

# **Statement of Purpose**

**R & F Emerson LLP**

**Main CQC Registered Location:  
Brighton Laser & Skin Clinic  
56A Marine Parade  
Brighton  
BN2 1PN  
Tel 0273 686869**

**1<sup>st</sup> April 2016**

**The Statement of Purpose must include**

1. Name and address of registered provider and any registered manager
2. Aims and objectives
3. Relevant qualifications and experience of registered provider and registered manager
4. The number, relevant qualifications and experience of the staff working in the establishment or for the purposes of the agency
5. The organisational structure of the establishment or agency
6. The kinds of treatment and any other services provided for the purposes of the establishment or agency, the range of needs which those services intend to meet and the facilities which are available for the benefit of patients
7. The arrangements made for consultation with patients about the operation of the establishment or agency
8. The arrangements made for contact between any inpatients and their relatives, friends and representatives
9. The arrangements for dealing with complaints
10. The arrangements for respecting the privacy and dignity of patients.

## **1. Name and address of registered provider and any registered manager**

<b>Registered Provider:</b>	<b>R&amp;F Emerson LLP</b>
<b>Legal Status:</b>	<b>Partnership:</b> <b>Russell Emerson</b> <b>Fiona Emerson</b> <b>Brighton Laser Clinic Ltd</b>
<b>CQC Location:</b>	<b>Brighton Laser and Skin Clinic</b>
<b>Main Location</b>	<b>56A Marine Parade</b> <b>Brighton</b> <b>East Sussex</b> <b>BN2 1PN</b>
<b>Registered Managers:</b>	<b>Dr Russell Emerson</b> <b>Dr Fiona Emerson</b> <b>Worthing Laser and Skin Clinic</b> <b>51 Chesswood Road</b> <b>Worthing</b> <b>West Sussex</b> <b>BN11 2AA</b>

## **2. Aims and Objectives of the Service**

Brighton Laser Clinic aims to provide patients with access to a comprehensive range of affordable skin care services in a purpose-designed clinical environment. Patients will experience the very best levels of clinical care combined with the highest levels of understanding, empathy and comfort. Such care will be provided by specialist medical practitioners and aesthetic medical therapists. The clinical service is also supervised by a Consultant Dermatologist, who is recognised expert in skin care. We aim to constantly review and update our service to place the patient at the heart of our business. Empowered patients will be able to make informed choices about their healthcare needs and skin care.

## **3. Relevant qualifications and experience of the registered manager**

### **Dr Russell Emerson (Responsible Manager 1)**

Dr Russell Emerson is a medical doctor and a Consultant Dermatologist (listed on the specialist register of the General Medical Council - GMC number 3294659). His clinical experience is extensive in the field

of dermatology including expertise in skin surgery, skin cancer management, laser therapy, and aesthetic medicine. He is a recognised Key Opinion Leader for many pharmaceutical companies in the UK and a recognised innovator in developing healthcare businesses. He is responsible for clinical services in both the NHS and private sector. This includes management positions with Sussex Community Dermatology Services Ltd, Hove Skin Clinic Ltd, Brighton & Sussex University Hospital NHS Trust, The British Association of Dermatologists, The Sussex Nuffield Hospital, and Haywards Heath Nuffield Hospitals. This experience has been gained over a 13-year period and has involved a commitment to providing excellence in quality of care at both a local and a national level. Dr Emerson is a Fellow of the Royal College of Physicians of London and is a member of a number of national medical societies including the British Association of Dermatologists, British Society of Dermatological Surgery, British Society of Paediatric Dermatology, and British Contact Dermatology Society.

At a commercial level, Dr Russell Emerson has been responsible for setting up several successful trading organisations providing dermatology care in the private and NHS sector in the area (R&F Emerson LLP, Sussex Community Dermatology Service Ltd, Worthing Skin Clinic Ltd). Dr Russell Emerson is the Responsible Manager of all four organisations based in the three locations at Hove, Brighton & Worthing.

#### **Dr Fiona Emerson (Responsible Manager 2)**

Dr Fiona Emerson is a medical doctor and a qualified General Practitioner (GMC number 3294659). Dr Emerson has worked as a full-time partner and part-time partner in general practice for in excess of 16 years running primary care practices in both Nottingham and Haywards Heath in East Sussex. As a partner, she has been directly involved in the day-to-day running of primary healthcare establishments. In 2010, she undertook training to become a General Practitioner with a Specialist Interest in Dermatology. She was successfully awarded a Distinction in her examination and now helps provide NHS and private services. Dr Fiona Emerson is a partner of 'R & F Emerson LLP' and a Director of Worthing Skin Clinic Ltd.

#### **4. The number, relevant qualifications and experience of employees**

Brighton Laser Clinic has an experienced team of medical doctors and healthcare professionals, who share many years experience of working with NHS and private patients. The clinical team is supported by reception staff based at the clinic and a large central administration team based in Hove and Worthing.

#### **Registered Manager:**

Dr Russell Emerson	Consultant Dermatologist & Dermatological Surgeon	FRCP, DM
Dr Fiona Emerson	General Practitioner	MRCGP

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**Medical Practitioner's:**

Dr Fiona Emerson	General Practitioner with a Specialist Interest	MRCGP
Dr Louise Hallam	General Practitioner	MRCGP

**Specialist Nursing Staff:**

Sister Carolyn Battes	Clinical Nurse Manager	RGN
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**Aesthetic Practitioner/Medical Assistant Practitioner**

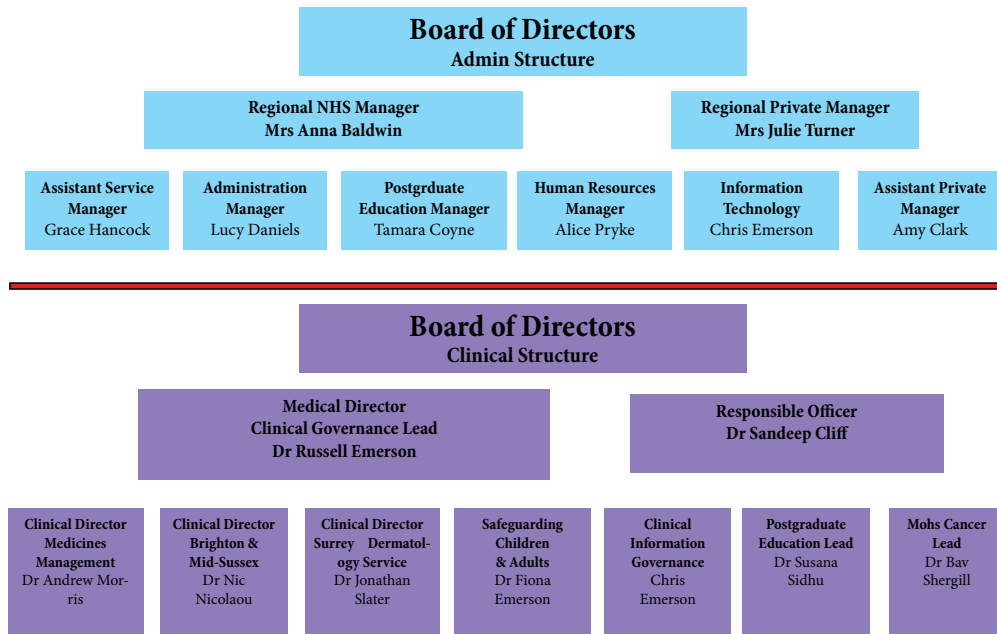
Mrs Sarah Williams	Aesthetic Practitioner/Medical Laser Therapist
Mrs Debbie Peebles	Aesthetic Practitioner/Medical Laser Therapist
Mrs Alison Uttley	Aesthetic Practitioner

**Administration Staff:**

Mrs Julie Turner	Customer Services Manager/Complaints Manager
Mr Chris Emerson	Information Technology Manager
Mrs Joan Shaw	Accounts Manager
Miss Lizzie Hughes	Medical Secretary

**5. Organisational Structure of the Company**

The administration and clinical management team works with the Responsible Managers to run Brighton Laser and Skin Clinic Ltd on a functional day-to-day level. The same management team also organises services for Sussex Community Dermatology Services Ltd, Worthing Skin Clinic Ltd and Medical Clinics Ltd. Separate CQC registrations are required because of the Care Standards Act and different legal ownerships of companies and partnerships. The same operational policies and procedures are used across the four organisations. The management team meets on a weekly basis.



Each member of the management team has clear roles and responsibilities reporting to the two CQC Registered Managers. The management team reports directly to the Boards of each company structure. The same applies to clinical staff who work at all three registered locations providing NHS and private care across several contract locations. The same dermatological services are being provided to patients regardless of whether they are private or NHS patients unless contracting precludes specific treatment types i.e. some cosmetic lesions are not covered by NHS contracting.

The management team meets on a weekly basis to discuss clinical services, administration issues and to ensure the smooth running of services. Both Dr Fiona Emerson and Dr Russell Emerson are present at these meetings and communicate throughout the working week via instant messaging, email and telephone. We regularly discuss management issues in relation to good medical practice, clinical governance issues, audit, risk management, and complaints. Specific responsibilities of the management team are written into the relevant job description and we encourage active participation at the meetings to discuss issues and improve practice. Each manager is responsible for other employees in the clinic and we encourage an open and transparent policy.

## 6. Scope of Clinical Services Provided by R & F Emerson LLP

Brighton Laser and Skin Clinic is primarily focused on delivering healthcare to patients with a wide-range of skin problems. Skin care is provided to both private and NHS patients at the clinic. The services are confined to those listed with the Care Quality Commission for:

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“Treatment of a Disease, Disorder or Injury”

“Diagnostic and Screening Services”

“Surgical Procedures”

The specialist team has been selected to deliver a high quality service and expert care in a purpose-designed environment. The main services offered at the clinic are listed in the patient guide and website. Services include:

### **Consultations**

Patients are seen by the clinical team for consultations about skin rashes and skin lesions. We encourage booking via GP referrals, email, telephone booking, and self-referral. We encourage patients to obtain a written referral from their general practitioner whenever possible. All patients are informed that we will write to their GP after each consultation in lines with recommendations made for good medical practice. We will respect patients wishes should they object to such communication being made. All clinical staff are trained to deal with skin problems and direct patients to the most appropriate service. All practitioners working in the clinic will have to complete a private practice privileges registration form and comply with professional standards including documentation required by the Care Standards Act. We also provide NHS consultations that are commissioned by local healthcare organisations under an ‘Any Qualified Provider’ contracting as a part of Sussex Community Dermatology Services Ltd.

### **Minor Skin Surgery**

A range of minor surgical procedures is provided at the clinic. All such procedures are confined to those under a local anaesthetic or topical anaesthesia. We do not perform procedures under sedation, general anaesthesia, liposuction, or any cosmetic surgery. Procedures are carried out in dedicated treatment rooms built to a modern specification as recommended by the previous Healthcare Commission (“Guidance for Minor Procedure Treatment Rooms”). These procedures include skin biopsies, skin excisions, curettage, hyfrecation and snip excisions. All procedures are carried out by suitable trained healthcare professionals following clinical protocols approved by the management team. All of our consultant team and medical staff demonstrate a proven track record in skin surgery having worked as NHS consultants locally or as general practitioners. All operations are to be recorded in a written operations book, as well as documented in computerised medical notes. A medical history and drug history is taken prior to any surgical procedure and is recorded in electronic patient notes. Written consent is obtained in all cases and signed copies are scanned into electronic patient files. A copy of all such documentation is stored on each patient file securely.

### **Laser Therapy**

The clinic provides a range of medical and aesthetic laser therapy with an Intense Pulsed Light Lasers, Vascular Lasers, Nd:Yag Lasers, and Alexandrite Laser Systems. A record of all approved users is stored at the clinic. All treatments are provided by suitably trained healthcare professionals following a strict expert medical protocol and guidance supervised by Dr Russell Emerson, who has in excess of 15-years experience in laser therapy. The clinic has also contracted services of a local protection laser advisor (Mr Godfrey Town, certified IPA 2000) for inspection of laser policies and procedures.

### **Cosmetic Procedures**

The clinic only offers aesthetic procedures that are considered low-risk including botulinum toxin, dermal fillers, and microdermabrasion. We do not provide any cosmetic surgery or procedures requiring sedation/general anaesthesia. All procedures are performed by suitably qualified healthcare personnel. We do not perform any cosmetic surgery at the clinic.

## **7. Consultation Procedures**

All private patients are asked to complete a written patient registration form that asks for personal details, GP details, and other relevant information. This includes terms and conditions for payments made to the clinic and responsibilities for prompt settlement of accounts. All patients are asked to obtain a written referral letter from their GP when they make an appointment. The helpline has several written protocols for telephone bookings with key questions used to direct patients to the most suitable healthcare professional. All patients will be expected to have a consultation prior to any surgical procedure or laser treatment in the clinic. At the time of the consultation, medical history, family history and drug history are recorded in their medical records. The clinic uses a template for recording such information as a part of consent. Written patient information is provided about procedures and aftercare arrangements to all patients undergoing a procedure or laser therapy. We also have a private patient website and patient information leaflets available in the clinic.

All medical records are stored under secure patient computer files and include scanned documents such as histology reports, GP referral letters, copies of consent, digital photographs, and written letters to general practitioners. The Practice Manager Software stores a digitally held record that is time-stamped and backed-up on a server on a daily basis. Brighton Laser Clinic complies with recommendations made in the Data Protection Act 1988. Access to medical records is restricted by a password restricted database with different levels of access according to the relevant experience of the personnel employed by the clinic. All staff employed understand the need to maintain patient confidentiality at all times. The NHS service is fully compliant with 'NHS Connecting for Health' policies and the electronic patient record system is approved by local NHS organisations. This is also password protected and fully compliant with Data Protection Act policies.

Clinical services are restricted to the following three categories:

**“Treatment of a Disease, Disorder or Injury”**

**“Diagnostic and Screening Services”**

**“Surgical Procedures”**

All services are provided on an outpatient basis with no inpatient beds and surgical procedures that involve overnight stays or acute care (patients are typically seen and discharged from the clinic premises within 90 minutes maximum).

Services are built around specialist services for dermatology care for inflammatory skin diseases and skin lesions. They are listed on the main website: [www.laserandskinclinics.co.uk](http://www.laserandskinclinics.co.uk). Service types have been the same for the past 10-years and all of the team are highly trained and specialised to provide care.

### **Triage and Referral Management**

Patients are referred to the service by General Practitioners using a combination of written referral letters, fax, and email. Some patients choose to self-refer. All referral letters are screened by the clinical team to determine whether they are appropriate for the clinical service. Once accepted, patients are registered on an electronic patient record system and appointments confirmed in writing. Where possible we will also send the patient information about the problem that they are seeking help for and an indication of likely fees. All fees for clinical services are listed on our website. Insured fees for private insurance company vary according to the practitioner being seen and treatment room fees are individually negotiated with private medical insurance companies.

In some instances, referrals may be rejected if considered inappropriate or if the consultant triaging the referral feels that there is insufficient expertise to treat the problem (usually patients who are requesting

cosmetic surgical procedures that are not provided by the specialist team).

### **Consultations**

Patients are seen for consultations by a member of the clinical team in any three of the clinical locations depending on the nature of the problem. Where possible, we try and select a location that is closest to the patient's home address and a location that has free appointments. All patients are informed that we will write to their GP after each consultation in lines with recommendations made for good medical practice. A copy of the letter is also sent to the patient to keep them fully informed of the diagnosis of their skin problem and any recommended investigations or treatment. We will respect patient's wishes should they object to such communication being made and this is included on patient registration forms. All practitioners working in the clinic complete a private practice privileges registration form and comply with professional standards including documentation required by the Care Standards Act. All practitioners must have professional indemnity insurance, have undergone formal interview prior to appointment and will have undergone DBS checks.

### **Diagnostic and Screening Tests**

As a part of the clinical service, healthcare staff may provide a range of diagnostic tests including blood tests, skin scrapings for fungal mycology/bacteriology, and skin biopsies for histopathological investigation. R&F Emerson LLP has service contract agreements in place with several local hospital providers and registered laboratories in the area. Most histopathology is for benign lumps and bumps.

### **Minor Skin Surgery**

A range of minor procedures is carried out in the service that include curettage and cautery, skin biopsies, shave excisions and cyst removal. All procedures are carried out under topical or local anaesthetic. All patients are fully conscious and no procedures are performed under a general anaesthetic. The majority of patients are within the clinical environment for a maximum of 90-120 minutes typically 45-60 minutes for a local anaesthetic procedure.

Minor procedures are all carried out in minor treatment rooms. All staff members are suitably trained in each procedure and have regular updates in training following protocols. All procedures are recorded on an electronic patient record system. Written consent is obtained prior to all procedures and a scanned copy is recorded in the patients notes. All skin histopathology and investigations are tracked to ensure that we receive reports on all patients within 2-weeks. The results of investigations are communicated to both the GP and patient in writing within 3-weeks. Copies of reports are stored in the electronic patient record system.

A WHO checklist is completed for all excisional surgery and this includes WHO performance data that is captured in cancer reporting. This has been introduced in 2016 following recommendations made.

## **8. In-patient arrangements**

All three locations are out-patient facilities with no inpatient beds/overnight stay beds. Few patients are expected to be in the clinic environment for longer than 90 minutes. Therefore no formal arrangements



need to exist for contact between any inpatients and their relatives, friends and representatives. Clients can be treated with a family member or friend present if they wish providing that they are willing to follow clinic safety rules (e.g. willing to wear protective eye goggles for laser treatments). Food is not provided to patients or carers.

### **9. Complaints Procedure**

R&F Emerson LLP Ltd takes complaints seriously and is dedicated to providing a high quality service. The complaint policy is available for inspection in the reception area and details are available in written correspondence provided to patients in written brochures about clinical aspects of the service we provide. We have a written complaints policy developed in accordance with documentation recommended by National Care Standards. Complaints are managed by the Complaints Manager at Hove (Miss Julie Turner). All verbal and written complaints are immediately reported to the Responsible Managers (Dr Russell Emerson or Dr Fiona Emerson). They are also discussed by the management team as a whole on a weekly basis. Any learning points or changes in practice are communicated to staff members by email and at quarterly postgraduate meetings. We aim to identify any potential areas for improvement and provide a written log of all such problems for review by any external agencies.

All clients will be encouraged to give their views on the service provided to them, both positive and negative. In the event of a verbal or written complaint being received, we will ensure that all complainants receive a written acknowledgement within two working days of receipt of their complaint (unless a full reply can be sent within five working days). A full response will be made within 20 working days of receipt of the complaint, or where the investigation is still in process, a letter explaining the reason for the delay will be sent to the complainant and a full response made within five days of a conclusion being reached

At all stages of the complaints procedure we will endeavour to ensure that the complainant receives written confirmation of the stages of investigation and action taken. The complaints procedure will be brought to the attention of all personnel and they will receive training on what constitutes a complaint and the procedures for receiving and dealing with a complaint.

We have also introduced and trained staff in the new 'Duty of Candour' requirements and our policy is published on our website.

### **9. Privacy and Dignity of Clients**

R&F Emerson LLP aims to provide complete confidentiality for any clients undergoing treatments. All patient records will only be accessible to named members of staff and all treatments will be carried out in private clinical environment. R&F Emerson LLP is registered with the Data Protection Agency and we

have a Caldicott Guardian and a Serious Risk Information Officer. All computerised systems are username and password protected with medical software purpose designed for use in a clinical environment. Medical records will be strictly protected and destroyed in accordance with recommended guidelines. A log of access to records is registered on the systems and server.

Consultations and treatments will be provided in purpose designed rooms that ensure confidentiality and privacy. A chaperone will be offered to patients undergoing examination in line with recommended healthcare policies. At all times, client confidentiality will be maintained. All healthcare professionals will receive training in these areas and understand the need for such policies. There are internal policies on such issues including patient confidentiality, patient record handling, and data protection. All employees will have confidentiality training built into their induction programme.

Useful Contact Details:

**Main Website:**

[www.laserandskinclinics.co.uk](http://www.laserandskinclinics.co.uk)

**Complaints:**

Practice Manager

Mrs Julie Turner

13 New Church Road

Hove

East Sussex

BN3 4AA