

## STATEMENT OF PURPOSE

Name of establishment or agency	Greenacre Orthodontics Ltd
Address and postcode	14 Wepre Drive Connahs Quay Deeside Flintshire CH5 4HA
Telephone number	01244 818111
Email address	<a href="mailto:info@greenacreortho.co.uk">info@greenacreortho.co.uk</a>
Fax number	N/A

### Aims and objectives of the establishment or agency

To provide:

1. High quality patient care, this includes liaising with other professionals to support patient care, for example, referral for hospital care and advice.
2. Patients with a friendly and professional service
3. Promotion of good oral health
4. A fulfilling work environment for staff members

Furthermore, we aim to understand and meet the needs of our patients. We encourage patients to be involved in decisions about themselves.

REGISTERED MANAGER DETAILS	
Name	Mohammad Owaise Sharif
Address and postcode	14 Wepre Drive Connahs Quay Deeside Flintshire CH5 4HA
Telephone number	01244 818111
Email address	<a href="mailto:info@greenacreortho.co.uk">info@greenacreortho.co.uk</a>
Fax number	N/A
Relevant qualifications	PhD, BDS (Hons), MJDF RCS Eng, MSc, MOrth RCS Ed, FDS (Ortho) RCS Eng, FHEA
Relevant experience	<p>Having Qualified in 2006, and completing my vocational training in 2007 I worked as a dental practitioner for 5 years, I then commenced specialist training in orthodontics (whilst maintaining a practice commitment). I have therefore been been in a practice setting for over 15 years (NHS and Private). Since 2014, I have worked specifically as a specialist orthodontist in practice, alongside this I was Clinical Lecturer / Honorary Consultant Orthodontist at the UCL Eastman Dental Institute from 2017-2022 and was heavily involved in the training of orthodontists to specialist and consultant level.</p> <p>Since qualification I have gained invaluable experience and furthered my skills both as a clinician and an administrator. In the two practices I work at I am the only orthodontist and responsible for delivery of the orthodontic service, I have led every stage of setting these services up including: sourcing and ordering stock and equipment, as well as training nurses and other staff members to support the service.</p> <p>In terms of my managerial responsibilities, these include:</p> <ul style="list-style-type: none"> <li>- <u>Staff responsibilities</u> in terms of management of staff rota/managing and resolving internal staff issues/arranging for cover if staff call in sick or on leave.</li> <li>- <u>Stock Control /Equipment Maintenance</u> – ordering dental materials and disposables necessary for the running of the orthodontic service and arranging any maintenance of equipment if it were to break down, including computer issues.</li> <li>- Assisting in ensuring ongoing CQC compliance and preparation for CQC inspections.</li> <li>- Complaints handing</li> </ul>

## Greenacre orthodontics

I have excellent knowledge of the NHS (in both the primary and secondary care) and moreover, I have been responsible for updating national advice sheets and developing management pathways for orthodontists (British orthodontic society safeguarding children advice sheet and the orthodontic was not brought toolkit). I have a very good rapport with the staff and colleagues and an excellent relationship with patients. I consider myself to be an excellent communicator and pride myself on providing excellent quality treatment for my patients.

### RESPONSIBLE INDIVIDUAL DETAILS

(please delete this section if not applicable)

Name	Mohammad Owaise Sharif
Address and postcode	14 Wepre Drive Connahs Quay Deeside Flintshire CH5 4HA
Telephone number	01244 818111
Email address	<a href="mailto:info@greenacreortho.co.uk">info@greenacreortho.co.uk</a>
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## Greenacre orthodontics

In terms of my managerial responsibilities, these include:

- Staff responsibilities in terms of management of staff rota/managing and resolving internal staff issues/arranging for cover if staff call in sick or on leave.
- Stock Control /Equipment Maintenance – ordering dental materials and disposables necessary for the running of the orthodontic service and arranging any maintenance of equipment if it were to break down, including computer issues.
- Assisting in ensuring ongoing CQC compliance and preparation for CQC inspections.
- Complaints handing

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Roles and responsibilities within the organisation

Principal Specialist Orthodontist

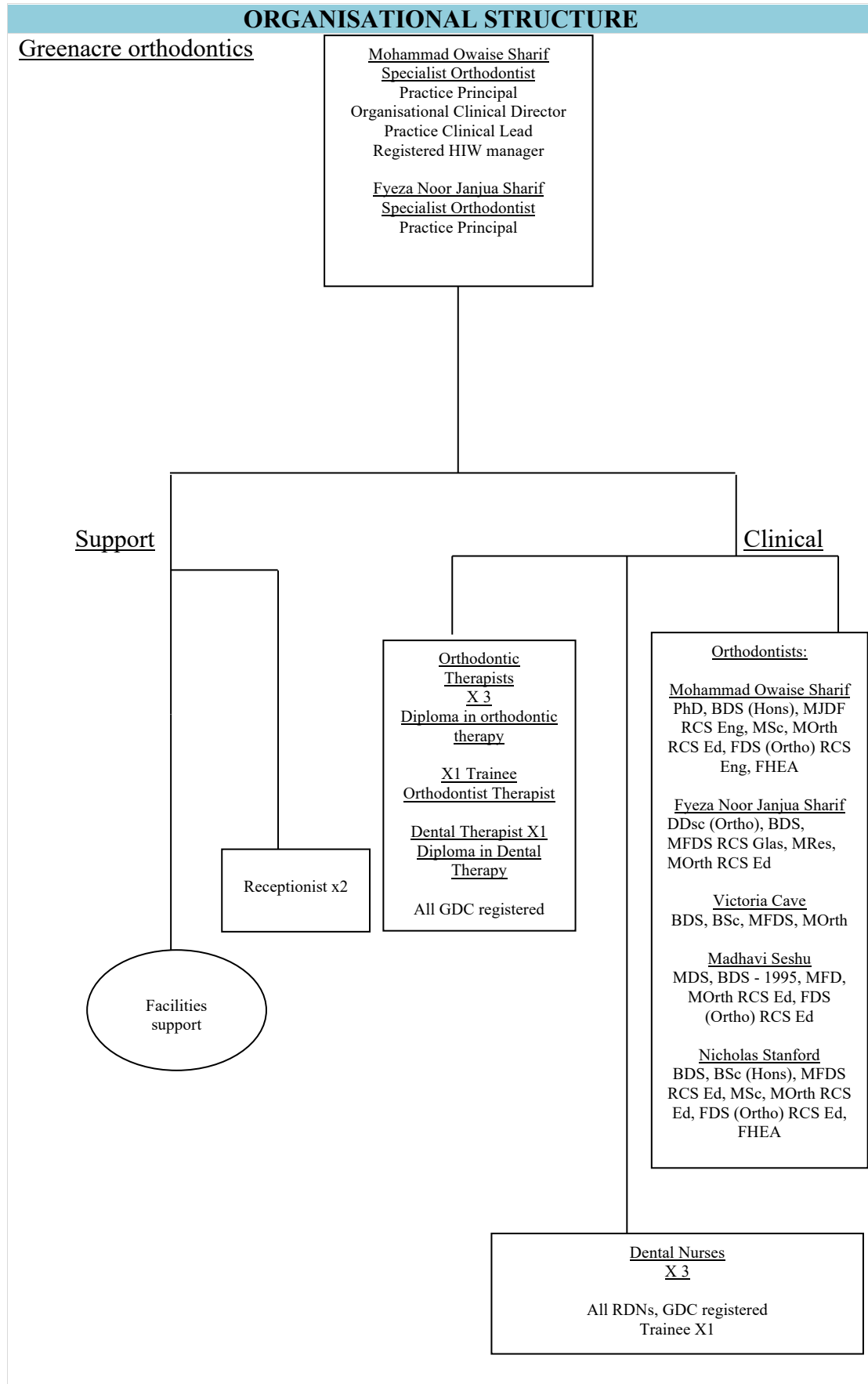
### STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
Mohammad Owaise Sharif	Principal Specialist orthodontist  HIW registered manager	PhD, BDS (Hons) - 2006, MJDF RCS Eng, MSc, MOrth RCS Ed, FDS (Ortho) RCS Eng, FHEA
Fyeza Noor Janjua Sharif	Principal Specialist orthodontist	DDsc (Ortho), BDS - 2005, MFDS RCS Glas, MRes, MOrth RCS Ed
Victoria Cave	Specialist Orthodontic Associate	BDS BSc MFDS RCPS(Glas), MOrth
Madhavi Seshu	Specialist Orthodontic Associate	MDS, BDS - 1995, MFD, MOrth RCS Ed, FDS (Ortho) RCS Ed
Nicholas Stanford	Specialist Orthodontic Associate	BDS, BSc (Hons), MFDS RCS Ed, MSc, MOrth RCS Ed, FDS (Ortho) RCS Ed, FHEA

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Marianne Barnes	Dental Therapist	Diploma Dental Hygiene Royal College of Surgeons Of England 2013 Diploma Dental Therapy Royal College of Surgeons Of England 2013 NVQ L3 Dental Nursing & VRQ L3 Dental Nursing City & Guilds 2010
Kelly Hughes	Orthodontic Therapist	BDA – Oral Health Education - 2015 Diploma in Orthodontics Therapy 2020
Natalie Woodward	Orthodontic Therapist	Diploma in Orthodontic Therapy 2021
Chantelle Roberts	Trainee Orthodontic Therapist	Dental Nurse – National Certificate NEBDN 2008
Clare Eastwood	Orthodontic Nurse	NEBDN-DSA certificate 1995 BDA – Radiography - 2019
Amy Fernandez	Dental Nurse	NEBDN-DSA - 2001 University of Bangor- Radiography - 2003
Larni Foo	Dental Nurse	Dental Nursing City & Guilds 2022 BDA – Radiography - 2023
Karen Weise	Trainee Dental Nurse	Dental Nursing City & Guilds 2023
Imogen Durston	Receptionist	OCR Level 2 Diploma in Business Administration - 2019
Emma Halewood	Receptionist	BA (hons) Tourism and Leisure Management - 2018



## SERVICES / TREATMENTS / FACILITIES

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

We provide a full range of specialist orthodontic treatment. Our NHS orthodontic contract allows us to treat patients aged between 8 and 18 years of age on referral using the NHS orthodontic pathway.

Adult patients over this age, children not meeting the NHS criteria or those who opt for private treatment are offered treatment on a private basis.

To do this we use a range of fixed and removable specialist orthodontic appliances and techniques. We have specialist radiographic equipment to aid treatment planning. We obtain and provide panoramic and lateral cephalometric radiographs for patients of dental practitioners who do not have these facilities onsite.

Periodontal treatment and management including via direct access. Tooth whitening is also offered for those over 18 years of age.

## PATIENTS VIEWS

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

We ask patients to complete patient satisfaction surveys. These are done yearly, and the results collated. Patients are encouraged to comment on the service using this questionnaire.

Any issues are highlighted and discussed at staff meetings. Where necessary, this feedback is used to improve the service.

We have clear notices in the waiting room showing people how to comment about the quality of service or how to make a complaint.

### 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*

Monday 8.30am – 17.00pm

Tuesday 8.30am – 17.15pm

Wednesday 8.30am – 17.15pm

Thursday 8.30am – 17.15pm

Friday 8.30am – 17.15pm

Evenings and Saturdays: By appointment

After hours, urgent care is rare in orthodontics. Our answer-phone message provides details of NHS Direct, so patients can access after hours, emergency care, if required.

### 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)*

In this practice we take complaints very seriously indeed 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.



## Greenacre orthodontics

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:

*The practice manager*

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 *the practice manager* immediately.

If the practice manager 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:  
*The practice manager*
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 our code of practice as soon as possible, normally within two working days. We will seek to investigate the complaint within 30 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 thirty working days we will notify the patient, giving reasons for the delay and a likely period within which the investigation will be completed. This is in line with putting things right Wales
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 complaints procedure they can contact:  
*Public Ombudsman Wales*, 1 Ffordd Hen Gae, Pencoed, CF35 5LJ. Telephone: 0300 790 0203. Website: [www.ombudsman.wales](http://www.ombudsman.wales)

HIW, Welsh Government, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ.  
Telephone: 0300 062 8163. Email: [hiw@gov.wales](mailto:hiw@gov.wales). Website: [www.hiw.or.uk](http://www.hiw.or.uk)

For private patients: Dental Complaints Service, 37 Wimpole Street, London, W1G 8DQ. Telephone: 020 8253 0800. Website: <https://dcs.gdc-uk.org/>

## 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 is for Greenacre Orthodontics to be a successful, caring and welcoming place for patients to receive orthodontic care and advice. We want to create a supportive and inclusive environment where our staff can reach their full potential and care is provided in partnership with patients, without prejudice or discrimination. 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.

Our Equality and Diversity policy helps us to achieve this vision.

## Equality and diversity policy

### Legal responsibilities

The rights of our patients and our staff 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
- Employment Rights Act 1996

## Greenacre orthodontics

By adopting this policy, we accept our responsibility to ensure that discrimination does not take place and that everyone is treated fairly and equally.

### **Aim**

The aim of this policy is to achieve equality of care experience by removing any potential discrimination in the way that people are cared for and treated by the Practice, including:

- people with disabilities
- people of different sexual orientations
- transgendered and transsexual people
- people of different races
- people on the grounds of their sex
- people of faith and of no faith
- people in relation to their age
- people in relation to their social class or medical condition
- people who work part-time
- people who are married or in a civil partnership
- women who are pregnant, have recently given birth or are breastfeeding

### **Putting this policy into practice**

We aim to develop and support equality and diversity measures by:

- providing patient information in a variety of languages, if required
- having translation services available for patients who need this
- providing services that are accessible to patients with disabilities
- ensuring that care of individuals is planned with their specific needs at the centre
- tackling oral health inequalities through positive promotion and care
- involving patient groups and individuals in the design of our service
- responding positively to the diverse needs and experiences of our patients and the community even when those needs are challenging to deal with
- ensuring that we join up with services involved with the care of patients with particular medical and social care needs.

### **Comments and concerns**

If you believe you have been treated in any way contrary to this policy or you have any comments on how we can ensure that it works better, please contact the Practice Manager. We will investigate your concerns and take appropriate action.

### **Monitoring and review**

We will monitor the effectiveness of this policy and the impact on all other relevant policies and practice. This review will happen when necessary and as a minimum annually.

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<b>Date Statement of Purpose written</b>	30-06-2022
<b>Author</b>	Mohammad Owaise Sharif

**STATEMENT OF PURPOSE REVIEWS**

Date Statement of Purpose reviewed	30-06-2022
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	19-10-2022
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	01-12-2022
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	24-03-2023
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	12-10-2023
Reviewed by	M.O. Sharif
Date HIW notified of changes	

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Date Statement of Purpose reviewed	18-07-2023
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	10-12-2023
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	30-01-2024
Reviewed by	M.O. Sharif
Date HIW notified of changes	

Date Statement of Purpose reviewed	13-02-2024
Reviewed by	M.O. Sharif
Date HIW notified of changes	