: 0208 253 0800

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

**Healthcare Inspectorate Wales (HIW)** for complaints about private treatment

Address: Welsh Government, Rhydycar Business Park, Merthyr Tydfil. CF48 1U

Tel: - 0300 062 8163.

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



**Other Contacts-**

Citizen's Advice Bureau Tel: - 0844 477 2020

Public Services Ombudsman for Wales Tel:- 0845 601 0987

Email: - [ask@ombudsman-wales.org.uk](mailto:ask@ombudsman-wales.org.uk)

Address: - 1 Ffordd yr Hen Gae, Pencoed. CF35 5LJ

**The General Dental Council**

Address: 37 Wimpole Street, London, W1M 8DQ

Tel: 0207 167 6000

Email: [standards@gdc-uk.org](mailto:standards@gdc-uk.org)

**PRIVACY AND DIGNITY**

**Privacy and dignity of patients** - The privacy and dignity of patients are respected at all times.

There will be a dedicated area for patients to have private conversations with the clinical and reception staff.

Central Dental Care has the following policies in place:

- Confidentiality Policy
- Consent Policy
- Data Protection including GDPR Policy
- Disabled Customers Policy
- Equality Policy
- Privacy Policy

All of which are reviewed annually and have been read and signed by all the practice team.

<b>Date Statement of Purpose written</b>	22/05/2023
<b>Author</b>	Kelly Rees

***Please note, this Statement of Purpose is reviewed annually by the practice.***