



Association of Dentists in Aesthetic Practice

MAKING A COMPLAINT OR RAISING AN ISSUE OF CONCERN

Please state your complaint by sending an email to admin@adap.org.uk

You will receive an acknowledgment within 5 working days.

Registering a complaint about the Association of Dentists in practice (ADAP)itself and/or its Management Board

In order to make a complaint about ADAP itself and/or its Management Board please send an email to admin@adap.org.uk

Registering a complaint about a member of the ADAP

In order to make a complaint about a member of the ADAP please send an email it to admin@adap.org.uk

Guidance

It is often stressful to raise a concern or to complain - this guidance is designed to help you present your issue of concern .

We at ADAP provide a range of services to GDC registered dentists who offer non-surgical aesthetic treatments to the public. We ensure they are appropriately qualified, experienced and trained to practise safely. Dentists who are members of the ADAP agree to respect and to practice in accordance with the ADAP Code of Conduct. As registered dentists they are also obliged to work within the GDC Code of Practice. Both Codes are focussed on patient safety and public protection. The needs of patients are the ADAP's members first priority. Our members are required to be open about what they do and have a duty of candour to respect and respond candidly to your concerns. If you believe you have not been well treated, it is best that you say so. In that way the problem can be reviewed and considered



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with the aim of resolution for you (and with you). During this process we will all learn how to improve our services and do better in the future.

The ADAP has four types of member:

- Student member
- Full member
- Advanced member
- Fellow

The ADAP also has a duty of candour to ensure that it conducts its business in accordance with its Code of Conduct, Constitutional responsibilities, Company Law, and the governance requirements as set out in its Articles of Association.

The ADAP 'Mission' places public protection and patient safety at the core of its activities.

'Our mission is to advance excellence, integrity and safety in non-surgical aesthetics practiced by dentists by:

- Championing the highest standards of patient care and clinical practice.
- Promoting comprehensive education, training and CPD for our members.
- Developing and implementing robust clinical and ethical standards specific to non-surgical aesthetic treatments working with key stakeholders.
- Supporting our members through valuable services, advocacy and professional guidance.
- Fostering collaboration, partnership working, networking, and research to drive innovation and best practice in the field'.

ADAP Complaints Policy



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ADAP has set out its values against which its functions may be judged and held to account:

Values of ADAP

Core Values

1. Patient Safety First

We place patient safety, wellbeing and informed choice at the centre of everything we do. We promote evidence-based practice, effective risk management and the highest standards of clinical care.

2. Clinical Excellence

We are committed to delivering and promoting excellence in aesthetic medicine through high standards of education, competence, clinical governance and continuous improvement.

3. Integrity

We act honestly, ethically and transparently in all our professional relationships, decision-making and communications, maintaining public trust in the profession.

4. Evidence-Based Practice

We advocate treatments and procedures supported by robust scientific evidence, ongoing research and recognised clinical best practice.

5. Professionalism

We uphold the highest standards of conduct, accountability and respect, encouraging members to demonstrate professionalism in every aspect of patient care.

6. Education and Lifelong Learning

We champion continuous professional development, innovation and knowledge sharing to ensure members remain at the forefront of medical aesthetics.

7. Collaboration

We foster a supportive community where healthcare professionals work together, share expertise and advance standards across the specialty.

8. Respect and Inclusivity



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We value diversity, equality and mutual respect, treating colleagues, patients and partners with dignity and fairness regardless of background or circumstance.

We discharge our responsibility to protect members of the Public by:

- Applying strict standards and a Code of Conduct for membership of ADAP.
- Taking action if the standards may not have been met or the Code of Conduct compromised.
- Establishing clear and simple procedures to enable the public to raise issues of concern about the professional practice of members.

It is natural that you might feel worried about raising a concern. We at ADAP understand this and will take your concerns seriously, investigate what you say and provide you with the support, advice and guidance to raise your concern. ADAP will not tolerate the harassment or victimisation of anyone raising a concern, nor will we tolerate any attempt to dissuade you from raising a concern. Such behaviour would be a breach of our values as an organisation and, if your concern/complaint is upheld following our investigation, this could result in disciplinary action being taken against the member concerned.

Raising a concern is seen by us at ADAP as a positive and helpful thing to do. Whatever the result of your complaint, there will never be a backlash or reprisal. More likely there will be thanks for assisting us to improve service user experience and the quality of the services provided to members of the public within the non-surgical aesthetic sector.

The ADAP may investigate our members and take any necessary action, or it may share your concerns with relevant bodies (such as the General Dental Council).

Complaints about the ADAP



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The ADAP and its Management Committee are accountable for the way in which it conducts its business in accordance with its Constitutional responsibilities and in accordance with Company Law. Any complaints that are related to ADAP itself should be reported directly to ADAP via a communication with the Chair and/or CEO.

ADAP Members

All ADAP members abide by a Code of Conduct that requires them to explain to you what to do if you are concerned about your treatment and patient/client experience. You can check if the person you are concerned about is one of the ADAP Members by clicking [here](#) . ADAP also places a responsibility on its members to ensure that they are open and honest when things go wrong during the exercise of their duty of care for patients during their treatment process. Such responsibilities and expectations are set down in the ADAP Code of Conduct (which is available for inspection on the ADAP website).

All ADAP members are required to have a 'Complaints Procedure' in place. If you wish to raise a concern, ask to see your Practitioner's Complaints Procedure. Read it and decide what to do next. Discuss it with your Practitioner. Most often, your concern can be sorted out there and then. If you and your Practitioner cannot agree, there are ways to resolve your complaint. The choice of which depends on the Practitioner's type of practice.

1. If the ADAP member works as a self-employed practitioner, they may belong to the [Cosmetic Redress Scheme](#). This scheme provides an independent arbitration service to deal with complaints and breaches of consumer legislation such as perceived unfair treatment by the registrant to the complainant.
2. If the ADAP member works in a large cosmetic chain then the clinic will offer you access to its internal processes initially and then to the [Independent Sector](#)



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[Complaints Adjudication Service \(ISCAS\)](#) if they are unable to solve your complaint. A completely independent person (mediator or adjudicator) will assess the evidence you submit and make an adjudication or mediation which is binding upon both you and the provider

3. If the ADAP member does not offer you a way to make your complaint, or you prefer to come direct, then feel free to raise your concern directly with ADAP using the complaints form.

Complaints relating to ADAP members are the responsibility of the ADAP Management Committee who will review any complaint made against its members.

Who can raise concerns?

As well as patients who have received aesthetic treatments any member of the public, and anyone who works (or has worked) in the non-surgical cosmetic or hair restoration surgery sector can raise concerns; this includes contractors, product manufacturers, insurers, pharmacists, education and training providers and any other interested party.

What concerns can I raise?

You can raise a concern about any risk, malpractice or wrongdoing you think may harm patients.

Just a few examples might include (but are by no means restricted to):

- Complaints about ADAP and its appointed officers and committee members and the way in which the ADAP discharges its functions and responsibilities.
- unsafe patient/client care or treatment experience by an ADAP member.
- unsafe working/premises standards in a ADAP member's practice
- lack of, or poor response to a reported patient safety incident by an ADAP member.



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- breaches of equality standards by an ADAP member.
- matters relating to inappropriate advertising of services by an ADAP member.
- unacceptable experiences relating to dignity and respect by an ADAP member.
- breaches in information governance or data sharing/confidentiality by an ADAP member.

The ADAP CEO will determine if the matter of concern raised is an appropriate matter to be dealt with by ADAP. All complaints about members will be referred to the Chair of the ADAP Management Committee for consideration and action.

Confidentiality

We hope you will feel comfortable raising your concern openly, but we also appreciate you may want to raise the matter confidentially. This means that while you are willing for your identity to be known to ADAP, you do not want anyone else to know your identity. Therefore, we will keep your identity confidential and process your personal data in line with our privacy notice, if that is what you want, unless required to disclose it by law (for example, by the police). You can of course choose to raise your concern anonymously, without disclosing your name, but that will make it difficult for us to investigate thoroughly and to provide you with feedback on the outcome of any investigations.



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Appendix 1: ADAP Complaints Form

ASSOCIATION OF DENTISTS IN AESTHETIC PRACTICE Member Complaint Form

Confidential

This form should be completed by any individual wishing to make a complaint regarding the conduct, professional behaviour or alleged breach of the Association's Code of Conduct, Standards or Policies by a member.

Please complete all sections as fully as possible. If additional space is required, attach separate sheets and any supporting documentation.



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Section 1 – Complainant Details

Full Name

Organisation (if applicable)

Postal Address

Telephone Number

Email Address

Preferred method of contact

- ☐ Email
- ☐ Telephone
- ☐ Letter

Section 2 – Member Being Complained About

Member's Full Name

Practice or Organisation

Practice Address (if known)

Member Number (if known)



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Section 3 – Nature of Complaint

Please describe your complaint in full.

Include:

- what happened
- dates and times
- location
- who was involved
- what you believe the member has done wrong
- which professional standards or ethical principles you believe have been breached (if known)

(Continue on separate sheets if necessary.)

Section 4 – Timeline of Events

Date	Event
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Section 5 – Supporting Evidence



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Please list any documents or evidence attached.

- ☐ Photographs
- ☐ Correspondence
- ☐ Medical records (where appropriate)
- ☐ Witness statements
- ☐ Consent forms
- ☐ Invoices/Receipts
- ☐ Advertising material
- ☐ Other

Please specify:

Section 6 – Witnesses

Please provide details of anyone who witnessed the events.

Name	Contact Details	Relevance
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Section 7 – Previous Action Taken

Have you raised this complaint directly with the member?

- ☐ Yes
- ☐ No

If yes, please explain the outcome.



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Has this complaint been referred to any other organisation?

☐ Yes

☐ No

If yes, please indicate which organisation(s).

☐ Employer

☐ Professional Regulator

☐ Insurer

☐ Police

☐ Legal Representative

☐ Other

Details

Section 8 – Outcome Sought

What outcome are you seeking from the Association?

☐ Investigation

☐ Mediation

☐ Guidance to the member

☐ Disciplinary action (where appropriate)

☐ Other

Please specify

Section 9 – Declaration

I declare that:

- the information provided in this complaint is true and accurate to the best of my knowledge;



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- I understand that knowingly providing false or misleading information may result in the complaint being dismissed;
- I understand that the Association may contact me for further information;
- I consent to my information being processed for the purposes of investigating this complaint in accordance with applicable data protection legislation.

Name

Signature

Date

Association Use Only

Complaint Reference Number

Date Received

Received By

Acknowledgement Sent

Case Officer

Committee Reference

Outcome

Date Closed



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Privacy Notice

The Association will process personal information solely for the purpose of managing and investigating complaints in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Information will be shared only where necessary to conduct a fair investigation or where required by law. Complaint records will be retained in accordance with the Association's data retention policy.