

STATEMENT OF PURPOSE

Craig y Don Dental Practice

Practice Address

Craig y Don Dental Practice

Shirley

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Craig y Don

Llandudno

Conwy

LL30 1YY

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PROVIDER'S STATEMENT

Craig y Don Dental Practice is an established private dental practice committed to delivering safe, effective and patient-centred dental care within a welcoming and professional environment.

The practice aims to provide high-quality dentistry that supports long-term oral health and wellbeing whilst maintaining the highest standards of clinical governance, patient safety and regulatory compliance.

The practice is committed to continuous improvement through investment in people, facilities, equipment and technology. Patient care will be delivered with honesty, integrity, compassion and respect, ensuring that every patient is treated as an individual and involved in decisions regarding their care.

The practice seeks to build long-term relationships with patients based on trust, transparency and clinical excellence.

AIMS OF THE PRACTICE

Our aims are:

- To provide safe, effective and evidence-based dental care
- To deliver treatment tailored to the individual needs and wishes of each patient
- To promote prevention and long-term oral health
- To provide care in a professional, welcoming and supportive environment
- To maintain the highest standards of clinical governance and patient safety
- To ensure compliance with all relevant legislation, regulations and professional standards
- To support and develop staff through education, training and professional development
- To continuously improve services through audit, patient feedback and quality assurance processes
- To invest in modern technology and systems that enhance patient care and operational efficiency

OBJECTIVES OF THE PRACTICE

The objectives of the practice are:

- To provide dental services that meet or exceed professional standards
- To place patients at the centre of all decisions regarding their care
- To maintain a highly skilled, motivated and happy team
- To encourage openness, accountability and continuous improvement
- To ensure effective communication with patients and colleagues
- To maintain safe, clean and well-equipped premises

- To respond promptly and professionally to complaints, concerns and feedback
- To provide a workplace culture based on respect, teamwork and professionalism
- To regularly review performance and implement improvements where required

RESPONSIBLE INDIVIDUAL

Name: John Johnson

Qualifications: B. Sc. BChD,

GDC Registration Number: 67759

Professional Background

John Johnson qualified from Leeds University in 1992. Following qualification, John worked at a practice which he owned in Leeds for 14 years.

Following that John relocated to Craig y Don in 2006 where he has owned, runs and works at Craig y Don Dental Practice.

Responsibilities

The Responsible Individual is responsible for ensuring that:

- The practice operates in accordance with the Private Dentistry (Wales) Regulations 2017.
- Appropriate governance arrangements are maintained.
- Services remain safe, effective and patient-centred.
- Regulatory compliance is monitored and maintained.
- Risks are appropriately identified and managed.
- Quality assurance systems are effective.
- Staff receive appropriate support, training and supervision.
- Complaints, incidents and patient feedback are reviewed and acted upon.

REGISTERED MANAGER

Name: John Johnson

Qualifications: B. Sc. BChD,

GDC Registration Number: 67759

Responsibilities

The Registered Manager has day-to-day responsibility for the management and operation of the practice including:

- Patient safety and quality of care.
- Clinical governance.
- Staff management and development.
- Infection prevention and control.
- Health and safety compliance.
- Complaints management.
- Safeguarding.
- Risk assessment and management.
- Premises and equipment maintenance.
- Regulatory compliance.

ORGANISATIONAL STRUCTURE

Craig y Don Dental Practice Ltd

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Responsible Individual / Registered Manager John Johnson

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Associate Dentists

Practice Administration and Reception Team

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Dental Hygienists and Therapists

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Dental Nurses

STAFFING

The practice employs appropriately qualified and experienced personnel to provide safe and effective dental care. All clinical staff maintain appropriate registration with the General Dental Council and comply with continuing professional development requirements. The full staffing structure will be maintained separately and updated as personnel change.

REGULATED ACTIVITIES

The practice provides the following regulated activities:

- Diagnostic and screening procedures
- Treatment of disease, disorder or injury
- Surgical procedures

SERVICES PROVIDED

The practice provides dental services for adults and children including:

- Examinations and oral health assessments
- Preventive dentistry
- Oral health education
- Routine restorative dentistry
- Dental hygiene services
- Periodontal care
- Root canal treatment
- Crown and bridgework
- Tooth whitening
- Surgical extractions
- Emergency dental treatment
- Restorative dentistry
- Simple orthodontic treatment where appropriate

Patients are referred to specialist providers when treatment falls outside the scope of the practice.

FACILITIES

The practice offers:

- Three fully equipped dental surgeries
- Dedicated decontamination facilities
- Digital radiography
- Panoramic radiography (OPT)
- Comfortable patient waiting area
- Wheelchair-accessible ground floor facilities
- Computerised patient record systems.

QUALITY ASSURANCE AND CLINICAL GOVERNANCE

The practice is committed to maintaining and continually improving the quality of services provided.

Quality assurance systems include:

- Clinical audit

- Radiography audit
- Record keeping audit
- Infection control audit
- Patient satisfaction surveys
- Significant event analysis
- Risk assessments
- Incident reporting and review
- Staff meetings
- Continuing professional development
- Compliance monitoring
- Annual policy review

Patient feedback, complaints, compliments and audit outcomes are used to identify opportunities for service improvement.

COMPLIANCE, TRAINING AND DIGITAL GOVERNANCE

The practice is committed to modernising governance and compliance systems to support safe and efficient service delivery.

To support this commitment the practice will implement:

- Agilio iComply as the primary compliance and governance management system.
- Agilio iLearn to provide structured staff training, mandatory learning and continuing professional development.
- Digital policy management and version control.
- Centralised compliance monitoring and reporting.
- Enhanced staff induction and competency tracking.
- Ongoing review of regulatory requirements and best practice guidance.

The practice will use these systems to strengthen governance arrangements, support staff development and ensure continued compliance with all regulatory bodies.

OPENING HOURS

Monday to Friday 8:45am – 5:00pm

The practice does not provide inpatient care.

Out-of-hours arrangements are communicated to patients through the practice telephone system and other patient communications.

PATIENT FEEDBACK

The practice welcomes patient feedback and actively encourages patients to share their experiences.

Feedback is gathered through:

- Online review platforms.
- Patient surveys.
- Direct communication with staff.
- Complaints and compliments processes.

Patient feedback is reviewed regularly and used to support continuous service improvement.

COMPLAINTS PROCEDURE

The practice operates a clear complaints procedure. Patients may raise concerns verbally or in writing.

All complaints will be:

- Acknowledged promptly.

- Investigated fairly and objectively.
- Responded to within agreed timescales.

Where appropriate, patients will be advised of external organisations that may assist them including:

- Healthcare Inspectorate Wales
- Dental Complaints Service
- Public Services Ombudsman for Wales
- General Dental Council

Information regarding the complaints procedure is available within the practice, on the website and on request.

PRIVACY, DIGNITY AND EQUALITY

The practice is committed to protecting the privacy, dignity and rights of all patients.

Confidentiality is maintained through:

- Secure record keeping
- Private consultation facilities, waiting room separate to the reception area
- Staff confidentiality obligations
- Compliance with data protection legislation

Patients are treated with dignity and respect at all times.

The practice promotes equality and does not discriminate on the grounds of:

- Age
- Disability
- Gender reassignment
- Marriage or civil partnership
- Pregnancy or maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

Reasonable adjustments will be made wherever possible to ensure access to services.

REVIEW OF STATEMENT OF PURPOSE

This Statement of Purpose will be reviewed annually or sooner if there are significant changes to services, management arrangements or regulatory requirements.

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Review Date: July 2027

Author: J Johnson

Responsible Individual and Registered Manager