REAL GOOD DENTAL GROUP COMPLAINTS POLICY – Storm Dental

Introduction

At Real Good Dental Group we are proud to care for patients across our network of dental practices. While we aim to deliver excellent care every time, we understand that things may occasionally go wrong.

We want you to feel comfortable, heard, and respected if you have concerns. Whether it's a small issue or a serious complaint, your feedback gives us the opportunity to put things right—and to improve care for all our patients across the group.

Our Commitment to You

Across all our clinics, we are guided by the General Dental Council's six principles for complaints handling:

1. Your feedback matter - your voice is important to us.
2. We make it simple for you to raise a concern or complaint.
3. We follow a consistent process across all our practices and keep you updated.
4. We will respond to your concerns with care and clarity.
5. We want your experience of making a complaint to be as stress-free and positive as possible.
6. We use feedback and complaints to grow, improve, and train our teams.

How to Raise a Concern or Complaint

You can make a complaint in the way that feels most comfortable for you:

- Speak to our Practice Manager - they will listen and, where possible, resolve the issue straight away. You can contact them via pm@stormdental.com.
- Call the practice directly on 0129 421 8733.
- Email our head office at info@realgooddental.com.
- Write to us at:
  Real Good Dental Group,
  25 Queen Street,
  Edinburgh,
  EH2 1JX

If you need communication assistance (e.g. large print, interpreter, BSL interpreter), just let us know - we'll arrange it at no cost to you.

What Happens When You Complain

We take every complaint seriously and treat it with care and confidentiality.

What you can expect:

- Acknowledgement of your complaint within 3 working days.
- A full response within 20 working days.
- If more time is needed (e.g. due to clinicial review), we will explain why and provide regular updates.

Your complaint will be handled at practice level by the Practice Manager. If appropriate the practice manager will discuss your complaint and try to resolve the situation. As all our dentists operate as independent practitioners, if your complaint concerns clinical care, it will be immediately passed to your treating clinician, who will be able to discuss and resolve your concerns.

Our Approach

We handle complaints in a way that reflects our values of empathy, openness, and accountability.

- We listen actively and respectfully, without judgment.
- We provide a clear, honest explanation of what happened.
- If we've fallen short, we apologise sincerely.
- We focus on learning from every complaint - across individual practices and the group as a whole.

If You're Still Not Satisfied

If you're unhappy with the outcome of your complaint at practice level, you may escalate it to our Head Office, who will review your case independently:

- E-mail: info@realgoodental.com

External escalation is also an option, below is a link to the complaints options for both NHS and Private Complaints by region.

f you're not happy with how your complaint has been handled following our investigations, you can contact the following external organisations: alternatively, you can contact the relevant third party at any time throughout your complaints process should you wish to.

Please note that complaints that relate to treatment by your dentist or another independent practitioner, will be passed back to them for a secondary review.

Dental Patient Complaints

Dental Complaints Service,
37 Wimpole Street,
London,
W1G 8DQ.

Telephone: 020 8253 0800 (Open Monday - Friday, 9am - 5pm)

Email: info@dentalcomplaints.org.uk

Online form: contactus.gdc-uk.org/dcs/Complaint/PrivatePatients

NHS Patient Complaints

Public Services Ombudsman (SPSO)

Freephone adviceline: 0800 377 7330

Online: spso.org.uk/contact-us

Public Services Ombudsman (SPSO),
Bridgeside House,
99 McDonald Road,
Edinburgh,
EH7 4NS.

If you would like to request a Freepost envelope from us, please contact us on 0800 377 7330.

NHS patients can raise concerns directly to their local health board, contact information for your local health board can be found at: scot.nhs.uk/organisations

Learning Across the Group

All complaints are logged locally and centrally. We review them regularly to identify trends and opportunities for improvement. This allows us to:

- Share learnings across clinics
- Update clinical protocols and patient processes
- Support staff development and training
- Celebrate when team members resolve complaints with compassion

Policy Review

This policy is reviewed annually by our Governance and Quality Team to ensure it stays relevant, patient-focused, and fully aligned with regulatory expectations.

Last reviewed: July 2026 Next review due: July 2027

Thank You

We truly appreciate your feedback. It helps us grow as a team and as a group. Thank you for giving us the opportunity to listen, learn, and improve.

Group Clinical Director - Dr Jacqueline Frederick, B.D.S
On behalf of:
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25 Queen Street,
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