



JEREMY ISAAC  
LIVE LIFE SMILING

### STATEMENT OF PURPOSE

Name of establishment or agency	Live Life Smiling
Address and postcode	68 Commercial Road Taibach Port Talbot SA13 1LR
Telephone number	01639 895566
Email address	<a href="mailto:hello@livelifesmiling.com">hello@livelifesmiling.com</a>

### Aims and objectives of the establishment or agency

1. Promote good oral health to all patients attending our practice for care and advice
2. Provide high quality dental care, including periodic examinations and treatment, where required
3. Understand and meet the needs of our patients, involve them in decisions about their care and encourage them to participate fully
4. Involve other professionals in the care of our patients, where this is in the patient's interests for example, referral for specialist care and advice
5. Ensure that all members of our team have the right skills and training to carry out their duties competently and with confidence
6. Ensure an awareness of current national guidelines affecting the way we care for our patients

The surgery undertakes general dental services which includes:

- the diagnosis and treatment of dental disease including caries and periodontal disease
- orthodontic assessment and treatment
- treatment of oral trauma



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- providing dental restorations
- dental extractions
- radiographs (taking and diagnosing)
- soft tissue screening
- emergency/on-call visits
- Placement and restoration of Dental implants
- Surgical procedures

#### REGISTERED MANAGER DETAILS

Name	Laura Morris
Address and postcode	26 Connaught Street Taibach Port Talbot SA13 1ET
Telephone number	07340 629532
Email address	<a href="mailto:lauramorrispa@gmail.com">lauramorrispa@gmail.com</a>
Relevant qualifications	NVQ L3 Oral Health Care: Dental Nursing & Independent Assessment NEBDN (2003) ILM Level 5 Dental Practice Management (2019)
Relevant experience	<ul style="list-style-type: none"><li>• 23 years employment with Jeremy Isaac &amp; Associates comprising of two dental practices, a laser and aesthetics clinic and a training academy.</li><li>• GDC registered Dental Care Professional (137072) since 2008.</li><li>• Practice Manager at Live Life Smiling Dental Practice since 2010.</li><li>• Clinic Manager at Wish Skin Clinic since 2021.</li><li>• Training Co-ordinator at Wish Training Academy since 2021</li><li>• Established practice systems to improve working practices and to ensure that we are working within current guidelines and kept up to date with legislation changes</li><li>• I have the support of a HR Consultant company whom we have an ongoing contract with.</li><li>• We have undertaken a number of Quality Assurance courses which have included 1000 Lives IQT Bronze Level, Maturity Matrix Dentistry, SOSET and our practice is working towards BDA Good Practice Scheme membership.</li><li>• We are members of icomply and are using their Management Modules to ensure we have systems in</li></ul>



place that are robust and up to date.

### RESPONSIBLE INDIVIDUAL DETAILS

Name	Laura Morris
Address and postcode	68 Commercial Road Taibach Port Talbot SA13 1LR
Telephone number	01639 895566
Email address	<a href="mailto:lauramorrispa@gmail.com">lauramorrispa@gmail.com</a>

#### Relevant qualifications

NVQ L3 Oral Health Care: Dental Nursing & Independent Assessment NEBDN (2003)  
ILM Level 5 Dental Practice Management (2019)

#### Relevant experience

- 23 years employment with Jeremy Isaac & Associates comprising of two dental practices, a laser and aesthetics clinic and a training academy.
- GDC registered Dental Care Professional (137072) since 2008.
- Practice Manager at Live Life Smiling Dental Practice since 2010.
- Clinic Manager at Wish Skin Clinic since 2021.
- Training Co-ordinator at Wish Training Academy since 2021
- Established practice systems to improve working practices and to ensure that we are working within current guidelines and kept up to date with legislation changes
- I have the support of a HR Consultant company whom we have an ongoing contract with.
- We have undertaken a number of Quality Assurance courses which have included 1000 Lives IQT Bronze Level, Maturity Matrix Dentistry, SOSET and our practice is working towards BDA Good Practice Scheme membership.
- We are members of icomply and are using their Management Modules to ensure we have systems in place that are robust and up to date.

#### Roles and responsibilities within the organisation

- To support the recruitment and retention of skilled individuals in the workforce
- To support the development of the team and identify skills for key roles



- To guide the Practice Manager on the future plans and development of the business
- To implement policies and governance systems to ensure safe and effective treatment outcomes
- To continuously act on patient feedback and the outcomes of quality assurance activities and audit to improve the delivery of service and quality of care

### STAFF DETAILS

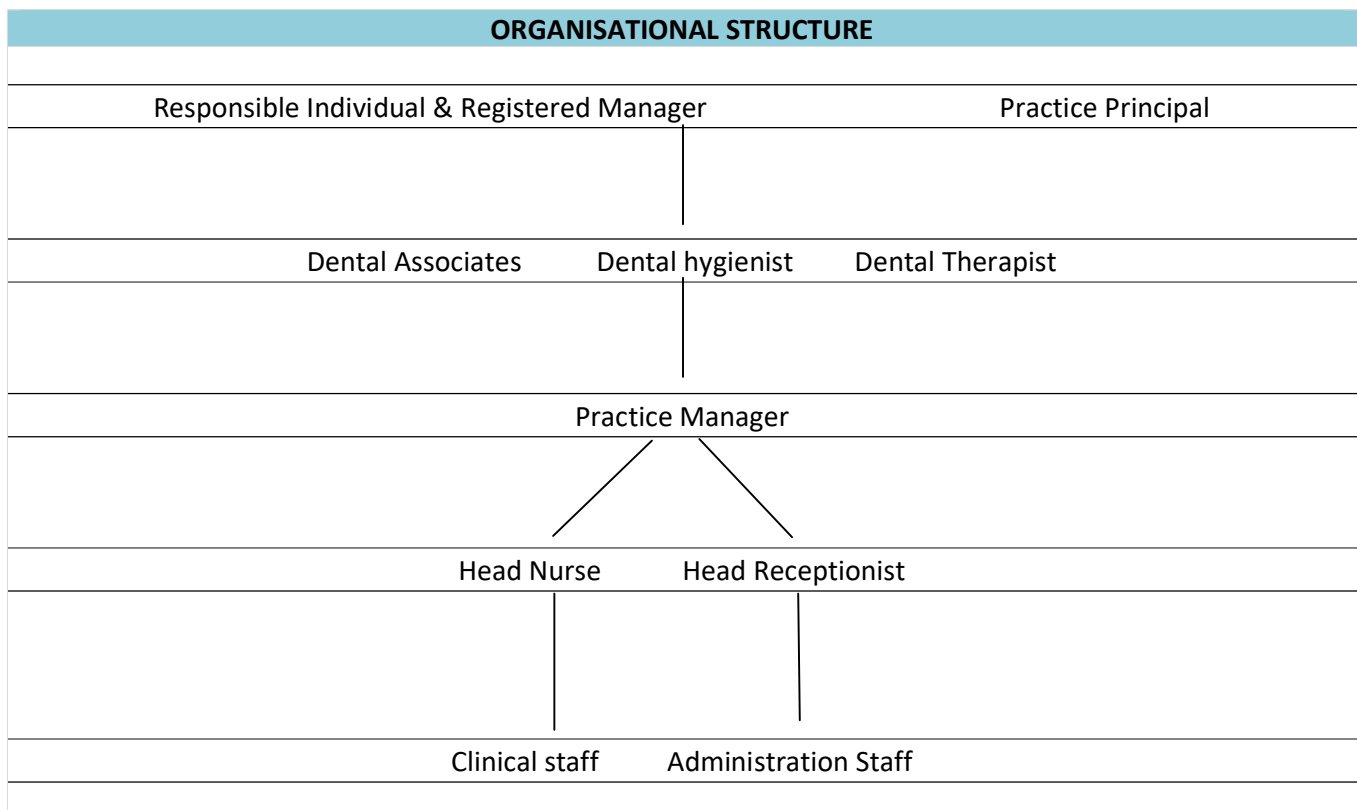
Name	Role	Registration	Experience
<b>Jeremy Isaac</b>	Principal dentist	57508	BDS (1982) LDS RCS FCOI – Practice principal and dentist for 36 years
<b>Rhodri Hughes</b>	Associate	67332	BDS (1991) BSc (1987) Associate with this practice for over 30 years
<b>Robert Howell</b>	Associate	66171	BDS (1990)
<b>Samantha Edwards</b>	Associate	75865	BDS (1999) BSc (1996) Associate with this practice for over 20 years Currently -MClinDent Fixed and Removable Prosthodontics – Kings College
<b>Claire Colquitt</b>	Associate	210751	BDS (2011) PG Certificate in Operative Dentistry
<b>Ravinder Jhutie</b>	Associate	271379	BDS University of Birmingham (2017)
<b>Lauren Thomas</b>	Dental Hygienist	273444	BSc (hons) in Dental hygiene (2022) Diploma in Dental Nursing (2017)
<b>Laura Morris</b>	Responsible Individual & Registered Manager	137072	NVQ Oral healthcare Level 3 (2003) 22 years' experience in administration, 14 years' experience of practice managing ILM Level 5 Leadership and Management (2019)
<b>Sarah Phillips</b>	Practice Manager	154218	ILM – Level 3 Leadership and Management (2013) NVQ L2 & 3 Customer Service (1997) NEBDN National Diploma Dental nursing (1997) L3 Certificate in Assessing (2005) L4 Conducting Internal Quality Assurance (2013) 10 years' experience as Trainer/Assessor for



			Dental Nurses 8 years' experience of practice managing
<b>Lisa Jones</b>	Dental Nurse	127753	NEBDN National Diploma Dental Nursing 36 years' experience in dental nurse role
<b>Samantha Coombs</b>	Dental Nurse	127756	NVQ Oral healthcare level 3 (2007) 22 years' experience in dental nurse role
<b>Jenna Jenkins</b>	Dental Nurse	281345	NVQ Oral healthcare level 3 (2019) 11 years' experience in dental nurse role
<b>Nia Evans</b>	Head Dental Nurse	280679	Level 3 Diploma in Dental Nursing (2018) Level 2 Certificate Infection Prevention Control Lead (2020) Certificate in providing preventative advice and applying fluoride varnish (2021) Currently working towards the BDA Dental Radiography certificate 8 years' experience in dental nurse role
<b>Samantha Jones</b>	Dental Nurse	287390	Level 3 Diploma in Dental Nursing (2020) 6 years' experience in dental nurse role Certificate in providing preventative advice and applying fluoride varnish (2022) Certificate in impression taking (2022) Currently working towards the BDA Dental Radiography certificate First Aid at Work (2019)
<b>Lucy Porter</b>	Dental Nurse		Learn-kit Ltd training working towards Level 3 Diploma in Dental nursing 3 years experience in dental nurse role First Aid at Work (2024)
<b>Isabella Crofts</b>	Dental Nurse		Learn-kit Ltd training working towards level 3 diploma in Dental nursing. 4 years experience in dental nurse role First Aid at Work (2025)
<b>Abigail Williams</b>	Dental Nurse	246464	Diploma of Higher Education in Dental nursing (2012) 17 years' experience in dental nurse role Currently working towards the Certificate in providing preventative advice and applying fluoride varnish Currently working towards the BDA Dental



			Radiography certificate
<b>Lauren Stanford</b>	Dental Nurse	323678	Level 3 Diploma in Dental nursing (2025) 3 years experience in dental nurse role Currently working towards the Certificate in providing preventative advice and applying fluoride varnish
<b>Katie Jones</b>	Dental Nurse		working towards Level 3 Diploma in Dental nursing
<b>Maisey Griffiths</b>	Dental Nurse		working towards Level 3 Diploma in Dental nursing
<b>Olivia Davies</b>	Dental Nurse		working towards Level 3 Diploma in Dental nursing
<b>Michele Teague</b>	Administrator		31 years' experience as dental receptionist First Aid at Work (2022)
<b>Aimee McManus</b>	Administrator		NVQ Level 3 Dental Nursing (2011)





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## SERVICES / TREATMENTS / FACILITIES

We provide general dental services to the whole population.

This includes the diagnosis and treatment of dental disease including caries and periodontal disease.

We also take radiographs as an aid to diagnosing the patient's oral condition and undertake dental extractions where necessary.

We are available to treat oral trauma and can follow it up by providing dental restorations.

We operate our own Out of Hours rota to assist our practice members who are experiencing problems

In relation to the area of wider health, we also undertake soft tissue screening for the early detections of oral cancers.

## PATIENTS VIEWS

Patient feedback surveys are sent following treatment, we also email our patients a link to complete online surveys and / or review our practice.

A comments box is also present in the waiting area with patient questionnaires available to complete or plain postcards depending on the preference of the patient.

This information is collated and discussed at our monthly practice meetings to enable us to continue to improve the services we offer.

We find out what patients:

- like about the practice
- what they feel could be improved and
- what it is really like to receive dental care at the practice

It helps us to understand better what our patients expect from us and can generate ideas on how services can be redesigned to meet patients' needs more closely; for example, are patients interested in treatments we do not currently provide or could we improve access to services

Our questionnaires are designed to be as short and as simple as possible and we avoid jargon.

Sometimes, we use tick boxes, which makes it easier for patients to respond and simplifies our analysis system.



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After these consultations, we let the patients know what we have found out and what we intend to do as a result.

We put this feedback - and our associated actions – on our social media

We feel that this demonstrates our commitment to keeping them informed and involved in the practice.

### ARRANGEMENTS FOR VISITING / OPENING HOURS

The business hours of the practice are as follows:

Monday – Wednesday	8.30am – 5.30pm
Thursday	8.30am – 5.00pm
Friday	8.30am – 4.30pm

The practice answer phone details out of hours arrangements for patients who are registered with our practice and patients who are not registered with our practice.

For non registered patients we have the details for access by dialling '111'.

For our own patients we ask that they leave a message with their details and a short description of their problem so that a dentist can call them back to arrange a suitable appointment out of hours if needed.

Wheelchair access can be arranged with our team where needed. Please inform our team that you require assistance. Please be aware that our WC Facilities are not wheelchair accessible

### ARRANGEMENTS FOR DEALING WITH COMPLAINTS

- Written complaints procedures in place and displayed.
- Complaints manager named, advice on timescales and investigations.
- Decisions on complaint are confirmed in writing as soon as possible following investigation.
- Full and accurate records kept of any complaints received and stored confidentially.
- Details of HIW are also included in correspondence.

#### Patient Complaints Procedure

It is our aim to always have satisfied patients, to meet your expectations of care and service and to resolve any complaints as efficiently, effectively and politely as possible. We take complaints very seriously, we investigate them in a full and fair way and take great care to protect your confidentiality. We learn from complaints to improve our care and service. We will never discriminate against patients who have made a



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complaint.

If you are not entirely satisfied with any aspect of our care or service please let us know as soon as possible to allow us to address your concerns promptly.

If you do not feel you can raise a complaint directly with us, you can address your complaint directly to your Healthcare Inspectorate Wales on 0300 062 8163.

Sarah Phillips is the Complaints Manager and will be your personal contact to assist you with any complaints. If your verbal complaint is not resolved to your satisfaction within 24 hours or if you complain in writing, the Complaints Manager will acknowledge it in writing within 2 working days and will aim to provide a full response in writing within 30 working days.

If the Complaints Manager is unavailable, we will take brief details about the complaint and will arrange for a meeting when the person is next available. We will keep comprehensive and confidential records of your complaint, which will be stored securely and only be accessible only by those who need to know about your complaint.

If the complaint investigation takes longer than anticipated the Complaints Manager will keep you informed of the reason for the delay, the progress of the investigation and the proposed date it will be completed.

When the investigation has been completed, you will be informed of its outcome in writing and invited to a meeting to discuss the results and any practical solutions that we can offer to you. These solutions could include replacing treatment, refunding fees paid, referring you for specialist treatments or other solutions that meet your needs and resolve the complaint.

We regularly analyse patient complaints to learn from them and to improve our services. That's why we always welcome your feedback, comments, suggestions and complaints. If you are dissatisfied with our response to a complaint you can take it further, please see the contacts below.

### **Contacts**

You can also contact [Healthcare Inspectorate Wales \(HIW\)](#) who is the independent inspectorate and regulator of all healthcare in Wales by calling 0300 062 8163. The role of its investigation team is to undertake focused reviews of healthcare organisations or services in response to concerns arising from a particular incident or incidents.

## **PRIVACY AND DIGNITY**

We operate a welcoming workplace culture where everyone is treated with respect and dignity.

We have in place policies concerning equality, working conditions, dignity and work and welfare



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arrangements.

We operate a fair recruitment process and work closely with an employment law and HR consultant.

All employees are encouraged to develop and progress their skills and knowledge through personal development plans and appraisals to review and monitor.

We hold monthly practice meetings where we aim to encourage and develop the team and to communicate the vision of the business, progress and any changes to practices or policies.

Our practice is committed to providing services to all patients and, within the constraints of the building, we have considered the physical access by ensuring we have a ramp from the path to the front door to allow easy access into the practice, ensured that the ground floor waiting room has an uncluttered open passage to the surgery providing easy access for those with walking difficulties or in wheelchairs etc

The practice continues to seek to promote the principles of equality and diversity in all of its dealings with employees, job applicants, patients, suppliers, contractors and visitors. All employees and those who act on the practice's behalf are required to adhere to this policy when undertaking their duties or when representing the practice in any other guise.

Information for patients available at the practice is printed in English and, to date, this has met the needs of our patients. We monitor closely the patient profile of the practice and will produce information in different languages, if required.

The practice is equipped with a comprehensive range of illustrated patient information and life-sized and large scale models to help describe various treatment options

We avoid the use of dental jargon and keep explanations clear and simple. We assess the level of detail that each patient needs to help them make informed decisions about their care.

Where there are language difficulties, we encourage patients to be accompanied by a friend or relative who can interpret our explanations and the patients' questions

Where a patient has learning difficulties, we encourage them to be accompanied by a spouse or carer who is experienced in communicating and reassuring with them and can help us to make sure that the patient understands what is happening

Each member of our team follows the standards of the General Dental Council in their professional registrations as dentists and dental care professionals, as a condition of their registration and ongoing employment. All team members also undergo post graduate update training which includes patient rights and our responsibilities.

The practice has an effective complaints procedure in place, a grievance policy and seeks patient feedback to ensure that anyone who is in contact with our practice is treated in the correct manner.



<b>Author</b>	Jeremy Isaac
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### STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	22/09/2022
Reviewed by	Laura Morris
Date HIW notified of changes	29/09/2022

Date Statement of Purpose reviewed	07/11/2022
Reviewed by	Laura Morris
Date HIW notified of changes	07/11/2022

Date Statement of Purpose reviewed	25/09/2023
Reviewed by	Laura Morris
Date HIW notified of changes	25/09/2023

Date Statement of Purpose reviewed	26/02/2024
Reviewed by	Laura Morris
Date HIW notified of changes	26/02/2024

Date Statement of Purpose reviewed	16/01/2025
Reviewed by	Laura Morris
Date HIW notified of changes	16/01/2025

Date Statement of Purpose reviewed	15/05/2025
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Reviewed by	Laura Morris
Date HIW notified of changes	15/05/2025