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STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

Name of dental practice	Tywi dental practice
Address and postcode	22 Crescent Road, Llandeilo Carmarthenshire SA19 6HN
Telephone number	01558 824604
Email address	info@llandeilodentist.co.uk

Date Statement of Purpose written	30/10/2017
Author	Emyr Daniels

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Section 1 - The aims and objectives of the private dental practice
The goals and desired outcomes for the practice.

Section 2 - Services, Treatments and Facilities
The details of the services, treatments and facilities provided by the practice.

Section 3 - Registered Manager details
The name and contact information for the registered manager of the practice.

Section 4 - Registered Provider details
The name and contact information for the registered provider of the practice.

Section 5 – Responsible Individual
In the case of an organisation, details of the responsible individual's roles and responsibilities within the organisation.

Section 6 – Staff details
Details of the relevant qualifications and experience of all the dentists and dental care professionals employed in or for the purposes of the private dental practice.

Section 7 – Organisational Structure
Description / chart of the relationship between the registered provider and the practice being registered.

Section 8 - Patient views
How the service seeks patient views in order to monitor the quality of the service provided.

Section 9 - Opening Hours
Times when practice will be open and arrangements for patients who require urgent care or treatment out of hours.

Section 10 - Complaints
How to raise a complaint and timescales for dealing with the complaint.

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How the service will respect the privacy and dignity of your patients *in line with the Equality Act 2010.*

Section 12 - Date
The date on which the Statement of Purpose was reviewed and reasons for review.

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SECTION 1 - AIMS AND OBJECTIVES OF THE DENTAL PRACTICE

We aim to:
• 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 participate in local initiatives to promote the benefits of general and oral health to the wider population;
• To ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence;
• Ensure an awareness of current national guidelines affecting the way we care for our patients; and
• 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.

SECTION 2 - SERVICES / TREATMENTS / FACILITIES

The practice undertakes general dental services which includes;
• the diagnosis and treatment of dental disease including caries and periodontal disease;
• orthodontic assessment and treatment of fee paying adults and children;
• treatment of oral trauma;
• providing dental restorations;
• dental extractions;
• radiographs (taking and diagnosing);
• soft-tissue screening; and
• emergency dental care for pain relief.

SECTION 3 - REGISTERED MANAGER (RM) DETAILS

Name	Joshua Evans
Address and postcode	Tywi dental practice 22 Crescent Road, Llandeilo, SA19 6HN

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Telephone number	01558 924604
Email address	info@llandeilodentist.co.uk
Relevant qualifications BDS(Hons)	
Relevant experience Joshua graduated with honours from Cardiff university in 2017. Since then, he has been working in general dental practice in both an NHS and private capacity. Joshua has mostly worked in various independent practices across south Wales. He has also spent two years working in private general dental practice in New Zealand, returning to Wales in March 2024. This allowed Joshua to experience how dentistry is practiced in a different country, comparing it to how it is practiced in Wales. He learned some good insights from this time and has implemented them in his clinical practice in Wales since returning. Joshua has been working in Tywi dental practice since his return from New Zealand. He has cemented himself as a core member of the team, he has also spent time building a strong rapport with both the staff and patient base. He has spent time involving himself in the general management of the practice and providing input in relevant practice policies, such as those relating to health & safety and infection control. Joshua regularly updates his skills by regularly attending training courses, seminars and events. Examples include Health and Safety, infection control, detection of oral cancer, quality assurance and other aspect of practice management. This enables him to keep up-to date with all the numerous rules, regulation and legislation which governs the running of a dental surgery, especially in relation to health and safety. In addition, he is aware of his duties with regard to expected patient service and has engaged with and monitors the practice's complaints and feedback mechanisms.	

SECTION 4 - REGISTERED PROVIDER DETAILS

Company name	Tywi group Ltd.
Registered address and postcode	22 Crescent road, Llandeilo, Carmarthenshire, SA19 6HN
Telephone number	01558 924604
Email address	info@llandeilodentist.co.uk

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RI name	Joshua Evans
Relevant qualifications BDS(Hons)	
Relevant experience Please see statement under section 3	

SECTION 5 – RESPONSIBLE INDIVIDUAL (RI) DETAILS	
RI name	Joshua Evans
Company name	Tywi group Ltd.
Registered address and postcode	22 Crescent Road, Llandeilo, Carmarthenshire, SA19 6HN
Telephone number	01558 924604
Email address	info@llandeilodentist.co.uk

Roles and responsibilities within the organisation

Joshua, CEO of the registered company, will undertake both the roles of the Registered Manager and Responsible Individual.
I will:
• oversee the overall functions and take responsibility for the daily operations of the practice by ensuring that the work is carried out according to agreed systems and policies;
• be responsible for the recruitment, training and development processes of existing and new employees, including staffing levels to meet existing and future needs;
• maintain the surgery and offices in good working order and ensure that all equipment is in good working order;
• ensure an excellent standard of service for patients;
• build and lead an effective team, develop motivation, commitment and sound working relations and morale within the practice staff;

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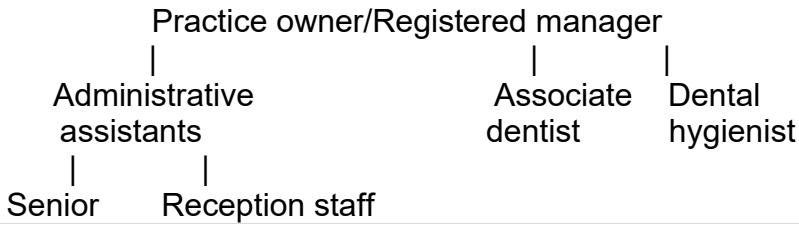
• supervise the staff on a daily basis and ensure they are formally appraised at least annually;
• be responsible for implementing disciplinary procedures as required;
• have overall responsibility for the implementation and monitoring of all health and safety policies, including all safe systems of work;
• ensure that all possible steps are taken to prevent accidents and to minimise any potential hazards;
• facilitate the dissemination of Health and Safety information and issues to all staff and to ensure that the information is understood;
• ensure that all the practice policies and procedures are effectively implemented and monitored and be responsible for them;
• have overall responsibility for the delivery of high-quality services to all patients;
• have overall responsibility for investigating and documenting all untoward events;
• investigate any accidents and incidents which may occur;
• receive and evaluate patient feedback and make changes to improve the service to patients if appropriate; and
• oversee the financial processes and completion of relevant documents such as invoices, supervision and staff training records.

SECTION 6 - STAFF DETAILS		
Name	Position	Relevant qualifications / experience
Joshua Evans	New owner	BDS. Qualified 2017. 8 years experience in private and NHS general dental practice. Please see registered manager for details.
Carys Morris	Associate dentist	BDS. Qualified 2022. Has been working between NHS and private general practice since. She has excellent chairside manner and puts patient's best interests first.
Abigail Hall	Associate dentist	BDS. Qualified 2023. Abi has been working in general dental practice since 2023. She is passionate about providing high quality family dentistry.
Tiana Brook	Senior practice administrator	Tiana has worked at the practice since 2020, obtaining her dental nurse qualification in 2022. Tiana leads our team of qualified dental nurses. She ensures that the treatment rooms and equipment are maintained to the highest standard. She is also our practice manager.
Bev Wright	Dental hygienist	CEB Dip Dental Hygiene

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		Qualified 1998 Extensive experience in several dental practice, both NHS and private
Odette Williams	Dental hygienist	CEB Dip Dental Hygiene. Qualified 1998 Extensive experience in NHS and private dental practice
Wendy Orson	Lead receptionist	Wendy is often the first contact that patients have with the practice. She ensures that patients' appointment needs are accommodated as efficiently and as conveniently as possible. Wendy is also a qualified dental nurse.
Amy Burgess	Trainee dental nurse	Amy has been with the practice since April 2024 and is progressing well with her dental nursing qualification.
Amy Joshua	Dental nurse	Amy is a recent member of the practice, she has many years of experience and is taking a leading role within the practice in sterilisation procedures.
Ceinwen Lewis	Dental nurse	Ceinwen works with us 2 days per week. She has extensive experience in dental practice and is excellent at communicating with patients.
Sarah Williams	Dental nurse	Sarah is an experienced dental nurse and assists the dentists in their daily tasks. She ensures that all the necessary equipment and materials are readily at hand during every procedure.
Lucia Kavuliakove	Dental nurse	Lucia has been with Tywi Dental since summer 2025 and has cemented herself as a key member of the team.
Laura Evans	Dental hygienist	Foundation degree oral health science. Qualified 2020. Experience in private and NHS practice.

SECTION 7 - ORGANISATIONAL STRUCTURE



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Dental nurse
| |
Dental Nurses | Trainee dental nurse

SECTION 8 - PATIENTS VIEWS

We run in-house surveys where patients are encouraged to provide feedback on the quality of the service they have experienced at Tywi Dental Practice. A feedback point is available in the reception area for comments. In addition, the practice website also enables clients to provide feedback and reviews of our services via online social media or directly to the practice.
We find out what patients:
• Like about the practice;
• What they feel could be improved; and
• What it is really like to receive dental care at the practice.
It helps us to understand what our patients expect from us and can generate ideas on how services can be redesigned to meet patients' needs more closely.
Our questionnaires are designed to be easy and quick to complete and we avoid jargon. Sometimes we use tick boxes to help make it easy for patients to respond. After these consultations, we let patients know what we have found and what we intend to do as a result. We do this on our website, facebook social media, and it is also posted on notices at the practice. We feel that this demonstrates our commitment to keeping them informed and involved in the practice.

SECTION 9 - OPENING HOURS

The practice is open: Monday to Friday from 9.00am-5.00pm.

Arrangements are in place to provide emergency care on a daily basis, with every effort made to see patients with urgent dental problems the same day as they contact the practice. Outside working hours, our telephone handing system provides callers with the arrangements for obtaining emergency care.

The out-of-hours arrangements are as follows:

Monday to Friday, 8.00am-9.00am and 5.00pm-6.30pm:

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Patients who call the practice are provided with the practice emergency mobile number to call and leave a message. The on-call dentist will contact them to provide advice and arrange urgent care if required.

Monday to Friday, 6.30pm-8.00am, all day Saturday and Sunday and all Bank holidays:
Patients who call the practice are provided with the number of NHS Direct or the 111 service

SECTION 10 - ARRANGEMENTS FOR DEALING WITH COMPLAINTS

***Prompt** - How a patient can lodge a complaint and set out the timescales for responding. Please provide details about how to complain, who to complain to, how you will deal with a complaint and other sources of help if patient not happy with how you have dealt with the complaint.*
*You should ensure that your policy meets the requirements of **Regulation 21** of the **Private Dentistry (Wales) Regulations 2017. - Delete prompt once completed***

At Tywi Dental Practice we take complaints very seriously and try to ensure that all 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. This procedure is based on these objectives.

Our aim is to react 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 patients' concerns in a caring and sensitive way.

1. The person responsible for dealing with any complaint about the service we provide is Joshua Evans, Principal Dentist.
2. If a patient complains on the telephone or at the reception desk, we will listen to his or her complaint and offer to refer him or her to Joshua Evans immediately. If Joshua Evan is not available at the time, then the patient will be told when he or she will be able to talk to the dentist and arrangements will be made for this to happen. The member of staff will take brief details of the complaint and pass them on. If we cannot arrange this within a reasonable period or if the patient does not wish to wait to discuss the matter, arrangements will be made for someone else to deal with it.
3. If the patient complains in writing the letter will be passed on immediately to Joshua Evans.
4. If a complaint is about any aspect of clinical care or associated charges it will normally be referred to the dentist, unless the patient does not want this to happen.
5. We will acknowledge the patient's complaint in writing and enclose a copy of this code of practice as soon as possible, normally within two working days. We will seek to investigate the complaint within ten working days of the complaint being received to give an explanation of the circumstances that led to the complaint. If the patient does not wish to meet us, then we will attempt to talk to him or her on the telephone. If we are unable to investigate the complaint within ten working days, we will notify the patient, giving reasons for the delay and a likely period within which the investigation will be completed.

6. We will confirm the decision about the complaint in writing to the patient immediately after completing our investigation.
7. Proper and comprehensive reports are kept of any complaint received.
8. If patients are not satisfied with the result of our procedure, then a complaint may be made as follows:

For complaints about private treatment:

Health Inspectorate Wales
Rhydycar Business Park
Merthyr Tydfil.
CF48 1UL
Tel: 0300 062 8163
or
Dental Complaints Service
Stephenson House
2 Cherry Orchard Road
Croydon CR0 6BA
Tel: 020 8253 0800 (Monday – Friday 9am – 5pm)
Or

The General Dental Council
37 Wimpole Street
London, W1M 8DQ
Tel: 0207 167 6000

SECTION 11 - PRIVACY AND DIGNITY

Prompt** - How the service will respect the privacy and dignity of your patients in line with the Equality Act 2010. - **Delete prompt once completed

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*

Tywi Dental Practice has a policy in respect of discrimination on grounds of sex, sexual orientation, race, age, disability or religion and other protected characteristics. The practice is

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committed to working towards equality of opportunity for every member of society. Our policy is an important way of achieving this objective.

Our practice is committed to providing services to all patients and, within the constraints of our building we have:

- improved physical access by ensuring good lighting to all paths, handrails and ramps as required to make access easier and safer;
- ensured that the reception desk has surfaces at different heights to ensure that those patients in wheelchairs have easy eye contact with reception staff; and
- ensured that the ground floor waiting room has an uncluttered open passage to the surgery providing easy access for those with walking difficulties or in wheelchairs.

Please note, that although we have suitable access for wheelchair uses at the rear of the building, we do not currently have dedicated disabled toilet facilities.

Tywi Dental Practice recognises that discrimination on the grounds of sex, sexual orientation, race, age, disability or religion is harmful and, in many cases, may be illegal. Through our policy, through training and by example, we wish to demonstrate that we do not tolerate discrimination by anyone at the practice.

Information for patients available at the practice is printed in English and to date this has met the needs of our patients. We monitor closely the patient profile of the practice and will produce information in different languages if required.

In an effort to provide equitable care for all patients, each surgery is equipped with a comprehensive range of illustrated patient information leaflets and models to help describe various treatment options. We avoid the use of dental jargon and keep explanations clear and simple. We assess the level of detail that each patient needs, to help them make informed decisions about their care. Where there are language difficulties, we encourage patients to be accompanied by a friend or relative who can interpret our explanations and the patients' questions. Where this is not possible, we use interpreter services. Where a patient has learning difficulties, we encourage them to be accompanied by a spouse or carer who is experienced in communicating and reassuring them and can help us to make sure that the patient understands what is happening.

If a complaint is received in relation to discrimination, we take the allegation seriously and initiate an investigation in order to resolve the matter within 20 working days. In the event that the complaint is not resolved satisfactorily, the complainant would be encouraged to contact the Citizens Advice Bureau for advice or legal redress.

Privacy and Dignity

Tywi Dental Practice has a policy on Privacy, dignity and confidentiality.

In implementing its Privacy and Dignity Policy the practice has the following

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objectives:

- Courtesy, Honesty and Respect for Dignity
- To ensure that principles of common courtesy are upheld by staff; especially when faced with challenging questions or working under difficult circumstances
- To ensure patients and their carers are greeted appropriately and without undue delay when they first arrive.
- To ensure the patient environment is welcoming and supports appropriate standards of privacy, confidentiality and dignity.
- To ensure patient privacy is respected in all interactions with staff.

This policy is in line with Department of Health Guidance and BDA Good Practice and is monitored and reviewed regularly.

SECTION 12 – STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	10/06/2025
Category of changes made	☒ Change of staff details ☒ Change of Registered person(s) ☐ Change of treatments ☐ Change of setting/organisation details
Reviewed by	Joshua Evans
Date HIW notified of changes	10/06/2025

Date Statement of Purpose reviewed	05/10/2026
Category of changes made	☒ Change of staff details ☐ Change of Registered person(s) ☐ Change of treatments ☐ Change of setting/organisation details
Reviewed by	Joshua Evans
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Category of changes made	☐ Change of staff details ☐ Change of Registered person(s) ☐ Change of treatments ☐ Change of setting/organisation details

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Reviewed by	
Date HIW notified of changes	