



Statement of Purpose (Regulation 6)

Pure Sports Medicine Ltd (Kensington)

Point West
116 Cromwell Road
London
SW7 4XR

08702000878

All organisations providing private medical services to the public are regulated under the *Care Standards Act 2000* by the *Health Commission* and are registered as Independent Hospitals under the Regulations.

The Act requires that certain people are named and their contact details are provided to you.

At Pure Sports Medicine Ltd (Kensington) these people are as follows:

The **Registered Person** on behalf of the Company is:

Michael Davison
Pure Sports Medicine Ltd (Kensington)
116 Cromwell Road
London
SW7 4XR

Aims and Objectives:

The Company consists of dedicated and professional employees. We strive to be acknowledged by our patients, suppliers and regulators as the leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed patient expectations.

Our Aims:

- To understand and exceed the expectation of our patients.
- To both motivate and invest in our team and acknowledge their value.
- To encourage all the team members to participate in achieving our aims and objectives.
- To clearly set and monitor targets in all areas.
- To invest in property, equipment and technology and innovative processes based on a measured business case.

Our Objectives:

- To be accountable for individual and team performance.
- To support for each other in achieving patient expectations.
- Maintenance of highest professional and ethical standards.
- Rapidly respond to the needs of our team and our patients.
- To encourage innovation, ambition, enterprise and continuous improvement.



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Views of our patients

Pure Sports Medicine Ltd (Kensington) carries out an annual survey of its patients to ensure that we are meeting our aims and objectives and to ensure that our service delivery remains effective. Results of this are available on request. If you would like to make a comment about the operation of our establishment please write to the Registered Person at the address above.

Treatment of Children:

It is not the policy of Pure Sports Medicine Ltd (Kensington) to treat minors or very young adults. *Persons under the age of 18 will not be treated by our practitioners.*

Personnel and Organisational Structure:

Pure Sports Medicine Ltd (Kensington) has 17 employees.

The skills and experience of the individual employees working within the organisation varies but we will be happy to discuss with you and provide a written summary for each of the practitioners caring for you upon request. All staff working within the service under the terms of the Act are fully trained in the techniques used and on equipment to the manufacturers specification. A summary of our practitioners and their qualification and experience has been placed at the end of this Statement for your convenience.

The Clinic is managed on a day-to-day basis by Michael Davison who is the Registered Person under terms of the Care Standard Act 2000.

Services Provided:

Pure Sports Medicine Ltd (Kensington) is registered with the Healthcare Commission for the provision of a Private Doctor Service. Treatments provided under this service include consultation for, diagnosis and treatment of musculoskeletal conditions and injuries. We are registered with the Health Commission to carry out these procedures.

At Pure Sports Medicine Ltd (Kensington), we also provide a number of treatments which are unable to be registered with the Healthcare Commission.

Access to Services:

Our services are available directly to patients who may make an appointment by telephone or appointment at place of business. Our telephone number is given at the beginning of this statement.

We are able to offer both disabled access and disabled toilet facilities.

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Privacy and Dignity:

Consultations prior to treatment are conducted in a private consultation room. All information regarding patients is treated confidential according to our information management policy.

When changing is required for a particular treatment, all patients are permitted to change into appropriate attire in a private and secure environment to respect their privacy and dignity.

We strive to treat all our patients with dignity and respect. We also endeavour to address our patients by their preferred form of address – please inform your practitioner if we are not fulfilling this intention.

Complaints and Suggestions:

We strive to provide the highest level of service at all time however we do recognise that from time to time there may be issue arising which lead to dissatisfaction with the services we provide. We would encourage all patients to raise concerns directly with their practitioner concerned with their treatment so that minor problems can be corrected quickly.

Should nay patient wish to make any suggestions or complaint in writing, it should be addressed to the Registered Person at the address given above.

All patients are made fully aware of our complaints policy and their right to complain to the Healthcare Commission at any time in relation to the care with which they have received. A copy of the complaints procedure can be obtained from the Registered Person upon request. A notice is also displayed prominently in the clinic outlining the methods of making a suggestion or complaint.