Complaints Policy

Dentaprime UK

At Dentaprime, we are committed to providing high-quality dental care and ensuring that all patients are treated fairly, respectfully and professionally.

We welcome patient feedback, questions and concerns. We aim to resolve issues promptly and constructively, whether they arise from clinical treatment, communication, administrative matters or the overall patient experience.

We operate a complaints handling procedure designed to ensure that complaints are appropriately recorded, investigated, responded to and reviewed.

No patient will be disadvantaged or treated differently because they have raised a complaint.

1. Patient Enquiries and Complaints

We recognise that patients may contact us for different reasons, including requests for clarification, assistance or concerns about their treatment or service.

Routine Patient Enquiries

Requests for information or clarification, such as questions about treatment plans, proposed fees, appointments or administrative matters, are normally handled by our Service Centre, Email Support or Chat Support teams.

Where an enquiry involves clinical matters or requires medical or dental advice, the relevant support team will consult the treating dentist or an appropriate supervising dentist before providing a response to the patient. Clinical advice and treatment recommendations are provided by appropriately qualified clinicians, while the support teams facilitate communication between the patient and the clinical team.

Complaints and Expressions of Dissatisfaction

Where a patient expresses dissatisfaction with the treatment, service, communication or any other aspect of their experience, the concern will be assessed and handled appropriately.

Straightforward complaints may be resolved promptly by the relevant support or clinic team. Such complaints and their outcomes will be recorded.

Concerns requiring further investigation, involving clinical treatment, remaining unresolved or raising patient safety issues will be referred to the appropriate Complaints Manager.

Patients do not need to use the words "formal complaint" for their concerns to be recognised and handled as a complaint.

2. How to Raise a Complaint

Patients may raise complaints verbally or in writing, including by telephone, email, online communication channels or directly at our clinic.

For written complaints, our preferred contact is:

Email: service.uk@dentaprime.com

Patients may also raise concerns through our Service Center or with any member of staff at the clinic.

Where a complaint is raised verbally, the relevant team member will ensure that the concern is appropriately recorded and referred for further consideration where necessary.

Patients may be asked to provide additional information to assist the investigation. However, submitting a written complaint is not a requirement for having a complaint considered.

We will provide appropriate assistance to patients who need support in raising a complaint.

3. How We Handle Complaints

Dentaprime aims to acknowledge complaints within **3 working days** of receipt and provide a substantive written response within **10 working days**.

When investigating a complaint, we aim to:

- Understand the patient's concerns and the outcome they are seeking.
- Establish what happened and review relevant information.
- Obtain comments from clinicians or staff involved where appropriate.
- Identify whether any shortcomings occurred.
- Provide a clear explanation of our findings.
- Consider appropriate resolutions and corrective actions.

Where a complaint requires additional time to investigate, the patient will be informed of the reason for the delay and provided with an updated expected response date.

Where exceptional circumstances prevent resolution within the expected timeframe, we will provide progress updates at least every 10 days.

Depending on the circumstances, a resolution may include an explanation, apology, further consultation, clinically appropriate remedial treatment or a discretionary goodwill gesture.

Any financial resolution is subject to the applicable internal approval arrangements.

A written response will be provided explaining the findings and any proposed resolution.

Where a complaint concerns one of the designated Complaints Managers or the Practice Manager, it will be referred to an appropriate alternative senior manager or authorised individual to ensure fair and impartial handling.

The Practice Manager may refer matters to senior management, the clinical leadership team or relevant professional advisers where appropriate.

4. Complaints Management and Responsibilities

Dentaprime operates a coordinated complaints management system, with designated responsibility for complaints received at the clinic and through remote communication channels.

Egle Zyle – On-Site Complaints Manager

Egle Zyle is responsible for managing and coordinating complaints raised directly at the clinic.

Her responsibilities include:

- Addressing patient concerns raised on site.
- Liaising with patients and relevant clinical staff.
- Coordinating clinical consultations and meetings where appropriate.
- Ensuring complaints requiring further investigation are referred to the relevant clinicians and recorded in the central complaints system.
- Supporting the implementation of agreed resolutions.
- Keeping the central complaints management team informed of the progress and outcomes of complaints handled on site.

Dobrin Keskinov – Remote Complaints Manager

Dobrin Keskinov is responsible for managing and coordinating complaints received through email and other remote communication channels, including complaints referred by the Service Center and support teams.

His responsibilities include:

- Coordinating the registration and acknowledgement of complaints.
- Requesting clinical investigations and statements from treating dentists or lead clinicians.
- Collecting and reviewing relevant correspondence and investigation records.
- Monitoring complaints and response deadlines.
- Coordinating proposed resolutions based on investigation findings and clinical recommendations.
- Preparing and coordinating written responses to patients.
- Maintaining accurate records of investigations, communications, decisions and outcomes.
- Escalating complex, overdue or otherwise significant complaints to the Practice Manager.

Marinela Bocheva – Practice Manager and Complaints Oversight

Marinela Bocheva has overall management oversight of the practice's complaints handling arrangements.

She is kept informed of all complaints recorded within the central complaints management system and monitors the effectiveness of the complaints handling process.

Her responsibilities include:

- Overseeing the implementation and consistent application of this policy.
- Monitoring complaints received through both on-site and remote channels.
- Reviewing outstanding, complex, repeated or escalated complaints.
- Monitoring compliance with acknowledgement and response timescales.
- Ensuring that investigations and proposed resolutions are appropriately coordinated.
- Reviewing and authorising proposed resolutions where management approval is required and within her delegated authority.
- Ensuring that complaints are appropriately recorded and their outcomes documented.
- Reviewing complaint trends, recurring concerns and potential areas for improvement.
- Coordinating the communication of relevant lessons learned to clinical and administrative teams.
- Monitoring the implementation of agreed corrective actions.

Where a complaint raises complex clinical concerns, requires specialist clinical assessment or involves a potential patient safety issue, the Complaints Manager may escalate the matter to the relevant Clinical Team Leader or senior clinician, including Dr Nuno Meneses or Dr Andromachos Kandioglou, as appropriate, for clinical advice, review and recommendations.

The Complaints Manager remains responsible for coordinating the complaint and ensuring that the clinical findings are appropriately documented and communicated.

Service Center, Email Support and Chat Support

Our patient support teams are responsible for responding to routine enquiries and addressing straightforward concerns where appropriate.

Where a patient expresses dissatisfaction that requires further investigation, remains unresolved or raises significant concerns, the matter is referred to the relevant Complaints Manager.

Patient support teams do not determine whether a patient is entitled to make a complaint and must not refuse to escalate a concern solely because it appears minor or has been raised informally.

Treating Dentists and Lead Clinicians

Complaints relating to clinical treatment are referred to the relevant treating dentist or lead clinician for review.

The clinician may review the patient's treatment history, clinical records, diagnostic imaging, treatment plans, consent documentation and other relevant information.

Clinical findings and recommendations are documented and communicated to the complaints management team to support an appropriate response and resolution.

Where a complaint concerns the conduct or treatment of a particular clinician, an appropriately independent clinical review may be arranged where necessary.

5. Confidentiality and Complaints Made on Behalf of Others

All complaints are handled confidentially and in accordance with applicable data protection legislation and professional confidentiality requirements.

Relevant information may be shared with authorised clinicians, professional indemnity providers, insurers or legal advisers where lawful and necessary.

Where a complaint is made on behalf of another person, we will normally require appropriate authorisation before disclosing confidential patient information.

6. If You Are Not Satisfied with Our Response

We encourage patients to raise any remaining concerns with our complaints management team so that we have an opportunity to review the matter further.

Patients who remain dissatisfied with the handling or outcome of a complaint about private dental treatment may contact the independent Dental Complaints Service.

Dental Complaints Service (DCS)

50 Eastbourne Terrace

London W2 6LG

Telephone: 020 8253 0800

Email: info@dentalcomplaints.org.uk

Website: https://dcs.gdc-uk.org/

Nothing in this policy restricts a patient's right to raise concerns with an appropriate regulatory authority.

7. Recording, Oversight and Learning from Complaints

Dentaprime maintains a central Complaints Register covering complaints received through the clinic, Service Center, email and other communication channels.

The register records relevant information concerning the nature of each complaint, acknowledgement, investigation, response, outcome and any corrective actions.

The On-Site Complaints Manager and Remote Complaints Manager are responsible for ensuring that complaints handled through their respective channels are appropriately recorded and updated.

The Practice Manager monitors the register and reviews complaints handling performance, recurring concerns, response times and outcomes.

Significant findings and lessons learned are shared with relevant clinical and administrative teams, and corrective actions are monitored where appropriate.

The complaints management arrangements are reviewed periodically to assess their effectiveness and identify opportunities for improvement.

Policy Owner: Practice Manager – Marinela Bocheva

On-Site Complaints Manager: Egle Zyle

Remote Complaints Manager: Dobrin Keskinov

Approved By: Marinela Bocheva – Practice Manager

Original Publication Date: 20/11/2026

Next Review Date: 20/11/2027