

Statement of Purpose

1. The Aims & Objectives of the Establishment

To provide an alternative means for the general public to receive medical consultation, examination and diagnosis by a General Medical Practitioner. The service is to be provided in peaceful, practical, professional and comfortable surroundings. It will be fee paying, so that patients will be able to choose the time that they require with the Medical Practitioner. The Practice will provide the very best in general medical traditional practice. It will also provide services both on and off site to companies. Company care will involve health surveillance of employees both on and off site, helping an early and appropriate return to work for employees who have been off sick, pre-employment health screening, employee and executive health checks. The Practice will run alongside NHS care and will communicate effectively and frequently with the NHS General Practitioners of patients. Patients are instructed not to de-register from their NHS GP's but to use both services as and when required.. All UK patients are required to retain registration with their NHS GP.

2. The Name and Address of the Registered Provider

The name and address of the registered provider is Dr Longstaffe, The Independent General Practice, Longford Business Centre, Haywood House North, Dumfries Place, Cardiff CF10 3GA. There is no additional registered manager and therefore the registered provider is also the registered manager. She is a member of the Medical Defence Union, No.231131 X.

3. The Relevant Qualifications and Experience of the Registered Provider

The relevant qualifications and experience of Dr Joanna Longstaffe are as follows

Bachelor of Medical Science . University of Wales College of Medicine 1988

Membership of the Royal College of General Practitioners Post Graduate Examination 1991

Certificate of Full Registration as a Medical Practitioner, received 1st August 1989

Certificate of Prescribed/Equivalent Experience from the Joint Committee on Post Graduate Training for General Medical Practice, received August 1990

Certificate in Advanced Cardiac Life Support , 1990 – regularly updated since

Qualified in Forensic Medicine (Police Surgeon) , 2003

National Open College Network Certificate – Credit Level 2 – Welsh Language , 2004

Certificate in Administration on Botulinum A Toxin , February 2004 , London

Mother of 4 children , born between 1997 and 2002.

Dr Joanna Longstaffe has all the credentials required for the management of a private General Practice. She has been an NHS partner in Cardiff for 12 years and worked in the Casualty Unit of the Heath Hospital for 10 years.

Dr Longstaffe is a member of the General Medical Council, GMC No. 3355631 and the Independent Doctors Forum.

4. The Relevant Qualifications and Experience of the Staff working in the Establishment, or for the purposes of the Agency

Locum doctors may be asked to work on a self employed basis for the purposes of the Practice. Such doctors will be required to produce evidence of their CV, full qualification and registration of societies, medical indemnity insurance, General Medical Council certificates, Hepatitis B status and references where appropriate.

Where doctors or nurses are NOT in an NHS/Private employee status, their CRB status will be required.

5. The Organisational Structure of the Establishment

The IGP is a limited company with 4 directors. They are Dr Joanna Longstaffe, Mr Adrian Payne, Dr S Jeffrey Thomas and Dr Dave Hughes.

The Practice hours operate routinely from 9.00 a.m. to 5.00 p.m on week days. Early morning, lunch time and late evening appointments are available to patients registered on a Health Care Plan.

Dr Longstaffe currently manages the Practice and the employees report directly to her.

Blood tests and x-rays are usually referred to outside accredited laboratories .

6. The kinds of treatment and any other services that are provided by Private General Practice Services

Routine medical checks

Private general medical services

Relevant prescriptions and medications are either dispensed or a private prescription is issued.

The treatment of depression and anxiety

Management of diabetes, asthma, hypertension, coronary heart disease

Immunisations, e.g. childhood immunisations, travel immunisations and those for separate injection of measles, mumps and rubella.

Weight loss and lifestyle management

Health screening and early detection of cancer

Occupational Medicine including:

Executive & employee medicals

Assessment of employees returning to work after illness

The range of needs which services are intended to meet

The Practice prides itself on being a whole person centred diagnostic and management service. The spiritual, social, psychological and physical aspects of each person are fully considered. Occupational medical requirements are also provided as are the interests of Aesthetic Medicine (advice re: Cosmetic surgery and Botox consultation).The Practice seeks to meet the need of people to understand and know about their own bodies. It achieves this by allowing patients time in a comfortable environment with a person who is knowledgeable and can help them in most areas of their life.

If the Practice is not able to provide the expertise required on site, it will make referrals to various health professionals in order to help the patient.

7. The Facilities which are available for the benefit of patients

Ease of access to see a doctor. Although some early morning, evening and weekend appointments are provided in order to meet the requirements of the patients, this in future will have to be restricted to urgent matters only since availability does restrict the use of the premises to hours within 9am to 5pm.

A very pleasant, comfortable and clean environment is provided in all 'branches' of The IGP.

There are facilities which can be used for the taking of urine specimens.

There is a very large, comfortable patients lounge in all premises where the patients can sit and relax whilst waiting to see the doctor.

Parking facilities are very easy and access for disabled clients is always provided.

Equipment facilities include a large library of books and video tapes that can be borrowed by patients, the presence of equipment to aid diagnosis such as blood pressure machines including full urinalysis including microalbuminuria. Venepuncture facilities for the full range of diagnostic blood tests, emergency provision in the form of a defibrillator, provision of oxygen, emergency medications, aspiration machinery and the full range of resuscitation equipment will be provided as required. The practice also has facilities for audiometry and spirometry / lung function testing.

The practice is fully computerised.

8. Arrangements made for consultation with patients about the operation of The Independent General Practice

The Patient Guide is forwarded to patients either by post or they can download it from the Practice website which is: www.theindependentgeneralpractice.co.uk Consultation with patients concerning the operation of the Practice takes place during the registration appointment, where the contract is clearly described. In particular, the contract which designates that they retain their NHS GP alongside a private GP is firmly designated. A patient exit survey is utilised as feedback for further development of the Practice, as well as an annual feedback questionnaire for registered clients and companies.

During registration, the Practice leaflet is given to each patient and this outlines the working practices of the surgery. Patients have a right to access their own patient records.

The Practice does not have any in-patients and therefore arrangements being made for contact between in-patients and their relatives, friends and representatives is not relevant.

9. Arrangements for dealing with complaints

This Practice operates a procedure for the investigation of complaints.

Making your complaint to the Practice in no way prejudices your right to complain to the HIW, should your complaint not be resolved to your satisfaction.

Dr Joanna Longstaffe co-ordinates the complaints procedure on behalf of the Practice.

Your complaint should be submitted as soon as possible after the event giving rise to the complaint.

Dr Joanna Longstaffe will then ensure that all relevant details are recorded and arrange for the complaint to be investigated.

We aim to report back to you within 28 days. If this is not possible, the reason for the delay will be explained to you and you will be given a revised date for the completion of the investigation.

If, following the Practice's explanation, you remain dissatisfied, you have the right to complain to:

HIW

Please also ask our staff for a copy of the IDF complaints procedure. This is available for complaints which cannot be settled within the Practice

Dr Longstaffe - General Medical Council Registration Number 3355631

To confirm Dr Joanna Longstaffe's GMC registration (or any of our medical staff) you can contact The General Medical Council on 0207 9153630 or e-mail registrationhelp@gmc-uk.org

10. Arrangements for respecting the privacy and dignity of patients

The office is completely segregated away from the reception area and surgery. No telephone calls can be overheard.

Patients are interviewed on a one-to-one basis in the surgery setting. The whole ambience is of relaxation and comfort . The examination couch is fully screened. The windows have full blinds and complete confidentiality is retained. Great respect is given to the dignity of each patient. Gowns are provided, especially where there is a need to almost fully undress. If the patient wishes, it would be possible to have a chaperone. This aspect of care is covered in the registration appointment and also in the client contract forms. No client is ever examined without their full consent.

For those patients who do not speak English, consent has to be obtained via a third party, who is usually a family member, and who can translate.

All staff who work at The IGP have to sign a confidentiality agreement which bars them from discussing anything within the Practice with anyone other than clinical directors.

FAIR PROCESSING NOTICE***Confidentiality******What does it mean to the IGP?***

Everyone working for the IGP must keep information about you confidential, so that you feel able to talk to us freely. Also by law, we must protect information about you.

We can supply information to other people or organisations only:

- with your consent, or
- in accordance with the principles of medical confidentiality here described.

This does not apply if you cannot be identified from the information. There are strict rules to prevent people being identified by mistake.

We have to comply with court orders. If they require us to break confidentiality, we will resist this as strongly as legally possible.

What information does the IGP hold?

When you receive care we will ask you for information about yourself which is recorded in your health records. This helps us give you proper care and treatment. We keep this information and details of the treatment, because we may need it if we see you again.

Usually information is stored on our computer and medical records systems so that we can trace it more easily when needed. It also helps us to keep statistics. We keep these systems highly secure.

What if I have concerns or complaints?

You may want more details than we can give here. You can inspect the Patient Guide which is available to download on our website and available on request to any of our locations. We can also answer specific questions. If at any time you would like to know more about how we use your information, you can speak to the person in charge of your care.

If you object to the use of your information in any of the ways described in this leaflet, please write to:

The Data Protection Officer
c/o The Independent General Practice
Oak Tree House, Oak Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8RS

If you have any complaints regard use of your information in any of the ways described in this leaflet, please write to:

Dr J Longstaffe (Clinical Director)
c/o The Independent General Practice
Oak Tree House, Oak Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8RS

How may information about me be used?

It will be used by the members of staff treating you. Some information, such as your name and address, may be used to make arrangements for your care, such as to make an appointment. You may be receiving care from other people as well as the IGP. To work together for your benefit, we may need to share some information about you. We only do this with organisations providing care for you and only when we know it will be used under the same restrictions that we apply ourselves.

Anyone who receives information from us is also under a legal duty to keep it confidential, unless you agree otherwise.

We regularly check that the care we offer is the best we can give. Unless you object, your medical records may be used by medical professionals to help us do this. If you make a complaint about your care, those investigating the complaint will be able to see your records. Sometimes the law requires doctors to pass on information, for example, to notify a birth or death, notify infectious diseases or in child protection cases. We can also release information in certain circumstances for the protection of the public. For example, we would release information to help the investigation of violent crime but not of routine non-violent crime.

Can my information be used to find out where I live?

We will not help organisations outside the IGP to find out where you live. Sometimes, though, we will pass on information to you, unless you have told us not to.

Can I see my information?

In most cases, you are entitled to see your records. You should start by asking the person in charge of your care. An information sheet including the relevant forms entitled "Access to Health Records" is available from staff.