

STATEMENT OF PURPOSE

Name of establishment or agency	Eirlys Dental Practice
Address and postcode	Eirlys Dental Practice County Hall Bridge Street Dolgellau Gwynedd Wales LL40 1AU
Telephone number	01341 421717
Email address	info@eirlysdental.co.uk

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 Salwa Eissa
Address and postcode	Eirlys Dental Practice County Hall Bridge Street Dolgellau LL40 1AU
Telephone number	01341 421717
Email address	info@eirlysdental.co.uk
Relevant qualifications:	Advanced Supervisory Dental Practice Management Skills Course 2019 M.A. of Arts 2011 B.A. of Arts 2009
Relevant experience	Assistant Practice Manager – dental practice Eirlys Dental Practice 2018-2020 Assistant Manager – dental company Coal & Diamond Limited. 2011-2018 These roles involved staff training and an understanding of employment law and relevant legislation and regulations, handling patient complaints, and ensuring patient satisfaction. ■ Recruitment and staff selection ■ Maintaining professional standards ■ Ensuring excellence and patient satisfaction ■ Staff supervision and training, maintaining GDC standards and providing support to all members of the dental team ■ Complaints Handling ■ Ensuring implementation of policies and procedures to meet gold standards and national guidelines

REGISTERED MANAGER DETAILS	
Name	Dr Mostafa Hassaan
Address and postcode	Eirlys Dental Practice County Hall Bridge Street Dolgellau LL40 1AU
Telephone number	01341 421717
Email address	info@eirlysdental.co.uk
Fax number	
Relevant qualifications:	
BDS	
ORE	
MFDS RCS Ed	
Clinical Supervisor Training	



EIRLYS
DENTAL PRACTICE

Relevant experience

Clinical Lead of an 8 Surgery dental practice

Ambience Dental Practice 2012-2015

Assistant Clinical Director

Smileright Ltd. 2013-2015

Clinical Director

Smileright Ltd. 2015-2017

These roles involved regular supervision of the managers role at the practice, staff training and an understanding of employment law and relevant legislation and regulations, handling patient complaints, and ensuring patient satisfaction.

- 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

RESPONSIBLE INDIVIDUAL DETAILS

Name	Dr Mostafa Hassaan
Address and postcode	Eirlys Dental Practice County Hall Bridge Street Dolgellau LL40 1AU
Telephone number	01341 421717
Email address	info@eirlysdental.co.uk
Relevant qualifications	BDS ORE MFDS RCS Ed

Relevant experience

Clinical Lead of an 8 Surgery dental practice

Ambience Dental Practice 2012-2015

Assistant Clinical Director

Smileright Ltd. 2013-2015

Clinical Director

Smileright Ltd. 2015-2017

Visiting Tutor

Royal College of Surgeons of England 2012-2015

Roles and responsibilities within the organisation

- Providing clinical directorship within a multi-clinic dental establishment, encompassing business administration, facilitating optimal clinical efficiency and favourable outcomes, and ensuring excellence in customer service
- Maintaining standards - GDC
- Increasing patient access
- Staff recruitment and selection
- Promoting oral health awareness
- Ensuring Clinical compliance
- Ensuring application of W/HTM01-05
- Named Nominated individual for HIW
- Monitoring correct referral procedures and
- Applying NICE guidelines
- Staff Training
- Chairing meetings
- Clinical governance & Audit
- Handling patient complaints and ensuring resolution
- Consistently acquiring up-to-date knowledge of current legislation

STAFF DETAILS

Name	Position	Relevant Qualifications / Experience
Dr Mostafa Hassaan	Dentist Practice Manager Clinical Director	BDS ORE MFDS RCS Ed, GDC: 200129
Dr Mohamed Abdel Daym	Dentist	BDS ORE, GDC: 249178
Dr Vikram Choksi	Dentist	BDS, GDC: 241304
Dr Anna-Maria Ceglarek	Dentist	BDS, GDC: 290699
Dr Lynn Morris	Dentist	BDS, GDC: 328258
Haseeb Siyali	Therapist	GDC: 303570
Juhaina Hameed	Therapist	GDC: 306777
Umar Tallal	Hygienist	GDC: 326063

Cerys Pierce Evans	Dental Nurse	Qualified Dental Nurse, GDC: 269971
Laura Snow	Dental Nurse	Qualified Dental Nurse, GDC: 194217
Charlie Rimmer	Dental Nurse	Qualified Dental Nurse, GDC:
Millie Parsons	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Isaac Taylor	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Coosje Auf Den Kamp	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Jasmine Harrington-Fox	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Ella Janes-Lobjoit	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Lia Micah	Trainee Dental Nurse/Receptionist	Previous customer service experience Trainee Dental Nurse
Rochelle Evans	Receptionist	Previous customer service experience
Stephanie Godier	Receptionist	Previous customer service experience
Lucy Hewins	Receptionist	Previous customer service experience
Jessica Minton	Deputy Manager	Previous customer service experience
Salwa Eissa	Practice Manager & HR Manager	MA, BA.

SERVICES / TREATMENTS / FACILITIES

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 of this application

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 24 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. *However, we cannot always guarantee emergency access on the same day.*

In case of out of hours dental emergencies or where we are at full capacity patients are advised to contact NHS Direct Wales on 111 or 0845 46 47

This is a recorded message on our out of hours phone lines and on the website and patient leaflet.

Eirlys Dental 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

EIRLYS
DENTAL PRACTICE

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 Mostafa Hassaan who is the Complaints Responsible Officer or Mrs Salwa Eissa (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 Mostafa Hassaan, 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.

PRIVACY AND DIGNITY

In compliance with The National Minimum Standards for Independent Health Care services in Wales, the Health and Care Standards, and 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 is maintained, and that they are treated 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 Mostafa Hassaan. This will be investigated, witness statements taken and appropriate action will be taken decided by the Practice Principal, Dr Hassaan.

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	25/06/18
Author	Dr Mostafa Hassaan

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	13/3/2019
Reviewed by	Mostafa Hassaan
Date HIW notified	13/3/2019

Date Statement of Purpose reviewed	15.07.19
Reviewed by	Mostafa Hassaan

Date Statement of Purpose reviewed	18/09/19
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Reviewed by	Mostafa Hassaan
Date Statement of Purpose reviewed	08/01/2020
Reviewed by	Mostafa Hassaan
Date Statement of Purpose reviewed	09/01/2020
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	31/03/2020
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	23/10/2020
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	16/11/2021
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	05/04/2022
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	01/06/2022
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	01/06/2023
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	20/08/2024
Reviewed by	Salwa Eissa
Date Statement of Purpose reviewed	20/04/2025

Reviewed by	Salwa Eissa
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Date Statement of Purpose reviewed	22/07/2026
Reviewed by	Jessica Minton

