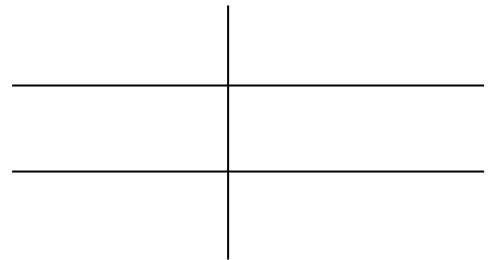


## Statement of Purpose

In accordance with the Requirements Of  
The Health and Social Care Act 2008  
(Regulated Activities) Regulations 2010

For Registration with Care Quality Commission as an Organisation

AJC Hereford Ltd  
Collins House Dental Surgery  
19 St Owen St  
Hereford  
HR1 2JB  
01432 357717



## **Aims and Objectives**

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as the leader 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 Aims:**

We aim to provide dental care and treatment of consistently good quality for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible. In addition we aim:

- To understand and exceed the expectation of our clients
- To both motivate and invest in our team and acknowledge their value
- To encourage all team members to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology and innovate processes based on a measured business case

### **Our Objectives:**

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

To ensure staff are trained and competent through investment and personal development.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable price.

The practice complies with the requirements of the Advertising Standards Authority and ensures that any advertisements reflect the true nature of services offered.

## **Services Provided**

The regulated activities provided include:

- Treatment of disease, disorder or injury
- Surgical procedures
- Diagnostic and screening procedures

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

- Routine and restorative dental care
- Preventive advice and treatment
- Root canal treatment
- Dental hygiene
- Surgical treatment
- Tooth whitening
- Crown and bridgework
- Restorative dentistry

## **The name, address and contact details of the service provider and the registered manager**

### **Service Provider**

The service provider is: AJC Hereford whose address is Collins House Dental Surgery, 19 St Owen St, Hereford, HR1 2JB, Telephone 01432 357717, Fax 01432 275305, Email – reception@collinshouse.co.uk

The Service Provider, AJC Hereford Ltd, is an Organisation with Registered Company No 5895417

### **Registered Manager**

The Registered Manager is Mark Doyle BDS DPDS MFGDP (UK) PG Cert Med Ed FFGDP (UK). His address is Collins House Dental Surgery, 19 St Owen St, Hereford, HR1 2JB, Telephone 01432 357717, Fax 01432 275305, Email -mark.doyle@collinshouse.co.uk

### **Staff within the clinic:**

- Mark Doyle 60464 – Dentist
- Simon Portman-Lewis 60732 – Dentist
- Mark Sykes 62342 - Dentist
- Claire Annett 63386 – Associate Dentist
- Meera Thakar 103096 – Associate Dentist
- Kay Mileson 64819 – Associate Dentist
- Alisha Payne – Practice Manager
- Karen Harris 119109 – Senior Dental Nurse
- Leanne Clyde 173447 – Senior Dental Nurse
- Natasha Trumper 189167 Dental Nurse
- Sarah Williams 139410 – Dental Nurse/Receptionist
- Kayleigh Edwards 250669 –Dental Nurse
- Natalie James 251407 –Dental Nurse
- Daniela Goncalves 281196 – Dental Nurse
- Charlotte Davies 269411 – Dental Nurse
- Letitia Rock 269633 – Dental Nurse
- Rachel Chidlow – Trainee Dental Nurse
- Rachel Anstey – Trainee Dental Nurse
- Sian Taylor – Trainee Dental Nurse
- Joanne Freeth 103595 – Dental Therapist
- Laura Tootell 5532 – Dental Hygienist
- Elena Williams 128444 –Dental Hygienist
- Lynne Christie – Receptionist
- Rebecca Rogers – Receptionist
- Ana Marcilino – Cleaner

### **Facilities within the Premises**

Collins House Dental Surgery is well located on a main bus route, is in the City Centre on the edge of the precinct and is in easy walking distance of the railway station. There is ample pay and display parking nearby and free parking on the street outside (maximum 30 minutes)

Our large patient lounge provides a comfortable waiting space

We have a dedicated children's playhouse where your children can make themselves at home while they wait and play with a selection of books, toys and puzzles.

There is a downstairs surgery to provide easy access for wheelchair users or people with prams or pushchairs.

We have a purpose built decontamination facility to ensure Best Practice standards of infection control.

We employ digital imaging for instant radiography at the lowest possible dosage.

**Making an appointment** – All patients are seen on an appointment basis.

**Cancellation Policy** - At least 24 hours notice is required of a cancellation otherwise a charge will be made, which will be based on the circumstances of the patient and at the practice's discretion

**Smoking Policy** - In order to provide a safe and smoke free environment for staff and patients, the establishment is a no smoking area, which includes e-cigarettes.

**Methods of Payment/Credit** - All major credit/debit cards are accepted.

**Mobile Phones** - Patients are requested not to use mobile phones within the building

**Car Parking** - There are ample pay and display parking facilities near the clinic.

**Client Centred Care** - We care about providing the right treatment for patients/clients, so treatments and procedures are only carried out after fully discussing the pros and cons with the patient.

**Consultations** - All consultations are carried out in person with patients, by qualified personnel in the privacy of the consultation/treatment room.

Records of all consultation and treatments are kept in patients' notes.

At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure, all alternatives will be discussed, and consent obtained prior to commencement.

**Patient Records** - The details of patients are taken at the initial consultation, which also form part of the patient records.

**Information Provided to the Patients** - This clinic ensures that information provided to patients and prospective patients and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a patient guide.

**Treatment of Children** – We do treat children. We will expect minors to be accompanied to the clinic by their parents.

**Consent** - The clinic operates a consent policy which will be issued on request at any time for the patient to read and understand prior to proceeding with any treatment.

Patients have the right to make their own decisions regarding medical treatment and care. Prior to the commencement of treatment, patients may be required to sign a form of consent.

Consent to treatment must always be given freely and voluntarily by a person capable of making decisions regarding the treatment. Those with a learning disability must be accompanied by a parent or guardian who may be asked to sign a consent form on their behalf.

**Patient Surveys** - Collins House Dental Surgery values the views of its patients, and uses these to inform the provision of treatment and care of prospective patients

Patients are welcome to complete a feedback card (available in reception and the waiting room) at any time. Alternatively feedback can be left on our website at [www.collinshouse.co.uk](http://www.collinshouse.co.uk).

It is the policy of this practice also to carry out regular random patient surveys to seek the views of our patients as to the quality of the treatment and care provided by our personnel.

This also enables the practice to ensure compliance with its quality monitoring policy as per standards. These results will be available for patients and their families to view on request. These will also be issued to the

Care Quality Commission as and when requested.

Patients views will be collated into a report by entering the results into a spreadsheet and totals and percentages will be calculated as to the overall performance. Explanation of the totals may also be represented by visual aids such as graphs and charts. The results of the survey will also be made available to staff by way of discussion at regular staff meetings. Guidance as to where and how to access the report will be noted in the minutes of these staff meetings.

**Privacy and dignity of patients** - The privacy and dignity of patients are respected at all times. This clinic has a policy of patient confidentiality and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

**Checklist for Consultation** – We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure.

If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation.

**Complaints Procedure** - This clinic operates a complaint procedure as part of its dealing with patients' complaints which complies with the Care Quality Commission requirements.

Patients are asked that in the event of any complaint, to speak or write to either Mark Doyle the Registered Manager or Alisha Payne, the Practice Manager. Patients who require further advice regarding the complaints process should direct their enquiry to Mark Doyle who, when applicable, will recommend the services of an independent advocate. A copy of the complaints process is held at reception and is available on request.

**What we shall do** - Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints within 2 working days and aim to have looked into the complaint within 10 working days of the date when it was raised. We shall then be in a position to offer an explanation or a meeting as appropriate. If there are any delays in the process we will keep the complainant informed.

When we look into a complaint, we shall aim to:

- find out what happened and what went wrong
- make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again.

At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing.

**Complaining on behalf of someone else** - The rules of medical confidentiality will be kept, if the complaint is received on behalf of someone else. A note signed by the person concerned will be needed, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated. If the complaint is not resolved to the patient's satisfaction, the patient will be advised to write to:

### **NHS Complaints**

NHS Commissioning Board  
Redditch Contact Centre  
PO Box 16738  
Redditch  
B97 9PT

Tel: 0300 311 22 33

Email: [nhscommissioningboard@hscic.gov.uk](mailto:nhscommissioningboard@hscic.gov.uk)

## **Private Patient Complaints**

The Dental Complaints Service  
Stephenson House  
2 Cherry Orchard Road  
Croydon  
CR0 6BA  
020 82530 800 at local rate (Monday - Friday 9am - 5pm)

[www.dentalcomplaints.org.uk](http://www.dentalcomplaints.org.uk)

## **Denplan Complaints**

Denplan Complaints Handling and Risk Management  
Denplan  
Denplan Court  
Victoria Road  
Winchester  
Hants  
SO23 7RG

01962 828000

[www.denplan.co.uk](http://www.denplan.co.uk)

## **Care Quality Commission** (for concerns about the service provided)

CQC National Customer Service Centre  
Citygate  
Gallowgate  
Newcastle upon Tyne  
NE1 4PA

Tel 03000 616161 or Fax 03000 616171

[www.cqc.org.uk/contact-us](http://www.cqc.org.uk/contact-us)

**Help us to get it right** - We constantly try to improve the service we offer, so we will encourage patients to let us know when we have done something well or if there are any suggestions as to how we can do something better

Mark Doyle BDS DPDS MFGDP (UK)

Registered Manager