

STATEMENT OF PURPOSE for INDEPENDENT HEALTHCARE SETTINGS

Name of establishment or agency	The Channings Dental practice
Address and postcode	33 Mary Street Porthcawl CF36 3YN
Telephone number	01656 783403
Email address	thechanningsporthcawl@gmail.com

Date Statement of Purpose written	13/05/2026
Author	Kenneth Chow

STATEMENT OF PURPOSE for INDEPENDENT HEALTHCARE SETTINGS

Contents

Section 1 - The aims and objectives of your service

The goals and desired outcomes for the service.

Section 2 - Services, Treatments and Facilities

The details of the services, treatments and facilities provided by the service.

Section 3 - Registered Manager details

The name and contact information for the registered manager of the service.

Section 4 - Registered Provider details

The name and contact information for the registered provider.

Section 5 - Staff details

Details of the number of staff employed to work at the registered service.

Details of relevant qualifications and relevant experience.

Section 6 - Organisational Structure

Description / chart of the relationship between the registered provider and the service being registered.

Section 7 - Patient views

How the service seeks patient views in order to monitor the quality of the service provided.

Section 8 - Opening Hours and Arrangements for Visiting

Times when service will be open.

Arrangements for contact between any patients staying at the service and their relatives, friends and representatives, including where applicable any limitations on visiting hours.

Section 9 - Complaints

How to raise a complaint and timescales for dealing with the complaint.

Section 10 - Privacy & Dignity

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

Section 11 - Date

The date on which the Statement of Purpose was reviewed and the reasons for the review.

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SECTION 1 - AIMS AND OBJECTIVES OF THE ESTABLISHMENT OR AGENCY

1. Promote good oral health to all patients attending our practice for care and advice.
1. Provide high quality dental care, including periodic examinations and treatment, where required.
2. Understand and meet the needs of our patients, involve them in decisions about their care and encourage them to participate fully.
3. Involve other professionals in the care of our patients, where this is in the patient's interests for example, referral for specialist care and advice.
4. Participate in local initiatives to promote the benefits of general and oral health to the wider population.
5. 6. Ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence.
6. Ensure an awareness of current national guidelines affecting the way we care for our patients.

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SECTION 2 - SERVICES / TREATMENTS / FACILITIES

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1. Diagnostic and screening procedures

- arrange and agree on dental examination appointments at regular intervals with the patient
- to inspect for dental diseases including (but not limited to) dental caries, periodontal disease and mucosal lesions, taking into account the patient's medical history
- to establish an individual oral health regime for each patient
- gaining informed consent for treatment (s) required and to arrange follow up appointments
- to use specialised equipment and instruments to aid diagnosis if necessary (e.g. X-rays) following the appropriate policy and procedures

2. Treatment of disease, disorder or injury

- To provide a range of high-quality dental services to the whole community including consultations, x-rays, restorative work,
- prosthetic dentistry, cosmetic dentistry, endodontic, periodontal treatment and facial aesthetics
- To inform patients of the results of such diagnostic and screening procedures with a view to discussing treatment options, costs and risks
- To refer to appropriately trained specialist dentist(s) where necessary and will provide temporary treatment if necessary
- To keep patients informed of costs and to discuss progress at each stage, obtaining relevant consent; to inform patient if there is a change in treatment plan (and therefore cost)
- To create an atmosphere in the practice in which the patients feel relaxed and able to discuss freely their dental health issues
- To provide a service based on prevention

3. Surgical procedures

- To provide detailed information, explanation of costs, risks and benefits where a surgical procedure is necessary
- To obtain valid consent for all surgical procedures
- To monitor patient progress in accordance with relevant clinical protocols to ensure that recovery is both full and uneventful

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SECTION 3 - REGISTERED MANAGER (RM) DETAILS

Name	Kenneth Chow
Address and postcode	33 Mary Street Porthcawl CF36 3YN
Telephone number	01656 783403
Email address	cardiffdentists@yahoo.co.uk
Relevant qualifications	BDS (Wales) 2005
Relevant experience	Practice owner at The Channings since November 2016. Associate dentist at Patrick Daly Dental Practice (77, Tynewydd Road, Barry) between August 2006-August 2016 (inclusive) Vocational dentist at Marcus Brown Dental Practice (29, Park Crescent, Barry) between August 2005-July 2006 (inclusive)

If you are a sole trader, are the Registered Manager (RM) and Responsible Individual (RI) details the same?

YES

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SECTION 4 - REGISTERED PROVIDER DETAILS

Company name	
Registered address and postcode	
Telephone number	
Email address	
RI name	
Relevant qualifications	
Relevant experience	

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Roles and responsibilities within the organisation

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SECTION 5 - STAFF DETAILS

Name	Position	Relevant qualifications / experience
Kenneth Chow	Practice Owner and Principal	BDS
Stefan Adamovic	Dentist	BDS
Umber Khan	Dentist	BDS
Richard Pugh	Dentist	BDS
Holly Black	Dental Therapist	BSc (Dental Hyg & Therapy)
Elena Rees	Dental Hygienist	Dip (Dent Hyg)
Matthew Thomas	Clinical Dental Technician	Dip (Clin Dent Tech)
Kim Evans	Head Dental Nurse	Dip (Dent Nursing)
Ellee Davies	Dental Nurse	Dip (Dent Nursing)
Sade Carrick	Receptionist	
Nicola Panniers	Receptionist	
Gemma Savage	Dental Therapist	BSc (Dent Hyg) BSc (Oral Health Science)
Leigh-Ann Hibbert	Trainee Dental Nurse	
Amelia Ellis	Trainee Dental Nurse	
Ami Fraser	Trainee Dental Nurse	
Katie Jones	Trainee Dental Nurse	
Paige McCluksie	Trainee Dental Nurse	
Olivia Jenkins	Admin	

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SECTION 6 - ORGANISATIONAL STRUCTURE

Sole Trader

SECTION 7 - PATIENTS VIEWS

We always aim to seek feedback from patients, positive or negative, where possible.

We have regular patient surveys in the form of questionnaires in the waiting room for patients to fill in after treatment. These are tallied up after regular intervals.

We also record all matters of complaints and compliments regarding the practice, including (but not limited to) treatment, décor, atmosphere and staff members. These include written complaints/compliments, verbal mentions, e-mails and messages left on our social media platforms.

SECTION 8 - OPENING HOURS / ARRANGEMENTS FOR VISITING

The practice is open:

- Monday to Friday 08.30-17.00 (lunch 12.50-14.00)
- Saturday 09:00-12:30 (up to 2 Saturdays per month)

Out of hours care

- Ring 03001235060 (as instructed by Cwm Taf LHB)
- Details on answer phone message and notice outside practice
- We do not provide in-patient care.

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SECTION 9 - ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We have a robust complaints policy and procedure at the practice.

All complaints are directed towards owner Kenneth Chow as set out in the policy. This could be verbal (e.g. over phone to receptionist, over desk to receptionist, raising a concern to a staff member), or written (by e-mail or letter). We also review any concerns in our patient surveys and/or social media platforms.

All written complaints are responded to within 2 working days, and a full investigation will then take place; a full response is expected within 10 working days, except for exceptional circumstances.

All complaints are logged and electronically filed. The staff member(s) will be informed of the nature of the complaint and improvement(s), if any, made. This will again be documented electronically; the issue will be brought up in the next staff meeting as a reflection exercise. Details on other sources of help if patient is not happy with how we have dealt with the complaint is on our website and also on a poster on the notice board. This can also be given to the patient if requested.

For NHS complaints:

Cwm Taf Morgannwg University Health Board Concerns Team, Ynysmeurig House,
Navigation Park, Abercynon, CF45 4SN, Tel: 01443744915

For private complaints:

Health Inspectorate Wales (HIW) Government Buildings, Rhydycar Business Park,
Merthyr Tydfil CF48 1UZ Tel: 03000 628163
<https://www.gdc-uk.org/patients/raising-a-concern>

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SECTION 10 - PRIVACY AND DIGNITY

We have a robust Equal Opportunities Policy which is read by all staff on induction and adhered to. This policy is reviewed every year.

We also have a Confidentiality Policy which details how the patient's privacy and dignity will be respected. Patient details are not shared without the patient's consent with third parties.

We do not discriminate by offering (or not offering) any of our services to patients due to age, disability, gender re-assignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We treat all patients equally and fairly. If they have any concerns they can contact us verbally or by writing, and will be responded to according to our Complaints Policy.

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SECTION 11 - STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	13/05/2026
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kenneth Chow
Date HIW notified of changes	08/06/2026

Date Statement of Purpose reviewed	28/12/2023
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kenneth Chow
Date HIW notified of changes	

Date Statement of Purpose reviewed	20/10/2022
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kenneth Chow
Date HIW notified of changes	

Date Statement of Purpose reviewed	18/09/2021
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Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kim Evans
Date HIW notified of changes	

Date Statement of Purpose reviewed	23/11/2020
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kim Evans
Date HIW notified of changes	

Date Statement of Purpose reviewed	20/10/2019
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kim Evans
Date HIW notified of changes	

Date Statement of Purpose reviewed	15/10/2018
Category of changes made	<input checked="" type="checkbox"/> Change of staff details <input type="checkbox"/> Change of Registered person(s) <input type="checkbox"/> Change of treatments <input type="checkbox"/> Change of setting/organisation details
Reviewed by	Kim Evans
Date HIW notified of changes	