

Statement of Purpose Clifton Dental Care

In Accordance with the Requirements of: Private Dentistry (Wales) Regulations 2017 For Registration with: Healthcare Inspectorate Wales

Clifton Dental Care
112 Newport Road
Cardiff
CF241DG

Tel: 02920486231

www.cliftondental.co.uk

admin@cliftondental.co.uk

The **Responsible Individual** at this location is:

Name : Christopher Robert Pryde
Relevant Qualification : Bch.D Leeds 1992
GDC Number : 68367
Telephone : 02920486231
Email : admin@cliftondental.co.uk

The **Registered Manager** at this location is:

Name : Jane Pryde
Telephone : 02920486231
Email : admin@cliftondental.co.uk

Relevant experience

Chris Pryde is an active general dental practitioner.

He has been practising nonstop since qualifying in 1992. He acquired the practice in 2005 and have run it with Jane Pryde since then.

As the practice owners our responsibilities include:

- overseeing the overall functions and take responsibility for the daily operations of the practice, by ensuring that the work is carried out according to agreed systems and policies as determined by the provider;
- 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 offices in good working order and ensure that the equipment is in good working condition and to report any needs and/or requirements to the provider;
- 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 (or more frequently if the practice policy dictates);
- 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 the patients might have;
- 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.

Regulated Services Provided

The regulated activities comprise:

Treatment of Disease, Disorder or Injury

- To provide a high quality and range of dental services to the whole community, including, consultations, x-rays, routine restorative work, endodontics, treatment of periodontal disease, prostheses, cosmetic work.
- To offer a patient a friendly and professional service.
- To explain the diagnosis to patients in detail, where particular attention should be given and necessary action taken – treatment options, cost, risks, advice, etc.
- To refer to appropriately qualified specialist dental practitioners where necessary. – Temporary treatment provided if needed.
- To keep patients well-informed of costs and discuss treatment progress at each stage, obtaining relevant consent.
- To offer a preventative service.
- To establish an individually – developed personal dental health regime for each patient to meet their dental care needs and aim for a high level of oral health.

Surgical Procedures

- To provide detailed information and explanation to patients where a surgical procedure is necessary including risks, procedure, etc.
- To obtain valid consent for all surgical procedures carried out at the practice.
- To monitor patient progress, post procedure, following clinical protocol to ensure full recovery and minimise risks.

Diagnostic and Screening Procedures

- To arrange, agree and review appointments within appropriate timeframe with patients.

- 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 possible treatment options.

Aims and Objectives

As a team, we aim to treat all of our patients as we would wish to be treated ourselves. Our evidence based approach, centred in preventative dentistry, encompasses modern technology and practices where the needs of the patient are at the forefront of everything we do.

Our team of dedicated and professional employees endeavour to be acknowledged by our clients, suppliers and regulators as leaders 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 patients are treated with honesty and integrity, without discrimination, in complete confidence and with the utmost discretion; in comfortable surroundings, at a reasonable cost.

We objectivise accountability for staff and individual performance and support one another in achieving and exceeding patient expectations. We encourage innovation, ambition, enterprise and continuous improvement.

Prioritising attaining high standards of customer care, we aim to integrate high quality products with up to date techniques and protocols and a highly personal service.

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

Practice Services

This practice offers dental services to the **whole** population.

These services include:

- Preventative advice and treatment
- Oral Health advice
- Routine and restorative dental care
- Root canal treatment

- Dental Hygiene/Therapy
- Crown and Bridgework
- Surgical treatment
- Tooth Whitening

Practice Facilities

We are a Dental Practice of over 70 years standing. We have 6 fully equipped surgeries, 3 of which have level access from the street.

We have 2 patient toilets. One of which is ambulatory with level access on the ground floor.

Opening Times

Monday 8.30am – 6.30pm

Tuesday 8am – 5.30pm

Wednesday 8am – 5.30pm

Thursday 8am – 5.30pm

Friday 8am – 2.30pm

Staff and roles

Dentists

Christopher Robert Pryde Bch.D (Leeds 1992) Principal Dentist **GDC:68367**

Christopher James Ward BDS (Cardiff 1993) Associate Dentist **GDC:82076**

Ian Morris BDS (Cardiff 2002) Associate Dentist **GDC:80785**

Harriett Redford BDS (Cardiff 2013) Associate Dentist **GDC:244738**

Trystan Daniels BDS (Bristol 2016) Associate Dentist **GDC:264727**

Hygienists and Dental Therapists

Karyn Spear Dip DH Dental Hygienist (Cardiff 2004) **GDC:6546**

Joseff Williams Dip DHDT Dental Therapist (Bristol 2022) **GDC:303041**

Dental Nurses

Michelle Huxford-Pryde GDC:122095

Julieanne Donovan GDC:161196

Amber Free GDC:254613

Danielle Roberts GDC:275172

Louise Thayer GDC: 286968

Lauren Ringham GDC: 307877

Trainee Dental Nurses

Natalie Davies

Casey Naughton

Ellie Millard

Maya Gruszka

Practice Manager

Jane Pryde

Organisational structure

The dental practice is owned by Clifton Dental Care LTD. Chris and Jane Pryde are the Directors.

Chris Pryde is the Principal Dentist. Jane Pryde is the Practice Manager.

Patients Views

We run in-house surveys

We also have a suggestion box.

We find out what patients:

- like about the practice
- what they feel could be improved and
- what it is really like to receive dental care at the practice

It helps us to understand better what our patients expect from us and can generate ideas on how services can be redesigned to meet patients' needs more closely; for example, are patients interested in treatments we do not currently provide (eg implants etc).

Our questionnaires are designed to be as short and as simple as possible and we avoid jargon.

Sometimes, we use tick boxes, which makes it easier for patients to respond and simplifies our analysis system.

After these consultations, we let the patients know what we have found out and what we intend to do as a result.

We put this feedback into practice meetings to improve services

We feel that this demonstrates our commitment to keeping them informed and involved in the practice.

Dealing with complaints

We have a dedicated Complaints Policy

Patient Complaints Procedure (Wales)

It is our aim to always have satisfied patients, to meet your expectations of care and service and to resolve any complaints as efficiently, effectively and politely as possible. We take complaints very seriously, investigating them in a full and fair way and take great care to protect your confidentiality. We learn from complaints to improve our care and service. We will never discriminate against patients who have made a complaint and we will be happy to answer any questions you may have about this procedure.

If you are not entirely satisfied with any aspect of our care or service, please let us know as soon as possible to allow us to address your concerns promptly. We accept complaints made verbally as well as written complaints. If you do not feel you can raise a complaint about your NHS service directly with us, you can address your complaint directly to the Local Health Board (PCIC Offices, 1st Floor, Woodland House, Maes Y Coed rd, Cardiff, CF144TT Tel: 029 2183 6164)

Jane Pryde is the Complaints Manager and will be your personal contact to assist you with any complaints. If your verbal complaint is not resolved to your satisfaction within 24 hours or if you complain in writing, the Complaints Manager will acknowledge it in writing within 2 working days and will aim to provide a full response in writing within 30 working days.

You can send your complaints to 112 Newport Road, Cardiff, CF241DG, call us on 02920486231 or email the Complaints Manager on admin@cliftondental.co.uk

If the Complaints Manager is unavailable, we will take brief details about the complaint and will arrange for a meeting when it is suitable for you and the practice. We will keep comprehensive and confidential records of your complaint, which will be stored securely and only be accessible by those who need to know about your complaint. If the complaint investigation takes longer than anticipated, the Complaints Manager will contact you at least every ten working days to keep you informed of the reason for any delays, the progress of the investigation and the proposed date it will be completed.

When the investigation has been completed, you will be informed of its outcome in writing. We will make our response clear, addressing each of your concerns as best as we can. You will also be invited to a meeting to discuss the results and any practical solutions that we can offer to you. These solutions could include replacing treatment, refunding fees paid, referring you for specialist treatments or other solutions that meet your needs and resolve the complaint.

We regularly analyse patient complaints to learn from them and to improve our services. That's why we always welcome your feedback, comments, suggestions and complaints. If you are dissatisfied with our response to a complaint you can take the matter further, please see the contacts below.

Contacts

For private dental treatment you can contact the GDC private dental complaints service within 12 months of the treatment or within 12 months of becoming aware of the issue by calling 020 8253 0800 or visiting www.dentalcomplaints.org.uk.

If you feel that the practice isn't meeting its duties regarding the Welsh language you can raise your concern with the Welsh Language Commissioner by calling 0845 6033 221 or visiting <http://www.comisiynyddygydraeg.cymru>.

If you would like support or advice regarding your NHS complaint you can contact the local Community Health Council by calling 01639 683490. If you are still unhappy about your NHS complaint, you can contact The Ombudsman for Wales by calling 0300 790 0203 or visiting www.ombudsman-wales.org.uk. You can also contact Healthcare Inspectorate Wales (HIW) who is the independent inspectorate and regulator of all healthcare in Wales by calling 0300 062 8163.

The General Dental Council is responsible for regulating all dental professionals. You can complain using their online form at www.gdc-uk.org contact them on information@gdc-uk.org or by calling 020 7167 6000.

Privacy and Dignity

We have a dedicated disability and discrimination policy.

Our practice is committed to providing services to all patients and, within the constraints of the building, we have:- improved physical access by ensuring level access from the street and into the practice. It is well lit, has a smooth surface and is free from obstacles; ensured that the reception desk has surfaces at different heights to ensure that those patients in wheelchairs have easy eye contact with reception staff; ensured that the ground floor waiting room has an uncluttered open passage to 3 downstairs surgeries providing easy access for those with walking difficulties or in wheelchairs etc. We also fitted a downstairs ambulatory toilet.

Information for patients available at the practice is printed in English and Welsh and, to date, this has met the needs of our patients. We monitor closely the patient profile of the practice and will produce information in different languages, if required.

Each surgery is equipped with a comprehensive range of illustrated patient information and life-sized and large-scale models to help describe various treatment options. Surgeries have computer software allowing full explanation of treatment if required.

We avoid the use of dental jargon and keep explanations clear and simple. We assess the level of detail that each patient needs to help them make informed decisions about their care.

Where there are language difficulties, we encourage patients to be accompanied by a friend or relative who can interpret our explanations and the patients' questions. Where this is not possible, we use interpreter services

Where a patient has learning difficulties, we encourage them to be accompanied by a spouse or carer who is experienced in communicating and reassuring with them and can help us to make sure that the patient understands what is happening.

Author Chris Pryde

Dated : April 2025

Review Date April 2026