

STATEMENT OF PURPOSE

DETAILS OF STAFF WORKING AT WEST WALES DENTAL IMPLANT CLINIC AND CARMARTHEN DENTAL CENTRE, 72 Water Street, Carmarthen, SA31 1PZ

DENTISTS Dr Keerthi Kinesha Rodrigues, BDS (RGUHS India), PG dip Orthodontics (Lon).

Dr Tim Lewis BDS(Lon) LDS RCS (Eng) MSc (UoB).

Dr David Roderick BDS (Lon) LDS RCS (Eng) MSc (Guy's).

Dr Gwenno Griffiths BDS (Cardiff).

REGISTERED PROVIDER – Dr Keerthi Kinesha Rodrigues, BDS (RGUHS India), PG dip Orthodontics (Lon) 01267 221112/ 01267 643370.

PRACTICE MANAGER/DENTAL NURSE – Erica Day.

REGISTERED MANAGER - Erica Day 01267 221112/ 01267 643370.

CLINICAL MANAGER/DENTAL NURSE– Stephanie Flattery, NEBDN 1999

DENTAL NURSES – Svetlana Williams, Certificate of Higher Education in Dental Nursing 2019.
Ceris Barrett, Verified Experience in Dental Nursing

TRAINEE DENTAL NURSE – Abbie Davies

RECEPTIONISTS – Emma James

THE ROLE AND RESPONSIBILITY OF THE REGISTERED INDIVIDUAL IS TO: -

Oversee all regulated activity on site and service management.

Ensure the service is run well and safely.

Ensure that the service is compliant with service regulations and standards.

Make sure that the service is managed and has the right resources.

AIMS AND OBJECTIVES

We always aim to deliver a very high standard of dental care in a caring, safe environment. The practice has a special interest in dental implants and aims to provide high quality dental treatment in line with current evidence-based dentistry.

DIAGNOSTIC AND SCREENING PROCEDURES

To arrange and agree appointments together with review appointments within appropriate time frame with patients.

To perform a detailed examination of dental status (using relevant diagnostic equipment) taking into account relevant medical history.

To advise patients of results of diagnostic and screen procedures and to discuss all possible treatment options.

TREATMENT OF DISEASE, DISORDER OR INJURY

To provide a high-quality range of dental implant and associated services and where necessary, including consultation, x-rays, restorative work, cosmetic, endodontic and periodontal treatment either solely or in conjunction with patients own General Dental Practitioner.

To inform patients of the results of such diagnostic and screening procedures with a view to discussing treatment options, costs, risks, advice etc.

To refer to an appropriately qualified specialist.

To keep patient informed of costs.

To acquire the relevant consent.

To be treated in an environment that is conducive to free discussion.

SURGICAL PROCEDURES

To provide detailed information and explanations about surgical procedures outlining benefits, risks and possible outcomes.

To obtain full consent for surgical procedures.

To monitor patient progress post operatively following clerical protocols to minimise risks.

AS A PRACTICE

Where ever possible see patients on time and give an apology and explanation if we run late more than 20 mins.

Operate a policy of honesty and openness.

Keep up to date with materials and techniques.

Support continuing staff training and development.

Afford patients sufficient time to meet their clinical needs.

Promote a culture of good and open communication.

OUR PATIENTS CAN HELP US ACHIEVE THESE AIMS BY-

Booking appointments, they are able to attend.

Patients provide accurate up to date medical histories.

Giving feedback in a friendly non-confrontational and courteous manner. We will always try to accommodate patients' views sympathetically and quickly.

Patients are tolerant in circumstances where things do not always go to plan as many procedure steps are involved in completing treatment.

Understand that the need for change to sustain a good quality practice.

PATIENT VIEWS

We provide feedback forms for the patients to give feedback anonymously

The WWDIC and CDC conducts regular audits on service care and treatment provided.

The WWDIC and CDC takes into account the patients' comments, their rights and autonomy.

The practice WWDIC and CDC has in-house complaints policy for the effective and easy resolution of patients' complaints and concerns.

The patients' needs and expectations are assessed at the outset and treated alternatively; benefits and risks are fully explained prior to treatment and consent is always secured.

PRACTICE OPENING HOURS

CDC - Practice opening hours 9am-1.00pm 2.00pm-5pm Monday - Thursday, and 9am - 2pm Fridays.

WWDIC – Practice opening hours 9.00am – 4.00pm Monday to Friday

During dental implant treatment patients are given Dr Lewis's direct mobile number and this is also available on the practice telephone number during non-working hours and on signage outside the property. The other clinicians are available during non-working hours via a separate mobile number; this number is displayed on signage outside the practice and via the answerphone.

RESPECTING PATIENTS' PRIVACY AND DIGNITY

At the West Wales Dental Implant Clinic and Carmarthen Dental Centre, the need for strict confidentiality of personal information about patients is taken very seriously.

You must treat every patient with dignity and respect at all times.

You should be aware of how your tone of voice and body language might be perceived.

You should take patients' preferences into account and be sensitive to their individual needs and values.

You must treat patients with kindness and compassion.

You should manage patients' dental pain and anxiety appropriately.

A private area is available away from the waiting room should patients need to discuss anything privately.

DEALING WITH COMPLAINTS

We have a practice-based system for dealing with patients' complaints we work with the whole practice to put together a practice-based complaints system that suits our practice and meets the national criteria for practice complaints systems.

Sympathetic handling of complaints may lead to great satisfaction and improve services for patients. At the same time, we are aware that, for the practice, dealing with complaints can at times be stressful and difficult. This is why we believe that an appropriate system for dealing with complaints; supported by all practice staff.

It is also vital that everyone working in the practice understands the procedure. It will: -

Enable patients to express comments, suggestions and complaints to the practice when they feel dissatisfied with the service provided.

Provide patients with an explanation of what has happened; where appropriate, an apology; and an assurance that we have taken steps to prevent the problem recurring where this is possible.

Help the person feel relaxed. It is important that he or she realises that the complaint will be dealt with professionally and sympathetically.

Give the impression that the procedure we have set up is for the patients benefit and that we regard responding to complaints as part of good management.

Offer a private place in which to talk about the problem.

If the person is upset, angry or nervous, be calm and courteous. Do not be antagonistic – try to empathise.

Listen carefully in order to establish facts.

Suggest that he or she sees Dr Rodrigues at the practice and arrange an appointment for this yourself. Alternatively, you could suggest that Dr Rodrigues will telephone to discuss the problem, if he or she would prefer.

Always give the person a copy of the practice complaints leaflet.

Make a detailed note of what the patient says and your response, if not during the meeting, immediately afterwards. It may sometimes be helpful to have someone to take notes during the meeting.

Updated April 2026

To be reviewed April 2027

