



STATEMENT OF PURPOSE

Name of establishment or agency	The Bay Orthodontics
Address and postcode	3A Lansdowne road Colwyn Bay Conwy LL29 7AY
Telephone number	01492 535350
Email address	Emma.phillips@thebayorthodontics.co.uk
Fax number	N/A

Aims and objectives of the establishment or agency

The Registered Person at our practice is Emma Phillips Practice Manager.

Our practice has exceptionally high values regarding patient care and will continue to strive to achieve goals and provide patient satisfaction. Our practice aims to provide excellent oral health treatments in line with local and national guidelines to children and adults of all needs by offering outstanding NHS services across all the counties and communities they serve. We understand the importance of having an in depth understanding and knowledge of local patients' needs and the benefits their views can have on our services and regularly carry out patient satisfaction surveys and have implemented a 'suggestion box' to ensure we are responsive to our patient's needs.

Our practice staff consists of; General Dental Practitioners (GDP's) and Dental Care Professionals (DCP's), who form part of a very diverse work force, and we have a successful track record in recruiting and retaining both GDP's and DCP's. We often recruit DCP's from within the local area as they can bring us local knowledge and



where appropriate an understanding of the cultural and language needs of the patients. All team members are adequately trained, updated and appraised annually and keep an up-to-date record of their Continuing Professional Development (CPD) in line with the current General Dental Council (GDC) guidelines; newly recruited staff are given intense training in use of our systems and the importance of patient confidentiality.

All our employees have knowledge of national guidelines and can provide a service based on these, which include Standards for Better Health, Delivering Better Oral Health, Smoke Free and Smiling, to mention a few.

Practice Aims & Objectives

- To provide patient centred dental care of a consistent high quality, considering patients individual needs.
- To regularly review practice working methods and encourage suggestions for improving patient care.
- To keep up to date with current thinking on all aspects of general dentistry.
- To provide continuous improvement of our services through patient views and experiences.

REGISTERED MANAGER DETAILS

Name	Emma Phillips
Address and postcode	The Bay Orthodontics 3A Lansdowne Road Colwyn Bay Conwy LL29 7AY
Telephone number	01492 535350
Email address	Emma.phillips@thebayorthodontics.co.uk



Fax number

Relevant qualifications

Qualified Dental Nurse NEBDN
Bupa inhouse Practice managers academy 2019

Relevant experience

I qualified as a dental nurse in 2011.
I then progressed to the practice Coordinator/Treatment Coordinator in 2016 at Total Orthodontics Colwyn Bay. I assisted the dual site manager comply with HIW regulations, GDC standards and Policies to ensure the practice was run on a day-to-day basis. I worked closely with the private and NHS patients ensuring they have the best care provided.

I have now managed the Orthodontic practice since 2019 where we successfully passed our HIW inspection.

I have attended the Ashley Latter Practice managers leadership skill training April 23

Adult mental health first Aid trained May 21.

Up to date with CPD requirements to extend my knowledge and experience.



RESPONSIBLE INDIVIDUAL DETAILS
(please delete this section if not applicable)

Name	Dr Badri Thiruvenkatachari
Address and postcode	3A Lansdowne Road, Colwyn Bay Conwy LL29 7AY
Telephone number	01492 535350
Email address	badri.t@thebayorthodontics.co.uk
Fax number	N/A
<p>Relevant qualifications</p> <p>1996-2001 Bachelor of Dental Surgery (BDS), Annamalai University, India.</p> <p>2001-2004 Specialist Trainee in Orthodontics (MDS), Annamalai University, India</p> <p>2005-2009 PhD in Orthodontics, University of Manchester.</p> <p>2009 MOrth RCS Edinburgh.</p> <p>2010 MFDS RCS Edinburgh.</p> <p>2015 FDS (Orth) RCS London</p> <p>2015 Intercollegiate Speciality Fellowship Examination (ISFE)</p> <p>2017 FDS (Orth) RCPS Glasgow</p> <p>2018 Diplomate in the Indian Board of Orthodontics (DIBO)</p> <p>2018 Fellow of Higher Education Academy, UK (FHEA)</p>	
<p>Relevant experience</p> <p>01.01.2018-current: Hon. Senior Lecturer in Orthodontics, University of Manchester</p> <p>01.03.2016-current: Associate Specialist Orthodontist, BUPA, Colwyn Bay, North Wales, UK</p> <p>01.10.2015-03.06.2018 Consultant Orthodontist, Stepping Hill Hospital, UK</p> <p>01.01.2018-01.07.2018 Senior Lecturer in Orthodontics, University of Manchester</p> <p>01.10.2015-31.12.2017 Clinical Lecturer in Orthodontics, University of Manchester</p>	



01.10.2012-01.10.2015	NIHR Academic Clinical Lecturer/FTTA, University of Manchester
01.05.2009-30.09.2012	Clinical Lecturer in Orthodontics, University of Manchester
01.05.2009-30.09.2012	Assoc. Specialist Orthodontist, Hightown Orthodontics, Crewe
01.09.2005-30.04.2009	Clinical Teaching Fellow in Orthodontics, University of Manchester
01.09.2005-30.04.2009	Specialist Orthodontist, Chesterfield Royal Hospital NHS Trust
01.10.2004-30.08.2005	Associate specialist Orthodontist, ADC, India
01.06.2001-30.09.2004	Specialist Trainee in Orthodontics, Annamalai University, India
01.07.2001-01.07.2002	General Dental Practitioner, ADC, India
01.07.2000-31.06.2001	House officer (VT), Annamalai University, India

Roles and responsibilities within the organisation

1. **Clinical Leadership:** As a principal orthodontist, I provide clinical leadership and expertise in orthodontic treatment. This includes diagnosing orthodontic conditions, developing treatment plans, and monitoring the progress of patients.
2. **Patient Care:** I would be responsible for ensuring high-quality patient care by conducting orthodontic procedures, such as fitting braces, aligners, and other orthodontic appliances. I would also provide guidance and support to patients throughout their treatment journey.
3. **Team Management:** As a principal orthodontist, I am responsible for managing a team of orthodontic professionals, including orthodontic therapists, dental nurses, and administrative staff. This involves overseeing their work, providing guidance, and ensuring the smooth operation of the orthodontic practice.
4. **Treatment Planning:** I will be responsible for creating comprehensive treatment plans for patients based on their individual needs and desired outcomes. This includes considering factors such as the severity of malocclusions, patient's age, dental health, and aesthetic goals.
5. **Consultations and Patient Education:** I conduct consultations with patients to assess their orthodontic needs, discuss treatment options, and address any concerns or questions they may have. Patient education is a crucial aspect where I explain the treatment process, expected outcomes, and any potential risks or limitations.



6. Continuing Professional Development (CPD): Keeping up with the latest advancements and techniques in orthodontics is essential. I would engage in regular CPD activities to expand my knowledge, enhance my skills, and stay updated with the evolving field of orthodontics.
7. Regulatory Compliance: As a principal orthodontist, I would ensure that my practice complies with relevant dental regulations, guidelines, and ethical standards. This includes maintaining patient records, adhering to infection control protocols, and protecting patient confidentiality.
8. Collaboration and Referrals: I would collaborate with other dental professionals, such as general dentists or oral surgeons, for interdisciplinary treatments or referrals. Communication and coordination with colleagues are important to ensure comprehensive patient care.
9. Business Management: I will be responsible for the overall business management aspects, such as financial management, marketing, staff recruitment, and maintaining a safe and welcoming practice environment.

STAFF DETAILS

Please provide the following details for all staff providing services at your establishment or agency

Name	Position	Relevant qualifications / experience
Dr Badri Thiruvengkatachari	Specialist Orthodontist	GDC Registered
Dr Alex Rengit	Specialist Orthodontist	GDC Registered
Dr Minu Rengit	Specialist Orthodontist	GDC Registered



Elizabeth Fear	Orthodontic Therapist	GDC Registered
Robyn Griffiths	Orthodontic Therapist	GDC Registered
Caroline Ellis	Orthodontic Therapist	GDC Registered
Georgia Simpson	Qualified Nurse	GDC Registered
Maisie Edwards	Qualified Nurse	GDC Registered
Chelsea Prosser	Lead dental nurse	GDC registered
Gill Hall	Receptionist	N/A
Emma Birch	Receptionist	N/A
Emma Phillips	Practice manager	GDC registered HIW registered manager

SERVICES / TREATMENTS / FACILITIES

We ensure our service users can spend time discussing their needs with the appropriate member of the team and involve all patients and carers in all decisions regarding their treatment ensuring they can make an informed decision and give appropriate consent. By investing our time in patients and providing them with excellent facilities and care, we are proud to have maintained an established patient base.

- Orthodontic treatment NHS
- Orthodontic Private Treatment.
- Surgical procedures
- Tooth whitening



- Preventative advice and treatment
- Treatment of disease, disorder or injury

PATIENTS VIEWS

We undertake patient satisfaction surveys every three months that specifically ask patients whether they are confident they are treated as individuals, listened to and involved in decisions about their treatment. We also capture ad hoc patient comments that are discussed at practice meetings. We act on all feedback received and ensure that patients are aware of changes made as a result of their feedback.

ARRANGEMENTS FOR VISITING / OPENING HOURS

Monday – 8.00am – 19:00pm
Tuesday 8.00am – 19:00pm
Wednesday 8.30am – 17:30pm



Thursday 8:00am – 19:00pm

Friday 8:30am – 14:30pm

Occasional Saturdays 8.30am – 14.30pm

Out of hours – patients advised to call 111– this is on our answerphone service.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We have a published complaints policy that is regularly reviewed and updated. We view complaints as an opportunity to increase the influence our patients have on how we plan and deliver our services. Our Practice Complaints Policy is displayed, understood, and complied with by all team members. Our team understands the importance of listening to the nature of any complaint and reassuring the patient it has been understood and will be acted upon within the agreed timeframe.

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.

At The Bay Orthodontics our patients are truly at the heart of everything we do. We try to ensure that all patients are pleased with their experience of our service, and we take any concerns a patient may have very seriously.

- a. If you have a concern regarding any aspect of your care, please let the Practice Manager know. We'll do all that we can to resolve it to your satisfaction, both promptly and professionally. The Practice Manager is the person responsible for ensuring patient complaints are investigated and responded to. We accept complaints via letter, email or verbally.
- b.
 1. If your concern relates to clinical dental treatment the treating clinician will investigate and respond in line with their professional



and regulatory responsibilities. At The Bay Orthodontics our dentists are self-employed and as such bear all responsibility for the treatment they provide and any problems arising from that treatment. Dentists are legally required to deal with complications, complaints, failed treatment, and negligence. Please be further advised that this is their obligation just as it is with any dentist practicing in the United Kingdom

2. If your concern relates to any other aspect of your customer journey, the Practice Manager will investigate and respond to you directly.
 - c. If complaining on behalf of someone else, please note, we will require written consent in order to discuss their personal information.
 - d. We'll acknowledge your complaint in writing within two days and will also include a copy of this complaint procedure. We will investigate your concerns and aim to provide a full response within 30 working days. If, for any reason, we are unable to complete our investigations within 30 working days, we will notify you, giving reasons for the delay and the likely period within which the investigation will be completed.
 - e. If you're not satisfied with the outcome received, please let the Practice Manager know. In some circumstances, this may be escalated to our Patient Complaints Team to review and provide a final response.
 - f. If you remain unhappy once we have provided our final response you may be able to refer your complaint, free of charge, for an independent review. Please note that time limits may apply so you'll need to get in touch as soon as possible. The Bay Orthodontics will try to resolve any concerns or complaints; however, we understand that sometimes it is impossible to resolve matters, and this is then the only way to proceed.

If you're an NHS patient you can also contact the Public Services Ombudsman for Wales by phone 0300 790 0203, or by accessing the online complaint form <https://www.ombudsman.wales/> or by post 1 Ffordd yr Hen Gae, Pencoed, CF35 5LJ

You can inform your NHS Local Health Body further information can be found online

<http://www.wales.nhs.uk/ourservices/directory>

If you're a private patient, you can contact the Dental Complaints Service (DCS) by telephone 020 8253 0800, or visit their website - <https://dcs.gdc-uk.org/>



Both NHS and Private patients can contact the Healthcare Inspectorate Wales (HIW): <https://hiw.org.uk/>

If your complaint escalation is regarding a non-clinical issue, we would recommend seeking advice from your local Citizen's Advice:

<https://www.citizensadvice.org.uk/>

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

PRIVACY AND DIGNITY

We have policies for consent and confidentiality that are regularly discussed at practice meetings and updated when necessary and at least yearly. All team members understand the role they play in obtaining valid consent and confidentiality.

At this practice, we take equality, diversity, and human rights seriously in order to meet our obligations under the equality, anti-discrimination and human rights legislation. We also believe that we have a moral and ethical obligation to promote equality and eliminate discrimination and harassment and to uphold human rights principles.



We wish to create a workplace and service environment which is free from unfair or unlawful discrimination and harassment and where human rights principles are upheld. We will challenge inequality, discrimination and disadvantage and will work to achieve the highest standards of patient care and employment practices.

We wish to ensure that no one who already uses or seeks to use our services or who is a prospective or actual employee should receive less favourable treatment on the grounds of their gender, trans-gender status, partnership status, caring status, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation, responsibility for dependents, age, trade union or political affiliation or religion or belief

Date Statement of Purpose written	29/10/2025
Author	Emma Phillips

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	29/10/2025
Reviewed by	Emma Phillips Practice Manager
Date HIW notified of changes	29/10/2025

