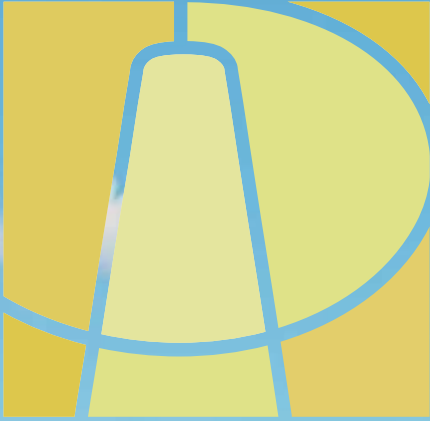




ARTISAN

DENTAL

Exceptional Quality, Compassionate Care

2019 IMPACT REPORT

Creating Multi-Dimensional Value For All Stakeholders

Certified



Corporation

MISSION:

Our mission is to optimize the health and happiness of our patients, team members, suppliers, community, and the environment through exceptional quality care and sustainable business practices.

VISION:

Our mission will be enacted by providing exceptional quality oral health care that is empathetic, caring and compassionate. We will create opportunities for the growth and development of our team members professionally and personally. The prosperity of the organization will create the conditions for all of its stakeholders to flourish.

VALUES:

Love, Wisdom, Compassion, Service, Collaboration, Creativity, Ethical Integrity, Empathy, Fun



Dear Stakeholders,

We are heartened and grateful to be able to collaborate with each of you to create the impact illustrated throughout this Report. **We feel fortunate to have had your support since our inception in 2014 as we designed and developed a business model whose aim is to create value and benefit for all of the stakeholders we serve.** By working together, we have been able to create deep and wide impact as measured and verified by our Certified B Corporation designation.

In 2019, our leadership team made a series of strategic decisions, aimed at continuing to provide exceptional quality care to our patients.

- We welcomed two new dentists and two new clinical assistants to the team.
- We invested in two new state of the art imaging technologies, I-Tero and Primescan.
- We expanded a parental leave policy for staff members who are working mothers and fathers.
- We expanded the range of professional, personal growth and development opportunities for our team members.
- We cooperated with our suppliers to maintain cost effective care using high quality materials, mindful of selecting sustainably designed and sourced products when available.
- We also invested in additional data back-up and security technologies to ensure the privacy and accessibility of patient information.

As Artisan Dental has grown, we've increased total team volunteer hours and philanthropic contributions to local and global organizations. We have a standing commitment to contribute greater than 1% of annual sales to non-profits with direct financial contributions or volunteer hours.

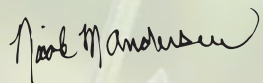
We remain steadfast in our focus on caring for our planet's precious resources through the purchase of 100% renewable electricity from MG&E's Green Power program, together with the purchase of certified carbon credits to offset 100% of the carbon created through travel associated with continuing education and the energy used to heat and cool our office.

In 2020, we have identified opportunities to work more closely with a range of suppliers to develop more sustainable products, while minimizing the environmental and carbon impacts associated with their production.

We will also be exploring additional ways we can reduce our overall environmental footprint as an organization through an assessment of the Scope 3 greenhouse gases generated in providing patient care.

We will be offering real time modeling of orthodontic treatment using 3D modeling provided by our I-Tero scanner so patients can visualize how their smile and tooth alignment will be enhanced through orthodontic treatment. We will be continuing to enhance our skills as a team in the subjects of emotional intelligence, diversity and inclusion. We will also be adding short and long-term disability insurance to our benefit plan to provide team members and their families more resilience in the event of an accident, injury or sickness.

These and other initiatives will assist us to continue to increase the B Impact Assessment score used to measure our impact as a Certified B Corporation. We anticipate increases of five or more points in the governance sub-section. We are also targeting an estimated increase of ten points in the environment sub-section assisting to increase our composite B Impact Assessment score by approximately five points. Together these initiatives will support us in continuing to enact our mission, vision and values in the service of multi-dimensional value creation for all our stakeholders.



Dr. Nicole Andersen, Co-owner & Dentist



Scott Andersen, Co-owner & Director of Stakeholder Stewardship



IMPACT AREA SCORES

GOVERNANCE	9.1
WORKERS	32.9
COMMUNITY	21.6
ENVIRONMENT	9.2
CUSTOMERS	9.5

As a mission, vision and values focused enterprise, our intention is to create multi-dimensional value for all stakeholders connected to our business. **In an effort to provide our stakeholders with an independent third party perspective regarding our ability to bring our mission to life, we pursued and earned Certified B Corporation® status in 2017.** To become a Certified B Corporation®, an organization must meet rigorous standards of social and environmental performance, accountability and transparency. **The B Corporation certification has been described by Inc. magazine as the most rigorous global standard for socially responsible business (1).**

Within the Certified B Corporation® community, we feel fortunate to have been designated as a “Best for the World” company in the Worker category for 2018 and 2019. **This honor recognizes companies whose “Worker” category score is in the top 10% of Certified B Corporation® companies of similar size and industry.**

We are also beginning to track our contribution to the achievement of the United Nations’ Sustainable Development Goals (SDGs) which are designed to create a more wide ranging and enduring prosperity for all people around the world.

In the following pages **you will find examples of how Artisan Dental is creating benefits for our patients, team members, customers, community and environment, together with how these benefits contribute to the realization of the SDGs.**

References -

1. Stanford Social Innovation Review.
Has the B Corp Movement Made a Difference? Oct. 13th, 2014.
https://ssir.org/articles/entry/has_the_b_corp_movement_made_a_difference

CUSTOMERS

9.5

- Average of 4.9 stars across all online review platforms since the practice's inception in 2014.
- Increasing access to affordable oral health care for those without dental insurance through the Artisan Dental Health Plan.
- Publicly available professional code of conduct and ethical marketing policy.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

3 GOOD HEALTH AND WELL-BEING



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



PATIENT PERSPECTIVES

Artisan Dental has the most pleasing atmosphere and staff that I have ever encountered in a dental clinic. The waiting room is spacious and filled with light and beauty. The silent videos of nature streaming in the waiting room and from the dental chair create a calm and peaceful surrounding. **The staff were kind, considerate, and caring.** The appointment itself was gentle and both the hygienist and dentist were attentive to my questions, concerns, and needs. **I was 100% impressed with every aspect of care and have already recommended your services to friends!**

- Ellen

Best experience at a dentist ever! They provide a mixture of: star treatment, spa treatment and therapy. **Who knew you could have emotionally intelligent dentists (and staff)?! I hope I never have to go anywhere else.** P.S. I had an exam, filling, and cleaning. I don't dread going there---I look forward to it.

- Patsy



WORKERS

32.9

- Madison magazine "Best Places to Work" award winner 2017, 2018, 2019.
- Best For the World - Worker category designation, ranking in top 10% of Certified B Corporations® globally.
- 100% of full and part time team members are paid more than Madison and Dane County area living wage.
- Fully or majority paid, health, vision, dental, short and long-term disability insurance.
- Artisan Dental Whole Personal Development Grant - \$250 block grant of dollars available for team members to invest in any aspect of their personal or professional development.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



Best For
The World
2019 Workers
Honoree



2017 • 2018 • 2019



COMMUNITY

21.6

- Commitment to donate greater than 1% of annual revenue to local and global non-profits (see allocation on page 9).
- Collaborating with local healthcare and wellness practitioners to offer the complimentary Artisan Dental Wellness Series to all stakeholders.
- Participation in team member selected, Fetch Wisconsin Rescue's 2019 Dog Jog, fundraiser.
- Winner of 2019, Wisconsin, Force For Positive Change award.



IB DANE COUNTY
**SMALL
BUSINESS**
AWARDS 2018 **WINNER**

U.N. SUSTAINABLE DEVELOPMENT GOALS:

1 NO
POVERTY



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ENVIRONMENT



- One of 100 “B1” companies in the world. “B1” companies are both Certified B Corporations® and members of 1% for the Planet. Through the Artisan Dental Health Plan and our partnership with 1% for the Planet we have supported environmentally orientated non-profits; Ceres, Natural Resource Defense Council.
- 100% of electricity used at Artisan Dental’s facility is purchased from renewable sources through the MG&E Green Power program.
- Offset 16 metric tonnes or 100% of Scope 1 & 2 greenhouse gases, equivalent to 265 tree seedlings grown for 10 years.
- Recycled over 13,000 units of the general public’s used oral care products within Artisan Dental Recycling Program resulting in over \$250 in credits from Terracycle donated to local non-profit partners.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

13 CLIMATE ACTION



15 LIFE ON LAND



7 AFFORDABLE AND CLEAN ENERGY



**FOR THE
PLANET®**

— MEMBER —



GOVERNANCE

9.1

- Social and environmental impact reporting is based on Certified B Corporations®, B Impact Assessment. Certified B Corporations® have been described by Inc. magazine as the most rigorous standard for socially responsible business(1).
- As a Certified B Corporation®, we've amended our corporate governing documents to require consideration of all stakeholders in decision making.
- Artisan Dental is a locally-owned business, managed by a predominantly female senior leadership team.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

5 GENDER EQUALITY



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



References - Stanford Social Innovation Review. Has the B Corp Movement Made a Difference? Oct. 13th, 2014.
https://ssir.org/articles/entry/has_the_b_corp_movement_made_a_difference





ARTISAN
DENTAL

2019 NON-PROFIT DONATIONS

LINKED TO U.N. SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



- Mercy Corp.
- Direct Relief International

11 SUSTAINABLE CITIES AND COMMUNITIES



- Sustain Dane
- Landesa

2 ZERO HUNGER



- Second Harvest Food Bank

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- Ceres

3 GOOD HEALTH AND WELL-BEING



- UW Health - Carbone Cancer Center
- UW Center for Healthy Minds

13 CLIMATE ACTION



- National Resource Defense Council

4 QUALITY EDUCATION



- Room to Read
- Boys and Girls Club of Dane Cty.

14 LIFE BELOW WATER



- Environmental Defense Fund

5 GENDER EQUALITY



- Women For Women International

15 LIFE ON LAND



- Conservation Fund
- Dane County Humane Society

8 DECENT WORK AND ECONOMIC GROWTH



- Landesa
- Care

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



- Human Rights Watch
- Search for Common Ground

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- Path
- Partners in Health

17 PARTNERSHIPS FOR THE GOALS



- Ashoka
- Community Shares of Wisconsin

10 REDUCED INEQUALITIES



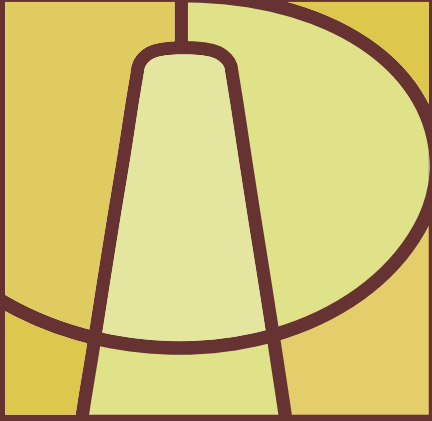
- Teach For All
- Human Rights Watch



THE B CORP DECLARATION OF INTERDEPENDENCE

We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation - the B Corporation - Which is purpose-driven and creates benefit for all stakeholders, not just shareholders. As B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



ARTISAN DENTAL

THANK YOU FOR YOUR SUPPORT AS A STAKEHOLDER

We are inspired to continue to develop the ten capitals, four impacts and four bottom lines depicted in the MetalImpact Framework below. As valued stakeholders, we welcome your feedback on how we can continue this development by emailing us at info@artisandentalmadison.com.



MetalImpact Framework
Created by Sean Esbjörn-Hargens, PhD
www.metaintegral.com