



## Statement of Purpose

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

RiT stands for Rehabilitation, Innovation and Technology. Our core principles are:

“ R ”: to **rehabilitate** our patients, re-establishing function and aesthetics;

“ I ”: to **innovate**, offering the world’s most advanced and innovative dental procedures;

“ T ”: to offer cutting-edge **technology** optimising the patient’s care process. Digital dentistry has many proven benefits such as improved data protection and compliance, augmented accuracy, reduced radiation it is more environmentally friendly.

Our flagship practice in the UK was launched in Liverpool during the COVID-19 pandemic which has increased the demand for private patients who seek dental care. Additionally, many Latin-languages-speaking people face difficulties expressing complex terms in English during dental treatments. Therefore, after a broad market research analysis, RiT was conceived to offer high-quality dental care with effectiveness and accessibility.

Our Aims:

We aim to achieve the highest level in the fitness to practice criteria, optimise and standardise the protocols of dental treatments with a robust digital approach, and replicate that in future new practices in the UK.

Our strategy is to offer high quality dental care to our local community respecting the concepts of diversity and inclusion by also embracing the ones who speak other languages as their native tongue, such as Portuguese, Spanish, Italian and Romanian.

We pride ourselves in our multi-disciplinary and multilingual team and we encourage our associate dentists to be involved in joint treatment plans, as different backgrounds' interactions and expertise can help to achieve great outcomes for our patients.

Our goal is to become an established dental practice in our city, acknowledged, not only by the foreign language-speaking families but by all our community, through the merits of hard work, care and the excellence in the services provided.

In addition, we aim:

- To understand and exceed the expectations of our patients.
- To both motivate and develop in our team and recognise their value.
- To encourage all team members to participate in achieving our aims and objectives.
- To clearly set and monitor targets in all areas.

#### Our Objectives:

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

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

This is achieved by offering patients a personal and caring service, integrated with the highest quality products with the latest proven techniques and protocols delivered by the excellent professionals with the latest technology.

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.

The regulated activities provided include:

- Treatment of disease, disorder, and injury
- Diagnostic and screening procedures
- Preventive advice and treatment
- Routine and restorative dental care
- Root canal treatment
- Dental hygiene
- Teeth whitening
- Crown and bridgework
- Surgical procedures
- Dental Implants
- Orthodontics
- Facial Aesthetics

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## APPENDIX

### Staff within the Practice:

- Alexandre Marques – Practice principal
- Roseanne Farinha – Practice partner
- Patricia Antonelli – Self-employed dentist
- Carolini Moraes – Self-employed dentist
- Rafael Piai – Self-employed dentist
- Jussara Loberto – Self-employed dentist
- Alexandra Luzinschi – Self-employed dentist
- Vanessa Vital – Dental nurse
- Ana Winzewski – Dental nurse
- Suelen Martins – Trainee dental nurse
- Gabriele Azevedo – Trainee dental nurse
- Raiana Winzewski – Trainee dental nurse
- Laura Anghel – Trainee dental nurse
- Leticia Scarne - Receptionist
- Beatriz Padovan – Marketing coordinator
- Mariana Lucena – Admin practice manager

### Facilities within the Premises:

- RiT Premium Dental Care Liverpool is well located and easy to reach by car or public transport.
- Our patient reception and lounge area provide a comfortable waiting space.
- We have a purpose-built decontamination room to assure Best Practice standards of infection control.
- We employ digital imaging for instant radiography and CBCT Scans at the lowest dosages of radiation.

### Opening Hours

Monday – Friday 9am – 5:30pm. Saturdays - special appointments only.

Making an appointment – all patients are seen on an appointment basis, and we offer emergency appointment services.

Cancellation Policy – at least 24 hours' notice is required of a cancellation otherwise a charge may be incurred. This is based on the circumstances of the patient and at the practice's discretion.

Smoking Policy – 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. Cash is also accepted.

Car Parking – there are parking facilities near the practice.

Client Centred Care – we care about providing the right treatment for patient/clients. For this reason, treatment and procedures are only carried out after fully discussing the risks and benefits with the patient and providing treatment options. Patients are also requested to sign consent forms and estimate sheets.

Consultations – all consultations are carried out in person with patients/clients, by qualified personnel in the privacy of the consultation/treatment room.

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 the commencement of any treatment(s).

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

Treatment of Children – we do provide treatment for children. We will expect children to be accompanied by an adult who can consent for them unless we are confident that they are competent to provide consent for themselves in line with our consent policy.

Consent – the practice operates a consent policy which will be issued prior to the consultation and before any treatment commences.

The patients have the right to make their own decisions regarding dental treatment and care. Consent to treatment must always be given freely and voluntarily by a patient capable to do so. For those patients over 16 who do not have the capacity to make decisions about their care we would abide by Mental Capacity Act 2008.

It is the policy of this practice to carry out regular random patient surveys to seek the views of our patients 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 analysed by management team and discussed during team meetings to provide with learning as well as morale boosting opportunities.

Privacy and Dignity of Patients – the privacy and dignity of patients are respected at all times. The practice follows the General Data Protection Regulations to meet patient confidentiality. All information and records are kept safe and confidential. We have a meeting room for patients to have private conversations with the clinical and front of house 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 – our 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 our nominated complaints lead – Alexandre Junqueira Marques. 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 3 working days and aim to have investigated the complaint within 10 working days of the date when it was raised. We shall then be able 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 investigate 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 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 the Dental Complaints Service.