

STATEMENT OF PURPOSE

THE AIMS & OBJECTIVES OF THE ESTABLISHMENT

To provide an alternative means for the general public and businesses alike to receive medical consultation, examination, diagnosis and reporting by a General Medical Practitioner.

A premium service is to be provided in peaceful, practical, professional and comfortable surroundings. It will be fee paying, so that patients and businesses will be able to choose the time that they require with the Medical Practitioner.

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.

NAME & ADDRESS OF THE REGISTERED PROVIDER

The name and address of the registered provider is:

Dr Longstaffe
The Independent General Practice
Oaktree House
Oaktree Court
Mulberry Avenue
Cardiff
CF23 8RS

The registered manager is Mr Kieran Reynolds c/o the above address.

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.

NAME & ADDRESS OF THE REGISTERED MANAGER

The name and address of the registered manager is:

Mr Kieran Reynolds
The Independent General Practice
Oaktree House
Oaktree Court
Mulberry Avenue
Cardiff
CF23 8RS

RELEVANT QUALIFICATIONS AND EXPERIENCE OF THE REGISTERED MANAGER

The relevant qualifications and experience of Kieran Reynolds are as follows:

- Higher National Diploma in Business and Finance - 2004
- Certified in Advanced Microsoft Access & Excel - 2006
- Finance Manager of The Independent General Practice – 2007 to Present
- Commissioning & Performance Officer – Blaenau Gwent LHB - 2006 to 2007
- Accounts Assistant – Newport LHB - 2005 to 2006
- Book-keeper – Burges House Nursing Home - 1998 to 2002
- Father of 2

THE RELEVANT QUALIFICATIONS AND EXPERIENCE OF THE STAFF WORKING IN THE ESTABLISHMENT, OR FOR THE PURPOSES OF THE AGENCY

Locum medical staff 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, references and an enhanced CRB check.

All staff working within The IGP will be required to produce their CV, evidence of qualifications, references, photographic identification and an enhanced CRB check.

ORGANISATIONAL STRUCTURE OF THE ESTABLISHMENT

The IGP is a limited company with 3 directors. They are Dr Joanna Longstaffe, Mr Adrian Payne, and Dr Dave Hughes.

The Practice hours operate routinely from 08.30 a.m. to 5.30 p.m on week days. Early morning, lunch time and late evening appointments are available to patients registered on a Health Care Plan.

Adrian Payne currently manages the Practice and the administrative employees report directly to him. Mr Payne then reports to the other directors. Clinical staff report to Dr Longstaffe.

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

TREATMENTS AND OTHER SERVICES THAT ARE PROVIDED BY PRIVATE GENERAL PRACTICES

The Practice will provide:

General Practice - the very best in general medical traditional practice, including 20 minute consultations, personal and travel vaccines, medicals, pathology, advice and fast track consultant referrals.

Occupational Health 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.

Aesthetic Treatments – friendly and Confidential Anti-Ageing and Cosmetic services with highly trained specialist Doctors. We can also give you specialist advice and fast track referrals for surgical cosmetic procedures.

Minor Operations – removal of Skin Tags, Moles, Sebaceous Cysts and Warts by curettage, cryocautery or advanced minor surgical techniques. In addition we can check moles for any signs of malignant melanoma and also the less serious non-melanoma skin cancer. If further investigation or treatment is required for a problem mole, patients will be immediately referred to the appropriate hospital.

Medico-Legal Reporting – expert Medico-Legal appointments and reports.

Physiotherapy – we specialise in writing reports and treatment for medico-legal and occupational health clients. We also treat all musculoskeletal conditions on a private basis. All of our physiotherapists are chartered and very experienced. We can also offer neurological rehabilitation and home visits in certain locations.

RANGE OF NEEDS WHICH OUR 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.

It is intended that The IGP will provide minor surgery from our Cardiff Gate premises, to patients aged 16 and over. Parental consent is required for young people between the ages of 16-18 years. Aesthetics procedures are only offered to clients over 18 years of age.

General medical services and physiotherapy will be provided for all our patients from birth upwards.

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.

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 patients, in the future this will be restricted to urgent matters only as availability restricts the use of the premises to hours within 9am to 5:30pm.

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 patient's lounge in all premises where the patients can sit and relax whilst waiting to see the doctor.

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

Equipment facilities 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 anaphylaxis treatment, oxygen, emergency medications, aspiration machinery and the full range of resuscitation equipment will be provided as required.

The practice also has facilities for audiometry, spirometry, lung function testing, ECG, ear irrigation / syringing and ultrasound physiotherapy equipment.

The practice is fully computerised.

ARRANGEMENTS MADE FOR CONSULTATIONS WITH PATIENTS REGARDING 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.

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 acknowledge your complaint within 2 days and formally respond within 20 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.

For any complaints regarding compliance with regulation and national standards; you have the right to complain to:

Healthcare Inspectorate Wales

Government Buildings
Rhydycar Business Park
Merthyr Tydfil
CF48 1UZ

Please also ask our staff for a copy of the IDF complaints procedure. This is also 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

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.