

Statement of Purpose – mydentist, Baglan Bay Retail Park, Port Talbot

Location Details

Name of the Dental Practice	mydentist, Baglan Bay Retail Park, Port Talbot
Practice Address and Postcode	Unit 3 Baglan Bay Retail Park Port Talbot SA12 7BZ Port Talbot Wales
Telephone number	01639897785
Email address	PortTalbot1-pm@mydentist.co.uk

Aims and objectives

- We aim to provide high quality dental care to our patients, offering them clear and helpful advice about their oral health needs and choice in the range of treatments appropriate to those needs.
- We will offer excellent access to care and provide this care within welcoming, patient-friendly facilities at convenient times.
- We aim to understand the needs of our patients, we will adapt our services to meet their expectations, and we will involve them in decisions about their care, explain the options available in clear, reassuring terms, and encourage them to participate fully in their oral health care.
- We regard our dentists as active partners in the provision of care, who develop and deliver care pathways in keeping with current best dental practice. We provide our dentists with excellent working conditions, well trained clinical staff, clear timely information and reliable, safe ways of working so that they can provide high quality care to our patients.
- We promote good oral health within the community by actively participating in local initiatives, by being active partners with local organisations, schools and institutions and by communicating the benefits of good oral health to the wider population. Our dental practices play vibrant roles within their local community.
- We will promote the professional and personal development of our people; we will invest in their training and take account of the latest national and professional guidelines on dental care in developing the skills and ways of working of our teams. We will ensure

that all members of our team are able to provide our patients with high quality care and service.

- We will involve other professionals and therapists in the care of our patients where this is in our patients' interests. We will refer our patients to experts and specialists as appropriate.
- We will treat our patients with respect for their individual needs and with dignity. We will respect their needs for confidentiality. We will treat their complaints or requests with the consideration and urgency deserved.
- We are always striving to improve the quality of care we provide. We have in place a robust quality assurance plan which we will use to monitor and assess our services. We seek feedback from our patients and use complaints and significant event analysis to improve our services. We support and review our activity within a framework of clinical governance.
- 10. We always act in a way to promote the safety, health and welfare of our people and our patients. We invest appropriately in equipment and systems to improve quality, safety and outcomes.

Registered Manager Details

Name	Rebecca Morse
Address and postcode	Unit 3 Baglan Bay Retail Park Port Talbot SA12 7BZ Port Talbot Wales
Telephone number	01639897785
Email address	PortTalbot1-pm@mydentist.co.uk
Relevant qualifications: GDC number 266261 NEBDN Dental Nursing BDA Radiography NEBDN Sedation Nursing BA HONS International Tourism Management	
Relevant experience: Registered/Practice Manager - August 2022 Other relevant experience - Treatment Coordinator, Dental Nurse	

Responsible Individual Details

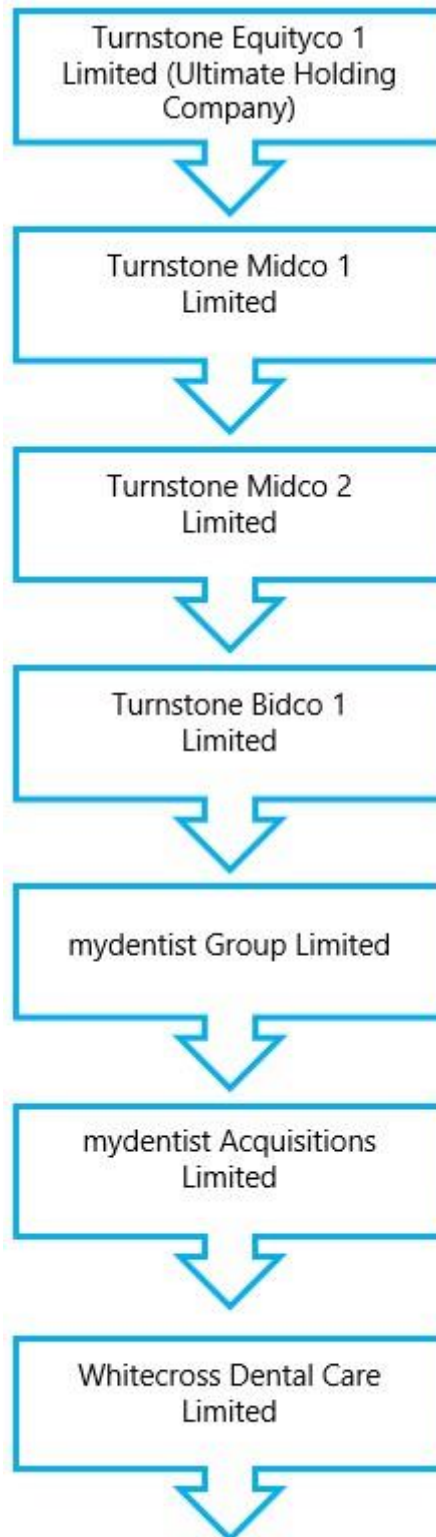
Name	Krista Nyree Whitley
Address and postcode	mydentist Europa House, Europa Trading Estate, Stoneclough Road Kearsley Manchester M26 1GG
Telephone number	01204 799799
Email address	hiwcorrespondence@mydentist.co.uk
Relevant qualifications	BDS Lond 1996
<p>Relevant experience:</p> <p>As Chief Clinical Officer I provide leadership in implementing and maintaining excellent clinical standards, customer service and quality of patient care. Within this I champion legislative and quality standards.</p>	
<p>Roles and responsibilities within the organization:</p> <p>Krista Nyree Whitley is a GDC registered dentist</p> <p>Nyree is a Chief Clinical Officer for the mydentist, the role is to provide leadership in implementing and maintaining excellent clinical standards, customer service and quality of patient care. Within their role they champion legislative and quality standards</p>	

Staff Details

Name	Position	Relevant qualifications/experience
Rebecca Morse	Practice Manager	GDC 266261
Hugo Ferreira	Dentist	GDC 167828
Magda Ferreira	Dentist	GDC 190809
Farzana Mohamed	Dentist	GDC 242488
Helen Fullstone	Dentist	GDC 194482
Robert Joe Davies	Dentist	GDC 271806
Saira Safdar	Dentist	GDC 270545
Salah Al-Khdairy	Dentist	GDC 284418
Mo Shriki	Dentist	GDC 270757
Radu Gross	Dentist	GDC 195810
Inga Colcombe	Dentist	GDC 85007
Shumaila Iqbal	Dentist	GDC 260805
Emma Henley	Orthodontist	GDC 81027
Prianka Bhowmick	Dentist	GDC 303760
Sam Waters	Hygienist	GDC 284465
Jamie Amphlett	Hygienist	GDC 275537
Odette Williams	Hygienist	GDC 5446

Pearl Onyiliofor	Therapist	GDC 131845
Julie Davies	Head Nurse	GDC 118494
Ceriann Lindell	Dental Nurse	GDC 187992
Emma Jones	Dental Nurse	GDC 157491
Tonya Ward	Dental Nurse	GDC 157378
Lucia Harrall	Dental Nurse	GDC 319598
Paris Morgan	Dental Nurse	GDC 316176
Sara West	Dental Nurse	319531
Katie Mainwaring	Dental Nurse	320005
Emma Eley	Treatment Coordinator	161334
Zara Maynard	Treatment Coordinator	279931
Kathryn Donne	Dental Nurse	323124
Aimee Butcher	Student Dental Nurse	
Jordanna Phillips	Student Dental Nurse	
Yogesh Periyaswamy	Student Dental Nurse	
Eliza Knowles	Student Dental Nurse	
Jenny Parry	Receptionist	
Danielle Mathews	Receptionist	
Ingrid Dunphy	Receptionist	
Tanisha Zanders	Receptionist	
Ellie Chaves	Receptionist	

Organisational Structure



Services/Treatments/Facilities

We provide treatment appropriate to the whole population of service band users. All new and existing patients are recalled for routine appointments as necessary and in line with NICE recall guidance following an assessment of their key risk factors. The risk factors and the decision-making process in relation to the recall guidance is discussed with them. We gain valid consent for any procedures undertaken ensuring that the patients are offered all appropriate treatment options and that the risks and benefits of each are discussed.

Patient examinations and the relevant diagnostic procedures are recorded contemporaneously, and the findings discussed with the patient. We monitor and diagnose dental disease including caries and periodontal disease and screen soft tissues and refer if required according to existing guidelines.

We provide patients with consultations, special tests including x-rays where appropriate, routine restorative work including fillings, crowns, bridges, veneers, dentures, endodontics and periodontal treatments and extractions. Temporary treatment to address acute conditions is provided if necessary, including any treatment to teeth injuries or soft tissues. The practice offers a preventative service, and we also try to establish a personal dental health regime for each patient to meet their dental needs and aim for a high level of oral health. Our preventive regime is derived from the guidance in the Delivering Better Oral Health document. Arrangements are in place should a patient require advice or treatment after hours.

Clinicians who have had further appropriate training may offer the placement of dental implants, orthodontic services (limited to short term orthodontics), conscious sedation, cosmetic treatments including tooth whitening and facial aesthetics.

Patient's views

To know what we are doing right and what we could do better, we actively *seek* the *views* of our *patients* on the services we provide.

Our mechanisms for receiving feedback include an easily accessible SMS survey facility, allowing patients and customers to tell us exactly what they think; this enables us to monitor and be certain we are delivering on our promise to provide outstanding service through clinical excellence, and focus on what matters most to them.

We also seek patients' views through:

Social Media

Via the telephone

Email

By post

NHS Choices

Surveys

All practices have feedback forms available both at the practice and on the website
Feedback is discussed at practice meetings

Opening Hours and emergency appointments

The Establishment opening Hours are:

Monday	08:00 – 18:00
Tuesday	08:00 – 20:00
Wednesday	08:00 – 20:00
Thursday	08:00 – 18:00
Friday	08:00 – 18:00
Saturday	09:00 – 17:00
Sunday	Closed

For Patients who require urgent care or treatment out of Hours: - Messages on the phone & signs on windows advising patients to contact Practice NHS Direct.

Arrangements for dealing with complaints

How to Raise a Concern

Patients can raise concerns verbally, in writing, by email, or through an advocate/representative with any member of the practice team. Our aim is always to resolve concerns within the practice. While all staff are trained to support patients in making a complaint, the Practice Manager is ultimately responsible for managing and investigating complaints.

If a patient prefers not to raise their complaint within the practice, they may contact our dedicated Patient Support Team at our Support Centre on 01204 799 799 (select the option for Patient Support). This team offers advice, guidance, and has the authority to take action to help resolve complaints.

Patients also have the right to raise complaints directly with the Local Health Board (for NHS treatment).

Contact details for the relevant Local Health Board are available at the practice reception or via the following website:

www.wales.nhs.uk/ourservices/directory/LocalHealthBoards

Timelines for Complaint Handling

We aim to resolve concerns promptly, ideally at the first point of contact. Where a formal investigation is required:

- **NHS complaints** will be acknowledged within **2 working days**, and we aim to provide a full response within **30 working days**.
- **Private treatment complaints** will be acknowledged within **2 working days**, and a full response will be provided within **10 working days**.

If these timelines cannot be met, we will write to the patient to explain the reason for the delay and provide a revised response date.

Time Limits for Raising Complaints

Patients are encouraged to raise complaints within 12 months of the incident or the date they became aware of it. If there is a valid reason for the delay, we may still proceed with an investigation.

When a complaint raises clinical concerns, the treating clinician will be asked to provide their comments. If they are unavailable, another independent clinician may assist with the response.

Support for Making a Complaint

Patients who require support in making a complaint can access advocacy services:

- **NHS patients** can contact **Llais**. Contact details can be provided upon request at reception or accessed via:
<https://www.llaiswales.org/about-us>
Llais welcomes communication in English or Welsh
- **Private patients** can contact the **Dental Complaints Service**:
<https://dcs.gdc-uk.org>

Escalating a Complaint

We always aim to resolve complaints at the local resolution stage. If a patient remains dissatisfied, we may offer a local resolution meeting, where appropriate.

At the end of local resolution patients also have the right to escalate their concerns externally:

For NHS treatment:

Public Services Ombudsman for Wales

1 Ffordd yr Hen Gae

Pencoed

CF35 5LJ

Email: ask@ombudsman-wales.org.uk

<https://www.ombudsman.wales/>

For private treatment:

Dental Complaints Service

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

Internal Processes and Learning from Complaints

Our complaints procedure is fully aligned with **NHS Wales' 'Putting Things Right' guidance** and the **Private Dentistry (Wales) Regulations 2017**.

Complaints involving **clinical** concerns are thoroughly reviewed and the Practice Manager will consult with the treating clinician. If the complaint is not resolved to the patient's satisfaction, they will be advised in writing of their right to escalate the matter further.

We operate a robust and consistent complaints process, focused on transparency, fairness, and learning. All complaints are logged onto a dedicated database to help identify trends, monitor outcomes, and share learning across the organisation.

Privacy and Dignity

At mydentist, we believe everyone should be treated with respect, fairness, and dignity. Our Equality and Diversity policy supports us in providing care that meets the needs of all individuals, in line with the Equality Act 2010.

Here's how we put that into practice:

- We treat all patients fairly, respectfully, and without discrimination
- We consider each person's individual needs when planning and delivering treatment
- We aim to make our services accessible, flexible, and welcoming to everyone
- We place your dignity, privacy, and autonomy at the heart of the care we provide
- We regularly review our services to make sure they meet the needs of all our patients
- We respond positively to the different backgrounds, experiences, and needs of the people and communities we serve

mydentist does not routinely request information from patients about all the protected characteristics defined in the Equality Act 2010. However, we may hold information relating to certain protected characteristics where it is relevant — for example:

- as part of your medical records, to support safe and appropriate treatment
- when required for administrative or legal purposes, such as NHS claim forms
- where the information has been provided voluntarily by the patient

We only collect and store this information where it is necessary, proportionate, and in line with data protection laws.

All practice support staff involved in processing patient and confidential data are required to adhere to our Data Protection Policy. This policy sets out for example that any patient data must be used fairly and lawfully, is adequate, relevant, and not excessive and is safe and secure. Our staff go through mydentist training to ensure they understand their role in complying with the Data Protection Policy for Practices. mydentist has a dedicated Data Protection Team who provide our patients, practices and staff with advice, support, and guidance on all data protection and privacy matters. The mydentist Data Protection Officer can be contacted directly at dataprotection@mydentist.co.uk with any questions or concerns about how mydentist processes and handles data.

Original Statement of purpose date - 10 June 2022

Statement of purpose revision date - 29 July 2025

Statement of purpose review

Statement of purpose reviewed date	28 July 2025
Reviewed by Name (Name of Registered Manager/Practice Manager)	Rebecca Morse
Date Healthcare Inspectorate Wales notified of SOP changes following review	19 August 2025