

# Statement of Purpose

**Sussex Community Dermatology Service Ltd**  
**Reg. 06733725**  
**51 Chesswood Road**  
**Worthing**  
**West Sussex**  
**BN11 2AA**

**Tel 01903 703270**

**April 2016**

***The Statement of Purpose must include***

- 1. Aims and objectives*
- 2. Name and address of registered provider and any registered manager*
- 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. Aims and Objectives of the Service**

Sussex Community Dermatology Services Ltd is an organisation that provides NHS dermatology services (skin care) to patients in the Sussex and Surrey. We provide a range of outpatient services for patients that would be best described as 'extended primary care services'.

Clinical teams comprise of Consultant Dermatologists, Consultant MaxFax/Plastics Surgeons, General Practitioners with a Specialist Interest in Dermatology, Specialist Dermatology Nurses, and other primary health care staff. Services are provided following successful contract awards as an 'Any Qualified Provider' of NHS care. We have held such contracts since 2010 and have a 100% track record in success in delivering contracts for Clinical Commissioning Groups and meeting 'Key Performance Targets'. NHS contracts have been successfully awarded by the following Clinical Commissioning Groups (CCG):

- NHS Coastal West Sussex CCG – 2010 onwards
- NHS Crawley CCG – 2010 onwards
- NHS Horsham and Mid-Sussex CCG – 2010 onwards
- NHS Guildford and Waverley CCG – 2013 onwards
- NHS Surrey CCG – 2014 onwards

Care is provided across multiple GP surgery and community clinic locations across Sussex and Surrey, all of which are Care Quality Commission registered. We hold sub-contract agreements with all locations. We follow local procedures and policies as required by each establishment. The main registered CQC location will change to the new building at Worthing on 14<sup>th</sup> April 2016. The new registered address is:

Worthing Laser and Skin Clinic – 51 Chesswood Road Worthing BN11 2AA

We also provide services with associated companies that include R&F Emerson LLP, Medical Clinics Ltd and Worthing Skin Clinic Ltd. These are situated at the following locations:

Hove Laser and Skin Clinic – 13 New Church Road Hove East Sussex BN3 4AA

Brighton Laser and Skin Clinic – 56A Marine Parade Brighton BN2 1PN

Any services provided at these locations with the associated companies are run by the same management staff, clinical staff, and operate to the same policies and procedures. R&F Emerson LLP

and Sussex Community Dermatology Services Ltd have been registered with the Care Quality Commission (CQC) for several years. Medical Clinics Ltd and Worthing Skin Clinic Ltd are new businesses that will be registered with the CQC in 2016. The Responsible Managers are appointed across all of the organisations. They are all run by the same management team.

The objective of the service is to provide outpatient care to patients presenting with inflammatory skin disease and skin lesions including skin cancer. This is provided by a highly trained and organised team of specialist doctors, nurses, and supporting staff. The clinical service is an intermediary service between primary and secondary care. The service has a full operational code for providing NHS services (NYG). It is registered with all relevant NHS and regulatory bodies that include:

- 'Connecting for Health' Registration
- 'Connecting for Health' Accreditation to Issue NHS Smartcards
- NHS Litigation Authority Registration
- NHS Pension Registration
- NHS Fraud Registration
- Registration to Issue NHS Prescriptions (NHSBA)
- NHS Choices Registration
- Registration with the General Medical Council as a 'Designated Body' to accredit and approve medical appraisals and revalidation

Services are provided following agreed pathways of care and service specifications with local CCG's. Care is seamlessly provided across the primary-community-secondary care interface working with local GP's, community hospitals, and local acute trusts. We receive written referrals from over 1400 GP's in Sussex and Surrey. Services are constantly reviewed and updated 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.

Services are provided to help patients self-manage their skin disease and all key information is provided as written handouts in clinic accompanied by access online on our main website ([www.sussexcds.co.uk](http://www.sussexcds.co.uk)). We also collect patient feedback on services on a formal basis through patient satisfaction survey's, through 'family and friends' testing, and through web-based media. We have also signed up to the new 'Duty of Candour' policies and procedures that are also listed on our website.

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

**Registered Managers:** Dr Russell Emerson  
Dr Fiona Emerson  
51 Chesswood Road

Worthing  
West Sussex  
BN11 2AA  
01903 703270

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

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

Dr Russell Emerson is a medical doctor and a Consultant Dermatologist (listed on the specialist medical 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, Worthing Skin Clinic Ltd, The British Association of Dermatologists, The Sussex Nuffield Hospital, and Haywards Heath Nuffield Hospitals. This experience has been gained over a 10-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 commercial healthcare businesses and in designing the NHS clinical service model for Sussex Community Dermatology Services Ltd. He is the Clinical Director of the service and other dermatology services providing clinical care for over 20,000 new patients per annum.

He is a Responsible Manager for several related companies including R&F Emerson LLP, Medical Clinics Ltd, and Worthing Skin Clinic Ltd. These companies share the same company management structure at an operational level for patient clinical care.

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

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 was 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 and was awarded a Distinction in her clinical examinations. She now works exclusively providing dermatology services and supporting the businesses as a Responsible Manager. She is a Responsible Manager for Sussex Community Dermatology Service Ltd and associated companies including R&F Emerson LLP, Medical Clinics Ltd, and Worthing Skin Clinic Ltd. These companies share the same company management structure at an operational level for patient clinical care.

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

Sussex Community Dermatology Services Ltd has an experienced team of specialists, who share many years experience of working with NHS and private patients. The clinical team is supported by specialist nurses and a healthcare administration team. Administrative staff have been employed because of their past experience in the private healthcare sector.

##### **Registered Manager:**

Dr Russell Emerson	Consultant Dermatologist & Dermatological Surgeon	FRCP, DM
Dr Fiona Emerson	General Practitioner with a Specialist Interest	MRCGP

##### **Medical Practitioner's:**

Dr Russell Emerson	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Sandeep Cliff	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Bav Shergill	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Andrew Morris	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Nic Nicolaou	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Susana Sidhu	Consultant Dermatologist & Dermatological Surgeon	MRCP
Mr Paul Banwell	Consultant Plastic & reconstructive Surgeon	FRCS
Mr Darryl Coombes	Consultant Maxillo-Facial Surgeon	FRCS
Dr Mukesh Patel	Associate Specialist in Dermatology	MB ChB
Dr Fiona Emerson	General Practitioner with a Specialist Interest	MRCGP
Dr Erika Mclean	General Practitioner with a Specialist Interest	MRCGP
Dr Rob Harvey	General Practitioner with a Specialist Interest	MRCGP
Dr Angie Gurner	General Practitioner with a Specialist Interest	MRCGP
Dr Veronique Foulger	General Practitioner with a Specialist Interest	MRCGP
Dr Helen Graham	General Practitioner with a Specialist Interest	MRCGP
Dr Manju Das	General Practitioner with a Specialist Interest	MRCGP
Dr Peter Cureton	General Practitioner with a Specialist Interest	MRCGP
Dr Abeyayo Lawal	General Practitioner with a Specialist Interest	MRCGP

Dr Sarah Williams	General Practitioner with a Specialist Interest	MRCGP
Dr Nigel Mohabir	General Practitioner with a Specialist Interest	MRCGP
Dr Sarah Hull	General Practitioner with a Specialist Interest	MRCGP
Dr Mike Lacey	General Practitioner with a Specialist Interest	MRCGP
Dr Mark Twist	General Practitioner with a Specialist Interest	MRCGP
Dr Tom von Biel	General Practitioner with a Specialist Interest	MRCGP
Dr Ena Satish	General Practitioner with a Specialist Interest	MRCGP
Dr Andrew Ruffer	General Practitioner with a Specialist Interest	MRCGP

**Specialist Nursing Staff:**

Sister Carolyn Battes	Clinical Nurse Manager	RGN
Mrs Jacqui Smith	Nursing Sister	RGN
Mrs Olivya Choi	Nursing Sister	RGN
Mrs Olivya Choi	Nursing Sister	RGN
Mrs Sophie Lockyer	Paediatric and General Clinical Staff Nurse	RGN
Mrs Tracey Willifer	Dermatology Specialist Nurse	RGN
Mrs Gunneva Bannister	General Clinical Staff Nurse	RGN
Mrs Sue Watts	General Clinical Staff Nurse	RGN

**Administration Staff:**

Mrs Julie Turner	Customer Services Manager/Complaints Manager
Miss Amy Clark	Clinic Manager
Miss Anna Baldwin	Regional Services Manager
Miss Grace Hancock	Assistant Services Manager
Miss Lucy Daniels	Administration Manager
Miss Alice Pryke	Human Resources Manager
Miss Tamara Coyne	Postgraduate Education Manager
Mr Chris Emerson	Information Technology Manager
Mrs Joan Shaw	Accounts Manager
Mrs Mary Pollard	Personal Assistant to Dr Emerson
Mrs Lynne Swain	Medical Secretary
Miss Lizzie Hughes	Medical Secretary
Mrs Julie King	Medical Secretary
Mrs Hannah Wyles	Administration Assistant

## **5. The organisational structure of the establishment**

Sussex Community Dermatology Services Ltd is an independent company providing NHS services (company registration number is 06733725). Services are operated out of a single registered clinical location that is:

- Worthing Laser and Skin Clinic – 51 Chesswood Road Worthing BN11 2AA

The main administration hub of the service and management team are based in Worthing having moved in late 2015 from Hove (13 New Church Road). At an operational level Sussex Community Dermatology Service Ltd works closely with several associated companies that include R&F Emerson LLP, Medical Clinics Ltd, and Worthing Skin Clinic Ltd. They all share the same management structure, clinical staff, clinical governance procedures, policies and procedures. All clinical services are of the same service type regardless of location or structure. Dr Russell Emerson and Dr Fiona Emerson are the Registered Responsible Managers for the services provided by Sussex Community Dermatology Services Ltd and the other associated companies.

All staff working for the healthcare business adhere to the clinical policies and procedures that are shared across the incorporated organisations. Day-to-day management of the business is supported by the company management team who meet weekly to discuss service operation including any clinical governance issues, audit, performance, incidents, and financial reporting. These meetings are minuted, circulated to senior staff, and action points followed by members of the team. We also employ a large supporting administration team to ensure that the healthcare services are provided at an optimum level. Additional roles within the organisation include the following:

Responsible Medical Officer – Dr Sandeep Cliff

Clinical Directors – Dr Andrew Morris, Dr Bav Shergill, Dr Nic Niclaou

Education Director – Dr Susana Sidhu

Cancer Lead – Mr Paul Banwell

Caldicott Guardian – Dr Russell Emerson

Serious Risk Information Officer – Anna Baldwin

Adult Safeguarding Lead – Fiona Emerson

Child Safeguarding Lead – Mrs Sophie Lockyer Paediatric RGN

Prevent Lead – Bav Shergill

The management team also communicates on a daily 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 on a daily basis across the organisation. 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.

Policies and procedures are shared across the organisations using innovative IT solutions and there is password protected access to computers. Staff access to server files is limited based on seniority and need to access confidential information. All IT systems are NHS compliant and we are fully registered with NHS 'Connecting for Health'. Patient data is held securely behind NHS N3 firewalls and no patient information is exchanged with other organisations unless considered medically necessary to do so.

## **6. The kinds of treatment and any other services provided at the establishment**

Sussex Community Dermatology Services Ltd is primarily focused on delivering NHS healthcare to patients with a wide-range of skin problems. Skin care is provided in a number of community hospital, GP surgery, and clinic outpatient locations. The services are confined to those listed with the Care Quality Commission for "Treatment of a Disease, Disorder or Injury", "Diagnostic and Screening Services"; and "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 by the service are listed in the patient guide and website ([www.sussexcds.co.uk](http://www.sussexcds.co.uk)). Services include:

### **Triage and Referral Management**

Patients are referred to the service by General Practitioners using a combination of written referral letters, 'Choose & Book', fax, and secure 'nhs.net' email. All referral letters are screened by a Consultant-led team to determine whether they are appropriate for the clinical service. Once accepted, patients are registered on to an approved NHS database electronic patient record system called 'SystemOne'. Appointments are sent out to patients within 48 hours once accepted by the service. All referrals are screened to ensure that they are appropriate for the service. In some instances, referrals may be rejected if considered inappropriate according to commissioned guidelines, or sent onwards directly to secondary care. In all instances of rejection or onwards referral, both the patient and the referring healthcare personnel are informed of the reasons for rejection or onwards referral. We also operate a dedicated patient and GP helpline.

### **Consultations**

Patients are seen for consultations by a member of the clinical team in a number of locations based on



the clinical problem and geographical location of the patient. Where possible, we try and select a location that is closest to the patient's home address. All locations are registered locations with the Care Quality Commission and comprise of a mixture of GP surgeries and community hospitals in Sussex and Surrey. The Surrey service trades as 'Surrey Dermatology Service' for marketing purposes with patients and GP's. It is not an independent company and all correspondence highlights that Sussex Community Dermatology Service Ltd is the main company providing care on literature/letters. 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. Where possible we aim to provide patients with a self-care plan. We will respect patient's wishes should they object to such communication being made. 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. NHS services are provided on the basis of the service being a 'Qualified Provider' of care (formerly 'Any Willing Provider'). We hold 5 Clinical Commissioned Group service contracts.

### **Diagnostic and Screening Tests**

A range of diagnostic tests are required as a part of the clinical service and these include blood tests, skin scrapings for bacterial/fungal infection, and histopathology skin samples following minor surgical procedures. Sussex Community Dermatology Services Ltd has sub-contract agreements in place with several local NHS trusts to provide such supporting screening tests including Brighton & Sussex University Hospital NHS Trust, Western & Southlands NHS Trust, Surrey & Sussex Acute Foundation NHS Trust, Queen Victoria NHS Foundation Trust, and Frimley Park NHS Trust. Where possible we send local tests to local acute hospitals. We do not provide any direct analysis of tests as an organisation.

### **Minor Skin Surgery**

A range of minor surgical procedures are carried out in the skin service including skin scrapings (curettage & cautery), skin biopsies, skin excisions, skin flaps and occasionally skin grafts. Minor procedures are carried out in minor procedures rooms in Care Quality Commission registered premises. All are considered minor outpatient procedures and none are carried under sedation or a general anaesthetic.

All staff are trained in minor surgery, resuscitation, and to undertake skin surgery. Each member of staff also receives training in use of medical equipment, COSHH safety advice, hand hygiene, infection control measures, and sharps injuries. 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 and written operation books. Written consent is obtained prior to all procedures and a scanned copy is recorded in the medical 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. These systems are audited to ensure that we provide high standards of clinical care.

### **In-patient arrangements**

Sussex Community Dermatology Service only provides outpatient services. We have no provision or arrangement to provide care for inpatient beds/overnight stay beds. Few patients are expected to be in the clinic environment for longer than 2 hours. 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).

### **Complaints Procedure**

Sussex Community Dermatology Services takes complaints seriously, wishes to learn from any events that happen, 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 (Mrs Julie Turner), Services Managers (Miss Anna Baldwin/Miss Grace Hancock/Amy Clark), and are reported immediately to a Responsible Manager (Dr Russell Emerson or Dr Fiona Emerson). We discuss complaints immediately as they are received and keep a written record that is reported in weekly and quarterly clinical governance meetings. We aim to identify any potential areas for improvement and provide a written log of all such problems for review by the Care Quality Commission, NHS organisations, or external agencies. All complaints are reported to Clinical Commissioning Groups on a monthly basis as a part of data reporting of 'Key Performance Indicators' and are discussed at quarterly review meetings.

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.

The organisation complies with 'Duty of Candour' policies and procedures.

### **Privacy and Dignity of Clients**

Sussex Community Dermatology Service 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. The practice manager is registered with the Data Protection Agency and all computerised systems are 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. We have a nominated Caldicott Guardian ( Dr Russell Emerson) and a Serious Information Risk Officer (Anna Baldwin). All NHS systems are fully accredited and we are registered with NHS Connecting for Health following all NHS policies and procedures with respect to confidentiality. All staff receive confidentiality training on induction and every 2-years.

Consultations and treatments are provided in purpose-designed rooms that ensure confidentiality and privacy. A chaperone is offered to all patients undergoing examination in line with recommended healthcare policies. Consultations are typically offered in an environment where solo working is discouraged and care is provided by a team of medical staff and nursing staff working together. At all times, client confidentiality is maintained and treated with dignity. All healthcare professionals receive training in patient confidentiality and understand the need for such policies. There are many internal policies on patient confidentiality, patient record handling, and data protection. All employees have confidentiality training built into their induction programme and updates on a regular basis.

Useful Contact Details:

Miss Anna Baldwin/Miss Grace Hancock

Service Managers

51 Chesswood Road

Worthing

West Sussex

BN11 2AA

Fax: 01903 3408409

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