

Statement of Purpose

In accordance with the Requirements of
The Health and Social Care Act 2008
(Regulated Activities) Regulations 2014

For Registration with Care Quality Commission as an
Organisation – Fillybrook House Limited

FILLYBROOK HOUSE FAMILY DENTAL PRACTICE

8 The Fillybrooks
Stone Staffordshire
ST15 0DJ.

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Aims and Objectives

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a 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 expectations 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 to 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.

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

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:

- *Preventive advice and treatment*
- *Routine and restorative dental care*
- *Root canal treatment*

- *Dental hygiene*
- *Surgical treatment*
- *Tooth whitening*
- *Crown and bridgework*
- *Implants*
- *Restorative dentistry*
- *Orthodontic treatments*

Name, address and contact details of the service provider and the registered manager

Dr M Hirji & Mrs F Hirji, Fillybrook House Family Dental Practice, 8 The Fillybrooks, Stone, Staffordshire ST15 0DJ.

Service Provider / Clinical Dental Director

The service provider / clinical dental director is:

Dr Mohammed Raza HIRJI

Registered Manager

Mrs Firdous Zehra HIRJI

Staff within the practice:

- *Dr M R HIRJI* *Dentist*
- *Mrs F Z HIRJI* *Practice Manager & Dental Nurse*

Facilities within the Premises

- *Our Dental Practice Detached Building is well located on a main bus route (A34) between Stoke-on-Trent and Stafford. The building is slightly set back to allow for at least eight FREE car parking spaces at the front whist within the confines of the property. There is on space especially reserved for our patients with mobility issues.*
- *We have a large relaxation lounge that offers tea and coffee facility as well as television connected to Sky and a DVD player. The environment is comfortable, calm and specious with a selection of most up to date magazines. There is a ground floor children and disabled friendly loo.*
- *Whilst we are proud of our Family dental practice and welcome all ages of individuals, We do however love children, disabled and elderly and have always been willing to go that extra mile to ensure that they are properly welcomed and looked after and create that true family practice.*

- *We have a purpose-built decontamination and sterilization facility to assure Best Practice standards of infection control*
- *All our surgery rooms, consultation room and reception are on ground floor. Over the years we have found children, people with prams and pushchairs as well as wheelchair users to have found the practice particularly welcoming.*
- *We use a dedicated OPG scanning machine in a special room as well as in surgery small x-ray machine for those single tooth x-rays.*
- *We employ digital imaging for all our imaging requirements such as instant radiography that uses the lowest x-ray dosage to our patients.*
- *We offer a special dental chair that is both children and disabled friendly so that patients can get in and out of surgery chair with ease.*
- *We are always happy to see our patients on the same day as the dental emergency has occurred this helps minimize any suffering from dental pain. We are even happy to open up our surgery out of hours depending of course on the nature of the emergency.*

Making an appointment – All patients are seen on an appointment basis with the shortest possible wait. Often within 24 hours of requesting for an appointment.

Cancellation Policy - At least 48 hours notice is required of a cancellation otherwise a charge may 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.

Methods of Payment/Credit - All major credit/debit cards are accepted as well as cash and cheque payment with a valid cheque guarantee card.

Mobile Phones - We appreciate the increasing dependency on mobile phones, however we very much hope that patients will respect other practice user's rights and not to use mobile phones within the building.

Car Parking - There is ample car parking facilities at the practice, however if you should find it an issue then there is plenty of parking off Eccleshall Road, that is adjacent to the practice and within walking distance.

Client Centred Care - We care about providing the right treatment for our 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/clients, 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 and all alternatives will be discussed, and consent obtained prior to commencement.

Patient/Client Records - The details of patients/clients are taken at the initial consultation which also form part of the patient/client records.

Information provided to the Patients/Clients - This practice ensures that information provided to patients/clients 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 Information Leaflet.

Treatment of Children – We take great pride in providing treatment to our children patients and request that they are accompanied to the practice by their parents or grandparents.

Consent - The practice operates a consent policy which is *issued/advised* at the first consultation for the patient to *read/ and understand* prior to proceeding with any treatment.

Patients have the right to make their own decisions regarding dental treatment and care. Patients, prior to the commencement of treatment will 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 will sign the consent form on their behalf.

Patient Surveys -The practice will obtain the views of its patients/clients at least once during their course of treatment, and use these to inform the provision of treatment and care of prospective patients

Patients are notified as to the availability of the survey within the practice's Patient Information Leaflet. The Patient Information Leaflet itself is always readily available to patients/clients and copies are available in the waiting room on the coffee table and reception. If unsure then please ask.

It is the policy of this practice also to carry out regular and random patient surveys to seek the views of our patients/clients 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 in line with its standards. These results will be available in our relaxation room for patients and their families. 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 practice 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 practice operates a complaints 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 directly or write to Mrs F Hirji, Practice Manager. Patients who require further advice regarding the complaints process should direct their

enquiry to Mrs F Hirji who, when applicable, will recommend the services of an independent advocate. A copy of the complaints process is held in the Relaxation room. Again if you are not sure then please ask at the reception.

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, if anything, 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 dental confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, 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:

The Dental Complaints Service (08456 120 540) for complaints about private treatment. (Dental Complaints Service, Stephenson House, 2 Cherry Orchard Road, Croydon CR0 6BA Phone: 08456 120540 www.dentalcomplaints.org.uk).

The General Dental Council, 37 Wimpole Street, London, W1M 8DQ (the dentists' registration body). (General Dental Council, 37 Wimpole Street, London W1M 8DQ Phone: 020 7887 3800 www.gdc-uk.org).

Care Quality Commission, Healthcare Team, Citygate, Gallowgate, Newcastle upon Tyne NE1 4PA

Email: info@cqc.org.uk / Website: www.cqc.org.uk

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

Signed: Date: 1st April 2016.

Mrs F Hirji, Practice Manager, Fillybrook House Dental Practice.