



T: 01782 205003 | E: info@dianadental.co.uk | W: www.dianadental.co.uk  
14 Diana Road, Birches Head, Hanley ST1 6RS

Dr Zoe Wray BDS MFGDP (UK) PDip (Dental Implantology)  
Dr Kirsty Jane Gardam BDS (B'ham) 1992

## Diana Dental Aims and Objectives

### Team Charter

Share good and bad news

Support your team and practice

Be positive, professional, and punctual

Consider the bigger picture but don't forget the detail

Maintain first-rate communication; talk to each other regularly

Share problems; the business will

Maintain a united front; differences remain behind closed doors

Buy into decisions; doubt and debate end with agreement

Treat each other with respect

Remain positive and constructive, even in debate

Never act on assumption, check facts first

It's ok to make mistakes but don't make the same one twice

Numbers must have integrity, check and double check



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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.

### **Diana Dental Aims**

At Diana Dental we aim to provide high quality dentistry affordable dentistry using modern techniques, materials and innovations in research and development. We aim to provide the best preventative and cosmetic dentistry that modern dentistry has to offer.

We are committed to:

- Making our patients needs our top priority
- Respecting our patients and allowing them to make choices about their treatment
- Providing a relaxed friendly environment for both patients and staff
- Using the best quality materials and achieving the best clinical results
- Providing our staff with the technology and knowledge to work in the modern dental field, through continuing professional development, personal and team growth
- Delivering patient care with a five star service

### **Diana Dental Objectives:**

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.



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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 ensures that any advertisements reflect the true nature of services offered.

### **Services Provided**

The regulated activities provided include:

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

This practice offers dental services to all its patients which consist of:

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

**Making an appointment** – All patients are seen on an appointment basis.

**Cancellation Policy** – 24 hours notice is required. Diana Dental reserves the right to ask for a contribution to practice expenses if an appointment is cancelled at short notice.

**Smoking Policy** - In order to provide a safe 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.

**Car Parking** - There are parking facilities near the practice.

**Patient 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** - All consultations are carried out in person with patients by qualified personnel in the privacy of the dental surgery.



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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 are taken at the initial consultation which also form part of the patient records.

**Information Provided to the Patients** - Diana Dental ensures that information provided to patients 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 a parent or guardian.

**Consent** - The practice operates a consent policy. Signed, informant consent is obtained when a treatment plan has been agreed upon by the patient.

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** - The practice will obtain the views of its patients through patient questionnaires and feedback invited through Facebook and Google maps. This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These results will be available for patients on request. These will also be issued to the Care Quality Commission as and when requested.

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.



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**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 Dr Zoe Wray. A copy of the complaints process is held in the waiting room.

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 within 2 working days and aim to have written in response to the complaint within 10 working days of the date when it was raised. 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.