

Statement of Purpose for:	
Name of Service	Wish Skin Clinic
Address	Ground Floor 66 Commercial Road, Taibach, Port Talbot, SA13 1LG
Email contact	lauramorrispa@gmail.com
Fax	
Main telephone	01639 891200
Name of Registered Manager	Laura Morris
Email	lauramorrispa@gmail.com
Main Telephone	01639891200
Relevant Qualifications	NVQ L3 Oral Health Care: Dental Nursing & Independent Assessment NEBDN (2003) ILM Level 5 Dental Practice Management (2019)
Relevant Experience	21 years employment with Jeremy Isaac & Associates comprising of two dental practices, a laser and aesthetics clinic and a training academy. GDC registered Dental Care Professional (137072) since 2008. Practice Manager at Live Life Smiling Dental Practice since 2010. Clinic Manager at Wish Skin Clinic since 2021. Training Co-ordinator at Wish Training Academy since 2021. Registered Manager Live Life Smiling Dental Practice, Baglan Dental Practice, Wish Skin Clinic since 2023.
1. Aims and objectives of the establishment or agency.	
<p>To provide Cosmetic laser procedures including Tattoo removal, Hair removal, Acne scarring, Skin rejuvenation, skin tightening, Stretch marks and improve Fine lines & wrinkles.</p> <p>To improve facial aesthetics by providing injectable anti wrinkle treatments and through the use of Dermal fillers. This is not a registerable service with Healthcare inspectorate Wales</p> <p>The clinic will continuously monitor patient feedback through the use of satisfaction surveys which will be discussed at our monthly meetings. The feedback we receive may help us to improve our services further.</p> <p>Our operators also have a commitment to keep up to date with the latest techniques and training.</p>	

2. Registered Provider

Full name, business address, telephone number and email address of the registered provider:

Name	Laura Morris
Address line 1	66 Commercial Road
Address line 2	Taibach
Town/city	Port Talbot
County	West Glamorgan
Post code	SA13 1LG
Email	lauramorrispa@gmail.com
Fax	
Main telephone	01639891200
Relevant qualifications	NVQ L3 Oral Health Care: Dental Nursing & Independent Assessment NEBDN (2003) ILM Level 5 Dental Practice Management (2019)
Relevant experience	<p>21 years employment with Jeremy Isaac & Associates comprising of two dental practices, a laser and aesthetics clinic and a training academy.</p> <p>GDC registered Dental Care Professional (137072) since 2008. Practice Manager at Live Life Smiling Dental Practice since 2010. Clinic Manager at Wish Skin Clinic since 2021. Training Co-ordinator at Wish Training Academy since 2021 Registered Manager Live Life Smiling Dental Practice, Baglan Dental Practice, Wish Skin Clinic since 2023.</p> <p>Established practice systems to improve working practices and to ensure that we are working within current guidelines and kept up to date with legislation changes</p> <p>I have the support of a HR Consultant company whom we have an ongoing contract with.</p> <p>We have undertaken a number of Quality Assurance courses which have included 1000 Lives IQT Bronze Level, Maturity Matrix Dentistry and our practice is working towards BDA Good Practice Scheme membership.</p> <p>We are members of icomply and are using their Management Modules to ensure we have systems in place that are robust and up to date.</p>

Roles and responsibilities

Registered Manager :

Oversee and be responsible for the recruitment, training and development processes of existing and new employees, including monitoring and evaluating staffing levels to meet existing and future needs.

Ensure that the practice equipment and building is in good condition and working order

Ensure excellent quality of service levels for patients

Lead the team in all business activities and developments

Ensure the staff are supervised on a day-to-day basis and ensure they are formally appraised at least annually

Ensure disciplinary procedures are implemented as required

Have overall responsibility for the implementation and monitoring of all health and safety policies, including all safe systems of work

Ensure that all possible steps are taken to prevent accidents and to minimise any potential hazards

Have overall responsibility for the delivery of quality services to all patients and to put in place systems for clinical governance

Initiate systems to evaluate patient feedback and make process changes to the running of the practice, where appropriate

Oversee the financial processes of the business

Ensure staff records are kept up to date and complete, including training records and appraisals

Identify training needs within the team and encourage development opportunities

Facilitate well organised and regular practice meetings

To follow all guidelines in line with The Healthcare Inspectorate of Wales' requirements.

Responsible Individual :

To ensure a competent team is in place with the skills to ensure safe and effective treatment is delivered to patients

To guide the clinic supervisor on the business plan and all future business developments

	<p>To support and assist in the recruitment and retention of suitably qualified individuals</p> <p>To feedback to the clinic owner on business activities</p>
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3. Staff details

Type & No. of Staff	Relevant Qualifications	Relevant Experience
Jeremy Isaac (Director and Aesthetic Injector)	<p>BDS LDS RCS FCOI</p> <p>MSc Cosmetic Medicine Pg.Cert Medical Education</p> <p>Sector specific CPD and relevant training</p>	<p>Principal dentist at successful cosmetic practice for over 30 years.</p> <p>Laser Core of Knowledge training</p> <p>Over 20 years of training and experience providing injectable anti wrinkle solutions as botulinum toxin and dermal filler.</p> <p>Country Expert Trainer for leading pharma company</p>
Jayne Mullens (Director and clinician)	<p>Level 3 Personal Trainer</p> <p>L4 Laser & Light Therapies</p> <p>L3 Certificate in Access to Aesthetic Therapies</p>	<p>Laser Core of Knowledge Training</p> <p>Laser & Light Therapies Level 4</p> <p>AlumierMD Clinician</p> <p>DermaFNS</p> <p>Morpheus 8</p> <p>Hydrafacial</p>
Laura Morris (Responsible Individual & Registered Manager)		<p>13 Years Dental Practice Management</p> <p>6 Years Aesthetic Clinic Management</p>

	NVQ Oral Health Care Level 3 ILM Leadership and Management Level 5 Sector specific CPD and relevant training	3 years Registered Manager
Grace Isaac (Administrator & Chairside Assistant)	Level 3 Beauty Therapy & Massage with Evolve Sector specific CPD and relevant training	Chairside assistance for Jeremy Isaac providing facial aesthetics.
Miriam Isaac (Administrator & Chairside Assistant)	L3 Cert Access to Aesthetic Therapies Sector specific CPD and relevant training	Chairside assistance for Jeremy Isaac providing facial aesthetics.

4. Details of the registered provider's organisational structure

Responsible Individual & Registered Manager: Laura Morris
Company directors: Jeremy Isaac & Jayne Mullens
Treatment Operators : Jayne Mullens
Aesthetic Injector : Jeremy Isaac
Clinic Administrators : Grace Isaac & Miriam Isaac

5. Services/Treatments/Facilities

EXCELIGHT Intense Pulsed Light (IPL) System

- for permanent hair reduction
- red vein removal
- pigment removal
- Skin rejuvenation
- Acne Treatment

Q-PLUS C Nd:YAG & Ruby Laser System

- Tattoo removal
- Fractional laser
- Skin resurfacing

(Jeremy Isaac only) :

To improve facial aesthetics by providing injectable anti wrinkle treatments (botulinum toxin) and through the use of Dermal fillers. These services are not registerable with Healthcare Inspectorate Wales.

Infection control is covered by the implementation of an Infection Control and Decontamination Policy, which all staff read. This policy is further reinforced by the additional infection control measures pertinent to the particular treatments being carried out, as detailed in the approved Treatment Protocols document. Smoking is also not allowed in the premises.

Safety of practitioners, staff and clients from the effects of exposure to laser/IPL radiation is ensured by the appointment of an LPS, the retention of an LPA, the adherence to a set of "Local Rules", the development and regular review of a Risk Analysis specific to any treatment rooms containing laser/IPL sources, the use of appropriate safety eyewear and warning signs (as approved by the LPA, and detailed in the Local Rules) and suitable training, including the "Core of Knowledge", in the use of laser/IPL systems by all practitioners.

The management ensures that the premises are (a) accessible, (b) well maintained, (c) fit for purpose, (d) safe and secure, (e) protect privacy and (f) sustainable at all times. In particular, the laser/IPL treatment rooms, and their fixtures, fittings and security of entry, are described in Local Rules approved by a retained LPA.

In addition, there is a schedule for checking the safety of all electrical equipment, the rooms are appropriately ventilated (by windows that can be opened), heated (by radiators) and well lit.

An Infection Control & Decontamination Policy is also in place. Arrangements are in place to prevent unauthorised access to the premises, as well as there being a Key Policy for the laser/IPL system described in the Local Rules.

6. Arrangements for seeking patient views

Patient satisfaction / feedback surveys following treatment to be discussed at the bi-monthly meeting.

7. Arrangements for visiting

Patients will not require recovery / overnight stays.

Patients may bring a chaperone into the treatment room with them and it will be explained fully that the treatment room door cannot be accessed whilst the laser is in use and they must wear the protective goggles given to remain in the room.

8. Arrangements for dealing with complaints

- Written complaints procedures in place and displayed.
- Responsible complaints manager named, advice on timescales and investigations.
- Decisions on complaint are confirmed in writing as soon as possible following investigation.
- Full and accurate records kept of any complaints received and stored confidentially.
- Details of HIW are also included in correspondence.

Patient 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 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. We will never discriminate against patients who have made a complaint.

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.

If you do not feel you can raise a complaint directly with us, you can address your complaint directly to your Health Inspectorate Wales on 0300 062 8163.

Laura Morris 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 within 2 working days and will aim to provide a full response in writing within 30 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. These solutions could include replacing treatment, refunding fees paid, referring you for specialist treatments or other solutions that meet your needs and resolve the complaint.

We regularly analyse 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.

Contacts

You can also contact [Healthcare Inspectorate Wales](#) (HIW) who is the independent inspectorate and regulator of all healthcare in Wales by calling 0300 062 8163. The role of its investigation team is to undertake focused reviews of healthcare organisations or services in response to concerns arising from a particular incident or incidents.

9. How privacy and dignity will be ensured

- Clinical areas have been considered carefully to ensure that the privacy and dignity of patients are kept.
- Treatment areas are restricted and cannot be accessed other than by staff using the keys. Treatments are carried out in closed rooms and measures are in place to facilitate treatments in sensitive areas (e.g. bikini line).
- All members of the team have agreed and signed a confidentiality policy.
- All patient records are confidential, stored appropriately and not accessible by any member of the public. All computer records are password protected.
- Staff training is kept up to date to include safeguarding procedures. All operators have up to date training from attendance in these courses at our Cosmetic Dental Practice
- Where there are language difficulties, we encourage patients to be accompanied by a friend or relative who can interpret our explanations and the patients' questions

- Where a patient has learning difficulties, we encourage them to be accompanied by a spouse or carer who is experienced in communicating and reassuring with them and can help us to make sure that the patient understands what is happening
- Each member of our team follow the standards of the General Dental Council in their professional registrations as dentists and dental care professionals, as a condition of their registration and ongoing employment. All team members also undergo post graduate update training which include patient rights and our responsibilities.
- Toilet facilities exist that can't be used by the different sexes at the same time.

Date: 16/01/2026

[Date Statement of Purpose was agreed]

Date: January 2027

[Date Statement of Purpose will be reviewed]