

Our Complaints Procedure

At William Place Dental Aesthetics, we take all feedback and complaints very seriously. Our aim is to ensure every patient is happy with the care and service they receive. If you do have a concern, we will handle it courteously, fairly, and as quickly as possible.

We respond to complaints in the way we would want our own concerns to be handled – with openness, care, and sensitivity. Every complaint is also an opportunity for us to learn and improve.

1. Who to Contact

The person responsible for managing complaints is our Practice Manager:

Paula Molloy - ✉️ paula@williamplacedental.co.uk

2. Making a Complaint

- In person or by phone
- If you raise a concern at reception or by phone, we will listen carefully. Where possible, you will be referred to the Practice Manager straight away.
- If Paula is not available, we will arrange a suitable time for you to speak with her, or with another senior team member if you prefer not to wait. Staff will also record brief details of your concern and pass them on promptly.
- In writing
- If you write to us, your letter or email will be passed to the Practice Manager without delay.
- Clinical matters or fees
- If your concern relates to clinical care or treatment fees, it will normally be referred to the dentist involved, unless you specifically request otherwise.

3. Acknowledgement and Investigation

- We will acknowledge your complaint in writing and provide you with a copy of this procedure within three working days.
- We aim to investigate and respond within ten working days. If more time is needed, we will update you with the reasons for any delay and let you know when you can expect a full response.
- Complaints should normally be made within six months of the incident (exceptions may apply).

4. Our Response

- Once our investigation is complete, we will provide you with a full written response explaining our findings, decisions, and any actions we have taken.
- If you prefer not to meet in person, we can discuss matters by telephone instead.

5. Record Keeping

We keep thorough and confidential records of all complaints received, in line with professional and legal requirements.

6. If You Remain Unsatisfied

If you are unhappy with the outcome of our internal process, you may escalate your complaint to one of the following bodies:

- NHS England (for NHS complaints)
 - ☎ 0300 311 22 33
 - ✉️ england.contactus@nhs.net
 - 📮 PO Box 16738, Redditch, B97 9PT
- Dental Complaints Service (for private treatment)
 - ☎ 020 8253 0800
 - ✉️ info@dentalcomplaints.org.uk
 - 📮 Dental Complaints Service, Stephenson House, 2 Cherry Orchard Road, Croydon, CR0 6BA
- General Dental Council (professional regulator)
 - ☎ 020 7167 6000
 - 📮 37 Wimpole Street, London, W1G 8DQ
- Parliamentary & Health Service Ombudsman (for unresolved NHS complaints)
 - ☎ 0345 015 4033
 - 📮 Millbank Tower, Millbank, London, SW1P 4QP