Statement of Purpose

WF Dental Hygiene LTD – The Clinic Canton

Practice address:
The Clinic Canton
220 Cowbridge Road East
Canton
Cardiff
CF5 1GY
Telephone: 02921 158 543
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1. Aims and Objectives

WF Dental Hygiene LTD is a therapist owned, fully private dental practice that began as a direct access hygiene clinic and has evolved in response to patient need, demand and the changing dental landscape in Wales. The practice was founded by Dental Therapist, Naomi Wilding, with preventative oral healthcare as its core identity. Direct access hygiene remains a fundamental part of the services provided.

Over time, the practice has expanded to offer a broader range of restorative and cosmetic treatments. Patients attending for direct access hygiene, were often presenting with issues regarding examination, diagnosis and treatment planning, but had limited access to a dentist elsewhere, and in some cases, had nowhere suitable to continue their care. In response to this identified need, the practice expanded its services to include general and restorative dentistry, enabling patients to access appropriate dental assessment and treatment alongside their hygiene care. As the practice developed, there was also increasing demand for safe and conservative cosmetic treatments, particularly composite bonding. The introduction of general dentistry provided an appropriate clinical pathway for patients seeking cosmetic dentistry, ensuring that they could undergo a dental examination, have any relevant oral health needs identified and addressed, and be considered dentally fit before proceeding with elective cosmetic treatments. The practice has therefore developed its wider dental services in response to both the needs identified within its existing hygiene patient base, and growing demand for conservative cosmetic treatment, whilst recognising the challenges many patients face accessing NHS dental care in Wales.

Although the practice now provides a wide range of cosmetic and restorative treatments, our philosophy remains firmly rooted in prevention. We believe that healthy teeth and gums are the foundation of all dental care. Cosmetic treatment should complement oral health, not compromise it. Composite bonding is offered as a safe, minimally invasive alternative to destructive cosmetic procedures, and patients are supported to understand the importance of maintaining their natural tooth structure.

Our primary aim is to ensure that every patient receives safe, effective and appropriate dental care, with their oral health, wellbeing and individual needs at the centre of all treatment planning. We aim to develop long-term, trusting relationships with patients, providing care that is respectful, compassionate and tailored to their circumstances.

Our objectives are to:

- Provide safe, effective and evidence-based dental care within the scope of services offered.
- Maintain preventative oral healthcare and direct access hygiene as a core part of the practice's identity.
- Ensure patients are dentally fit before undergoing cosmetic treatment, with oral health prioritised above aesthetics.
- Promote minimally invasive cosmetic dentistry, including composite bonding, as a safe alternative to destructive cosmetic procedures.
- Support patients to maintain their oral health through regular hygiene care, personalised advice and preventative guidance.
- Provide clear information about treatment options so patients can make informed decisions.
- Maintain high professional and clinical standards across all areas of the practice.
- Provide a welcoming, respectful and supportive environment for all patients.
- Ensure continuity of care through strong communication and collaborative working within the dental team.
- Maintain appropriate policies, procedures, equipment and systems to support safe and effective care.
- Review the quality and effectiveness of services regularly and act where improvements are identified.
- Listen to patient feedback and use it to enhance the quality of care provided.
- Ensure staff have the qualifications, skills, training and support required to undertake their roles safely and effectively.

The success of the practice is monitored though patient feedback, complaints and compliments, patient reviews, clinical and practice audits, staff feedback, training and development, and regular review of practice policies and procedures.

We aim for patients to leave the practice feeling that they have been listened to, treated with respect and received a high standard of care. Patients should have a clear understanding of their oral health, how to maintain it, and the appropriate aftercare required following any treatment.

2. Registered Manager Details

Registered Manager: Naomi Wilding
Qualification: Diploma in Dental Hygiene and Therapy (DipTH)
GDC Registration Number: 125309

Naomi Wilding is the owner and Registered Manager of WF Dental Hygiene LTD and has overall responsibility for ensuring that the practice is operated in accordance with applicable legislation, regulatory requirements, professional standards and this Statement of Purpose.

Naomi maintains overall oversight of the practice and works closely with the Practice Manager to ensure that appropriate systems, policies and procedures are in place and implemented effectively.

3. Organisational Structure & Staff

The practice team consists of registered dental professionals, qualified and trainee dental nurses and practice management staff. All staff are expected to work within their individual scope of practice, qualifications, competence and professional responsibilities.

Where appropriate, clinical care is provided collaboratively between the dental professionals and supporting dental team.

The practice operates as a small, closely managed team, allowing effective communication between clinical and non-clinical staff and supporting continuity of care for patients.

Naomi Wilding
Role: Owner, Registered Manager, Dental Therapist and Principal Clinician.
Qualification: Diploma in Dental Hygiene and Therapy (DipTH)
GDC Registration Number: 125309

Abby Hathaway
Role: Dentist
Qualification: Bachelor of Dental Surgery (BDS)
GDC Registration Number: 210854

Laura Penry-Ellis
Role: Dental Therapist
Qualification: Diploma in Dental Hygiene and Therapy (DipTH)
GDC Registration Number: 171056

Maria Fernandez
Role: Dental Hygienist
Qualification: Diploma in Dental Hygiene (DipDH)
GDC Registration Number: 195533

Cherie Gaye
Role: Practice Manager
The Practice Manager supports the day-to-day administration and management of the practice, including patient communication, practice systems, policies and procedures, staff coordination and general practice management.

Rebecca Poole
Role: Qualified Dental Nurse
Qualification: Level 3 Diploma in Dental Nursing
GDC Registration: 339261

Bushra Arab
Role: Trainee Dental Nurse
Bushra has recently completed a degree in Dental Technology, providing her with a strong understanding of dental anatomy, materials, and the wider dental environment, which supports her ongoing development in dental nursing.

4. Services, Treatments and Facilities

WF Dental Hygiene is a therapist-owned, fully private dental practice providing a range of preventative, restorative, cosmetic and facial aesthetic treatments. The practice originally operated as a direct access hygiene clinic and has developed over time to offer a broader scope of dental services in response to patient need and demand.

Direct access hygiene remains a core part of the practice, with appointments including scale and polish, air polishing, periodontal treatment and personalised oral hygiene advice. These services support patients in maintaining good oral health and provide accessible preventative care.

The practice also provides general dental treatments including dental examinations, composite fillings, extractions, replacement crowns and bridges, dentures and cosmetic teeth straightening (Invisalign and C-Fast). Cosmetic dental

treatments such as composite bonding and teeth whitening are available following appropriate clinical assessment to ensure suitability and dental fitness.

In addition to dental services, the practice offers facial aesthetic treatments including botox and skin boosters, provided by appropriately trained and qualified clinicians.

All non-hygiene treatments are undertaken following a suitable consultation and/or dental examination to assess oral health, discuss treatment options, consider alternatives and formulate an appropriate treatment plan. Where a patient's needs fall outside the scope of services provided, referral arrangements are in place to ensure access to appropriate specialist or external care.

7. Facilities and Equipment

The practice operates from The Clinic Canton, 220 Cowbridge Road East, Canton, Cardiff, CF5 1GY.

WF Dental Hygiene has two fully fitted dental surgeries, equipped to provide the full range of preventative, restorative, cosmetic and facial aesthetic treatments offered by the practice. The premises include appropriate clinical and non-clinical areas, including a reception and waiting area, a patient bathroom, decontamination facilities, staff areas and storage for clinical materials and equipment.

The practice uses modern dental equipment and digital systems appropriate for safe and effective care, including digital radiography and an iTero 5 scanner. All equipment is maintained, serviced and tested in accordance with manufacturer guidance and applicable regulatory requirements.

Emergency equipment and medicines are available and maintained in line with current standards, with regular checks completed and documented.

8. Patient Views and Feedback

WF Dental Hygiene recognises the importance of listening to patients and using their experiences to monitor and improve the quality of care provided.

The practice aims to develop long-term relationships with patients and values the familiarity and trust that can develop between patients and the practice team.

Patient views are obtained through a variety of methods, including:

- Direct verbal feedback
- Written and electronic feedback.
- Patient reviews.
- Fresha reviews.
- Complaints, compliments and other comments received by the practice.
- Feedback received by individual members of the dental team.

Feedback is reviewed by the practice management team and, where appropriate, discussed with the relevant members of the team.

The practice uses patient feedback to identify areas where services may be improved. Where feedback identifies a recurring issue or an opportunity for improvement, appropriate action is considered and implemented where necessary.

9. Opening Hours and Urgent Care

Practice opening hours:
Monday: 10.00-17.00
Tuesday: 10.00-16.30
Wednesday: 10.00-16.30
Thursday: 10.00-19.00
Friday: 10.00-14.00
Saturday: 09.00-13.00
Sunday: Closed

Patients requiring urgent dental care outside the practice's normal opening hours are provided with information regarding the appropriate emergency dental service and relevant emergency dental helpline telephone number.

Patients are advised to seek appropriate emergency assistance where required and are provided with information regarding how to access urgent dental care outside the practice's normal opening hours.

This information is available to patients via the answer machine message outside of opening hours, and on the website.

Emergency Dental Helpline: 0300 10 20 247 **OR** 111

10. Complaints

WF Dental Hygiene welcomes feedback and takes all patient concerns seriously.

Patients may raise a concern or complaint verbally, in writing or by email. A complaint may initially be received by any member of the practice team. The complaint will then be passed to the Practice Manager for review and investigation.

Where a complaint relates specifically to the Practice Manager, it will be referred to Naomi Wilding, Registered Manager for consideration.

Complaints will normally be acknowledged in writing, usually by email.

The practice aims to provide a full response within 10 working days. Where a complaint requires further investigation and it is not possible to provide a full response within this timescale, the patient will be informed and advised of the expected timescale for completion.

The practice will investigate complaints fairly and objectively and will use the outcome of complaints, where appropriate to identify learning and opportunities for improvement.

If a patient remains dissatisfied with the outcome of their complaint, they will be provided with information regarding the appropriate independent dental complaints service and how they may pursue their complaint further.

The practice will ensure that complaints are handled appropriately, confidentially and in accordance with its complaints policy and applicable regulatory requirements.

11. Privacy and Dignity

WF Dental Hygiene is committed to protecting the privacy, dignity and confidentiality of every patient.

Patients are treated respectfully and courteously at all times, regardless of their age, background, circumstances or treatment needs.

Clinical discussions and treatment are carried out in an appropriate and private environment. Patients are given the opportunity to discuss their treatment, concerns and personal circumstances with the relevant member of the dental team in confidence.

Patient information and clinical records are managed in accordance with applicable confidentiality, data protection and information governance requirements. WF Dental Hygiene is registered with the Information Commissioner's Office (ICO) and maintains appropriate arrangements for the secure handling, storage and processing of personal and confidential patient information.

Access to patient records and confidential information is restricted to authorised members of staff who require access for the purposes of providing care or carrying out their legitimate role within the practice.

The practice aims to ensure that patients feel comfortable e, respected and able to express their wishes and concerns throughout their care.

The practice recognises that some patients may experience anxiety or apprehension about dental treatment and aims to provide a calm, supportive and non-judgemental environment.

12. Quality, Safety and Continuous Improvement

WF Dental Hygiene is committed to continually reviewing and improving the quality and safety of the services it provides.

The practice maintains appropriate policies and procedures covering areas including patient safety, infection prevention and control, clinical governance, complaints, safeguarding, confidentiality, medical emergencies, equipment and staff responsibilities.

Clinical and practice processes are reviewed regularly, and appropriate audits, checks and monitoring are undertaken.

The practice uses information from patient feedback, complaints, incidents, audits, staff feedback, training and professional guidance to identify opportunities for improvement.

Where an area for improvement is identified, the practice will consider and implement appropriate action and monitor the effectiveness of that action.

Staff are encouraged to raise concerns, identify opportunities for improvement and contribute to the ongoing development of the practice.

13. Review of the Statement of Purpose

This Statement of Purpose will be reviewed regularly to ensure that it remains accurate and reflects the services, staff, facilities and arrangements provided by WF Dental Hygiene.

Any changes to the services provided, Registered Manager, staff, facilities, equipment, opening hours or other information contained within this Statement of Purpose will be reviewed and updated as appropriate.