



STATEMENT OF PURPOSE

Name of establishment or agency	Deintyddfa Penlan Dental Care
Address and postcode	6 Penlan Street Pwllheli Gwynedd LL53 5DH
Telephone number	01758 613341
Email address	penlandentalcare@gmail.com
Fax number	n/a

Aims and objectives of the establishment or agency

- To provide high quality dental care, treatment and advice in a professional, relaxed and safe environment.
- To understand and meet the needs of all patients by involving them in decisions about their care and treatment.
- To explain to patients the diagnosis clearly, and to offer professional advice and support to patients regarding their treatment options, as well as the associated costs and risks.
- To uphold the highest ethical standards by treating all with dignity and respect, by ensuring the integrity of the care provided, and that treatment costs are fair and reasonable to all patients.
- To provide a bilingual service (Welsh and English) and provide basic communication through sign language (BSL level 1) if required.
- To ensure all staff have the right skills and have a professional development plan so that the highest clinical, ethical and professional standards can be maintained.
- To introduce a care plan to provide patients with the flexibility to choose how they would like to manage their own dental needs and treatment.



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REGISTERED MANAGER DETAILS	
Name	Dr Elsbeth Watkin Iorwerth
Address and postcode	6 Penlan Street Pwllheli Gwynedd LL53 5DH
Telephone number	01758 613341
Email address	penlandentalcare@gmail.com
Fax number	
Relevant qualifications	
• Dr Elsbeth Iorwerth is a registered dental practitioner GDC no: 176591 • Dr Iorwerth obtained her dentist status (Bachelor dental surgeon) after graduating from Cardiff in 2009. • Dr Iorwerth completed a year of vocational training in 2010, working in Swansea. • Dr Iorwerth continues her professional development by following the GDC guidelines on continuous learning and keeps a professional development plan for future based learning.	
Relevant experience	
Dr Iorwerth has been practicing dentistry since 2009, starting her career at Swansea (2009-2014) She then moved to Cardiff, working at a dental surgery until 2016. She then moved back to North Wales, Caernarfon to work at a local practice (2016-2019). Having gained the above experience, in 2019 Dr Iorwerth decided to buy a practice of her own.	



RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

Name	Dr Elsbeth Watkin Iorwerth
Address and postcode	6 Penlan Street Pwllheli Gwynedd LL53 5DH
Telephone number	01758 613341
Email address	penlandentalcare@gmail.com
Fax number	n/a
Relevant qualifications	As above
Relevant experience	As above
Roles and responsibilities within the organisation	• The overall management of the practice • Responsibility for ensuring the quality and integrity of the care, treatment and advice provided to all patients



- The appointment of clinical and non-clinical staff and supporting their continuous professional development
- The provision of support and direction to enhance the performance, skills and knowledge of staff within the practice
- Fostering a positive working environment by treating all with dignity and respect, and by promoting staff wellbeing
- The provision of a safe working environment by making sure that all equipment are maintained and replaced in line with national guidelines and requirements
- Ensuring all policies and procedures are followed correctly
- Working closely with relevant organisations to deliver quality dental care and service to patients in line with relevant guidance and legislation (such as HiW, GDC, health and safety, and employment guidance and legislation)
- Meeting UDA targets

STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
Dr Elsbeth Iorwerth	Principal Dentist/ Practice Owner	BDS (Hons) Wales Cardiff 2009
Dr Eleri Griffiths	-	Retired
Dr Caron Pari	Dental Associate	BDS Wales, Cardiff
Dr Rhys Owen	Dental Associate	BDS Wales, Cardiff 153127
Dr Taha Mirza	Dental Associate	GDC 296458
Rebeca Rice Hughes	Practice Manager	City and guilds, diploma 2025
Cara Pilling	Receptionist/ Dental Nurse	City and guilds, diploma 2025
Stephanie Rowlands	Receptionist	At surgery

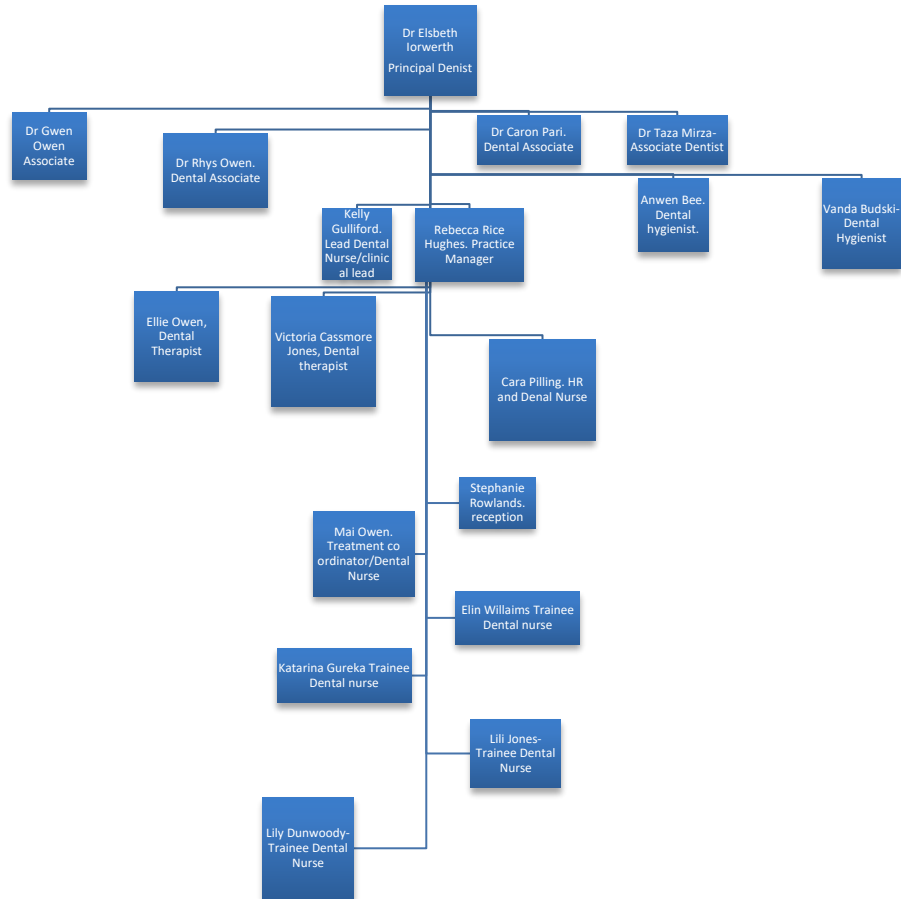


Kelly Gulliford	Lead Dental nurse	City and guilds, Diploma dental nursing 2020.
Mai Owen	Dental nurse	City and guilds 2025
Elin Williams	Trainee Dental nurse	Coleg Llandrillo
Anwen Bee	Dental Hygienist	22 years experience. Diploma 1999/2001. Gdc 5901
Gwen Owen	Dentist	GDC 271798. Bds Cardiff university.
Katarina Gureka	Trainee dental nurse	Coleg Llandrillo
Victoria Cassmore Jones	Dental Therapist	Birmingham 2025
Ellie Owen	Dental Therapist	Bangor 2026
Vanda Budski	Dental Hygienist	GDC 4716
Lili Jones	Trainee Dental Nurse	City and Guilds 2026
Lily Dunwoody	Trainee Dental Nurse	City and Guilds 2026



ORGANISATIONAL STRUCTURE

*Please insert a diagram or description of your organisational structure
(please delete this section if not applicable)*





SERVICES / TREATMENTS / FACILITIES

Please detail each treatment you intend providing with the age range and any specialist equipment used

Services and treatments:

- All services and treatments at Penlan Dental Care will meet the patient's individual needs and the welfare and safety of patients will be of utmost priority.
- Adults are seen on a private basis or on the DPAS payment scheme and children under the age of 18 are seen on the NHS.
- All equipment used will be safe and all staff will be adequately trained in order to ensure the health and safety of patients and staff.
- Services and treatments provided include:
 - Examinations and general dentistry
 - Restorative treatment
 - Root canal treatment
 - Extractions
 - Dental crowns and bridges
 - Dentures
 - Tooth whitening
- Patients will be fully informed of all treatment options prior to consenting to any particular treatment. All treatment options will be explained and discussed fully, including the cost and treatment timescale. The potential risks will be explained in detail as well as the advantages and disadvantages of all treatments options.
- Invisalign Dental Treatment
- Facial aesthetics
- Digital scanning to monitor wear and changes in the oral cavity using the iTero scanner
- Dental aesthetic treatments

Facilities:

- Penlan Dental Care is well localised off the local high street with a paying car park situated beside the building
- The nearest bus and train station is a 3 minute walk along a paved street
- The surgeries are on ground level, with easy access for wheelchair users or individuals with pushchairs
- The waiting area is comfortable; there are two toilets, one of which is fully equipped for disabled use and access.



PATIENTS VIEWS

How do you seek patient's views on the services / treatments you provide?

- Effective communication between staff members and patients is a crucial aspect of the service provided
- All patients will be encouraged to share with staff any concerns they may have, and such concerns will be dealt with professionally, transparently, and in a timely manner
- All patients will be encouraged to complete the customer satisfaction questionnaire (available online or in paper form), which gives all patients the opportunity to provide anonymous feedback outside the surgery setting
- The data collected will be reviewed and discussed at monthly staff meetings
- There is also a suggestion box provided in the waiting area, so all patients can provide feedback or comments on all aspects of the service provided
- Emails are sent to encourage patients to leave a review.

ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

What are the arrangements for patients who require urgent care or treatment out of hours?

If you provide in patient care what are the arrangements for contact between patients and their relatives i.e. visiting times

The dental practice is open 5 days a week:-

Monday, Tuesday, Wednesday, Thursday, Friday

The surgery will be open between 8.20am and 5pm and will close for lunch between 1.30pm and 1.50pm.

For patients who require urgent care we will endeavour to arrange an appointment at the next available slot, on the same day if possible.

For patients registered on a private basis and who require treatment out of hours we provide the NHS Direct telephone number and our personal mobile phone number on our answer machine.



For NHS patients who require treatment out of hours we provide the NHS direct telephone number on our answer machine: 08454647 and our personal mobile phone number. This contact number is also displayed in the surgery window including NHS provisions made during the bank holidays.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

Please provide details about

- *how to complain*
- *who to complain to*
- *how you will deal with a complaint*
- *other sources of help if patient not happy with how you have dealt with the complaint (include contact details for HIW)*

Ensuring patient satisfaction with the service provided is of utmost importance, and any complaints will be taken seriously and will be dealt with promptly, professionally and in a sensitive manner. Penlan Dental Care aims to foster an open and constructive environment where patients feel comfortable discussing and raising any issues or concerns with staff. However, we also understand the importance of giving patients the opportunity to express their concerns more formally.

The person responsible for dealing with any complaints about the service is Dr Elsbeth Iorwerth.

If a patient complains on the telephone or at the reception desk, they will be given the opportunity to discuss the matter with Dr Elsbeth Iorwerth. If Dr Iorwerth is not available within a reasonable period of time, or if the patient does not wish to wait to discuss the matter with Dr Iorwerth, arrangements will be made for someone else to initially discuss the issue further with the patient.

If the patient complains in writing the letter will be passed on immediately to Dr Iorwerth.

All complaints will be acknowledged in writing within 2 working days. We will immediately begin to investigate the complaint and will endeavour to



complete the investigation as soon as possible, and within a maximum of 30 working days. The findings of the investigation and any associated action that may be required will be shared with the complainant in writing immediately upon completion of the investigation. Detailed records of all complaints and investigations will be kept.

If patients are not satisfied with the result of the internal complaints procedure then a further complaint may be made to:

- Public Service Ombudsman for Wales (NHS treatment) 0300 790 0203. www.ombudsman-wales.org.uk
- The Dental Complaints Service (08456 120 540) for complaints about private treatment
- The General Dental Council, 37 Wimpole Street, London, W1m 8DQ (the dentists' registration body) 020 7167 6000
- Healthcare Inspectorate Wales, Welsh Government, Rhydycar Business Park, Merthyr Tydfil. CF48 1UZ. 0300 062 8163. www.hiw.org.uk

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*
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- At Penlan Dental Care we will aim to ensure the highest ethical standards, so that patients and the dental team are treated with respect and dignity
 - Internal policies are set in place and followed by the whole dental team to ensure individuals are treated with dignity and respect, and



are not discriminated against (particularly in relation to the protected characteristics outlined in the Equality Act 2010). The specific policies include:

- General data protection regulation policy
 - Freedom of information act
 - Disability policy
 - Equal opportunity policy
 - Confidentiality policy
 - Protection of vulnerable adults policy
- All employees will be made aware of these during their induction programme
- Patient details will only be accessible to members of the dental team and will never be passed to a third party, and only referred with consent to secondary care
- All consultations and discussions regarding treatment will be provided in a discreet and confidential setting to ensure privacy. Patient privacy, dignity and confidentiality will be maintained at all times
- All medical records will be protected and destroyed following the recommended record retention guidelines.

Date Statement of Purpose written	03/06/2019
Author	Elsbeth Watkin Iorwerth

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	January 2020
Reviewed by	Elsbeth Iorwerth
Date HIW notified of changes	February 2020



Date Statement of Purpose reviewed	September 2021
Reviewed by	Elsbeth Iorwerth
Date HIW notified of changes	September 2021

Date Statement of Purpose reviewed	January 2022
Reviewed by	EWI
Date HIW notified of changes	01/02/2022

Date Statement of Purpose reviewed	October 2023
Reviewed by	EWI
Date HIW notified of changes	October 2023

Date Statement of Purpose reviewed	January 2025
Reviewed by	EWI
Date HIW notified of changes	January 2025
Date Statement of Purpose reviewed	May 2026
Reviewed by	EWI
Date HIW notified of changes	May 2026

Date of Statement of Purpose reviewed	October 2026
Reviewed by	EWI



Date HIW notified of changes	October 2026