



## Statement of Purpose

### **Aims and objectives of our service:**

- To provide a high quality and accessible range of dental care to the whole community without discrimination
- To provide patients with these services in a safe, approachable and professional environment choosing the most minimally invasive treatment options where possible
- To place strong emphasis on prevention of oral disease in the community and foster an understanding of its benefits by encouraging patients to take responsibility for their own oral health
- To ensure all team members work safely according to current national guidelines and preventatively by using evidence-based toolkits in our every-day practice such as 'Delivering Better Oral Health'
- To ensure patients are treated individually and holistically and are involved fully in the decision making regarding their care
- To obtain valid and informed consent by fully explaining the diagnosis to patients in a language they can understand, (using an interpreter and visual aids where necessary), and discussing all treatment options including the costs, advantages, disadvantages and risks
- To recall patients at an individual and mutually agreed interval according to their risk status
- To act in patients' best interests by involving other professionals in their care and referring on to specialist or secondary services where appropriate
- To carry out staff appraisals and personal development plans to support and encourage team members in their professional development to have the correct skills and training to carry out their duties competently
- To continually seek to improve our services and care by undertaking frequent audits as part of compliance
- To promote a culture of open communication with patients so they can help shape our service provision
- To improve patient satisfaction and delivery of care by undertaking patient satisfaction surveys and capturing ad hoc patient comments
- To view patient complaints as an opportunity to increase the influence our patients have on how we plan and deliver our services
- To provide both a safe and fair environment by ensuring the dental team works to the principles of the Safeguarding Children and Vulnerable Adults Policy, the Mental Capacity Act and Ethical/Diversity Principles
- To maintain a safe environment by ensuring that any adverse or significant events are fully investigated, recorded and policies reviewed to ensure the likelihood of them being repeated is minimised or if possible eradicated



**By accessing the services, we provide patients can expect the following benefits;**

- to be treated fairly, as individuals and with dignity and respect
- to be provided with a high-quality standard of care which is safe and based on up-to-date research and guidelines
- to be educated in how to prevent dental disease
- to be involved in their own care, decision making and planning
- to be well informed regarding treatment options and costs

### **Registered Manager and Provider**

Hywel Samuel BDS.Wales 1978  
 Golate Court  
 Golate  
 Cardiff  
 CF10 1EU  
 Tel. 029 20371393  
 e. [hywel@hywelsamuel.co.uk](mailto:hywel@hywelsamuel.co.uk)

### **Relevant Experience**

Hywel Samuel (sole owner) qualified in 1978. He opened St Mary Street in 1982 and has recently relocated the 7-surgery practice to Golate in 2020. In 2013 he opened his second Practice Loudoun Square. He has been involved with the vocational training programme for over 20 years as a DF1 trainer for dentists ensuring ethical and professional treatment at all times. He has undertaken a clinical attachment in emergency clinic at UHW for a one-year duration.

### **Roles and responsibility within the organisation**

Practice Principle with roles and responsibilities in day to day running and overall management of the practice. Also responsible for Complaints management, staff grievances, implementing policies, IRMER radiation regulations, compliance, health and safety, ensuring/organising building maintenance.

### **The Team**

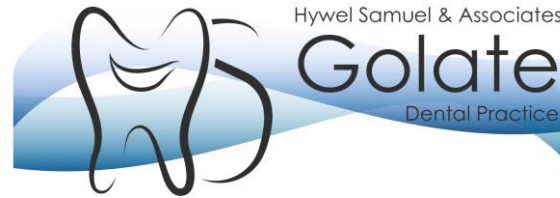
Hywel Samuel	Practice Owner	BDS. Wales 1978
Rachel Morgan	Associate	BDS. Wales 2011
Aneel Jabbar	Associate	BDS. Bristol 2010
Sophie Bannister	Associate	BDS Bristol 2017
Tristan Roberts	Associate	BDS. Wales 2013
Leah Mcdougall	Associate	BDS. Wales 2014
Elliot Pritchard	Associate	BDS.Wales.2020



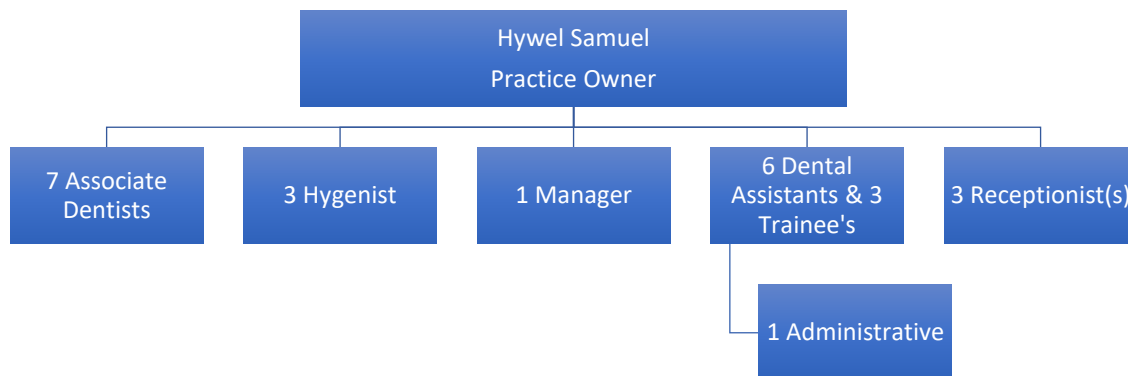
Rhodri Powell-Jones	DF1	BDS. University of Liverpool 2022
Emily Perkins	Associate	BDS. Bristol 2014
Sioned Samuel	Associate	BDS. Manchester 2019
Ffion Davies	Locum	BDS Wales 2019
Rhiannon Luxmore	Associate	BDS Sheffield 2020
Mervet Mhanni	Hygienist	Dent Hygiene/Therapist/ Orthodontic Therapist 2022
Elena Cawley	Hygienist	CEB Dent Hygiene 1997
Catherine Williams	Hygienist	Dip Dent Hygiene 2018
Yasmin Begum	Practice Manager	NVQ L3:Oral Health Care Dental Nursing /Cert Radiograpghy, Cert Oral Heath, Cert Orthodontics, BA(Hons) First class Leadership & Management
Chandni Hirani	Receptionist	-
Bilgis Ayed	Practice Administrator	Trainee Dental Nurse/ Receptionist
Josie Woolley	Receptionist	-
Tracey Morris	Dental Nurse/ Clinical Lead	Diploma in Dental Nursing Level 3 2016
Amanda Kavanagh	Dental Nurse/ Clinical Lead	Verified Competency in Dental Nursing 2008
Lauren Obrien	Dental Nurse	Verified Competency in Dental Nursing 2008
Rebecca Moreno	Dental Nurse	Diploma in Dental Nursing Level 3 2018

Chloe Williams	Dental Nurse	Diploma in Dental Nursing 2022
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Nidaa Batool	Trainee Dental Nurse	Apprentice Dental Nurse with Learnkit
Farha Khan	Trainee Dental Nurse	Apprentice Dental Nurse with Learnkit
Caitlin Bulmer	Trainee Dental Nurse	Trainee Dental Nurse with Learn kit
David Oates	Trainee Dental Nurse	Dental Training LTD



## COMPANY STRUCTURE



## Service Treatments and Facilities

The Practice provides preventive, restorative and surgical dental procedures for whole population, adults, and children including vulnerable groups whose needs are greater, such as children under 5, expectant and new parents, people on low income, the aged, alcohol and substance misusers and people with mobility or learning difficulties. We also aim to influence diet and oral hygiene in order to reduce dental disease such as caries, periodontal disease and oral cancer also to restore function aesthetics and alleviate pain

## Service Types

- The diagnosis and treatment of dental disease including caries and periodontal disease
- Treatment of oral trauma including emergency dental care
- Providing dental restorations
- Root canal Treatment
- Surgical Procedures – Simple and complex extractions
- Radiographs (taking and diagnosing)
- Soft tissue screening including TMJ dysfunction and bruxism
- Smoking cessation, diet advice and oral hygiene instruction
- Orthodontic assessment and treatment

## The Practice provides diagnostic and screening procedures

- The diagnosis and monitoring of dental disease and disorder with intra-oral radiographs, periodontal indices and pocket depth recordings, clinical photographs



- Extra and intra-oral soft tissue screening and referral as appropriate.

**In addition to the provision of general dentistry, the Practice offers the following treatments**

**Cosmetic**

- Teeth Whitening
- Crown and Bridges
- Smile Makeover
- Veneers
- Invisalign
- Fixed Orthodontics
- Implants

**Dental Implants**

A comprehensive dental implant service is provided with all treatment carried out in the Practice, including hard & soft tissue grafting, complex surgical & prosthodontic case management, carried out by Dr Aneel Jabbar.

**Adult Orthodontics**

Fixed Braces – Quick Step Brace System

Removable Braces – Invisalign and Stories2 Braces

These services are carried out by both Ioan Rees, Sioned Samuel, Tristan Roberts and Elliot Pritchard

**Hygiene Services**

A full range of Hygienist service

These activities will be carried out exclusively at the following location, using the surgeries and equipment provided and maintained by the Registered Providers.

**Fees**

We commit to provide full information about costs to patients at every stage of their care.

Information about fees is displayed in our reception area, practice leaflet and indicative fee guide. A copy of the information is available on request.

**Patient Views**

To understand and meet the needs of our patients, involve them in decisions about their care and encourage them to participate fully we carry out twice yearly satisfaction surveys of the people who use our services and treatments and use the results to make prompt changes where required including undertaking relevant audit to make improvements.

This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These results will be available for patients and their families. Where required feedback will be discussed amongst relevant staff, staff meetings or focus groups. These will also be issued to the HIW as and when requested.



### **Description of Location:**

Hywel Samuel & Associates Dental practice is a brand new 2020 purpose built spacious and modern dental practice on one level. We are located within a pedestrianised area in Cardiff City Centre. There are no parking facilities on the premises There is disabled parking facility along-side House of Fraser Department store less than (50 meters). The practice is easily accessible within walking distance of many public car parks, central train station and City Centre Buses.

Hywel Samuel at Loudoun Square, Integrated Facility, Plas Iona, Butetown CF10 5HW is set within the community Health Centre on the first floor with lift access. There are no parking facilities on the premises but pay and display on Bute Street. There is disabled parking facility along-side Loudoun Square. The practice is easily accessible within walking distance of many public car parks and Cardiff Bay train station.

### **The practice opening hours are**

#### **Golate**

Monday 8.00am – 6pm  
Tuesday 8.00am – 6pm  
Wednesday 8.00am – 6pm  
Thursday 8.00am – 6pm  
Friday 8.00am – 5pm

#### **Loudoun Square**

Monday 8.30am – 5pm  
Tuesday 8.30am – 5pm  
Wednesday 8.30am – 5pm  
Thursday 8.30am – 5pm  
Friday 8.30am – 3.00pm

### **Within Normal opening hours**

Patients experiencing problems within the practice opening hours are triaged by our reception staff with advice from a dentist where necessary. There are emergency slots available both morning and afternoon per surgery in order to accommodate patients with swelling, bleeding or a dental trauma.

### **Out of Hours**

If patients have an emergency for example swelling, bleeding or a dental injury they may call the out of hours number on 0300 10 20 247. This service is available from 6pm weekdays, on weekends and bank holidays. Information is available on our answering phone message, on visible posters both inside and outside when the practice is closed and on our practice information leaflet.



## **Complaints**

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 Yasmin Begum, the practice Complaints Manager.
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 two days 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 four weeks.
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
9. If patients are not satisfied with the result of our procedure, then a complaint may be referred to:  
**WALES\*** Cardiff and Vale Local health Board, Concerns Dept, Maes Y Cord Road, Llanishen, Cardiff CF14 4HH. T: 029 21836318

### OTHER USEFUL CONTACTS

#### For NHS Treatment

- Public Services Ombudsman for Wales, 1 Ffordd yr Hen Gae, Pencoed CF35 5LJ telephone: 0845 601 0987 or [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk) for complaints about NHS treatment.
- The General Dental Council, 37 Wimpole Street, London, W1M 8DQ the dentists' registration body.
- Community Health Council, 33a Lower Cathedral Road Cardiff. CF11 9HB
- HIW – Rhydycar Business Park, Merthyr Tydfil CF48 1UZ. T.0300 062 8387

#### For Private Treatment

- Dental Complaints Service, Stephenson House, 2 Cherry Orchard Road, Croydon CR0 6BA (Telephone: 08456 120 540) for complaints about private treatment
- The General Dental Council, 37 Wimpole Street, London, W1M 8DQ (Telephone: 0845 222 4141), the dentists' regulatory body for complaints about professional misconduct
- The Public Services Ombudsman for Wales, 1 Ffordd yr Hen Gae, Pencoed CF35 5LJ telephone: 0845 601 0987 or [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk) for complaints about NHS treatment.
- HIW Wales, Rhydycar Business Park, Merthyr Tydfil CF48 1UZ. T.03000628387

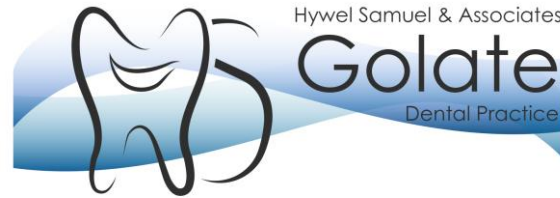
### Privacy and Dignity

The privacy and dignity of all patients are respected and that everyone is treated fairly and equally by The Equality Act 2010

The aim of this policy is 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

### Dignity and Respect

- Patients are encouraged to participate in discussions about their care and understand the treatment and support choices available to them
- Patients are given sufficient information in an appropriate form to allow them to make choices
- Where another person is acting on behalf of the patient, they are involved in the discussions about the care and treatment needs of the patient, following the same procedures as for the patient. Agreed patient pathways are followed routinely and a consistent approach is adopted.
- Patients are encouraged to express their views and are involved in making decisions about their care, treatment and support
- Patients have their views and experiences taken into account in the way the service is provided and delivered
- Patients are invited to ask questions about their care, treatment needs and options
- Patients are given time to make a decision/choice about their treatment
- Patients are encouraged to give feedback through general discussion and surveys
- Staff must uphold and maintain the privacy, dignity and independence of patients
- Staff must recognise and respect the social and cultural diversity, values, beliefs and human rights that may influence a patient's decision about their care
- Staff must identify whether communication aids are required, including the use of interpreters, to ensure that the patient fully understands explanations and discussions and can make informed choices
- 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.
- Staff must discuss all care and treatment options, providing sufficient information on any risks involved and potential consequences of each option and, where possible, identifying relevant evidence, research or experience
- Staff must record discussions in the patient's notes identifying the treatment needs,



options discussed and patient's choice

- The reason for and outcome of diagnostic tests and assessments are explained to the patient. These include, for example, radiographs, vitality tests, periodontal indices and pathology tests
- Patient choices and preferences are respected but where a patient's preferred treatment cannot be followed, the reasons are explained fully
- A treatment plan, which identifies any costs involved, is developed and a copy given to the patient
- Where another person is acting on behalf of the patient, they are involved in the discussions about the care and treatment needs of the patient, following the same procedures as for the patient
- All patients of the Practice know how to raise a concern or complaint about the service received.

### **Privacy and Confidentiality**

- All patients' information is confidential. Patients have a right to expect that information about them, provided or discovered in the course of their health care, will be held in confidence.
- All staff at the Practice understand the principles of patient confidentiality and routinely follow the practice Confidentiality Policy
- No personal information given or received in confidence is passed on to anyone else without the prior consent of the patient
- No personal information given or received in confidence for one purpose is used for another purpose without the prior consent of the patient
- Patients should be made aware that personal information about them will be shared within the health care team, unless they object, and be reassured that anyone receiving personal information in order to provide care is bound by a legal duty of confidence, whether or not they have contractual or professional obligations to respect confidentiality
- 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
- Discussions should take place in an environment where conversations are not overheard and every effort is made to ensure the patient feels comfortable and relaxed
- Private and accessible rooms are always available for patients, their relatives and/or carers to discuss their concerns. This includes discussions with reception staff
- Precautions will be taken to prevent information being inappropriately shared, such as overheard telephone conversations and writing personal information down unnecessarily on personal notebooks/post-its
- The practice treats breaches of confidentiality very seriously. No team member shall knowingly misuse any confidential information or allow others to do so. Non-compliance with this policy may result in a disciplinary action



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

- The patient consent has been obtained
- The disclosure is in the patient's best interest (referral)
- 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
- Disclosure is required by a court or a court order
- Disclosure is required by law
- Information is requested by the police in order to detect or prevent serious crime

**Compliance with our Privacy, Dignity and Confidentiality Policy is demonstrated via the following:**

- Patient records showing patient involvement in treatment planning
- Record keeping audits which show whether patient involvement in treatment planning is being recorded
- Patient feedback from, formal surveys and general discussion
- Practice policies and protocols that we also have to show compliance are:
- Confidentiality policy, Data protection policy, Data security policy, Complaints handling policy (NHS and Private), Equality and diversity policy

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 organization.

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.

<b>Date Statement of Purpose written</b>	01/06/17
<b>Author</b>	Wendy Stewart/Hywel Samuel



**STATEMENT OF PURPOSE REVIEWS**

Date Statement of Purpose reviewed	06/042020
Reviewed by	Wendy Stewart/Hywel Samuel
Date HIW notified of changes	07/04/2020

Date Statement of Purpose reviewed	18/11/2021
Reviewed by	Wendy Stewart/Yasmin Begum
Date HIW notified of changes	xxxxxxxxxxxxxxx

Date Statement of Purpose reviewed	24.11.2022
Reviewed by	Hywel Samuel/Yasmin Begum
Date HIW notified of changes	xxxxxxxxxxxxxxx

