



STATEMENT OF PURPOSE

Name of establishment or agency	TOOTHOPIA
Address and postcode	59 REGENT STREET WREXHAM LL11 1PF
Telephone number	01978 263869/ 07821 492323
Email address	my_toothopia@icloud.com
Fax number	

Aims and objectives of the establishment or agency



This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our patients and regulators as a practice that delivers an excellent and personal service to our patients. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed patient expectations.

Our Aims

We aim to provide dental care and treatment of consistently good quality for the whole population 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 patients
- To both motivate and invest in our practice and staff and acknowledge their value
- To encourage all staff to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology

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 staff 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 staff and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through continuous investment and personal development
- To treat patients with honesty and integrity, in complete confidence and with the utmost discretion, in comfortable surroundings at a reasonable cost
- To provide a highly personal service whereby patients can contact us and expect to be seen in an emergency on the same day
- To educate our patients about good oral health and to create a positive attitude towards good oral health which will then develop through generations
- To measure our success via regular peer review sessions with dentists from other practices, Denplan in house training, audits and practice meetings
- To seek the opinions of patients via regular questionnaires and to act on and respond positively to their comments and feedback



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 the services that we offer.

REGISTERED MANAGER DETAILS

Name	MR MIROSLAV YAKIMOV
Address and postcode	59 REGENT STREET, WREXHAM LL11 1PF
Telephone number	01978 263869/ 07821 492323
Email address	my_toothopia@icloud.com
Fax number	

Relevant qualifications

DOCTOR OF DENTAL MEDICINE

Relevant experience:

Mr. Yakimov is the principal dentist with over 15 years of experience in NHS and Private dentistry, working with long serving staff members who have delegated specific responsibilities. He has an assistant Practice Manager/Administration assistant who is responsible for researching and



updating policies, liaising with staff and supporting him etc. He also has regular contact and support from Denplan Practice Management consultants and attends Denplan courses. This ensures that the whole practice can run as a team and staff members are encouraged to contribute to the safe and open management that exists within the practice alongside the external support of Denplan.

Mr. Yakimov's knowledge and experience as a clinician and clinical team lead ensure that he operates the practice on a day to day basis safely. He is aware of his legal obligations to comply with practice objectives, current legislation and professional standards. He is assisted in this by an assistant administrator.

Mr. Yakimov's experience covers many areas of clinical team leadership and practice management. In his role of 15 plus years, he has been involved in many developments in dentistry management and has experience in:

- the day to day running of the practice and maintaining good customer relations with patients and dentists.
- keeping all practice documentation up to date including policies, insurances, procedures and handbooks.
- ensuring that the practice meets essential standards of quality and safety outcomes by involving patients and ensuring feedback through, for example, suggestion boxes and practice satisfaction surveys as well as complaints and significant event reporting.
- dealing with patient queries and ensuring that patient information leaflets and other patient communications are up to date.
- promoting matters relating to equality, diversity and human rights by providing, for example, disability access and ramps, ground floor surgery, Welsh speaking staff member. Staff are fully instructed in these guidelines via the practice policy, in house meetings and external courses.
- regulating and evaluating matters through policies and procedures e.g. treatment policies, infection control and medicines management etc. Policies are reviewed and updated on a regular basis and discussed in regular staff meetings.
- staffing matters – maintaining knowledge of current employment legislation and putting this in practice. He has experience in ensuring that suitable staff are recruited by interviewing, checking references, experience and qualifications as well as DBS checks. He has regular staff appraisals and makes sure that staff maintain their CPD records and are involved in continuing professional development courses to ensure an excellent and personal service for patients.



- supervising the financial records and operations of the practice, delegating where appropriate and organizing
- staff salary scales and wages as well as producing financial and business plans for the practice.
- Providing clinical leadership for the range of primary dental services offered by the practice. Leading the implementation of organizational clinical governance requirements at practice level. Leading the implementation of clinical guidance at practice level. Ensuring that all clinicians involved in local service provision are aware of their roles. Providing professional leadership for our dentists at practice level, including peer support, challenge and clinical supervision. Contributing to the process of recruitment of competent clinical staff and implementing the systems in place for their professional development. Monitoring the quality of clinical care. Providing Clinical Mentorship for newly qualified dentists or dentists/dentist with qualification gained in EEA, who start working at the practice.

As the registered manager, Mr. Yakimov takes overall responsibility but is supported by his assistant. He also ensures that staff have specific roles within the practice. He nurtures an open and honest culture within the practice and with the staff and encourages issues or concerns to be raised with senior staff.

RESPONSIBLE INDIVIDUAL DETAILS	
Name	MR MIROSLAV YAKIMOV
Address and postcode	59 REGENT STREET WREXHAM LL11 1PF



Telephone number	01978 263869/ 07821 492323
Email address	my_toothopia@icloud.com
Fax number	

Relevant qualifications DOCTOR OF DENTAL MEDICINE

Relevant experience

Please see Registered Manager section for experience

STAFF DETAILS

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

Name	Position	Relevant qualifications / experience
VARENYA MEHTA	DENTIST	BDS UNIV. DUNDEE GDC No. 277928 WTE 0.4
MIROSLAV YAKIMOV	DENTIST /REGISTERED MANAGER	D.D.M UNIV. SOFIA(BULGARIA) GDC No.212540 15 YEARS DENTIST & 7 YEARS CLINICAL TEAM LEAD AND MENTOR/ EDUCATIONAL SUPERVISOR WTE 1.0



TOOTHOPIA
Transformative experiences

SALLY HUGHES	DENTAL NURSE AND RECEPTIONIST	RDN GDC No. 125190 10 PLUS YEARS OF EXPERIENCE WTE 0.5
HELEN JONES	DENTAL NURSE AND RECEPTIONIST	RDN GDC No. 126580 10 PLUS YEARS OF EXPERIENCE WTE 0.5
SIOBHON BUTLER	DENTAL NURSE	NEBDN GDC No. 316098 2 YEARS OF EXPERIENCE WTE 0.8
SHARON RANGLES	DENTAL NURSE	RDN GDC No. 124901 10 PLUS YEARS OF EXPERIENCE WTE 0.1
ELLA HARDY	DENTAL NURSE	Level 3 DIPLOMA IN DENTAL NURSING 2025 GDC No. 330373 WTE 0.8
JODY MYATT	DENTAL NURSE/ASSISTANT TO THE PRACTICE MANAGER	NEBDN GDC No. 285471 EXPERIENCE: 5 PLUS YEARS WTE 0.6
ALICE JENNER	DENTAL THERAPIST	DIPLOMA IN DENTAL HYGIENE AND THERAPY UNIVERSITY OF BRISTOL 2024 GDC No. 285206 WTE 0.8
TAPIWA MUZA	DENTAL NURSE	Level 3 DIPLOMA IN DENTAL NURSING 2021 GDC No. 325607 WTE 1.0



ORGANISATIONAL STRUCTURE

*Please insert a diagram or description of your organisational structure
(please delete this section if not applicable)*

PRINCIPAL DENTIST

MIROSLAV YAKIMOV/ UNIV. SOFIA(BULGARIA)/ GDC:212540

Mr Yakimov has worked as a full-time dentist for 15 years. He treats patients as a registered dentist and oversees the clinical work of all staff members.

PRACTICE MANAGER

Mr MIROSLAV YAKIMOV/ UNIV. SOFIA(BULGARIA)/ GDC:212540

Mr Yakimov is responsible for overseeing all clinical and non-clinical staff to ensure the smooth running of the practice. His key responsibilities involve team management, customer service, managerial and financial and staff personal development. He is assisted in these duties by the administration assistant.

ASSISTANT TO THE PRACTICE MANAGER



JODY MYATT NEBDN GDC No.285471

Jody is assisting with the responsibilities for ensuring that all non-clinical aspects of the practice are managed in accordance with established procedures and protocols and that they run smoothly. She assists with managing our compliance with necessary regulations and laws and ensures that our patients' experiences are excellent. She also ensures that staff are given practical support and care. Jody also liaises with the practice manager on all matters concerning administration, staff and service conditions, clinical governance and health and safety procedures as well as policies.

ASSOCIATE DENTIST

DR. SWATH CHINTALA GDC No. 274342

Swathi qualified as a dentist in 2013. She treats patients as a registered dentist providing all aspects of general dentistry.

DENTAL THERAPIST

Miss Alice Jenner recently gained her diploma in Dental Therapy and Hygiene GDC No. 285206

This qualification allows her to perform many dental procedures as prescribed by your dentist like: fillings, apply local anaesthetic, take impressions etc. Alice works closely with your dentist according to your individual treatment needs. Alice promotes oral health and provides treatment of periodontal conditions by scaling and root planing. She has an important role in the practice, educating patients in dental health care and is concerned with preventative dental health and treating gum disease.

DENTAL RECEPTIONISTS AND NURSES

HELEN JONES RDN GDC No. 126580
SALLY HUGHES RDN GDC No. 125190

Helen and Sally are responsible for welcoming and assisting patients at reception, making appointments for patients and maintaining their accounts and records. They coordinate the dentist's appointment times and undertake other non-clinical tasks of an administrative nature. They also provide assistance to the dentist in the surgery. They prepare the materials required and ensure that the correct instruments and equipment



are available. Their duties also include cleaning and sterilising used equipment.

DENTAL NURSES

SHARON RANGLES RDN GDC No. 124901

SIOBHON BUTLER NEBDN GDC No.

JODY MYATT NEBDN GDC No.285471

ELLA HARDY- LEVEL 3 DIPLOMA IN DENTAL NURSING 2025

TAPIWA MUZA- LEVEL 3 DIPLOMA IN DENTAL NURSING 2021

Sharon, Jody, Ella and Siobhon provide assistance to the dentist in the surgery. They prepare the materials required and ensure that the correct instruments and equipment are available. Their duties also include cleaning and sterilising used equipment. Jody has completed Basic Dental Nurse Implant Training which enables her to assist a dentist throughout any straightforward implant procedure and provide appropriate patient management and care. Siobhon recently completed her training as a dental nurse. She has 2 years of experience. Tapiwa is the newest addition to our team. She qualified as a dental nurse in 2021. After joining the practice as an apprentice dental nurse, Ella successfully completed her Level 3 Dental nursing diploma training this year.



SERVICES / TREATMENTS / FACILITIES

Please detail each treatment you intend providing with the age range and any specialist equipment used

Services/Treatments

- . General dental services available to the whole population
- . NHS and Private Dentistry
- . Treatments of dental disease e.g. periodontal conditions, caries and jaw/TMJ joint problems, general oral conditions e.g. ulceration and mouth infections.
- . Restorative treatment including white fillings, crowns, bridges and dentures etc.
- . The practice has a dedicated team to promote good oral health through instruction and education via a Dental Hygienist.
- .Invisalign Treatment



.Treatment with Dental Implants

Facilities

Treatment is carried out in fully equipped dental surgeries each with intra-oral x-ray machines, digital x-rays, a rotary endodontic system and intra-oral camera.

Charges

NHS

1. NHS Band 1 £20.00
2. NHS Band 2 £60.00
3. NHS Band 3 £260.00

The NHS charges are displayed in reception and in **all** waiting rooms.

Private Fees

These are displayed fully in reception and **all** waiting rooms for patients to view. The dentist will discuss private fees with each individual patient before treatment commences and will give a written plan outlining the costs.

Denplan Fees

This is a private capitation scheme with fees available for patients to see at reception. Patients who choose to go on this scheme are assessed at their initial appointment and are given a written assessment sheet to keep which will include their banding charges.



PATIENTS VIEWS

How do you seek patients' views on the services / treatments you provide?

We always encourage feedback on our services and treatments via patient questionnaires which can be placed in our comments box at reception. This can be done anonymously to ensure that we are given unbiased feedback from patients. Patients also provide feedback to Denplan via text, email or they can scan the QR code on display in the practice and submit an online questionnaire.

The staff are actively encouraged to seek the opinion of patients. These are examined and discussed regularly by the staff via practice meetings and are logged in a file at reception alongside a record of outcomes. Comments are always analysed and acted upon e.g. we had a request for a hand rail at the front of the building to assist infirm patients which is now in place.

Patients are updated about comments and suggestions on notice boards in the building and we are also always available to discuss these with them.

If patients wish to discuss anything about the practice, they can ask at reception for advice. If they have any concerns, they are encouraged to let us know what their concerns are so that we can rectify the cause for dissatisfaction and improve our service.



ARRANGEMENTS FOR VISITING / OPENING HOURS

What are the opening hours of the establishment?

What are the arrangements for patients who require urgent care or treatment out of hours?

***If you provide in patient care** what are the arrangements for contact between patients and their relatives i.e. visiting times*

Opening Hours - Weekdays
17:00

09:00 – 13.00 14.00 –

Out of Hours cover for Private/Denplan patients

This is provided via an on-call emergency line. There is an established rota of 30+ dentists covering 18:00 until 20:00 weekdays and 9:00 until 13:00 weekends and bank holidays.

Out of hours cover for NHS patients

There is a Sunday emergency clinic at Wrexham Dental Centre, Grove Road, Wrexham as well as NHS WALES DIRECT- emergency help line for advice.

Information regarding our opening hours and out of hours emergency care with **all** contact details is available to **all** patients by:

1. Telephoning the surgery and the answer machine will advise via recorded message.
2. Information on the practice leaflet
3. Information at the front door of the surgery building.



A large, empty rectangular box with a thin black border, intended for providing details about the arrangements for dealing with complaints.

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

Please provide details about

- *how to complain*
- *who to complain to*
- *how you will deal with a complaint*



- *other sources of help if patient not happy with how you have dealt with the complaint (include contact details for HIW)*

Our Complaints Procedure – How to complain / Who to complain to

- Our practice operates a complaints procedure as part of its dealing with patients' complaints which complies with the HIW requirements.
- Patients are asked that in the event of any complaint, to speak directly or write to Miroslav Yakimov, the Registered 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 rooms.
- We provide a private room to discuss any concerns or complaints in order to respect a patient's privacy and ascertainable wishes and feelings.
- A written copy of the Complaints' Procedure is available upon request to the patient or their representative.

How we look into a Complaint and Timescale

Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible.

For complaints regarding private treatment:

We shall acknowledge complaints within two working days and aim to have looked into 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.

For complaints regarding NHS treatment:

We aim to patients within 30 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.

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

For Private Care and Treatment

The Dental Complaints Service

37, Wimpole Street
London
W1G 8DQ
Telephone: 0208 253 0800
Email: info@dentalcomplaints.org.uk

Healthcare Inspectorate Wales

Welsh Government
Rhydycar Business Park
Merthyr Tydfil CF48 1UZ
Telephone: 0300 062 8163
Email: hiw@gov.wales

The General Dental Council

37 Wimpole Street
London W1G 8DQ
Tel: 0207 167 6000
www.gdc-uk.org

For NHS Care and Treatment

The Concerns Team

The Local Health Board

Betsi Cadwaladr University Health Board
Ysbyty Gwynedd
Penrhos Garnedd
Bangor
Gwynedd LL57 2PW
Telephone: 01248 384194
Email: ConcernsTeam.bcu@wales.nhs.uk

Local Community Health Council – Wrexham

Find your local community health council by contacting:

The Board of Community Health Councils in Wales
Public Services Ombudsman Wales
Tel: 02920 235558



TOOTHOPIA
Transformative experiences

Email: enquiries@waleschc.org.uk

Website: www.communityhealthcouncils.org.uk

Public Services Ombudsman Wales

1 Ffordd Yr Hen Gae

Pencoed CF35 5LJ

Tel: 03007900203

www.ombudsman-wales.org.uk

The General Dental Council

37 Wimpole Street

London W1G 8DQ

Tel: 0207 167 6000

www.gdc-uk.org



TOOTHOPIA
Transformative experiences

PRIVACY AND DIGNITY

How will patients' privacy and dignity be respected in line with the Equality Act 2010 and the protected characteristics of

- *age*
- *disability*
- *gender re-assignment*
- *marriage and civil partnerships*
- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

The practice aims to be a supportive, caring and inclusive environment for patients to receive treatment. We are committed to working towards equality and to creating a culture where the diversity and dignity of patients and staff are respected and valued by all. We will ensure that all patients and staff are treated fairly and respectfully and not discriminated against regardless of age, colour, disability, ethnic or national origin, gender, marital or civil partnership status, pregnancy or maternity, race, religion or belief, or sexual orientation as in the Equality Act, 2010.

Legal Responsibilities

The rights of our patients with regards to discrimination are protected by a range of legislation which our staff are made aware of regularly and during staff induction. This includes:

Human Rights Act, 1988

Equality Act 2010

Data Protection Act 1988

Public Interest Disclosure Act 1998



Our practice also aims to meet the current General Dental Council standards regarding privacy and dignity.

Staff are instructed in these areas during induction and at regular intervals during practice meetings. This includes:

Standard 1 – Put patients’ interests first

Standard 1.6 – You must treat patients fairly, as individuals and without discrimination

Standard 1.6.1 – You must not discriminate against patients on the grounds of: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

You must also ensure that you do not discriminate against patients or groups of patients for any other reasons such as nationality, special needs, health, lifestyle or any other consideration.

Standard 1.6.2 – You must be aware of and adhere to all your responsibilities as set out in relevant equality legislation.

Standard 1.6.3 – You must consider patients’ disabilities and make reasonable adjustments to allow them to receive care which meets their needs. If you cannot make reasonable adjustments to treat a patient safely, you should consider referring them to a colleague.

Standard 1.6.4 – You must not express your personal beliefs (including political, religious or moral beliefs) to patients in any way that exploits their vulnerability or could cause them distress.

In order that we meet these standards, our practice ensures that:

1. staff are regularly trained in the importance of providing privacy and dignity to all patients via staff meetings, external courses and regular reviews of our “Equality, Diversity and Human Rights” policy.
2. we give all patients the information they need, in a way that they can understand, so that they can make informed decisions about their treatment and care. This also, for example, involves providing extra assistance to vulnerable adults and their carers and providing longer appointments where necessary.
3. we are clear on the procedures for providing additional support for patients with disabilities. Staff are educated in assisting patients who require extra support and patients are given information regarding how they can access the support personally and are encouraged to do so.
4. we provide services and facilities that are accessible to patients with disabilities and make reasonable adjustments in order to provide care that meets their needs. We provide, for example, a surgery at ground floor level, ground floor waiting room and toilet, private parking at the rear of the building with wheelchair access and ramp.



Patients are also offered longer appointments and we welcome carers, assistants and signers.

5. we support patients by providing information in other languages e.g. bilingual member of staff.
6. we keep patient information confidential. All members of staff comply with our confidentiality safeguards as part of their contract of employment and are instructed on patient confidentiality during their induction period and this is regularly reviewed. They will have read and discussed our policy on patient confidentiality and understand that they must follow the General Dental Council's rules for maintaining patient confidentiality contained in *Standards for The Dental Team –Principle Four – Maintain and protect Patients' Information.* Patients' records are stored in locked or supervised rooms within the building.
7. Patients are offered a private room for discussion of any confidential conversations.
8. We involve individual patients in decisions about the design and delivery of the service via regular questionnaires and patient discussions which are then acted upon. Generic feedback is given to patients in the practice.



Author	Miroslav Yakimov
---------------	------------------

STATEMENT OF PURPOSE REVIEWS

Date Statement of Purpose reviewed	22/06/2022
Reviewed by Miroslav Yakimiov	Addition of a new staff member Jody Myatt (dental nurse and assistant practice manager)
Date HIW notified of changes	22/06/2022

Date Statement of Purpose reviewed	17/01/2023
Reviewed by Miroslav Yakimov	Addition of a new staff member Faryal Shafique(dental hygienist) and removal of Dr Andrade due to retirement
Date HIW notified of changes	17/01/2023

Date Statement of Purpose reviewed	25/07/2023
Reviewed by Miroslav Yakimov	Addition of a new staff member Dr. Swathi Chintala (dentist)
Date HIW notified of changes	25/07/2023

Date Statement of Purpose reviewed	26/02/2024
Reviewed by Miroslav Yakimov	Addition of a new staff member Miss Ella Hardy (student dental nurse); Removal of dental hygienists Karen Lee and Faryal Shafique; Change of opening hours
Date HIW notified of changes	26/02/2024

Date Statement of Purpose reviewed	11/07/2024
------------------------------------	------------



Reviewed by Miroslav Yakimov	Addition of new staff members Miss Siobhon Butler (dental nurse); Miss Alice Jenner (dental therapist); Mr Varenya Mehta (dentist); removal of Dr Swathi Chintala (dentist)
Date HIW notified of changes	11/07/2024

Date Statement of Purpose reviewed	20/11/2015
Reviewed by Miroslav Yakimov	Addition of Tapiwa Muza (dental nurse); Change of Ella Hardy to qualified dental nurse; change of Alice Jenner's, Siobhon Butler's and Ella Hardy's WTE
Date HIW notified of any changes	27/11/2025

Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of any changes	
Date Statement of Purpose reviewed	
Reviewed by	
Date HIW notified of any changes	