



# STATEMENT OF PURPOSE

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## STATEMENT OF PURPOSE

Name of establishment: Smart Smiles Abercynon

Address and Postcode: 24 Margaret Street  
Abercynon  
Mountain Ash  
CF45 4RE

Telephone Number: 01443 740730

Email address: [care@smartsmilesdentalcare.co.uk](mailto:care@smartsmilesdentalcare.co.uk)

Fax Number: -

## AIMS AND OBJECTIVES OF ESTABLISHMENT

Our Aims:

*For all patients we will:*

- Promote good oral health
- Provide high quality dental care
- Understand the needs of the individual, involve patients in decisions about their care and encourage them to participate fully
- Involve other professionals in the care of our patients i.e referrals for specialist care, only when in the best interests of the patient
- Ensure our team have the right skills and knowledge, and continue to learn to enable us to provide an efficient, competent service with up to date knowledge
- Ensure the team are aware of current national guidelines and ensure it is reflected in care for our patients

*We provide a full range of dental services to all patients; NHS, Private and Denplan:*

- Diagnosis and treatment of dental and periodontal disease
- Orthodontic assessment and treatment
- Soft tissue screening
- Emergency dental treatments
- Cosmetic dental treatments such as orthodontics, composite bonding and tooth whitening



### REGISTERED MANAGER DETAILS

Name: Dr Leonard James Smart

Address and postcode: 24 Margaret Street  
Abercynon  
Mountain Ash  
CF45 4RE

Telephone Number: 01443 740730

Email Address: [care@smartsmlsentalcare.co.uk](mailto:care@smartsmlsentalcare.co.uk)

Fax Number: -

Relevant Qualifications: BDS Wales 1986  
GDC: 61454  
PgCert(Med)Wales 2014  
Dental Education Model 2014  
IQT Bronze level 2017  
Developing Dental Educators course 2017

Membership of: BDA  
BACD  
ADI  
SAAD  
Fellow HEA

#### *Relevant Experience:*

I worked as an associate dentist between 1986 – 1988, and then as a principal dentist. Since 1988 I have managed the day-to-day business of a busy dental practice, previously at Crown Cottage Dental Care in Bedwas and since 2010 at Bridge Dental Care and in Newbridge from 2012. I have also been an Educational Supervisor for Dental postgraduate training and education in Wales for dental foundation training.

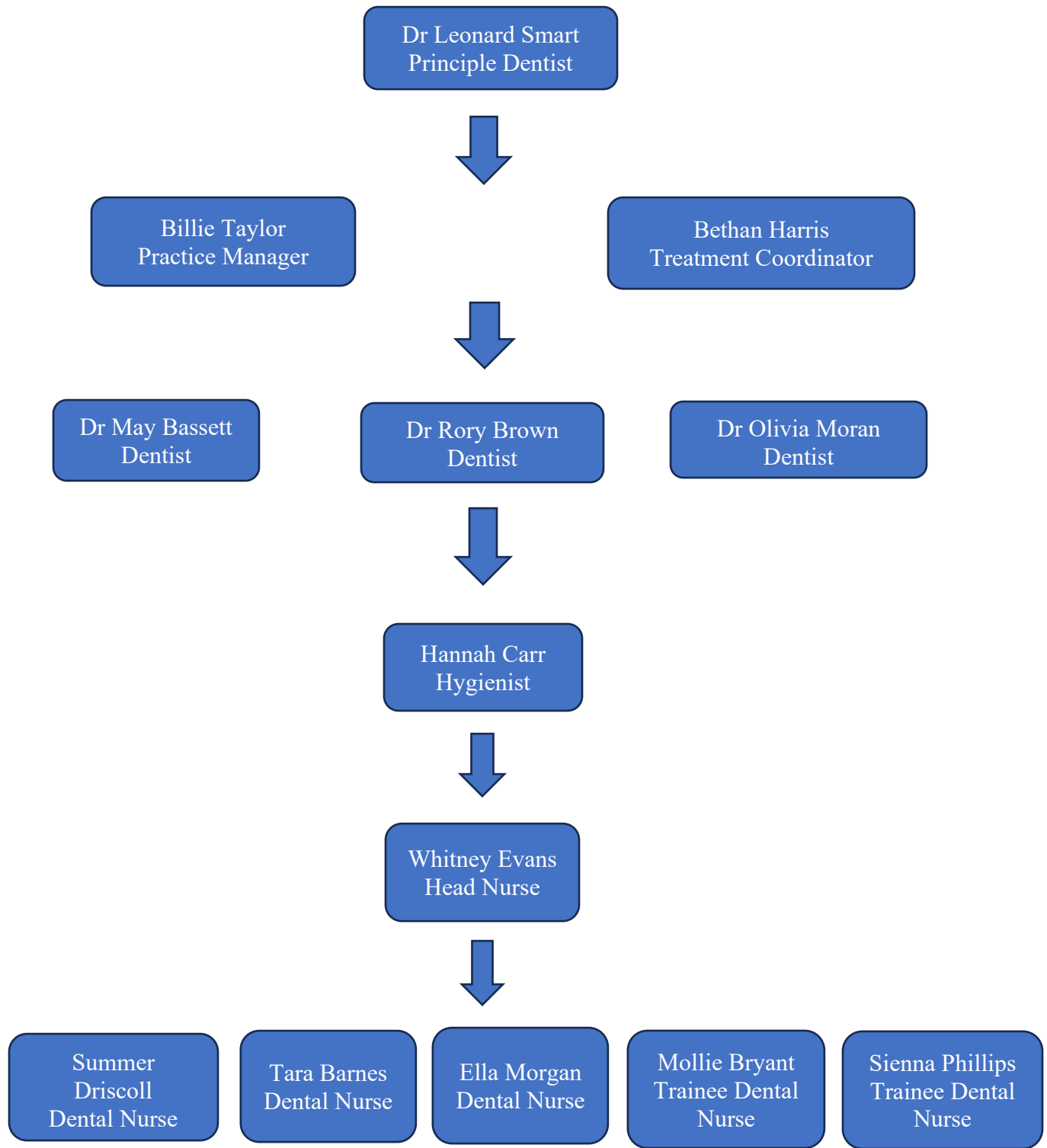
In addition to my clinical role as a dentist I also:

- Oversee the daily operational procedures/protocols in the practice
- Am responsible for recruitment, training and development of my employees along with day-to-day supervision of all team members
- Ensure the building and equipment are in excellent working order and that the schedule of services for these are always kept up to date
- Ensure that the care for all our patients is always excellent
- Have an overall responsibility for implementation and monitoring of health and safety regulations, policies, and procedures to ensure all risks are identified and reduced
- Have an overall responsibility of complaints, accidents and untoward events, documenting, investigating and resolving any issues that may arise
- Use patient feedback to improve the service that we provide
- Have an overall responsibility for financial decisions within my practices
- Ensure all regulatory duties are completed

## PRACTICE STAFF DETAILS

| Name                   | Position              | Qualifications / Experience                                                                                                                                                                                                                                                         |
|------------------------|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dr Leonard James Smart | Principle Dentist     | BDS Wales 1986<br>PgCert(Med)Wales 2014<br>Dental Education Module 2014<br>IQT Bronze Level<br>Developing Dental Educators Course 2017<br>Provides general dental services within the practice<br>Restorative Master Class<br>Six Months Smiles Provider<br>GDC Registration: 61454 |
| Billie Taylor          | Practice Manager      | NVQ Level 3 Oral Health Care: Dental Nursing & Indp Assess City & Guilds 2004<br>Horton Treatment Consulting Course 2012<br>IQT Bronze Level<br>HE Skills for the workplace level 4<br>TCO course Nov 2024 with Sirona<br>GDC Registration: 119504                                  |
| Hannah Carr            | Hygienist             | Dental Hygiene Cardiff University<br>Provides Hygienist services within the practice<br>GDC Registration: 262742                                                                                                                                                                    |
| Dr May Bassett         | Dentist               | BDS Bristol 2016<br>PGDIP (Orthodontic and Orthopedics)<br>PGDIP (Restorative and Aesthetics)<br>CBCT level 1<br>GDC Registration: 264759                                                                                                                                           |
| Dr Rory Brown          | Dentist               | BDS Cardiff 2023<br>GDC Registration: 310346                                                                                                                                                                                                                                        |
| Dr Olivia Moran        | Dentist               | BDS Cardiff 2026<br>GDC Registration: 336649                                                                                                                                                                                                                                        |
| Bethan Harris          | Treatment Coordinator | Level 3 Diploma in Dental Nursing<br>Dental Radiography (BDA)<br>GDC Registration: 313294                                                                                                                                                                                           |
| Whitney Evans          | Head Nurse            | Level 3 Diploma in Dental Nursing<br>Dental Radiography (BDA)<br>GDC Registration: 302287                                                                                                                                                                                           |
| Summer Driscoll        | Dental Nurse          | Level 3 Diploma in Dental Nursing<br>Awaiting GDC Registration Number                                                                                                                                                                                                               |
| Tara Barnes            | Dental Nurse          | Level 3 Diploma in Dental Nursing<br>GDC Registration: 331115                                                                                                                                                                                                                       |
| Ella Morgan            | Dental Nurse          | Level 3 Diploma in Dental Nursing<br>Awaiting GDC Registration Number                                                                                                                                                                                                               |
| Mollie Bryant          | Trainee Dental Nurse  | Trainee – currently working towards NVQ level 3 diploma in Dental Nursing qualification with City & Guilds                                                                                                                                                                          |
| Sienna Phillips        | Trainee Dental Nurse  | Trainee – currently working towards NVQ level 3 diploma in Dental Nursing qualification with City & Guilds                                                                                                                                                                          |

ORGANISATIONAL STRUCTURE





## SERVICES / TREATMENTS / FACILITIES

Here at Smart Smiles, we treat patients of every age. We offer a full range of NHS and private treatment as well as cosmetic treatments. This includes diagnosis and treatment of dental and periodontal diseases, radiographs, restorations, extractions, orthodontic assessment and treatment, soft tissue screening, treatment of oral trauma and dental emergencies, tooth whitening and composite bonding as well as cosmetic smile design. As well as this we offer Denplan private plans for private patients who wish to spread their private dental treatment on an affordable monthly payment. We also offer finance packages for patients who wish to spread the cost of their dental treatment.

Our facilities are located over one floor. We are fully air conditioned throughout to be able to maintain a comfortable temperature for all the staff and patients who attend the practice. We have 3 dedicated waiting areas, downstairs. We have a disabled toilet for the use of all staff and patients which is also the location of our baby changing unit.

## FEE'S TO PATIENTS

All of our NHS and Private fee's are available within the practice. There posters displayed detailing the cost of all NHS treatment, we also display a private fee list in our reception area for patients to look at before they go into surgery. Aswell as this, we also display these on our website.

We ensure that all patients receive a written treatment plan detailing all costs of proposed treatment which they are given to then take away with them. We also have treatment coordinators within the practice who will have private conversations with each patient to discuss all costs in more detail.

## PATIENT'S VIEWS

As a practice, we value our patients opinions and regularly ask for their views on our services and facilities. Our medical form, which is filled out at each examination appointment has a section for comments and suggestions, and we also have a suggestions/comments box which is located in the reception area where patients have the freedom to leave anonymous feedback if they wish to do so. We also use working feedback which send emails to our patients following from their appointments which allows patients to leave a review.

We annually carry out internal patient surveys, post orthodontic treatment satisfaction surveys and a Denplan excel survey. We then reflect on the findings of these and implement any changes that we feel may be necessary.

We aim to provide the best care we can for all of our patients, to stay abreast of new techniques and practices in order to be a happy and fulfilling place to work and to have at our core a philosophy of learning and excellent patient care.

## VISITING / OPENING HOURS

Our normal opening hours are as follows:

|           |                  |                  |
|-----------|------------------|------------------|
| Monday    | 8.30am to 1.00pm | 2.00pm to 7.00pm |
| Tuesday   | 9.00am to 1.00pm | 2.00pm to 5.30pm |
| Wednesday | 9.00am to 1.00pm | 2.00pm to 5.30pm |
| Thursday  | 9.00am to 1.00pm | 2.00pm to 5.30pm |
| Friday    | 8.30am to 2.00pm |                  |

We aim to offer same day appointments to any patient in pain or with an urgent dental problem.

Should an emergency occur outside of our practice opening hours, then the answerphone facility and the website have details available of how you can obtain emergency advice and treatment.

|                                         |                 |
|-----------------------------------------|-----------------|
| Cwm Taf Dental Helpline                 | 0300 1235060    |
| Private & Denplan patients out of hours | 07623 984723    |
| Denplan patients abroad                 | +44 1962 844999 |

Please ring 01443 740730 for emergency appointments within practice opening times.

### DEALING WITH COMPLAINTS

Our complaints procedure is displayed online and available in print in our waiting room.

Complaints should be addressed to Len Smart our practice owner or Billie our practice manager, alternatively an appointment can be made to discuss the patients concerns.

We will acknowledge the complaint in writing within 2 working days and agree to respond within the agreed timescale. Private and Denplan patients – 10 working days. NHS patients – 20 working days.

We will confidentially investigate the circumstances by seeking the views of the relevant team members, examine the patients records if necessary and contact our defence organisation.

Our complaints procedure makes it possible for the patient to discuss the problem with those concerned, makes sure the patient receives an apology where this is appropriate, and allows us to reflect on what we can do to make sure that the problem does not arise again.

### PRIVACY AND DIGNITY

We are committed to providing services to all patients within the constraints of our building. We also ensure that people can make decisions and choices regardless of their race, age, gender, sexual orientation, disability or religious beliefs.

We are a moderately accessible practice located on a busy high street. There are no dedicated parking spaces at this practice, however there is a carpark close by and also disabled parking available on the street outside the practice. We have 1 wheelchair accessible surgery which is located on the ground floor. have baby changing facilities and a disabled toilet available on site and we also have a hearing loupe available within the practice for those patients who are hard of hearing.

All our practice information is primarily available in the English language and is also available in Welsh if required – we also have fluent Welsh speaking members of staff if the Welsh language is the preferred method of communication. If required, we can provide any information or literature in larger print upon request.

ABUHB Local Health Board can organise translators for any other languages via the language line and we can also organise a trained B.S.L interpreter if required, with prior notice to the appointment date.

We will always ensure that all our walkways, corridors and surgeries are free from any clutter, and that all our signage and pictograms within the building are in a clear field of vision. We have large screens within each surgery to ensure that the patient can be shown their x-rays and dental information clearly.

We will always ensure that a patient's care is always appropriate to their specific and individual needs, i.e avoiding complex treatment plans for terminally ill patients or referring patients to specialist facilities if required for extra support. We encourage patients with learning difficulties to bring a family member or carer with them to help up ensure that the patient understands their treatment options, benefits, and risks fully.

We aim for positive oral health promotion for all patients. The team tries to develop a good professional relationship with all patients so that they can build trust to help with maintaining good oral health.

Date: January 2026

Review date: January 2027

## Policy Signature Sheet – *Statement of purpose*

| Name            | Job Role              | Signature | Date |
|-----------------|-----------------------|-----------|------|
| Dr Len Smart    | Practice Owner        |           |      |
| Dr May Bassett  | Dentist               |           |      |
| Dr Rory Brown   | Dentist               |           |      |
| Billie Taylor   | Practice Manager      |           |      |
| Dr Olivia Moran | Dentist               |           |      |
| Bethan Harris   | Treatment Coordinator |           |      |
| Whitney Evans   | Head Nurse            |           |      |
| Summer Driscoll | Dental Nurse          |           |      |
| Tara Barnes     | Dental Nurse          |           |      |
| Hannah Carr     | Hygienist             |           |      |
| Ella Morgan     | Dental Nurse          |           |      |
| Mollie Bryant   | Trainee Dental Nurse  |           |      |
| Sienna Phillips | Trainee Dental Nurse  |           |      |

Date: January 2026

Review date: January 2027

| Update Completed | Changes Made                             | Next Review: | Signature |
|------------------|------------------------------------------|--------------|-----------|
| January 2026     | Added/removed staff from signature sheet | January 2027 |           |
|                  |                                          |              |           |
|                  |                                          |              |           |
|                  |                                          |              |           |
|                  |                                          |              |           |