

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

<b>Name of dental practice</b>	Coach House Dental Care
<b>Address and postcode</b>	4a Grosvenor Road Wrexham LL11 1BU
<b>Telephone number</b>	01978 356328
<b>Email address</b>	emma@wrexhamdentalcare.co.uk

<b>Date Statement of Purpose written</b>	25/03/2025
<b>Author</b>	Emma Hampshire

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

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The goals and desired outcomes for the practice.

#### **Section 2 - Services, Treatments and Facilities**

The details of the services, treatments and facilities provided by the practice.

#### **Section 3 - Registered Manager details**

The name and contact information for the registered manager of the practice.

#### **Section 4 - Registered Provider details**

The name and contact information for the registered provider of the practice.

#### **Section 5 - Responsible Individual**

In the case of an organisation, details of the responsible individual's roles and responsibilities within the organisation.

#### **Section 6 - Staff details**

Details of the relevant qualifications and experience of all the dentists and dental care professionals employed in or for the purposes of the private dental practice.

#### **Section 7 - Organisational Structure**

Description / chart of the relationship between the registered provider and the practice being registered.

#### **Section 8 - Patient views**

How the service seeks patient views in order to monitor the quality of the service provided.

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How to raise a complaint and timescales for dealing with the complaint.

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How the service will respect the privacy and dignity of your patients *in line with the Equality Act 2010*.

#### **Section 12 - Date**

The date on which the Statement of Purpose was reviewed and reasons for review.

## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### SECTION 1 - AIMS AND OBJECTIVES OF THE DENTAL PRACTICE

At Coach House Dental Care, we aim to provide skilled care to enable patients to achieve their optimum state of health and well-being. Our objective is to improve oral health by providing preventive advice and treating disease, disorder or injury and then deliver ongoing monitoring of dental health by agreeing with you an appropriate interval for regular checks in accordance with the NICE guidelines.

The comprehensive range of affordable and high-quality treatment should be delivered in a safe and comfortable clinical environment. Treatment is available for children and adults through the NHS and on a private basis. The techniques we use are in line with current and past research and evidence, choosing minimally invasive techniques where possible. Your dental care will be delivered by a well-trained and knowledgeable team that regularly updates their skills and they aim to look after you with respect, understanding and empathy.

Every patient will be given full information on their treatment in order to make an informed decision on the treatment choices.

We measure our progress through audit, patient satisfaction surveys, improvement in the scores we use to assess gum health and reference to quarterly satisfaction reports provided by the Health Service.

### SECTION 2 - SERVICES / TREATMENTS / FACILITIES

The team at Coach House Dental Care aims to improve patient's dental health by offering professional dental services of the highest quality in a safe clinical environment. The practice provides a wide range of dental services to the local population of adults and children to help achieve their optimum state of dental health and well-being. Dental care is available through the NHS and on a private pay-as-you-go basis plus through Denplan dental plan. Our contract to provide NHS dental care is provided through Betsi Cadwaladr University Local Health Board. Their address is Betsi Cadwaladr UHB, Ysbyty Gwynedd, Penrhosgarnedd, Bangor, Gwynedd, LL57 2PW

Cosmetic dentistry and dental implants are provided on a private basis.

The treatments available include consultations, diagnosis, intra-oral and extra-oral radiographs, preventive advice and treatment, treatment of gum disease, routine restorative treatment such as fillings, crowns and veneers, bridges, extractions, dentures, cosmetic dentistry, surgical treatment, dental implants, short term orthodontics, root canal treatment.

We have six surgeries, two comfortable waiting areas, and two well equipped decontamination rooms. All surgeries are air conditioned and well equipped with modern equipment.

Three of our six surgeries are on the ground floor and are designed for disabled access. We have level access through the main entrance into our reception area from the car park. A disabled toilet is available on the ground floor.

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### **Cosmetic dentistry**

The cosmetic dentistry we can provide includes teeth whitening, crown and bridgework, veneers, and short-term orthodontics by Invisalign.

### **Dental Implants**

A comprehensive dental implant service is provided in-house. The majority of cases can be carried out in the practice. Complex cases may involve us working with the support of other specialist Oral Surgeons or Implantologists.

### **Dental Therapist and Dental Hygienist**

Our Dental Therapist and Dental Hygienist can carry out a range of treatments to improve the condition of the gums and also enhance the appearance of the teeth. In addition, our Dental Therapist can place routine fillings as prescribed by the dentist. Direct access to private hygienist services is possible but should be accompanied by an examination by a dentist.

All patients are examined by a dentist before starting a course of treatment. Every patient will be required to complete a medical questionnaire at their examination, either self-completed or done in conjunction with the dentist. At each subsequent visit you will be required to verbally state any alterations to your medical history. During the consultation we will discuss your expectations and provide an explanation of treatment options. Any questions you may have will be addressed and any possible risks or side effects highlighted.

Before starting treatment, we will give enough information for you to give your informed consent by signing a consent form. When signing the consent form you are confirming that you understand the benefits and risks of treatment. In addition, you are also acknowledging that no absolute guarantee can be given with regard to the clinical outcome.

After completion of a course of treatment we will discuss with you an appropriate interval to re-assess your dental health. The interval to the check-up will be planned in accordance with the NICE guidelines and your needs.

We will contact you when your check-up is due, either by post or text message or email.

We will also contact you by text message to confirm appointments that you have already booked.

Please remember that the text and email reminders or appointment confirmation is a courtesy service and it is ultimately your responsibility to ensure you attend your appointments. There can be many technical reasons why a text or email reminder is not sent or received and failure to receive texts is not a valid excuse for not keeping an appointment. If you are unable to keep an appointment, you need to let us know as soon as possible. The practice is very busy and someone else may well appreciate having the appointment that was allocated to you.

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### SECTION 3 - REGISTERED MANAGER (RM) DETAILS

Name	Emma Hampshire
Address and postcode	Coach House Dental Care 4a Grosvenor Road Wrexham LL11 1BU
Telephone number	01978 356328
Email address	emma@wrexhamdentalcare.co.uk
<p>Relevant qualifications:</p> <p>National certificate in Dental Nursing 1996          Certificate in Dental Radiography 1997          ILM certificate in Practice Management 2008</p>	
<p>Relevant experience:</p> <p>Emma Hampshire joined the practice in 1994 and was initially employed as a dental nurse. Previous experience included working as a dental nurse at another local practice and prior to that working in the Accounts Department at Lego UK where she was responsible for paying the company's invoices.</p> <p>Emma Hampshire is a registered dental nurse on the register of the General Dental Council, GDC number 131178. Emma also has the certificate in dental radiography and continuously updates her knowledge of dentistry and practice management by following a process of professional development as required by the GDC.</p> <p>Emma has been our practice manager since 2005 and gained her ILM certificate in Practice Management in 2008. Emma is responsible for ensuring the smooth running of the practice and that the practice complies with all regulatory requirements including those related to cross infection control, decontamination and radiographic safety and encouraging the continuous professional development of all staff.</p>	

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### SECTION 4 - REGISTERED PROVIDER DETAILS

Company name	Ahmer Ali t/a Coach House Dental Care
Registered address and postcode	4a Grosvenor Road, Wrexham, LL11 1BU
Telephone number	07828991552
Email address	albairuni@hotmail.com
RI name	Ahmer Ali
Relevant qualifications	BDS, MFDS, FFD, MSc in Dental implantology
Relevant experience	I qualified in 2001. Completed my House Job in 2002 and have been working as a dentist since then. I have almost 16 years of experience in working in a UK hospitals as SHO and later make grade in Oral and Maxillofacial Surgery.

### SECTION 5 - RESPONSIBLE INDIVIDUAL (RI) DETAILS

RI name	Ahmer Ali
Company name	Coach House Dental Care
Registered address and postcode	4a Grosvenor Road, Wrexham, LL11 1BU
Telephone number	07828991552
Email address	Albairuni@hotmail.com
Roles and responsibilities within the organisation	Principal dentist at Coach House Dental Care. Responsible to run the business and keep it up to date in terms of regulatory requirements.

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### SECTION 6 - STAFF DETAILS

Name	Position	Relevant qualifications / experience
Mr Ahmer Ali	Principal Dentist	BDS (Pak) 2000 MFDS (Glas) 2009 FFD OSOM (Dub) 2013 MSc Implantology (Salford) 2024 GDC 267803
Mr Roger Handley	Associate Dentist	BDS (Cardiff) 1982 GDS 56722
Mrs Emma Pearce	Associate Dentist	BDS (Newcastle) 1995 GDC 70561
Mr Richard Allen	Associate Dentist	BDS (Liverpool) 1998 GDC 74895
Mrs Giedre Valantine	Associate Dentist	D Stom (Kaunas) 2004 MSc Implantology (Manc) 2012 GDC 100002
Miss Gwen Williams	Associate Dentist	BDS (London) 2002 GDC 81009
Mr Piotr Oczkowski	Associate Dentist	BDS (Plymouth) 2020 GDC 289277
Mrs Claire Melvin	Dental Therapist	Diploma in Dental Therapy and Dental Hygiene (Liverpool) 2017 GDC 125786
Mrs Karen Lee	Dental Hygienist	EDH (Birmingham) 1989 GDC 3760
Miss Emma Hampshire	Practice Manager Dental Nurse	RDN 1996 Cert Dental Radiography 1997 ILM Cert in Practice Management 2008 GDC 131178
Mrs Helen Roberts	Senior Dental Nurse	RDN 1994 Cert Dental Radiography 1997 GDC 121592
Miss Angela Jones	Dental Nurse	RDN 2016 Cert Dental Radiography 2018 GDC 266198
Miss Kelly Jones	Dental Nurse	RDN 2018 Cert Dental Radiography 2019 GDC 276468
Mrs Wendy Colbert	Dental Nurse	RDN 1994 Certificate Dental Radiography 2000 MHN (Qual Mental Health Nurse) GDC 129526

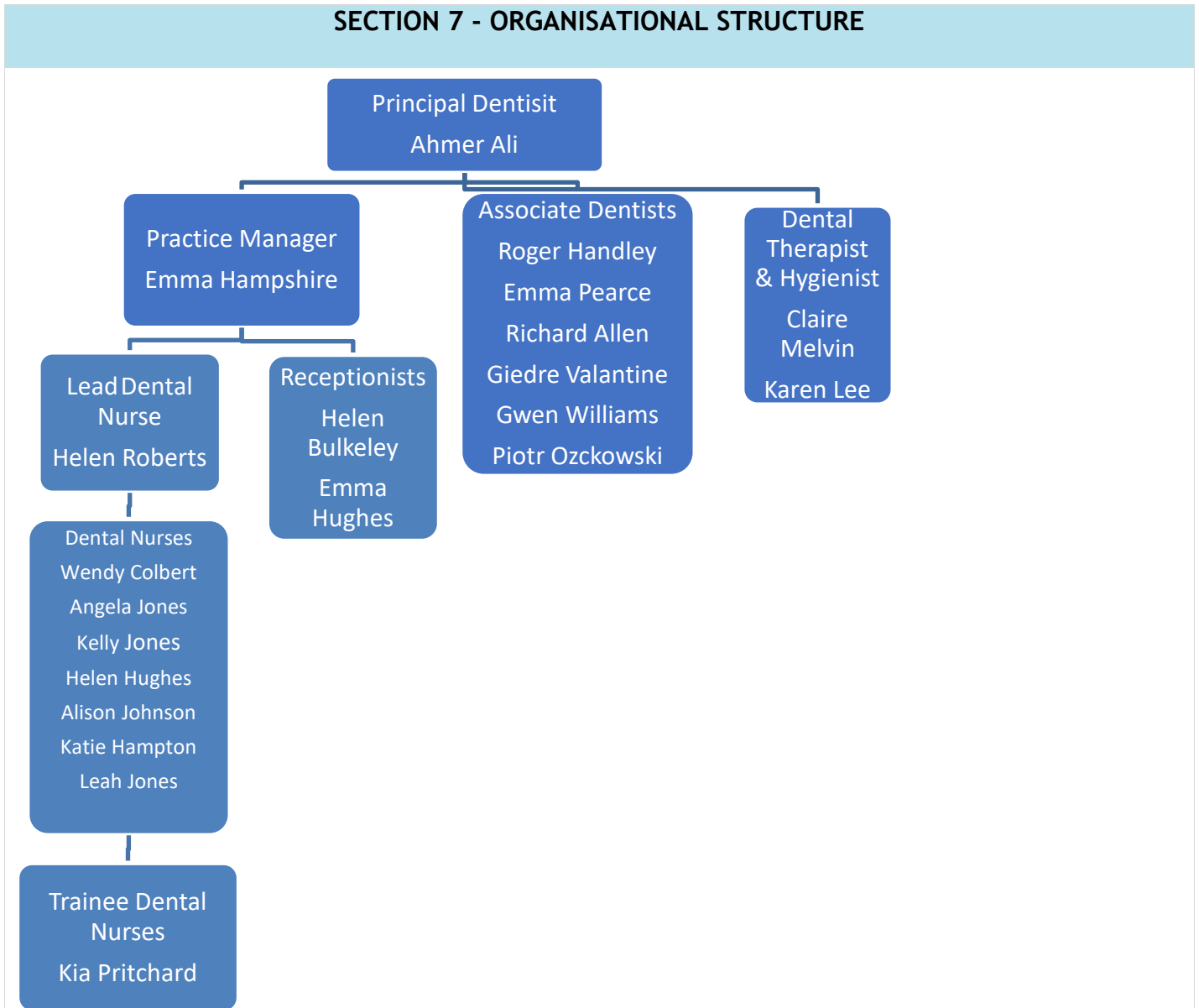
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Miss Katie Hampton	Dental Nurse	RDN 2023 Cert Dental Radiography 2024 GDC 313272
Miss Leah Jones	Dental Nurse	RDN 2024 GDC 322059
Mrs Helen Hughes	Dental Nurse	RDN 2005 GDC 127838
Mrs Alison Johnson	Dental Nurse	RDN 2003 GDC 107932
Miss Kia Pritchard	Trainee Dental Nurse	
Mrs Helen Bulkeley	Receptionist	
Miss Emma Hughes	Receptionist	



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### SECTION 7 - ORGANISATIONAL STRUCTURE



### SECTION 8 - PATIENTS VIEWS

We always welcome your feedback, comments, and suggestions. Patient feedback forms are available in reception and there are suggestion boxes in the waiting rooms.

We regularly analyse our patient comments and suggestions to learn from them and to improve our services.

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### SECTION 9 - OPENING HOURS

#### Opening hours

The Practice is open during the following hours:

Monday	8.30am to 6.30pm
Tuesday	8.30am to 6.00pm
Wednesday	8.30am to 5.30pm
Thursday	8.30am to 5.00pm
Friday	8.30am to 5.00pm

To make an appointment, please telephone 01978 356328 or call in to reception.

**Our telephone lines open from 9.00 am**

The practice does not normally open on a Saturday.

We are closed on Sundays and Bank Holidays. Arrangements for emergency treatment on Bank Holidays will be posted on our main entrance and as a message on our answering machine

#### Full Time Dentists

Roger Handley works Monday to Friday

#### Part Time Dentists

Emma Pearce works Monday, Tuesday and Thursday

Richard Allen works Monday to Thursday

Giedre Valantine works Tuesday to Thursday

Gwen Williams works Monday to Thursday

Piotr Oczkowski works Tuesday to Friday

#### Hygienist

Karen Lee works on a Wednesday and Friday

#### Therapist

Claire Melvin works Monday and Friday

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### **Your first visit**

New patients can arrange appointments over the telephone or by calling in to reception. We welcome new private and NHS patients.

When our NHS list is near capacity, we may restrict new patients to being other family members of existing patients.

Please arrive 15 minutes before your first appointment in order to prepare information about your medical history and Doctors details. Please bring along a list of current medications and dosages if you are undergoing treatment from your doctor or at a hospital.

Following completion of your first course of treatment we will plan to see you for a check-up to re-assess your dental health. The interval to your next check-up will be determined by your needs and also in accordance with NICE guidelines.

### **Access and parking**

We have a small car park in front of our building with one disabled parking bay near the main entrance. There is level access through the main entrance into reception which is ideal for pushchairs or wheelchairs. The practice is conveniently located for access from public transport being a short walk from the railway station or bus terminus at King Street. There is alternative parking a short walk away should our car park be full. At busy times please allow enough time for your journey to park at alternative parking such as Regent Street multi-storey car park or Island Green should our parking spaces be occupied.

### **Emergency care during practice hours**

During practice hours, we endeavour to see any patient who has a dental emergency. Time is allocated during the middle of the day for emergencies so to ensure being seen the same day please contact us in the morning. We acknowledge that emergencies can happen at any time of day and will do our best to accommodate you at other times.

### **Emergency care out of practice hours**

Should you have a dental emergency outside the normal practice hours, please telephone the following number

NHS Emergencies (NHS Direct) - 111

Denplan patients - 0800 844 999

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### SECTION 10 - ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We hope that you are entirely satisfied with your dental care and treatment and would be happy to recommend our services to others – it is important to us that we meet your needs and exceed your expectations.

So, if you have an issue you wish to raise regarding any aspect of your care you are not happy with, please let us know. 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 and will investigate them in a full and fair way while taking great care to protect your confidentiality.

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. If you feel able to do so, the best place to start is by talking to the staff involved in your care and treatment – they can try and sort out your concern immediately. If this does not resolve the matter or you do not want to speak to the staff directly, we would like the opportunity to resolve any complaint through our internal complaints process. We will never discriminate against patients who have made a complaint.

Please address all complaints (NHS and private) to Mrs Emma Hampshire who is the Complaints Manager. Emma 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. If more time is needed to investigate a complaint, we will let you know and keep you updated about progress.

If Emma Hampshire is unavailable, we will take brief details about the complaint and let you know when you can talk to a suitable team member as soon as possible. We will keep comprehensive and confidential records of your complaint, which will be stored securely. Only those persons who need to know about your complaint are informed about it and can access it.

When the investigation has been completed, you will be informed of its outcome in writing and 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.

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 via the 'Putting Things Right Scheme' at:

**Concerns Team**  
**Betsi Cadwaladr University Health Board**  
**Ysbyty Gwynedd**  
**Bangor**  
**Gwynedd**  
**LL57 2PW**

Tel: 03000 851234

Email: [BCU.ComplaintsTeam@wales.nhs.uk](mailto:BCU.ComplaintsTeam@wales.nhs.uk)

Website: [www.gov.wales/nhs-wales-complaints-and-concerns-putting-things-right](http://www.gov.wales/nhs-wales-complaints-and-concerns-putting-things-right)

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We regularly analyse our 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 it further, please see the contacts below.

### **For Complaints about NHS treatment:**

Public Services Ombudsman for Wales  
1, Ffordd yr Hen Gae  
Pencoed  
CF35 5LJ  
Tel: 0300 790 2003    Email: [ask@ombudsman-wales.org.uk](mailto:ask@ombudsman-wales.org.uk)  
Website: [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk)

### **For Complaints about private treatment**

Healthcare Inspectorate Wales  
Welsh Government  
Rhydycar Business Park  
Merthyr Tydfil  
CF48 1UZ  
Tel: 0300 062 8163  
Email: [hiw@gov.wales](mailto:hiw@gov.wales)

Dental Complaints Service  
Stephenson House  
2 Cherry Orchard Road  
Croydon  
CR0 6BA  
Tel: 08456 120540    Email: [info@dentalcomplaints.org.uk](mailto:info@dentalcomplaints.org.uk)  
Website [www.dentalcomplaints.org.uk](http://www.dentalcomplaints.org.uk)

The General Dental Council  
37 Wimpole Street  
London  
W1M 8DQ  
Tel: 020 7167 6000

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### SECTION 11 - PRIVACY AND DIGNITY

At Coach House Dental Care, the privacy and dignity of patients is respected at all times. The practice has a data protection and record keeping policy to ensure security, confidentiality and proper use of data. We are registered with the Data Protection Agency.

All patient records whether computerised or paper based will be accessible by members of the dental team only and at all times patient confidentiality will be maintained.

Our computerised practice management system has username and password protection for access plus software security protection.

Paper based dental and medical records are strictly protected and stored in locked filing cabinets when the practice is closed.

Consultations and treatments are undertaken in purpose designed surgeries that allow privacy and confidentiality.

Our reception area is open plan – should patients or visitors want to discuss a matter in private this can be arranged in the practice manager's office or a vacant surgery.

Patients can request treatment from male or female dentists.

All of the practice team receive training on maintaining confidentiality and the privacy and dignity of all of our patients. The team have participated in developing internal policies on such issues including patient confidentiality, patient record handling and data protection. Our induction programme for new staff includes confidentiality training.

### SECTION 12 - STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	
Category of changes made	<input type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Category of changes made	<input type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments

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