



**Jamie Pugh**

Dental Healthcare Ltd.  
Gofal Iechyd Deintyddol

Transforming lives with beautiful smiles

Dr J J Pugh B.D.S  
15-16 Cardiff Street  
Aberdare  
South Wales  
CF44 7DP  
(01685) 876151

## STATEMENT OF PURPOSE

Name of establishment or agency	Jamie Pugh Dental Healthcare Ltd.
Address and postcode	Jamie Pugh Dental Healthcare Ltd. 15-16 Cardiff Street Aberdare Rhondda Cynon Taf CF44 7DP
Telephone number	01685 876151
Email address	info@jamiepughdental.co.uk



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### **Aims and objectives of the establishment or agency**

1. Our aim is to provide a relaxing, comfortable and friendly environment in which we can provide prevention based quality care to help our patients achieve dental health for life.
2. To provide great quality dental care, including key services such as thorough examinations, soft tissue screening, x-rays - taking and diagnosing, treatment of periodontal disease, treatment of oral trauma, fillings, dental extractions, root canal therapy, bridges, dentures to more complex highly skilled treatments such as, Smile design transformations, Cosmetic teeth alignment – CFast and Invisalign, Waterlase laser dentistry, Guided biofilm therapy (GBT) using EMS Airflow Master and popular cosmetic teeth whitening.
3. We listen and find out our patients' dental requirements and desires, involving them fully in discussions to help them make informed decisions about their individual treatment plan.
4. To carry out regular patient satisfaction surveys, using the results to make improvements and prompt changes if required.
5. Our team of professionals are chosen for their passion for healthy, strong, aesthetically pleasing teeth and are committed to continually training to keep abreast of new information and technology.
6. Our staff adhere to our strict confidentiality policies.
7. To ensure the practice adheres to the highest cross infection standards to provide a clean and hygienic environment.
8. By continuous investment in equipment and the premises, we strive to improve patients' treatment and overall experience of going to the dentist.



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## REGISTERED MANAGER DETAILS

Name	Miss Claire Neads
Address and postcode	Jamie Pugh Dental Healthcare Ltd. 15-16 Cardiff Street Aberdare Rhondda Cynon Taf CF44 7DP
Telephone number	01685 876151
Email address	clairejamiepughs@gmail.com
Fax number	n/a

### Relevant qualifications

GDC Registered Dental Care Professional - GDC NUMBER; 256257  
Qualifications; Diploma in Dental Nursing Level 3 QCF City & Guilds 2015  
BDA Qualification in Dental Radiography 2015/2016  
ILM Dental Practice Management Year 1 2018  
BDA Data Protection Officer Training 2022

### Relevant experience

Worked in general dental practice since 2013 to current date as a Dental Care Professional-(Qualifying 2015)

I originally started at Jamie Pugh Dental Healthcare Ltd in February 2013 as a Trainee Dental Nurse/DCP, later qualifying in 2015. Throughout my years at the practice, I also took on additional roles as Dental Health Advisor, Treatment co-ordinator and Receptionist.

I completed ILM Dental Practice Management in 2018 through Dental Postgrad in Prince Charles Hospital.

In June 2018 I was given the opportunity to optimise the skills I gained and work in a 6 Surgery mixed Private and NHS Practice in Swansea; Woods Dental.

I was employed at Woods Dental Practice 2018-2021.

Due to having a young child and traveling 30+ miles per day in October 2021, I returned to Jamie Pugh Dental Healthcare Ltd to assist in a predominantly administrative role with managerial tasks. I am still a registered DCP with the General Dental Council (GDC)

May 2022 I completed the application to apply as Registered Manager with Health Inspectorate Wales (HIW)



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## STAFF DETAILS

*Please provide the following details for all staff providing services at your establishment or agency*

Name	Position	Relevant qualifications / experience
Jamie Justin Pugh	Principal Dentist, Director, Responsible Individual	BDS Hons (Wales) 1996
Charlotte Baker	Hygienist+ Therapist	Dip DH DT(Cardiff) 2012 National Certificate NEBDN 2008
Tracy Pugh	Director, Secretary, Registered Dental Nurse	National Certificate NEBDN 1997 Cert in Oral Health Education Nov 2005 Level 1 Practice Management 2012
Claire Neads	Registered Manager, Registered Dental Nurse, Dental Radiographer	Diploma in Dental Nursing Level 3 QCF City & Guilds 2015 BDA Qualification in Dental Radiography 2015/2016 ILM Dental Practice Management Year 1 2018
Victoria Jones	Payroll Manager	BA Hons (Wales) 2001. Currently studying towards MSc HRM
Melissa Owen	Reception Manager, Registered Dental Nurse, Dental Radiographer	National Certificate NEBDSA 1993 Qualified Dental Radiographer, Wrexham 1999
Joanne Mason	Registered Dental Nurse and Receptionist. Qualified to take Imps	Diploma in Dental Nursing Level 3 QCF City & Guilds 2015 Dental postgrad-Impression taking completed Jan 2017



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**STAFF DETAILS - continued**

<b>Name</b>	<b>Position</b>	<b>Relevant qualifications / experience</b>
Jenna Embleton	Trainee Dental Nurse	Studying with LearnKit
Julie Pugh	Receptionist	Experienced
Dawn Sewell	Receptionist	Experienced
Helyn Mellish	Cleaner / Caretaker	Experienced



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## ORGANISATIONAL STRUCTURE

Jamie Justin Pugh  
Practice Owner & Director 75%, Responsible Person  
& Principal Dentist

Tracy Pugh  
Director 25%, Secretary, Registered Dental Nurse

Charlotte Baker  
Hygienist + Therapist

Victoria Jones  
Payroll Manager

Melissa Owen  
Reception Manager  
Registered Dental Nurse  
Dental Radiographer

Claire Needs  
Registered Manager  
Registered Dental Nurse  
Dental Radiographer

Joanne Mason  
Registered Dental Nurse  
Qualified to take impressions

Julie Pugh  
Receptionist

Dawn Sewell  
Receptionist

Jenna Embleton  
Trainee Dental Nurse

Helyn Mellish  
Cleaner + Caretaker



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## SERVICES / TREATMENTS / FACILITIES

Jamie Pugh Dental Healthcare Ltd. offers dental services to the **whole population**. These services are as follows:

Examinations,

X Rays including large OPT X-ray machine

Scaling + GBT Guided Biofilm Therapy with EMS Master Airflow

Restorations (Fillings)

Root Canal Therapy

Dental Extractions

Lab work eg Crowns, Bridges, Dentures, Splints

Minor surgery eg Apicectomy, Wisdom teeth removal

Laser dentistry - Waterlase

Teeth Whitening – In House Zoom machine and home kit teeth whitening, following assessment by our registered Dentists and on their prescription.

Cosmetic teeth alignment using a choice of different systems e.g CFast and Invisalign.

## PATIENTS VIEWS

At Jamie Pugh Dental Healthcare Ltd. we value the comments and views of our patients. We routinely verbally ask patients on reception about their visit and if they are happy with the treatment that they received. We also ask patients if they can participate in patient feedback questionnaires that are left in the reception area and are collected in a lockable box.

During our staff meetings we discuss the findings of these questionnaires and discuss any improvements we think can be made.

We now have a practice website, Facebook and Instagram page. The aim is to seek patient feedback from these sources in the near future. We have now set up a system, Reputation Manager where we are able to send patients an automated link via email to complete a Google or Facebook review, following a completed course of treatment with us.



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## ARRANGEMENTS FOR DEALING WITH COMPLAINTS

At Jamie Pugh Dental Healthcare Ltd. we have a Code of Practice for handling patient complaints which is located on the wall next to the reception desk, on our website and paper copies are readily available on request.

In this practice 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 react to complaints in the way in which we would want our complaint about a service to be handled.

Patients are asked to speak to the Registered Manager, Claire Needs, in the event of a complaint, or if the complaint is in writing or by e-mail it will be passed on immediately to the manager.

1. If the Registered Manager is not available at the time, then the patient will be informed when she will be next available and arrangements will be made for this to happen. The member of staff will make a written record of the complaint and pass it on. If we cannot arrange this within a reasonable period (eg, manager on annual leave/holidays) or if the patient does not wish to wait to discuss this matter, arrangements must be made for Melissa, our Reception Manager to handle the complaint.

2. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the dentist concerned, unless the patient does not want this to happen.

3. We will acknowledge the patients' complaint in writing and enclose a copy of our code of practice as soon as possible, normally within 2 working days. We will offer to discuss the complaint at a time agreed with the patient, asking how the patient would like to be kept informed of the developments, for example, by telephone, face to face meetings, letters or via e-mail. We will inform the patient about how their complaint will be handled and the likely timescale the investigation will take to be completed. If the patient does not wish to discuss the complaint, we will still inform them of the expected timescale for completing the process.

4. We will acknowledge the patient's complaint in writing and enclose a copy of this code of practice as soon as possible, normally within 2 working days. We will offer to discuss the complaint at a time agreed with the patient, asking how the patient would like to be kept informed of developments, for example, by telephone, face to face meetings, letters or e-mail. We will inform the patient about how the complaint will be handled and the likely time that the investigation will take to be completed. If the patient does not wish to discuss the complaint, we will still inform them of the expected timescale for completing the process.

5. We will seek to investigate the complaint speedily and efficiently and we will keep the patient regularly informed, as far as is reasonably practicable, as to the progress of the investigation. Investigations will normally be completed within 4 weeks.





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6. When we have completed our investigation, we will provide the patient with a full written report. The report will include an explanation of how the complaint has been considered; the conclusions reached in respect of each specific part of the complaint, details of any necessary remedial action and whether the practice is satisfied with any action it has already taken or will be taking as a result of the complaint.

7. Proper and comprehensive records are kept of any complaint received as well as any actions taken to improve services as a consequence of a complaint.

8. If patients are not satisfied with the result of our procedure, then a complaint may be referred to:

- Board of Community Health Councils in Wales Tel:0845 6447814  
Email:enquiries@waleschc.org.uk
- Cwm Taf Morgannwg Health Board. Ynysmeurig House, Navigation Park, Abercynon, CF45 4SN Tel: 01443 744800
- Healthcare Inspectorate Wales, Welsh Government, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ Tel:0300 0628163
- Public Services Ombudsman for Wales, 1 Ffordd yr Hen Gae, Pencoed CF35 5LJ telephone: 0300 790 0203 or [www.ombudsman-wales.org.uk](http://www.ombudsman-wales.org.uk)
- The General Dental Council, 37 Wimpole Street, London, W1M 8DQ the dentists' registration body Tel:0845 2224141



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## ARRANGEMENTS FOR VISITING / OPENING HOURS

Opening Hours of Jamie Pugh Dental Healthcare Ltd.

Monday	9am – 5pm	(Closed for lunch 1-2pm)
Tuesday	12noon – 8pm	(Closed for lunch 3-4pm)
Wednesday	9am – 5pm	(Closed for lunch 1-2pm)
Thursday	9am – 5pm	(Closed for lunch 1-2pm)
Friday	8am – 1.15pm	

Where staffing levels allow us to do so, we aim to rotate staff to keep the reception open during lunchtime, which is a popular time for patients to contact us. This is not available everyday.

*What are the arrangements for patients who require urgent care or treatment out of hours? Our practice leaflet states-*

We endeavour to see our Private and NHS patients with dental emergencies on the same working day they contact us. Please wherever possible contact us before 10am.

Should any of our patients have a dental emergency outside of the practice opening hours, we ask that they ring the practice for an emergency out of hours service contact number, currently

· **Out of Hours** Monday – Friday 18:30-08:00 & 24 hours every weekend and bank holidays 0300 123 5060 (for all patients who require dental appointment regardless if they have an dentist or not).

This is a service provided by Cwm Taf Morgannwg LHB, or contact NHS Direct on 0845 4647 or [www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)

Information about local NHS dental services can be obtained from Cwm Taf Morgannwg LHB at Ynysmeurig House, Navigation Park, Abercynon, CF45 4SN  
Tel: 01443 744800

At all times our practice telephone number is displayed on the practice signage.

This is not covered when the roller shutters are closed.

In addition, all telephone numbers, including the out of hours dental emergency service contact number, are displayed in the practice doorway window, however when the practice is locked up, the roller shutters make this no longer visible.



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## PRIVACY AND DIGNITY

*How will patients' privacy and dignity be respected in line with the Equality Act 2010 and the protected characteristics of*

- *age*
- *disability*
- *gender re-assignment*
- *marriage and civil partnerships*
- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

Our vision at Jamie Pugh Dental Healthcare Ltd. is to be a successful, caring and welcoming place for patients to receive dental care and advice. We are committed to a culture where respect and understanding is fostered and the diversity of people's backgrounds and circumstances will be positively valued. We recognise that discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation is harmful and may be illegal.

We have various policies in place to help us achieve our vision. The rights of our patients with regards to discrimination are protected by anti-discrimination legislation including, The Equality Act 2010, Part-time Workers (Prevention of Less Favourable Treatment) Regulations 2000 and Employment Rights Act 1996. We ensure that our staff adhere to our Equal Opportunities Policy, and through training and by example, we wish to demonstrate that we do not tolerate discrimination by anyone working at the practice.

We aim to develop and support equality and diversity measures by providing patient information in a variety of languages and if required have translation services available for patients who need this via LHB. We have successfully used Google Translate on a number of occasions.



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## PRIVACY AND DIGNITY - continued

We provide services that are accessible to patients with disabilities as two out of three of our surgeries are on ground level and all door ways are wheelchair friendly. If we are unable to treat patients at our practice due to certain limitations, for example a hoist to get patients in and out of the dental chair, patients weight exceeds the maximum weight of our dental chairs, we put alternative plans in place to ensure our patients get the upmost care i.e. contact Community Dental Services with specialised equipment. We ensure that the care of our patients is planned with their specific needs at the centre of our priority.

We provide dental services to the whole population. The background and culture of all our patients is respected by all our staff. We do not discriminate against gender re-assignment, civil partnerships or sexual orientation. We will take disciplinary action in accordance with the practice disciplinary procedure against any employee who breaches any policy in regards to equal opportunities and discrimination.

We ensure that religious beliefs are taken into consideration with all of our patients when they attend the practice. For example, patients that participate in Ramadan where there are many hours of the day they fast. We make patients aware if there will be a need for Local Anesthetic and water for their treatment and would always advise them that it is best to make sure they have something to eat before they come in, to avoid them feeling unwell during treatment. We will be flexible and book patients' treatment around the time that is best for them taking their religion and belief into consideration.

The need for strict confidentiality of personal information about patients is taken very seriously. All staff adhere to our Confidentiality Policy strictly and each registered dental professional is aware they have a responsibility for their individual conduct. We do not relay any personal information about patients' medical condition for example, if the patient is pregnant. We respect the privacy and dignity of all patients. For nursing mothers, on request, if they wish to breastfeed, we have a small consultation room downstairs. This room may also be used for patients who wish to have a quiet confidential conversation, if the room is available, however due to covid restrictions and airflow requirements, this room does not have a window that can be opened, so an alternative room may be available but unfortunately not guaranteed at this time.



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<b>Date Statement of Purpose written</b>	23 <sup>rd</sup> March 2018
<b>Author</b>	Mrs Tracy Pugh

### STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	11th Dec 2018
Reviewed by	Tracy Pugh
Date HIW notified of changes	

Date Statement of Purpose reviewed	11th April 2019
Reviewed by	Tracy Pugh
Date HIW notified of changes	

Date Statement of Purpose reviewed	1 <sup>ST</sup> Dec 2019
Reviewed by	Tracy Pugh
Date HIW notified of changes	



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Date Statement of Purpose reviewed	Oct 2020
Reviewed by	Tracy Pugh
Date HIW notified of changes	

Date Statement of Purpose reviewed	16th June 2021
Reviewed by	Tracy Pugh
Date HIW notified of changes	

Date Statement of Purpose reviewed	22 <sup>nd</sup> October 2021
Reviewed by	Tracy Pugh
Date HIW notified of changes	

Date Statement of Purpose reviewed	14/12/2021
Reviewed by	Tracy Pugh (added claires gdc no)
Date HIW notified of changes	



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Date Statement of Purpose reviewed	20th April 2022
Reviewed by	Claire Neads Removal of Same Day Cerec Crowns – we no longer provide this treatment
Date HIW notified of changes	

Date Statement of Purpose reviewed	10th May 2022
Reviewed by	Claire Neads Change of Registered Manager from Tracy Pugh to Claire Neads
Date HIW notified of changes	May 2022