



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

<b>Name of dental practice</b>	Seren Dental
<b>Address and postcode</b>	40 Wellfield Road Penylan Cardiff CF24 3PB
<b>Email address</b>	Info@serendental.co.uk

<b>Date Statement of Purpose written</b>	01/10/2025
<b>Author</b>	Devin Mandalia



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### Contents

#### **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.

#### **Section 11 - Privacy & Dignity**

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.



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### SECTION 1 - AIMS AND OBJECTIVES OF THE DENTAL PRACTICE

Our primary goal is to establish a high-quality, patient-centred private dental practice that delivers exceptional oral healthcare, enhances overall well-being, and builds long-term trust within the community we serve. We aim to be known not only for our clinical excellence but also for our personal, compassionate approach to patient care.

**Key goals of the service include:**

**1. Clinical Excellence and Safety:**

Deliver comprehensive, evidence-based dental care with a strong focus on prevention, long-term oral health, and minimally invasive treatment approaches.

**2. Access and Convenience:**

Create an inclusive, welcoming environment where patients can access timely appointments, transparent information, and flexible treatment options tailored to their individual needs.

**3. Patient Experience and Trust:**

Build strong, lasting relationships with patients through excellent communication, comfort-first care, and continuity of service. We want every patient to feel heard, valued, and confident in their treatment journey.

**4. Community Health Impact:**

Promote oral health awareness in the local community through education, outreach, and accessible services that support underserved groups or those anxious about dental care.

**Measures of success will include:**

- Patient satisfaction scores and feedback
- Retention and reattendance rates
- Treatment plan acceptance rates
- Number of new patient registrations and referrals
- Reduction in dental emergencies and untreated dental issues among regular patients
- Engagement levels in community outreach or educational initiatives

**Intended impact on service users:**

By accessing our services, patients can expect to experience significant improvements in their oral health, confidence, and overall quality of life. They will benefit from a practice that listens to their concerns, provides clear explanations and options, and delivers consistent, high-quality care in a safe and reassuring environment.

Our ultimate intention is to create a dental home where patients feel empowered to take control of their oral health, supported by a practice they trust to care for them and their families for years to come.

### SECTION 2 - SERVICES / TREATMENTS / FACILITIES



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

Our dental practice is designed to offer a comprehensive range of high-quality services that meet the needs of a diverse patient population, with a particular emphasis on accessibility, comfort, and long-term oral health outcomes. We will provide care to patients across all age groups, from young children to older adults, tailoring our approach to meet the specific needs of each individual.

### **Services and Treatments Provided:**

- **General Dentistry:** Including routine check-ups, hygiene services, restorative treatments (fillings, crowns, bridges), root canal therapy, and extractions.
- **Emergency Dentistry:** Same-day appointments for urgent dental concerns such as pain, swelling, trauma, or broken teeth.
- **Dental Implants:** From single-tooth replacements to full-arch restorations, using digital planning tools and modern implant systems for precision and predictability.
- **IV Sedation:** Conscious sedation will be available for nervous patients or those undergoing more complex procedures, enabling treatment in a relaxed and controlled manner.
- **Paediatric Dentistry:** Preventive and restorative dental care for children in a welcoming, non-threatening environment, with a strong focus on prevention and early education.
- **Facial Aesthetics:** Non-surgical treatments including botulinum toxin and dermal fillers to support patients' overall facial harmony, confidence, and wellness.
- **Accessible Dentistry:** Our practice will be fully wheelchair accessible and designed to accommodate patients with physical or cognitive disabilities. Staff will be trained to support patients with additional needs and anxiety.

### **Facilities and Equipment:**

The practice will be equipped with:

- Digital X-rays and intraoral scanners for low-radiation, high-accuracy diagnostics
- A fully equipped surgical suite for implant placement and sedation procedures
- A dedicated decontamination room compliant with WHTM 01-05
- A comfortable waiting area and child-friendly spaces
- Accessible toilets and step-free entry throughout

### **Staff and Clinical Expertise:**

Our clinical team will include:

- Experienced general dental practitioners
- A dentist trained in IV sedation
- A clinician with training in implantology
- Support staff with experience in paediatric and anxiety management
- Aesthetic practitioners trained in facial injectable treatments
- Nurses trained in medical emergency management and cross-infection control

All staff will engage in continuous professional development to maintain the highest standards of care and stay current with best practices and technological advancements.

### **Patient Needs and Health Focus:**

Our services are designed to meet a wide range of oral health and wellness needs, including:

- Management of dental anxiety or phobia
- Emergency pain relief and infection control
- Long-term rehabilitation through implants and restorative care
- Prevention and early intervention in children



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

- Oral health support for patients with disabilities or complex medical histories
  - Cosmetic and aesthetic improvement to support self-confidence and wellbeing
- Our goal is to make high-quality dental and facial aesthetic care accessible, personalised, and effective for every individual who walks through our doors.

### SECTION 3 - REGISTERED MANAGER (RM) DETAILS

Name	Devin Mandalia
Address and postcode	40 Wellfield Road, Cardiff, CF24 3YR
Email address	info@serendental.co.uk
Relevant qualifications	Bachelor of Dental Surgery (B.D.S.) - 2018 University of Plymouth
Relevant experience	I have been practicing dentistry since 2018. I have worked in a range of practices, from high needs areas to high end private practices. I have seen what works well and what doesn't and I am ready to incorporate it all into a new practice.

### SECTION 4 - REGISTERED PROVIDER DETAILS

Company name	S and M Healthcare Limited
Registered address and postcode	46-48 Station Rd, Cardiff CF14 5LU
Email address	info@serendental.co.uk
RI name	Devin Mandalia



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### Relevant qualifications

Bachelor of Dental Surgery (B.D.S.) - 2018 University of Plymouth

### Relevant experience

I have been practicing dentistry since 2018. I have worked in a range of practices, from high needs areas to high end private practices. I have seen what works well and what doesn't, and I am ready to incorporate it all into a new practice.

## SECTION 5 - RESPONSIBLE INDIVIDUAL (RI) DETAILS

RI name	Devin Mandalia
Company name	S and M Healthcare Limited
Registered address and postcode	46-48 Station Rd, Cardiff CF14 5LU
Email address	info@serendental.co.uk

### Roles and responsibilities within the organisation

#### **Roles and Responsibilities of the Responsible Individual (RI):**

##### **1. Regulatory Compliance and Governance**

- Ensure that the dental practice meets all statutory and regulatory requirements, including those set out by the HIW, GDC, WHTM 01-05, and relevant health and safety legislation.
- Oversee the practice's registration with regulatory bodies and ensure that any changes are reported and acted upon promptly.
- Monitor compliance under HIW's themes of Patient Experience, Safe & Effective Care and Management & ensure the practice delivers services aligned with these principles.

##### **2. Leadership and Oversight**

- Provide strategic oversight of the management and operation of the practice.
- Ensure robust policies and procedures are in place and regularly reviewed.
- Support the Registered Manager and clinical team in fulfilling their duties effectively.
- Ensure that all staff are appropriately qualified, trained, and supported in their roles.

##### **3. Quality Assurance and Improvement**

- Drive a culture of continuous improvement, ensuring patient safety and experience are at the forefront of service delivery.



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

- Review clinical audits, incident reports, patient feedback, and complaints to identify areas for improvement.
- Ensure that appropriate risk assessments and safeguarding procedures are in place and adhered to.

### 4. Staffing and Professional Standards

- Ensure that recruitment processes are safe, fair, and compliant with employment law and GDC standards.
- Oversee induction, supervision, training, and professional development for all team members.
- Ensure that the team is supported in delivering patient-centred care and working within their scope of practice.

### 5. Patient-Centred Care and Accessibility

- Uphold the practice's commitment to delivering care that is inclusive, respectful, and tailored to the needs of individual patients.
- Ensure that systems are in place for informed consent, safeguarding vulnerable patients, and managing complaints appropriately.

### 6. Health & Safety and Infection Control

- Oversee the implementation and monitoring of infection prevention protocols and adherence to WHTM 01-05.
- Ensure the premises, equipment, and clinical processes meet health and safety standards.

s

## SECTION 6 - STAFF DETAILS

Name	Position	Relevant qualifications / experience
Devin Mandalia	Owner/Dentist	B.D.S 2018
Arezou Sartipi	Dentist	B.D.S.2019



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES


### SECTION 7 - ORGANISATIONAL STRUCTURE

The service being registered is a private dental practice that will operate under the legal entity of the registered provider, S and M Healthcare Limited. The registered provider is responsible for the overall governance, financial management, and strategic direction of the service.

The dental practice itself will function as the primary healthcare service delivered by the organisation. The registered provider will ensure that the practice is fully compliant with all regulatory requirements and is appropriately resourced with qualified staff, equipment, and facilities to deliver safe, effective, and patient-centred care.

The Responsible Individual, acting on behalf of the registered provider, will maintain oversight of the service and work closely with the Registered Manager to ensure that all clinical and operational standards are consistently met.

### SECTION 8 - PATIENTS VIEWS

#### How we will seek patient views:

- **Patient Feedback Forms:** We will provide printed and digital feedback forms in the practice and on our website to gather views on the quality of care, communication, environment, and overall experience.
- **Follow-up Surveys:** Short, structured surveys will be sent following key treatments or new patient visits to gather more detailed insight into their experiences.
- **Verbal Feedback:** Staff will be trained to listen actively and record informal feedback during appointments or at reception.
- **Online Reviews and Comments:** We will monitor and respond to reviews left on platforms such as Google reviews and social media, where appropriate.
- **Complaints and Suggestions Procedure:** A clear and accessible process will be in place for handling complaints, concerns, or suggestions, with an emphasis on resolution and learning.
- **Patient Forums or Focus Groups:** Where possible, we will invite selected patients to take part in occasional feedback sessions to explore their ideas and suggestions in more depth.

#### How we will use this information:



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

- All feedback will be regularly reviewed by the practice management team and discussed in staff meetings to identify trends, celebrate positive feedback, and address any areas for improvement.
- We will use this information to shape staff training, update policies and procedures, improve facilities, and enhance the overall patient experience.
- Key findings and resulting improvements will be shared transparently with patients through our website, waiting room displays, or newsletters to demonstrate our commitment to listening and acting on their views.
- Feedback will also form part of our internal audit cycle and HIW readiness strategy to ensure our services remain safe & effective, with an excellent patient experience and with sound leadership & management.
- This approach ensures that our service remains responsive to patient needs and continuously improves in line with their expectations and best practice.

### SECTION 9 - OPENING HOURS

We will provide a same-day emergency dental service during our normal opening hours for patients experiencing urgent dental issues such as pain, swelling, trauma, or broken teeth. Emergency appointments will be prioritised and allocated daily to ensure timely access to care.

Outside of normal opening hours, patients will be able to access clear guidance via our website, voicemail, and signage at the practice on how to seek urgent dental advice, where patients can be assessed and directed to appropriate care, including access to urgent dental centres if necessary.

All patients will be given clear instructions on how to access help in case of a dental emergency and will be supported to receive prompt, appropriate treatment in line with their needs.

### SECTION 10 - ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We are committed to providing high-quality care and service to all our patients. If a patient is unhappy with any aspect of their experience, we encourage them to raise their concerns so we can learn and improve.

#### **How to Make a Complaint:**

Patients can make a complaint in any of the following ways:

- **Verbally** to any member of staff or directly to the Practice Manager
- **In writing** by letter addressed to the Practice Manager
- **By email** to the practice's official complaints email address [insert if applicable]

We will always treat complaints seriously and with confidentiality.



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

### Who to Complain To:

The complaint should be directed to the **Practice Manager** in the first instance. If the complaint relates to the Practice Manager or Responsible Individual, it may be directed to another senior member of staff or the Responsible Individual directly.

### How Complaints Will Be Handled:

- We will acknowledge all complaints **within 2 working days**.
- We aim to investigate and respond in full within **30 working days**. If the investigation takes longer, we will keep the patient informed of progress and provide an updated timescale.
- Complaints will be handled respectfully, sensitively, and without discrimination.
- The outcome will be provided in writing, and any identified improvements will be explained and implemented promptly.

### If the Patient Is Not Satisfied:

If a patient is not satisfied with how we have handled their complaint, they may escalate the matter to an external body:

- **Dental Complaints Service**  
Dental Complaints Service  
Stephenson House  
2 Cherry Orchard Road  
Croydon CR0 6BA  
Phone: 020 8253 0800  
Email: [info@dentalcomplaints.org.uk](mailto:info@dentalcomplaints.org.uk)
- **Healthcare Inspectorate Wales (HIW)**  
Healthcare Inspectorate Wales  
Welsh Government  
Rhydycar Business Park  
Merthyr Tydfil CF48 1UZ  
Phone: 0300 062 8163  
Email: [hiw@gov.wales](mailto:hiw@gov.wales)

A full copy of the complaints policy will be made available in the practice and on our website. We aim to learn from every complaint and use the feedback to continuously improve the care and experience we provide.

## SECTION 11 - PRIVACY AND DIGNITY

Our service is fully committed to respecting and upholding the **privacy, dignity, and individual rights** of all patients, in accordance with the **Equality Act 2010** and best practice in healthcare delivery.

We will ensure that all patients are treated with **respect, compassion, and without discrimination** regardless of age, disability, gender reassignment, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

**Key measures to protect patient privacy and dignity include:**



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

- **Confidentiality:** Patient records will be handled in accordance with data protection laws and stored securely. Information will only be shared with appropriate consent or where legally required.
- **Private Consultations:** All discussions regarding treatment, health history, or concerns will take place in private, soundproofed consultation rooms to maintain discretion.
- **Respect for Individual Needs:** We will make reasonable adjustments for patients with disabilities, learning difficulties, or language needs to ensure they can access services fairly and with dignity.
- **Chaperone Policy:** Patients will be offered a chaperone for any procedure where it is clinically appropriate or requested, ensuring comfort and dignity are maintained.
- **Inclusive and Culturally Sensitive Care:** Staff will be trained to recognise and respect cultural, religious, and personal preferences. All interactions will be conducted in a non-judgemental, inclusive manner.
- **Gender and Identity Respect:** We will respect each patient's gender identity and use their preferred name and pronouns at all times.

By embedding these principles into our daily practice and policies, we aim to create a welcoming, safe, and respectful environment where every patient feels valued and cared for as an individual.

### SECTION 12 - STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	
Category of changes made	<input 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	
Date HIW notified of changes	

Date Statement of Purpose reviewed	
Category of changes made	<input 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	



## STATEMENT OF PURPOSE for PRIVATE DENTAL PRACTICES

Date HIW notified of changes	
Date Statement of Purpose reviewed	
Category of changes made	<input 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	
Date HIW notified of changes	