

STATEMENT OF PURPOSE

Name of establishment	Eirlys Dental Practice - Colwyn Bay
Address and postcode	Suite 2, Prince's Park, 1 Princes Dr, Colwyn Bay LL29 8PL
Telephone number	01492536638
Email address	colwynbay@eirlysdental.co.uk
Fax number	NA

Aims and objectives of the establishment or agency

1. Treatment of disease, disorder or injury

- To provide a high quality and range of dental services to the whole community, including consultations, X-Rays, routine restorative work, endodontics, treatment of periodontal disease, prostheses, cosmetic work.
- To offer patients a friendly and professional service.
- To explain the diagnosis to patients in detail, where particular attention should be given and necessary action – treatment options, costs, risks, advice, etc.
- To refer to appropriately qualified specialist dental practitioners where necessary. Temporary treatment provided if necessary.
- To keep patients well-informed of costs and to discuss treatment progress at each stage, obtaining relevant consent.
- To offer a preventative service.
- To establish an individually developed personal dental health regime for each patient to meet their dental care needs and aim for a high level of oral health.

2. Surgical procedures

- To provide detailed information and explanations to patients where a surgical procedure is necessary including risks, procedure, etc.
- To obtain valid consent for all surgical procedures carried out at the practice.
- To monitor patient progress, post-procedure, following clinical protocol to ensure full recovery and minimise risks.

3. Diagnostic and screening procedures

- To arrange and agree appointments and review appointments within appropriate personal timeframe with patients.
- To undergo a complete and detailed examination of the patient's oral health with help from relevant diagnostic equipment, taking into account relevant medical history.
- To inform patients of the results of such diagnostic and screening procedures with a view to discussing possible treatment options.

REGISTERED MANAGER DETAILS

Name	Mrs Dawn Gorle
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Address and postcode	Eirlys Dental Practice - Colwyn Bay Suite 2, Prince's Park, 1 Princes Dr, Colwyn Bay LL29 8PL
Telephone number	01492 536638
Email address	dawn.gorle@eirlysdental.co.uk / colwynbay@eirlysdental.co.uk
Relevant qualifications – CMI Level 5 Leadership & Management	

Relevant experience

Practice Management 2017-Present

Previous Management experience from 1997-2017

These roles involved:

- Ensuring smooth running of practice.
- Maintaining high standards of care for patients.
- Ensuring adherence to practice policies.
- Risk assessments and audits
- Recruitment and staff selection
- Liaising with tradesmen service providers and businesses
- Maintaining financial information and providing suitable audit and financial reporting systems
- Following practice policies and procedures, training and monitoring staff
- Health and safety
- Stock control
- Marketing
- Managing premises, insurances, and security
- Ensuring all monies are banked appropriately, ensure effective credit control method is in place including outstanding debts
- Ensuring all practice equipment is maintained and serviced in accordance with manufactures instructions and practice policies
- Organising and chair practice meetings
- Ensuring efficient running of patient recall system
- Managing and responding to patient queries
- Ensuring patient literature is kept up to date in practice leaflets and website in English and Welsh
- Maintaining professional standards
- Ensuring implementation of policies and procedures to meet gold standards and national guidelines
- Promoting oral health awareness
- Ensuring Clinical compliance
- Ensuring application of WHTM01-05

RESPONSIBLE INDIVIDUAL DETAILS
(please delete this section if not applicable)

Name

Dr. Mohammad Abdel Daym

Address and postcode	Eirlys Dental Practice - Colwyn Bay Suite 2, Prince's Park, 1 Princes Dr, Colwyn Bay LL29 8PL	
Telephone number	01492 536638	
Email address	colwynbay@eirlysdental.co.uk	
Relevant qualifications BDS ORE		
Relevant experience Principle/associate Eirlys Dental practice 1/10/18-present Associate dentist Ambience Dental Practice 2014-2018 Roles and responsibilities within the organisation ▪ Recruitment and staff selection ▪ Maintaining professional standards ▪ Ensuring clinical excellence and customer satisfaction ▪ Staff supervision and training, maintaining clinical standards and providing support to all members of the dental team ▪ Chairing staff meetings ▪ Radiation protection supervisor ▪ Ensuring implementation of policies and procedures to meet gold standards and national guidelines ▪ Maintaining standards - GDC ▪ Increasing patient access ▪ Promoting oral health awareness ▪ Ensuring Clinical compliance ▪ Ensuring application of HTM01-05 & W/HTM01-05 ▪ Monitoring correct referral procedures and ▪ Applying NICE guidelines ▪ Clinical governance & Audit ▪ Handling patient complaints and ensuring resolution Consistently acquiring up-to-date knowledge of current legislation		
STAFF DETAILS		
Name	Relevant qualifications / experience	Position

Dawn Gorle:		Registered Practice Manager
• Jacob Aubin:		Lead Receptionist
• Susan Lloves:		Receptionist
• Shannon Taylor:		Receptionist
• Frankie Hughes:		Receptionist / Trainee Dental Nurse
• Dr Mostafa Hassaan:	GDC 200129	Dentist
• Dr Mohammad Abdel Daym:	GDC 249178	Dentist
• Dr Dario Sales:	GDC 221371	Dentist
• Dr Addys Peon:	GDC 236514	Dentist
• Dr Gwen Owen:	GDC 271798	Dentist
• Dr Christos Lykidis:	GDC 250424	Dentist
• Dr Edita Subkoviene:	GDC 104296	Dentist
• Dr Stoyan Slavov:	GDC 261357	Dentist
• Dr Smaranda Ionescu:	GDC 261498	Dentist
• Dr Andrea Summers:	GDC 72976	Dentist
• Dr Cinthoori Chandramohan:	GDC 307527	Dentist
• Leah Hughes:	GDC 259203	Dental Therapy
• Mohammed Farouk:	GDC 329910	Dental Therapy
• Meta Benjamin:	GDC 299965	Dental Therapy
• Sriram Thirugnanam:	GDC 303027	Dental Therapy
• Ffion Bibby:	GDC 302921	Dental Hygiene
• Collette Plant:	GDC 146098	Dental Hygiene
• Demi Peach:	GDC 324852	Qualified Lead Dental Nurse
• Jordan Paynter:	GDC 307113	Qualified Dental Nurse
• Sharon Movis:	GDC 207619	Qualified Dental Nurse
• Bethan Davies:		Qualified Dental Nurse
• Emma Mulvihill:		Qualified Dental Nurse
• Chloe Krol:		Trainee Dental Nurse & Treatment Coordinator
• Omar Mahdy:		Trainee Dental Nurse
• Tyler Salisbury:		Trainee Dental Nurse
• Antonia Bacila:		Trainee Dental Nurse
• Katie Lehart:		Trainee Dental Nurse

SERVICES / TREATMENTS / FACILITIES

The practice provides dental services related to:

Treatment of disease, disorder or injury

Surgical procedures

Full range of General dental procedure

Including:

Endodontics, Dental Surgery, Restorative, Preventative and cosmetic dental treatments

Teeth whitening

Cosmetic alignment treatments

Diagnostic procedures

Details of these treatments and how we intend to deliver them are as explained in "Aims and Objectives" section on page 1

PATIENTS VIEWS

We are open caring and friendly and aim to include our patients in the decision-making process.

We actively encourage patients to ask questions relating to their care in order to tailor our work to their dental needs, and we will always provide a written treatment plan outlining the agreed treatment and cost.

We regularly ask our patients to complete our feedback questionnaires to ensure their views are acted upon, audited and that our service is constantly improving

A comments box is clearly placed at reception for any comments and suggestions service user may have. These are reviewed regularly in order to work on improving our services.

Informed consent is a keystone for our patients understanding all the options, risks, advantages, and disadvantages of all treatments available along with potential risks and consequences of not completing recommended treatments to maintain oral health.

We fully take into consideration patient choices, and ultimately respect the patient's wishes.

ARRANGEMENTS FOR VISITING / OPENING HOURS

Emergency and Urgent Care

We aim to see our patients as promptly as possible, within 48 hours. We understand how dental pain and problems can be distressing and our role is to help our patients as quickly and effectively as possible.

We have designated time slots in our diaries to ensure patients are seen as promptly as possible. These time slots increase in peak tourist seasons to accommodate a higher urgent treatment demand.

In case of out of hours dental emergencies patients are advised to contact NHS Direct Wales on **111**. This information is available on the website and patient leaflet, and displayed upon entrance to the practice.

Practice Opening Hours

Mondays: 09.00 - 17.30

Tuesdays: 09.00 - 17.30

Wednesdays: 09.00 - 17.30

Thursdays: 09.00 - 17.30

Fridays: 09.00 - 17.30

Saturdays: By Appointment only

Sundays: Closed

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We take complaints very seriously and try to ensure that all our patients are pleased with their experience of our service. When patients complain, they are dealt with courteously and promptly so that the matter is resolved as quickly as possible.

Our aim is to respond to complaints in the way in which we would want our complaint about a service to be handled. We learn from every mistake that we make, and we respond to customers' concerns in a caring and sensitive way.

We aim to always have satisfied patients, to meet their expectations of care and service, to deal with complaints quickly, to investigate complaints in a full and fair way and to respect patient confidentiality. To help us achieve these aims we follow this policy and have an effective complaints procedure.

We never discriminate against patients who have made a complaint and we aim resolve complaints as quickly, effectively and smoothly as possible. We ask our patients to address all complaints to Dr Mohammad Daym who is the Complaints Responsible Officer or Mrs Dawn Gorle (Practice Manager / Complaints Manager).

We have a private room if the patient wishes to speak privately.

If our patients wish to make a complaint on the telephone or in person, they are advised to speak with the Complaints Manager. If she is unavailable, we will take brief details about the complaint and let them know when she will be available. If we cannot arrange this within a reasonable period of time or if the patient does not wish to wait, we will make arrangements for another team member to speak to them as soon as possible.

We also advise our patients of their right to complain in writing, please address this to Dr Mohammad Daym, Responsible Officer. If the complaint is about any aspect of clinical care or associated charges, the dentist will be asked for their view, unless the patient does not want us to do so.

We will keep comprehensive and confidential records of complaints. All details will be stored securely and only those persons who need to know about it will be informed.

If we cannot resolve a complaint immediately it will be acknowledged in writing within 2 working days and we will provide a full response within a reasonable time, confirmed with the patient. We aim to provide the response within 30 working days.

If the complaint needs to be investigated, this will involve the treating dentist if there is one, the relevant members of the team, the practice owner and others if necessary. If the investigation is likely to take longer than the time we have agreed with you, you will be informed about the reasons for the delay and the date the investigation will be completed. You will also be informed about the progress of the investigation and of any further delays.

When the investigation has been completed, our patient will be informed of its outcome and invited to a meeting to discuss the results and any practical solutions.

This practice regularly analyses any patient complaints to learn from them and to improve our standards of care and service. That's why we always welcome feedback, comments, suggestions and complaints.

If our patients are dissatisfied with our response to a complaint, they can take it further, and contact information will be provided in the response letter. Please also see the contact details below.

This is written clearly in our complaints policy which will be displayed in the reception/waiting area.

Contacts

The private dental complaints service: call 08456 120540 or visit www.dentalcomplaints.org.uk

The Healthcare Inspectorate Wales: the patient would be directed to the HIW leaflet "Concerns and Complaints about health services in Wales" and/or call: 0300 062 8163 Email: hiw@gov.wales

The Public Services Ombudsman for Wales: 0300 790 0203 or visit <https://www.ombudsman.wales/>

Our Complaints Policy is clearly displayed in Reception and our Complaints Manager is Mrs Dawn Gorle.

If you are an NHS patient wishing to make a complaint, you have the option to make your complaint to them under the NHS Wales – Putting Things Right complaints process, however please contact our complaint manager in the first instance so that we have the opportunity to resolve any concerns you may have.

To contact the NHS direct you would need to contact the Complaints Manager at the Betsi

PRIVACY AND DIGNITY

In compliance with the Care Quality Commission Fundamental Standards, Health and Social Care Act 2008 (Regulated Activities) Regulations 2014: Regulation 10, we at Eirlys Dental Practice make sure that our patients are treated with dignity and respect at all times whilst they are receiving care and treatment.

To meet this regulation, we make sure that we provide care and treatment in a way that ensures people's dignity and treats them with respect at all times. This includes making sure that our patients have privacy when they need and want it, treating them as equals and providing any support they might need to be autonomous, independent and involved in their local community. We have due regard to the protected characteristics as defined in the Equality Act 2010.

Any member of staff who suspects any signs of a patient not being treated with dignity and respect by another member of staff or patient must be reported immediately to Dr Mohammad Abdel Daym. This will be investigated, witness statements taken, and appropriate action will be taken decided by the Practice Principal, Dr Daym.

Monitoring and review

We will monitor the effectiveness of our policies and the impact on all other relevant policies and practice. This review will happen when necessary and as a minimum annually.

Date Statement of Purpose written	21/1/2021
Author	Dr. Mohammad Abdel Daym

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose Created	04/02/2021
Reviewed by	Salwa Eissa
Date HIW notified of changes	05/02/2021
Date Statement of Purpose reviewed	06/01/2022

Reviewed by	Dawn Gorle
Date HIW notified of changes	06/01/2022

Date Statement of Purpose reviewed	28/04/2022
Reviewed by	Dawn Gorle
Date HIW notified of changes	

Date Statement of Purpose reviewed	18/04/2023
Reviewed by	Dawn Gorle
Date HIW notified of changes	18/04/2023

Date Statement of Purpose reviewed	24/04/2024
Reviewed by	Dawn Gorle
Date HIW notified of changes	24/04/2024

Date Statement of Purpose reviewed	25/07/2024
Reviewed	Dawn Gorle
Date HIW notified of changes	25/07/2024

Date Statement of Purpose reviewed	15/04/2025
Reviewed by	Dawn Gorle
Date HIW notified of changes	15/04/2025

Date Statement of Purpose reviewed	01/06/2026
Reviewed by	Dawn Gorle
Date HIW notified of changes	26/06/2026