

## **Brightside Dental 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 aim to 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 and as a way to try and prevent the same issues in the future. Patients who have made a complaint will never be discriminated against.

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 by emailing: [info@brightsidedental.co.uk](mailto:info@brightsidedental.co.uk), phoning: 020 8888 4401 or by post: 4 Maidstone Road, London, N11 2TP.

**Elena Pirtea** 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/by email within 3 working days and will aim to provide a full response in writing/by email within 10 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.

We always review 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.

You can also contact The Care Quality Commission (CQC) who regulate the dental care services in England by calling 03000 616161. They can take action against a service provider who is not meeting their standards.

The General Dental Council is responsible for regulating all dental professionals. You can complain using their online form at [www.gdc-uk.org](http://www.gdc-uk.org), contact them on [info@dentalcomplaints.org.uk](mailto:info@dentalcomplaints.org.uk) or by calling 020 8253 0800.

**Write to:**

Dental Complaints Service  
37 Wimpole Street  
London  
W1G 8DQ