



## PATIENT INFORMATION LEAFLET

Name of establishment or agency	SRI Smilecare LTD trading as The Bay Orthodontics
Address and postcode	3A Lansdowne Road, Colwyn Bay, Conwy, LL29 7AY
Telephone number	01492 535350
Email address	Reception@thebayorthodontics.co.uk
Fax number	N/A
Name of Registered Manager	Emma Phillips Email: <a href="mailto:emma.phillips@thebayorthodontics.co.uk">emma.phillips@thebayorthodontics.co.uk</a> Direct line 07353862249
Name of Registered Provider	Dr Badri Thiruvengkatachari

### Summary of the Statement of Purpose

- NHS Specialist Orthodontist
- Private Specialist Orthodontist

**Opening Hours-**

Monday 8.00am – 7.00 pm closed 1-2pm

Tuesday 8.00am – 7.00pm closed 1-2pm

Wednesday 8:30am – 5:30pm closed 1-2pm

Thursday 8:00am – 7:00pm closed 1-2pm

Friday 8:30am – 2:30pm

1x Saturday a month 8.30 – 2.30pm

**Out of Hours** – for non-emergency enquiries we have an answering machine, patients are also recommended to email us on [reception@thebayorthodontics.co.uk](mailto:reception@thebayorthodontics.co.uk) and for emergencies that cannot wait we ask our patients to dial 111.

**Zero tolerance to violence and aggression**

We do not tolerate patients who are violent or abusive to members of staff. Violence or abuse towards any member of staff could mean that your treatment is terminated. Please treat our team with respect and we will do our very best to help you.

**Code of Practice for Patient Complaints:**

In this practice we take complaints very seriously and try to ensure that all patients are pleased with their experience of our service. When patients complain, they will be dealt with as courteously and promptly as possible so that the matter can be resolved as quickly as possible.

The procedure is based on these objectives:

Our aim is to react to the complaint in the way in which we would want our own complaint handled. We learn from every mistake that we make, and we learn from every mistake that we make and respond to patients concerns in a caring and sensitive way.

If a patient complains on the telephone or at the reception desk, we will listen to the complaint and see if it can be resolved; the Practice Manager is always available to offer further support. If the Practice Manager is not available or out of the practice, then a member of the team will take some details and arrange a follow up telephone call or a meeting to suit the patient, as soon as possible.

If the complaint is in writing, then this will be passed to the Practice Manager, who will deal with this and respond accordingly. At this time a copy of the Code of Practice will also be shared. We will acknowledge your complaint within 2 working days and will also include a copy of the complaint's procedure. We will investigate your concerns and aim to provide a full response within 30 working days. If it is not possible to complete a full

investigation within 30 working days, we will notify you, giving you reasons for the delay and the likely period within which the investigation can be completed.

We observe strict rules of confidentiality. If someone is complaining on your behalf, we will require written authority from you that they can act on your behalf.

We act promptly on all complaints or expressions of dissatisfaction and aim to resolve all complaints in-house to the satisfaction of all concerned. All complaints about service levels are discussed at practice meetings with the aim of rectifying any problems and avoiding a recurrence. We keep a log of all complaints and analyse this for trends that show where changes to our services may be needed.

We act promptly on all complaints or expressions of dissatisfaction and aim to resolve all complaints in-house to the satisfaction of all concerned. All complaints about service levels are discussed at practice meetings with the aim of rectifying any problems and avoiding a recurrence. We keep a log of all complaints and analyse this for trends that show where changes to our services may be needed.

### **Complaining to your local health board.**

We encourage you to use our practice complaints procedure if you encounter any issues. This approach allows us to address and resolve the matter directly while also using your feedback to improve our services. Please note that this does not affect your right to approach NHS Wales if you prefer not to raise the complaint with us. Alternatively, you may contact the complaints manager directly at:

Betsi Cadwaladr health board,  
Preswylfa,  
Hendy road,  
Mold,  
CH7 1PZ  
Tel: 03000 858913  
Web: [www.bcu.wales.nhs.uk](http://www.bcu.wales.nhs.uk)

If you are dissatisfied with the result of our investigation at practice level, you can contact the public service Ombudsman for Wales by phone on: 0300 790 0203, or by accessing the online complaints form

<http://www.ombudsman.wales/>

Or by post: 1 Ffordd Yr Hen Gae, Pencoed, CF35 5LJ

### **Complaints for private patients**

Health Inspectorate Wales can be contacted directly if you are unhappy with how the practice has dealt with a complaint. HIW contact details are:

Healthcare Inspectorate Wales  
 Welsh Government  
 Rhydycar Business Park  
 Merthyr Tydfil  
 CF48 1UZ

0300 062 8163  
[HIW@gov.wales](mailto:HIW@gov.wales)

### STAFF DETAILS

Name	Position	Relevant qualifications / experience
Emma Phillips	Practice Manager GDC 218800	Qualified dental Nurse since 2011. Bupa Practice managers academy due to March 2019
Dr Badri Thiruvengkatachari	Specialist Orthodontist GDC 123776	2001 Bachelor of Dental Surgery (BDS), Annamalai University, India. 2001-2004 Specialist Trainee in Orthodontics (MDS), Annamalai University, India 2005-2009 PhD in Orthodontics, University of Manchester. 2009 MOrth RCS Edinburgh. 2010 MFDS RCS Edinburgh. 2015 FDS (Orth) RCS London 2015 Intercollegiate Speciality Fellowship (ISFE) 2017 FDS (Orth) RCS Glasgow 2018 Diplomat in the Indian Board of Orthodontics (DIBO) 2018 Fellow of Higher Education Academy, UK (FHEA)
Alex Rengit	Specialist Orthodontist GDC 127730	Credentials include MOrth Intercollegiate Membership Diploma from the Royal College of Surgeons of England (2006), MPhil in

		Orthodontics University of Manchester (2009), Specialist Fellowship Diploma in Orthodontics FFDOrth from the Royal College of Surgeons in Ireland (2007), Master's in Orthodontics (MDS 1988),
Minu Rengit	Specialist Orthodontist  GDC 166735	Bachelor of Dental Surgery BDS University of Kerala, India 1993 Master of Science MSc (Orthodontics) University of Manchester, December 2007, (with Merit) Membership in Orthodontics MOrth RCSEd The Royal College of Surgeons of Edinburgh June 2007, Fellowship in Faculty of Dentistry FFD(Orth)RCSI (Orthodontics) The Royal College of Surgeons of Ireland November 2009
Elizabeth Fear	Orthodontic Therapist  GDC 206644	Qualified since 2016
Robyn Griffiths	Orthodontic Therapist  GDC 256942	Qualified since 2019
Caroline Ellis	Orthodontic Therapist  GDC 151056	Qualified since 2016
Georgia Simpson	Dental Nurse  GDC 266860	Qualified registered Dental Nurse since 2016
Chelsea Prosser	lead Dental Nurse since April 25  GDC 320802	Qualified registered dental nurse since 2024.
Maisie Edwards	Dental Nurse  GDC 329867	Qualified registered dental nurse since May 25
Gill Hall	Lead Receptionist	
Emma Birch	Receptionist	


## PATIENTS VIEWS

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

Patients can share feedback online through our website or on Google. At the end of each treatment, we also provide a feedback form for your convenience. All feedback is reviewed during our practice meetings, where we discuss any necessary improvements and valuable insights

Google reviews.



## DEVELOPMENT AND TRAINING

*Arrangements for the appropriate development and training of employees.*

Online courses are available for all employed staff, from health and safety to infection control and all CPD core subjects to contribute to patient safety and it is a requirement for continued registration with the GDC.

Staff also have access to further training through Ty y dysgu, dental compliance made easier and peninsula e-learning.

Also, further education courses staff are encouraged to undertake for personal growth and development.

The practice provides training for trainee dental nurses working towards a recognised NEBDN dental nurse qualification, we also provide training for qualified nurses who are completing post qualifications in dental radiography.

## OTHER ADDRESSES

*Provide the address and telephone number for each of the premises used for the purposes of carrying on a dental care practice by the registered provider.*

N/A

## ARRANGEMENTS FOR ACCESS TO THE PRACTICE

We are situated just off the main central area of the town centre in Colwyn Bay. The practice has a small car park directly outside the practice for disabled parking only. On street parking is available which is a 2-minute walk from the front door of the practice.

The bus stop is a 5 min walk away, and the nearest train station is a 10 minute walk away from the practice.

We have disabled access to the practice for our patient who may need it – please call ahead to the practice to ensure your access is made as easier as possible. Parking for our disabled patients is directly outside the practice on our own private car park.

## PATIENT RIGHTS AND RESPONSIBILITIES

*Provide information on the rights and responsibilities of patients including keeping appointments.*

Patients have the right to express a preference for a specific practitioner within a dental practice. This preference can be based on various factors, such as comfort, continuity of care, or specific expertise. While we strive to accommodate these requests, it's essential for patients to understand the following:

- **Preference Request:** Patients are encouraged to express any preferences for a particular practitioner, either upon booking or during the consultation process. Clear communication helps the practice arrange appointments accordingly.
  - **Availability:** While the practice will make every effort to honour the preference, availability may depend on the practitioner's schedule, the treatment required, and clinic resources.
  - **Continuity of Care:** For ongoing or specialized treatments, preferences for a particular practitioner may be more easily accommodated to ensure consistency and familiarity with the patient's treatment plan.
  - **Alternative Arrangements:** In cases where the preferred practitioner is not available, the practice will work to offer an alternative or provide an estimated time when the requested practitioner will be accessible.
- 
- Patients are expected to provide 24 hours' notice for cancellation of appointments.
  - NHS Patients who regularly fail to attend during their orthodontic treatment can be refused treatment and the brace removed.
  - Good co-operation will result in your treatment being completed in the shortest time possible. Broken braces missed appointments and failure to maintain oral hygiene may necessitate the early removal of the appliances. The practice has a policy on broken braces and missed appointments and poor oral hygiene, the practice will allow x 3 emergency appointments for broken braces, x 3 missed appointments, and x 3 oral hygiene improvement requests before we discontinue treatment due to irrevocable breakdown in relationships between practice and the patient. Team will remind you of this at each visit and request your co-operation and compliance.
  - Following completion of treatment, all patients will be expected to wear a retainer appliance, and no responsibility can be accepted if the retainers are not worn as prescribed. Regular retainers wear is necessary for lifetime. Teeth have a tendency to change their positions after orthodontic treatment, and this is particularly true of the lower incisor teeth. There is usually only a minor change, and this can be minimized by the regular wear of your retainer as instructed by your orthodontist.

## ACCESS TO PATIENT INFORMATION

*Provide of persons who have access to patient information and the patients' right in relation to disclosure of such information.*

The Bay Orthodontics is required to collect comprehensive and accurate information so that we can provide a high standard of care. information such as Appointments, Treatments and test results, accurate clinical records, personal details, radiograph study models.

Patients are entitled to access their records that we hold; access can be obtained by requesting them in writing to us. The copy of the records will be provided to you in 30 days.

We recognise that when you give us personal information (which includes health information) you're trusting us to take good care of it.

[https://thebayorthodontics.co.uk/?page\\_id=4972](https://thebayorthodontics.co.uk/?page_id=4972)

for more information about how we collect, use and protect your data. If you don't want to receive marketing about The Bay Orthodontics products and services that we think are relevant to you, please contact us at [receptionist@thebayorthodontics.co.uk](mailto:receptionist@thebayorthodontics.co.uk)

<b>Date Patient Information Leaflet written</b>	29/11/2025
<b>Author</b>	Emma Phillips

## PATIENT INFORMATION LEAFLET REVIEWS

Date Patient Information Leaflet reviewed	29.11.2025
Reviewed by	Emma Phillips
Date HIW notified of changes	29.11.2025

Date Patient Information Leaflet reviewed	11/12/2024
Reviewed by	Emma Phillips – update Courtney Belton left 29.11.24, Ashanti Milner start Date 18.12.24. updated Mat leave for Elizabeth fear and Bernadette Katiff.
Date HIW notified of changes	11/12/2024

Date Patient Information Leaflet reviewed	15/04/2025
Reviewed by	Emma Phillips – update Bernadette left the business

	March 25. Chelsea Prosser appointed Lead nurse.
Date HIW notified of changes	15/04/2025

Date Patient Information Leaflet reviewed	07/07/2025
Reviewed by	Emma Phillips – update Laurence masters left 03.07.25, Maisie Edwards trainee nurse appointed 01.07.25. Mohit Mittal specialist orthodontist appointed 07.07.25
Date HIW notified of changes	

Date Patient Information Leaflet reviewed	18/09/2025
Reviewed by	Emma Phillips – update Mohit Mittal left 19.08.25, Chloe Thompson left 19.09.25 Appointed Alex Rengit and Minu Rengit specialist orthodontists 16.09.25
Date HIW notified of changes	18.09.25

Date Patient Information Leaflet reviewed	29/10/2025
Reviewed by	Emma Phillips – update Lucy Evans orthodontic Therapist left the business.
Date HIW notified of changes	29/10/2025

Date Patient Information Leaflet reviewed	29/11/2025
Reviewed by	Emma Phillips – update Ashanti Milner trainee nurse left the business.
Date HIW notified of changes	29/10/2025