

# Statement of Purpose

**WORTHING SKIN CLINIC LTD**

**Reg: 08377402**

**Locations:**

**Main CQC Registered Location:**

**Worthing Laser & Skin Clinic**

**51 Chesswood Road**

**Worthing**

**BN11 2AA**

**Tel 01903 703281**

**1 January 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**

**Registered Provider:** Worthing Skin Clinic Ltd  
**Legal Status:** Registered Company 08377402

**CQC Location 1:** Worthing Laser and Skin Clinic  
**Main Location** 51 Chesswood Road  
Worthing  
West Sussex  
BN11 2AA

**Registered Managers:** Dr Russell Emerson  
Dr Fiona Emerson  
Worthing Laser and Skin Clinic  
51 Chesswood Road  
Worthing  
West Sussex  
BN11 2AA

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

Worthing Skin Clinic Ltd is an organisation that provides private medical skin care to patients in the Sussex area. The company trades as 'Worthing Laser and Skin Clinic Ltd'. Longer-term the clinic will form part of a chain of clinics with 'Hove Laser and Skin Clinic' and 'Brighton Laser and Skin Clinic'. This medical chain is being established over the next few years and will build on the existing expertise of medical staff working across all of these organisations to provide private and NHS services to patients. The clinic is run by the same management structure and clinical staff that provide care as a part of Sussex Community Dermatology Services Ltd, R&F Emerson LLP, and Medical Clinics Ltd. The eventual aim will be to create two main organisations with Medical Clinics Ltd as the main CQC registered provider of care for private patient services in all three locations and Sussex Community Dermatology Service Ltd as the NHS provider. This process will take 5-6 years to complete.

Clinical services are provided by Consultant Specialists, General Practitioners, General Practitioners with a Specialist Interest in Dermatology, and Specialist Nurses with many years experience in the private and NHS sectors of care.

The objective of the service is to provide outpatient care to patients presenting with inflammatory skin disease and skin lesions including skin cancer. The clinical service is best described as an 'Extended

Primary Care Service'. The services will be provided from the newly refurbished clinical building in Worthing. Services will co-exist with NHS services that are contracted to Sussex Community Dermatology Services Ltd as an intermediate provider of NHS contracted care across Sussex and Surrey. Patients will transfer seamlessly between services based on patient choice and medical need.

### **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

Worthing Skin Clinic Ltd is led by a single management structure that organises care for the main company and associated services that comprise of Medical Clinics Ltd, Sussex Community Dermatology Service Ltd and R&F Emerson LLP. All of the organisations share the same operational policies and procedures. Dr Russell Emerson & Dr Fiona Emerson are supported by the management team to deliver care across the locations as a seamless service regardless of location seen or nature of care provided. All services are the same service types registered with the Care Quality Commission.

##### **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 Sandeep Cliff	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Bav Shergill	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Andrew Morris	Consultant Dermatologist & Dermatological Surgeon	FRCP
Dr Susana Sidhu	Consultant Dermatologist & Dermatological Surgeon	MRCGP
Dr Nic Nicolaou	Consultant Dermatologist & Dermatological Surgeon	MRCGP
Mr Paul Banwell	Consultant Plastic 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 Andy Ruffer	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 Lara Belle	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 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

**Specialist Nursing Staff:**

Sister Carolyn Battes	Clinical Nurse Manager	RGN
Mrs Olivya Choi	Nursing Sister	RGN
Mrs Ros Leach	Nursing Sister	RGN
Mrs Sophie Lockyer	Paediatric Safeguarding Lead and Paediatric Nurse	RGN
Mrs Tracey Willifer	Dermatology Specialist Nurse	RGN
Mrs Rose Freedland	Staff Nurse	RGN
Mrs Gunneva Bannister	General Clinical Staff Nurse	RGN
Mrs Sue Watts	General Clinical Staff Nurse	RGN
Miss Charlotte Freedland	Staff Nurse	RGN

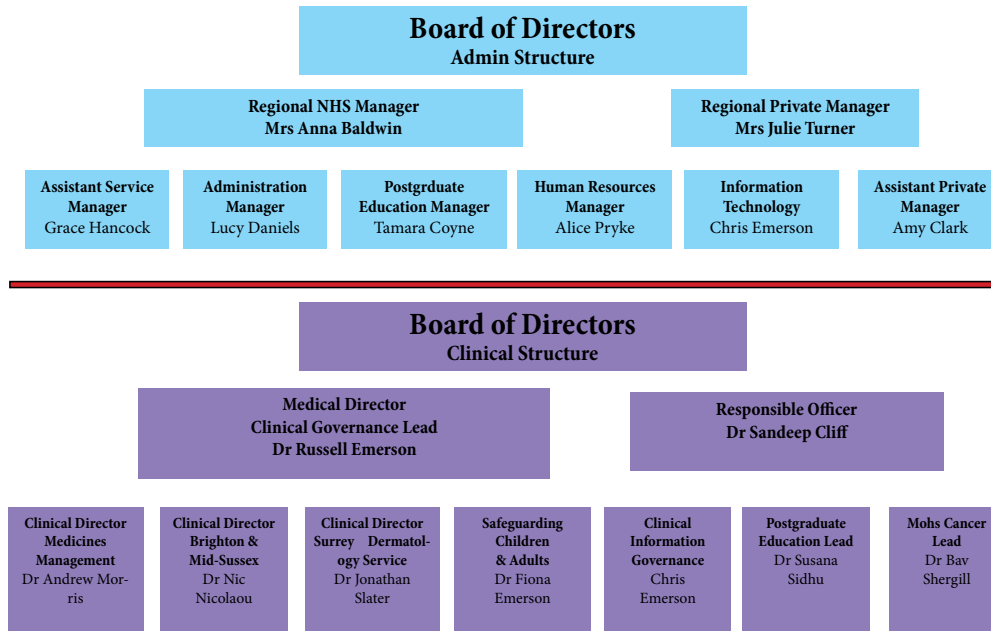
**Administration Staff:**

Mrs Julie Turner	Practice Manager – Hove & Brighton
Miss Amy Clark	Practice Manager/PMI Contracting Manager - Worthing
Miss Anna Baldwin	Regional NHS Services Manager/Serious Risk Information Officer
Miss Grace Hancock	Assistant NHS Services Manager/Private Services Manager
Mr Chris Emerson	Information Technology Manager/Information Governance Manager
Miss Lucy Daniels	Administration Manager
Mrs Alice Pryke	Human Resources Manager
Mrs Joan Shaw	Accounts Manager
Miss Fenna Daniels	Assistant Finance Manager
Mrs Mary Pollard	Personal Assistant
Mrs Lynne Swain	Medical Secretary
Miss Lizzie Hughes	Medical Secretary
Mrs Jacqui Smith	Medical Secretary
Mrs Gemma Adams	Medical Secretary
Mrs Hannah Wyles	Administration Assistant

**5. Organisational Structure of the Company**

The administration and clinical management team works with the Responsible Managers to run Worthing Skin Clinic Ltd on a functional day-to-day level. The same management team also organises services for Sussex Community Dermatology Services Ltd, R&F Emerson LLP 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. All staff work in Worthing and at other related clinical sites that are geographically close. 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 Worthing Skin Clinic Ltd**

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. Medical Clinics Ltd has service contract agreements in place with several local hospital providers and registered laboratories in the area. The same team of histopathologists provide reporting for private and NHS patients. Cancer diagnoses are discussed by local cancer MDT teams based in Sussex and all Consultant staff are part of the Sussex Cancer Network. They all attend acute trust based MDT's.

### **Minor Skin Surgery**

A range of minor procedures is carried out in the service that include cryotherapy, curettage and cautery, skin biopsies, ellipse excisions and small flap repairs. 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 that meet NHS guidelines. 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.

### **7. 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 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). Food is not provided to patients or carers.

### **8. Complaints Procedure**

Worthing Skin Clinic 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 Worthing (Miss Amy Clark). 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**

Worthing Skin Clinic Ltd 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. Worthing Skin Clinic Ltd 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

Miss Amy Clark

51 Chesswood Road

Worthing

West Sussex

BN11 2AA

**Staff Employment Opportunities:**

Human Resources Manager

Miss Alice Pryke

51 Chesswood Road

Worthing

West Sussex

BN11 2AA