



Statement of Purpose

Name of establishment or Agency:	Cowbridge Dental Specialists
Address and postcode:	81 High Street, Cowbridge, Vale of Glamorgan, CF71 7AF
Telephone:	01446 372036
Email address:	reception@cowbridgedentalspecialists.co.uk

Aims and objectives of the establishment or agency

The Registered Person at our practice is (Registered Manager): Clare Evans

Our practice has exceptionally high values regarding patient care and will continue to strive to achieve goals and provide patient satisfaction. Our practice aims to provide excellent oral health treatments in line with local and national guidelines to children and adults of all needs by offering outstanding NHS services across the all the counties and communities they serve. We understand the importance of having an in depth understanding and knowledge of local patients' needs and the benefits their views can have on our suggestions and regularly carry out patient satisfaction surveys and have implemented a 'suggestion box' to ensure we are responsive to our patient's needs. Our practice staff consist of; General Dental Practitioners (GDP's) and Dental Care Professionals (DCP's), who form part of a very diverse work force and we have a successful track record in recruiting and retaining both GDP's & DCP's. We often recruit DCP's from within the local area as they can bring us local knowledge and where appropriate an understanding of the cultural and language needs of the patients. All team members are adequately trained, updated and appraised annually and keep an up-to date record of their Continuing Professional Development (CPD) in line with the current General Dental Council (GDC) guidelines; newly recruited staff are given intense training in use of our systems and the importance of patient confidentiality.

All our employees have knowledge of national guidelines and can provide a service based on these, which include: Standards for Better Health, Delivering Better Oral Health, Smoke Free and Smiling, to mention a few.

Services Provided

We ensure our services users can spend time discussing their needs with the appropriate member of the team and involve all patient and carers in all decisions regarding their treatment ensuring they can make an informed decision and give appropriate consent. By investing our time in patients and providing them with excellent facilities and care, we are proud to have maintained an established patient base. The regulated activities provided include:



- **CBCT Scans**
- **Direct Access Hygiene appointments**
- **Digital Radiographs**
- **Digital Scans**
- **Endodontics**
- **Hygiene**
- **Orthodontic – Including Aligner Therapy**
- **Paediatric Dentistry**
- **Paediatric Inhalation Sedation**



Registered Manager

Name:	Clare Evans GDC 72236
Address:	81 High Street Cowbridge CF71 7AF
Telephone number:	01446 372036
Email address:	clare@orthowales.co.uk

Clare qualified as a dentist at the University of Wales College of Medicines in 1996.

She completed a position as House Officer in Cardiff Royal Infirmary and the Dental Hospital before moving to Australia and working as a general dentist. Whilst there she passed her primary fellowship at the Royal College of Surgeons Australia, and returned to the UK to work as a Senior House officer in Maxillofacial Surgery at Musgrove Park, Taunton, and later at the Royal United Hospital in Bath.

Clare then returned to Wales. She passed her final fellowship at the Royal College of Surgeons, Glasgow in 1999, and gained Master's in Public Health in UWCM in 20025, and published in the BDJ that same year.

Having juggled a career and family life, Clare undertook a year of training in Orthodontics at the University of Warwick and holds a Diploma in Orthodontics 2012.



Responsible Manager Details

Name:	Justin Evans GDC 65108
Address:	81 High Street Cowbridge CF71 7AF
Telephone number:	01446 372036
Email address:	justin@orthowales.co.uk

Justin qualified as a dentist from the University of Wales of Medicine in 1989. Following hospital posts and a position as a registrar in restorative dentistry, Justin got his fellowship in Dental Surgery and was accepted on the postgraduate orthodontic master's course in Cardiff 1993.

After qualifying in 1996, Justin took up a specialists' orthodontic registrar post in Sydney, Australia. He became acting head of department, published academic articles and, following a two-year period as an associate in Bristol, Justin returned to Wales. There he joined the North Cardiff Orthodontic Centre which he provides orthodontic treatment to under -18s on the NHS.

IN 2016, Justin co-founded Crocodile Orthodontics to offer more choice and convenience to children and young people in need of orthodontic care, and he also co-founded Embrace, an adult orthodontic clinic. In 2020 Justin established Cowbridge Orthodontics in the Vale of Glamorgan.



Staff details

Name:	Position:	Qualification:
Lyndon Meehan	Specialists in Endodontic	BDS, BSc, MJDF (RCSEng)MSc Endo, MEndo RCS (Edin) GDC 85984
Sara Hughes	Specialists in Paediatric Dentistry	BDS Cardiff 2011 GDC 210746
Andrew Matthews	Dentist	BDS University of Wales 1990- GDC 65114
Sarah Cuffin	Facial Aesthetic Clinician	BDS 1990 GDC 65690
Charlotte Nicol	Dental Therapist/Hygienist	BSc Oral Health Science University of Edinburgh 2020 GDC 289795
Megan Palmer	Practice Manager	Diploma in Dental Nursing Level 3 QCF City & Guilds 2013 GDC 246986
Sarah Smith	Interim Practice Manager- covering maternity leave	National Certificate NEBDN 2005- GDC 147855
Sadie James	Registered Dental Nurse- Head Dental Nurse	National Diploma in Dental Nursing NEBDN 2016- GDC 265706
Sian Connor	Registered Dental Nurse	NVQ L3 Oral Health Care: Dental Nursing & Independent Assessment NEBDN 2005- GDC 116646
Nerys Beames	Registered Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2014- GDC 256360
Lois Hey	Registered Dental Nurse	Diploma in Dental Nursing Level 3 QCF City & Guilds 2017 GDC
Suzanne Lord	Receptionist	GDC 179671



Facilities

Cowbridge Dental Specialists is a 4-surgery dental practice, all surgeries are situated on the ground floor and are accessible for wheelchair users.

There is car parking for patients in the public car park on the left- hand side of the High Street coming in from Cardiff.

There is access to Cowbridge from Cardiff via public transport using the X2 bus, there is also access from Llantwit Major and Talbot Green via local buses.

Patient Views

We actively seek our patients views with mini questionnaire following visits to the practice via email, these are collated and can be accessed at any time should a patient / public service require. Additionally, we have Patients Feedback book located in our reception area. We have the facility for feedback via Google.



Arrangements for visiting/opening hours

Opening hours are as follows:

Monday	9am-5pm
Tuesday	9am-5pm
Wednesday	9am-5pm
Thursday	9am-5pm
Friday	9am-2pm

Out of hours- if patients wish to make an appointment or contact us for a general enquiry they can do so by either:

A message being left on our Out of hours telephone line.

Our website via <https://www.cowbridgedentalspecialists.co.uk/book-your-consultation>

Email: reception@cowbridgedentalspecialists.co.uk

For any emergency dental appointments out of hours and when we are closed the patients can call the 'out of hours' emergency dental line:

Cardiff & Vale area: 0300 10 20 247 or 111 if not in the Cardiff & Vale area

Arrangements for dealing with Complaints

In this practice we take complaints very seriously indeed and try to ensure that all our patients are pleased with their experience of our service/s. 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 any mistake that we make and we respond to customers' concerns in a caring and sensitive way.



Complaints Procedure

We try to ensure that all of our patients are pleased with their experience of our services. We welcome feedback from patients and take any complaints seriously. We aim to deal with any complaint courteously and efficiently so that they can be resolved as quickly as possible.

Our complains procedure outlines how we deal with any complaints.

The person responsible for dealing with complaints in the practice is Megan Palmer Practice Manager- currently on maternity leave- Sarah Smith is Interim Practice Manager and is responsible until Megan Palmer has returned from her maternity leave.

Complaints Made Verbally

If you wish to make a complaint over the phone or in person, we will listen to your complaint and offer to refer you to the complaints lead. If they are unavailable, the staff member will take your details and a brief explanation of the complaint to pass on. Your complaint will be acknowledged within 3 working days.

Complaints Made via Email or Letter

Any letters or emails regarding a complaint will be immediately passed to the complaints lead. Your complaint will be acknowledged with 3 working days.

Investigation

We will contact you to discuss your complaint unless it can be resolved easily. Any complaints involving clinical care will be referred to the treating dentist, unless you request this not to happen.

We will then investigate your complaint and will aim to have a response for you within 10 working days. If it is not possible to resolve this within that timeframe, we will inform you and let you know when it is likely to be resolved.

Once we have made a decision regarding your complaint, we will inform you by your preferred contact method.

It is possible that if a complaint regards clinical care or is complex, we may need to seek advice from our insurers, indemnifiers or legal advisors and, therefore, may need to share some of your information for this purpose.

Complaints to External Bodies



We hope that, if you have a problem, you will make use of our practice complaints procedure. We believe this will provide the best chance of putting right whatever has gone wrong and an opportunity to improve our practice. However, this does not affect your right to complain to an independent body, if you feel you cannot raise your complaint with us or if you are dissatisfied with the results of our investigation.

Health Inspectorate of Wales (H.I.W) do not get directly involved with complaints made to the practice. They do, however encourage giving feedback to service providers.

To contact H.I.W please go to: <https://www.hiw.org.uk/contact-us>

Telephone: 0300 062 8163 (Mon-Fri, 9.00am- 5.00pm Excluding Bank Holidays)

NHS: If you would rather not go directly to your practice, you can contact your local health board: concerns@wales.nhs.uk or by phoning 029 2183 6318

Address: Chief Executive at Woodland House, Maes-y-Coed Road, Llanishen, Cardiff, CF14 4HH

You can also contact the Private: Dental Complaints Service

Telephone: 0208 253 0800 (Mon- Fri, 9am-5pm)

Website: <https://dcs.gdc-uk.org/>

Private: Dental Complaints Service

Telephone: 0208 253 0800 (Mon- Fri, 9am-5pm)

Website: <https://dcs.gdc-uk.org/>

GDC

Telephone: 0845 222 4141 or 0207 887 3800

Website: <https://contactus.gdc-uk.org/Complaints/Process/13>



Complaining on behalf of someone else:

Please note that we strictly adhere to the rules of clinical confidentiality. If you are complaining on behalf of someone else, we must know that you have their permission to do so. A note signed by the person concerned will be needed, unless they are incapable (because of physical and mental illness) of providing this.

Time Limits for Opening Complaints

Complaints should be made within 12 months of the incident or when the complainant first discovered the problem. Complaints to External Bodies. We hope that if you have a concern, you will use the practice complaints procedure. We believe this will give us the best chance of putting whatever has gone wrong and an opportunity to improve the practice. This does not affect your right to approach the ICB if you feel that you cannot raise your complaint with us. However, this does not affect your right to complain to an external body, if you feel you cannot raise your complaint with us, or you are dissatisfied with the result of our investigation.

H.I.W- Health Inspectorate of Wales – <https://hiw.org.uk/contact>

Email: hiw@gov.wales

Telephone 0300 062 8163

Health Inspectorate of Wales

Welsh Government

Rhydycar Business Park

Merthyr Tydfill

CF48 1UZ

The NHS: If you would rather not go directly to your dental practice and your treatment is provided by the NHS, you can contact your local ICB, which is responsible for NHS dental services.

If you are unable to raise your concerns with the practice, you can contact Local Health Board. However, the Local Health Board cannot re-investigate complaints already made to the practice, so if you feel unhappy with how the practice or the Local Health Board has handled your complaint, you should contact the following:

GDC

Telephone: 0845 222 4141 or 0207 887 3800

Website: <https://contactus.gdc-uk.org/Complaints/Process/13>

Private: Dental Complaints Service

Telephone: 0208 253 0800 (Mon- Fri, 9am-5pm)

Website: <https://dcs.gdc-uk.org/>

Private: Dental Complaints Service



Telephone: 0208 253 0800 (Mon- Fri, 9am-5pm)

Website: <https://dcs.gdc-uk.org/>

Privacy and Dignity

At Cowbridge Dental Specialists we treat patients with respect, at all times speak to them politely in recognition of their rights as individuals. We will never discriminate against patients or groups of patients because of their sex, race, age ethnic origin, nationality, special needs, disability, sexuality, health, lifestyle, beliefs or any other irrelevant consideration. We will listen to our patients and given them information on their needs, in a way that is clear and concise (Jargon free) that they can understand well enough to enable them to make an informed decision. This includes explaining their options (including any potential Risks/ Benefits).

We will at all times adhere to the 9 Principles registered dental professionals must keep to at all time.

These are as follows:

- 1. Put patients' interest first**
- 2. Communicate effectively with patients by over the telephone and face to face**
- 3. Obtain valid consent for any treatments intended within the Dental Practice #**
- 4. Maintain and protect patients' information**
- 5. Have a clear and effective complaints procedure (Displayed in our patient information book)**
- 6. Work with colleagues in a way that is in patients' best interests**
- 7. Maintain, develop and work within our professional knowledge and skill**
- 8. Raise concerns if patients are at risk (Refer to Safeguarding and POVA Policy)**
- 9. Make sure our personal behaviour maintains' confidence in us and the dental profession.**