



distinctivedentistry

personal dental care

Statement of Purpose

In accordance with the Requirements of
The Health and Social Care Act 2008
(Regulated Activities) Regulations 2014

For Registration with the Care Quality Commission as an
Organisation

Distinctive Dentistry Ltd

Full Name of Registered Provider:	Distinctive Dentistry Ltd
Full Address of Registered Provider:	25 Lower Gungate, Tamworth. B79 7AT
Telephone:	01827 62112
Email Address:	info@distinctivedentistry.co.uk
Care Quality Commission Provider ID:	1-153020714
Provider is:	An organisation

The Registered Manager at this location is:-

Name:	Peter Jukes
Telephone:	01827 62112
Email Address:	info@distinctivedentistry.co.uk

The Regulated Activity at the above locations is: Primary Dental Care (DEN)

Regulated Services Provided

The regulated activities provided comprise:

- Treatment of disease, disorder or injury
- Surgical procedures
- Diagnostic and screening procedures

Aims and Objectives

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed client expectations.

Our Aims

We aim to provide dental care and treatment of consistently good quality for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible.

In addition, we aim:

- To understand and exceed the expectations of our clients
- To both motivate and invest in our team and acknowledge their value
- To encourage all team members to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology and to innovate processes based on a measured business case

Our Objectives

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable cost.

The practice complies with the requirements of the Advertising Standards Authority and the guidance of the General Dental Council and ensures that any advertisements reflect the true nature of services offered.

Practice Location and Facilities

This practice offers dental services to the whole population which consist of:

- Preventive advice and treatment
- Routine and restorative dental care
- Root canal treatment
- Dental hygiene
- Surgical treatment
- Tooth whitening
- Crown and bridgework
- Restorative dentistry
- Invisalign orthodontic treatments

Staff within the Practice

Name	Job Title
Peter Jukes (GDC 76313)	Principal Dentist
Geoffrey Sterland (GDC 61463)	Associate Dentist
Hurjoht Singh Virdee (GDC 244461)	Associate Dentist
Tajinder Virdee (GDC 257882)	Associate Dentist
Lindsay Goodall (GDC 5374)	Hygienist
Sophie Sumner (GDC 118537)	Practice Manager
Aimee Ricardo (GDC 183993)	Dental Nurse, IPC Lead
Joanne Ward (GDC 181578)	Dental Nurse, RPS
Tracy Cracknell (GDC 181571)	Dental Nurse, Community, TCO Support
Ruth Williams (GDC 127022)	Dental Nurse, Treatment Coordinator
Joanne Redfern (GDC 119259)	Dental Nurse, Stock Control
Penny Goodman (GDC 195983)	Dental Nurse, OHE
Rebecca Barron (GDC 275279)	Dental Nurse, Implant Lead
Molly Regan (GDC 312702)	Dental Nurse
Leanne Jukes	Administrative Director
Debbie Lewis (GDC 117827)	Practice Manager Support
Michelle Fleming	Head Receptionist
Claire Stockley	Receptionist
Charlotte Roberts	Environmental Cleaner

Facilities within the Premises

- Distinctive Dentistry is well located on a main bus route with nearby parking and local amenities
- Our large patient lounges provide a comfortable waiting space
- We have a dedicated children's corner in each lounge where children can make themselves at home while they wait and play with a selection of books, toys and puzzles
- We have a purpose-built decontamination facility to assure Best Practice standards of infection control
- There is an access ramp available and a downstairs surgery to provide easy access for wheelchair users or people with prams or pushchairs
- We use a dedicated Orthopantomograph machine
- We employ digital imaging for instant radiography at the lowest and safest dosage: equipment is registered with the Health and Safety Executive

Making an Appointment

- All patients are seen on an appointment basis
- Opening Hours: Monday – Friday, 8.45 am – 5.30 pm
Saturday mornings are available by appointment

Cancellations Policy

At least 48 hours' notice is required of a cancellation otherwise a charge may be made (where permitted), which will be based on the circumstances of the patient and at the practice's discretion.

Smoking Policy

To provide a safe healthy and smoke-free environment for staff and patients, the establishment is a no smoking area.

Methods of Payment/Credit

All major credit/debit cards are accepted. Credit is available for larger courses of treatment, which is repaid in under 12 months. This service is provided by Tabeo.

Car Parking

There are parking facilities near the practice. Disabled persons parking bays are available at the front of the practice. The practice has numerous other public car parks within its vicinity.

Client Centred Care

We care about providing the right treatment for patients/clients, so treatments and procedures are only carried out after fully discussing the pros and cons with the patient.

Consultations

- Consultations are mainly carried out in person with patients/clients, by qualified personnel in the privacy of the consultation/treatment room. During the coronavirus pandemic we may conduct a telephone/remote consultation.
- Records of all consultation and treatments are kept in patients' notes
- At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure and all alternatives will be discussed, and consent obtained prior to commencement

Patient/Client Records

The details of patients/clients are taken at the initial consultation which also form part of the patient/client records.

Information provided to the Patients/Clients

This practice ensures that information provided to patients/clients and prospective patients and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a Patient Information Leaflet.

Treatment of Children

We do provide treatment for children. We will expect minors to be accompanied to the practice by their parents.

Consent

- The practice operates a consent policy which has been circulated to all members of the team. Staff are regularly trained in their responsibilities under their professional standards.
- Patients have the right to make their own decisions regarding medical treatment and care. Prior to the commencement of treatment, patients will be required to sign a form of consent
- Consent to treatment must always be given freely and voluntarily by a person capable of making decisions regarding the treatment. Those with a learning disability must be accompanied by a parent or guardian who will sign the consent form on their behalf

Patient Surveys

- It is the policy of this practice also to carry out regular random patient surveys to seek the views of our patients/clients as to the quality of the treatment and care provided by our personnel.
- This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These results will be available in the waiting room for patients and their families. These will also be issued to the Care Quality Commission as and when requested
- Patients' views will be collated into a report by Denplan, who support the practice by undertaking our patient satisfaction surveys. The results of the survey will also be made available to staff by way of discussion at regular staff meetings. Guidance as to where and how to access the report will be noted in the minutes of these staff meetings.

Privacy and Dignity of Patients

The privacy and dignity of patients are respected at all times. This practice has a policy of patient confidentiality and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

Checklist for Consultation

- We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure
- If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation

Complaints Procedure

- This practice operates a complaints procedure as part of its dealing with patients' complaints which complies with the Care Quality Commission requirements
- Patients are asked that in the event of any complaint, to speak directly or write to the Complaints Manager. Patients who require further advice regarding the complaints process should direct their enquiry to the Registered Manager who, when applicable, will recommend

the services of an independent advocate. A copy of the complaints process is held in the waiting room. It is also available on the website. Frequent reminders are around the practice, asking our patients to provide us with feedback on our services.

What we shall do

Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints made in writing within three working days and aim to have a full response, in writing, as soon as is practicable and ideally within 10 working days. We shall then be in a position to offer an explanation or a meeting as appropriate. If there are any delays in the process we will keep the complainant informed.

When we look into a complaint, we shall aim to:

- Find out what happened and what, if anything, went wrong
- Make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again
- At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing

Complaining on behalf of someone else

The rules of medical confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated.

If the complaint is not resolved to the patient's satisfaction, the patient will be advised to write (as appropriate) to:

- The Dental Complaints Service (for Private Care and Treatment)
Telephone: 0208 253 0800
Email: info@dentalcomplaints.org.uk
- Patients registered with Denplan can contact Denplan for advice:
Simplyhealth Professionals' Complaints Handling and Risk Management Department
Tel No. 0800 169 7220 | clinicalmediationservice@denplan.co.uk
- Care Quality Commission
Telephone: 03000 61 61 61
Email: info@cqc.org.uk

Help us to get it right

We constantly try to improve the service we offer, so we will encourage patients/clients to let us know when we have done something well or if there are any suggestions as to how we can do something better.

Signed:



Date: 08 September 2025

Nominated Individual/Registered Manager