

No Complaints?

Running alongside the QAP is our Complaints Procedure. Hopefully, you will have used the feedback system already mentioned to bring any concerns you may have to our attention. Otherwise, you can let us know of anything via reception. We would be happy to discuss whatever it is with you, and hopefully resolve the matter quickly and informally.

If, however, you prefer to have the matter dealt with formally, we would ask you to write to Phil Williams at the practice, with details of your complaint. Or you can email him on phil@smilebydesign.biz. You can expect an acknowledgement of your letter within a few working days. The matter will be investigated, and a formal response will be made with whatever findings and remedial action (if necessary) outlined to you.

Records will be kept of all communications made under the Complaints Procedure. The subject and outcome of any complaints will be collated and incorporated into the practice's yearly QA report that is sent to the Health Authority.

So you can be assured that we do take any complaints very seriously (well, the two we've had so far we did) and will act upon them if there is a case to be found. Don't forget though, that the Feedback System is another way in which you can let us know about any areas in which we don't come up to scratch. However, in the (likely) event that you have nothing but good things to say about us, then these comments are more than welcome!



Committed to Quality
smile by design



Achieving Quality and Handling Complaints

Quality Assurance - who needs it?

Our aim as a practice is to provide a professional but informal and friendly environment for our patients, whilst providing high quality orthodontic treatment. Despite the dual pressures of running a practice under the weight of bureaucracy in today's NHS, whilst treating large numbers of patients as per our targets, we manage to achieve these aims most of the time.



There are many factors that influence quality in an orthodontic practice, and unlike many other businesses, some of these are affected by the level of co-operation we receive from our customers - you!

Each new course of treatment that we carry out is never the same as the last, because patients themselves are different. Nevertheless, achieving the highest possible quality of professional care for a given patient will mean paying attention to all of the following:

- ☺ A good result of treatment involving...
 - ...an appropriately large improvement in the alignment of the teeth
 - ...keeping the teeth straight afterwards
 - ...good (and certainly not worse) appearance of the facial structures.
- ☹ Avoidance of damage, such as...
 - ...tooth decay
 - ...gum disease
 - ...root damage.
- ☹ Safety of treatment, in terms of...
 - ...cross infection risk
 - ...exposure to x-rays
 - ...surgery 'mishaps'.
- ☺ A good service from the practice, for example...
 - ...accessibility and availability of appointments
 - ...courteous and helpful staff
 - ...prompt response to problems and emergencies
 - ...all the advice and information that you need.



To name but a few!

So what assurances can we give you that these goals will be met in your case? Firstly, you may like to know that your Orthodontists are very experienced practitioners; Phil and Claire have obtained postgraduate qualifications in both General Dentistry and Orthodontics, and are entered on the Specialist Register administered by the General Dental Council. Nick is a former Postgraduate Tutor for the region and Vocational Trainer, and is currently Chairman of the Local Dental Committee. All are very active in postgraduate education and have excellent relationships with colleagues in General Dental Practice.

Our four excellent Therapists have been trained in-house, and their work is the subject of regular supervision and review.

Over the last few years we have expanded and modernised the practice to increase the number of sessions available to patients, and moved to bigger, purpose built and accessible premises.



Secondly, all dental practices are required to have a Quality Assurance System and Complaints Procedure. You can read about our systems in the rest of this leaflet,

Currently, Phil (phil@smilebydesign.biz) is in overall charge of the administration of both the Quality Assurance (QA) Programme and Complaints Procedure, aided and abetted by Emma Kirkham and Keri Fish.

Above all, success in Orthodontics is a team effort, involving you the patient, the Orthodontist and the supporting staff.

Keeping you motivated and happy is of crucial importance to the outcome of your treatment. As for us, we are a small, but happy and close-knit team, and proud of it.

Feel the Quality!

QA is about finding ways to:

- a) examine and measure the quality of our work, and
- b) modify our techniques if we find a need to improve anything.

This needs to be done in an open and accountable way so as to provide the necessary assurance to you and our masters that our work is of the standard you would expect. Our programme enables us to look at the practice in two ways; the outcomes of treatment, and the quality of the service we provide. The two things are related, but the programme is designed to take advantage of the existence of simple ways of measuring the former, and to directly involve you in the latter.

A: Outcome of Treatment

1. Measuring the standard of result of our orthodontic treatments. This uses a special index which gives a score to reflect the crookedness of the teeth and bite, both before treatment (usually a high score) and after treatment (hopefully a very low score). The difference in the two (or actually the percentage reduction) is a measure of quality of treatment, which can be recorded and compared to others.

We assess every case in this way as they are completed. The scores are analysed, and the overall performance is reviewed at regular intervals. Emma organises all this, and also makes sure that any adverse trends are identified and acted upon.

2. The treatments provided by our Nurses and Therapists are also reviewed regularly. Keri has recently completed a project to assess the quality of impressions and photographs, which has been very helpful in helping us to develop our service. Keri continues to monitor the standard of this work at regular intervals.

3. Radiographs. X-rays are an essential part of our work and are subject to additional quality measures. We have invested hugely in state of the art digital equipment which is regularly inspected, whilst the images produced are routinely audited for quality and usefulness.

B: Service Provision

1. Patient Feedback System. It's very simple; you are encouraged to leave feedback any time you wish, and if we need to take any action on it, we will. You need to visit one of three special pages on our website, either by typing in the web address shown on the back of your appointment tickets, or by using your smartphone to scan the "QR" codes which are posted on notices in the reception and waiting areas. You can leave a comment about whatever you want to tell us about. There is also space for you to leave your name and email address - then we can respond to you personally.



2. Staff Training. The practice holds a training morning every month to look at all aspects of practice affecting quality and safety. Topics include: clinical treatments, patient management, surgery hygiene and cross infection control, X-Ray safety, Fire Practice and other Health and Safety Matters. We also hold regular training sessions in dealing with medical emergencies and basic life support.