



ARTISAN
DENTAL

2024 IMPACT REPORT

Creating Multi-Dimensional Value For All Stakeholders





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.

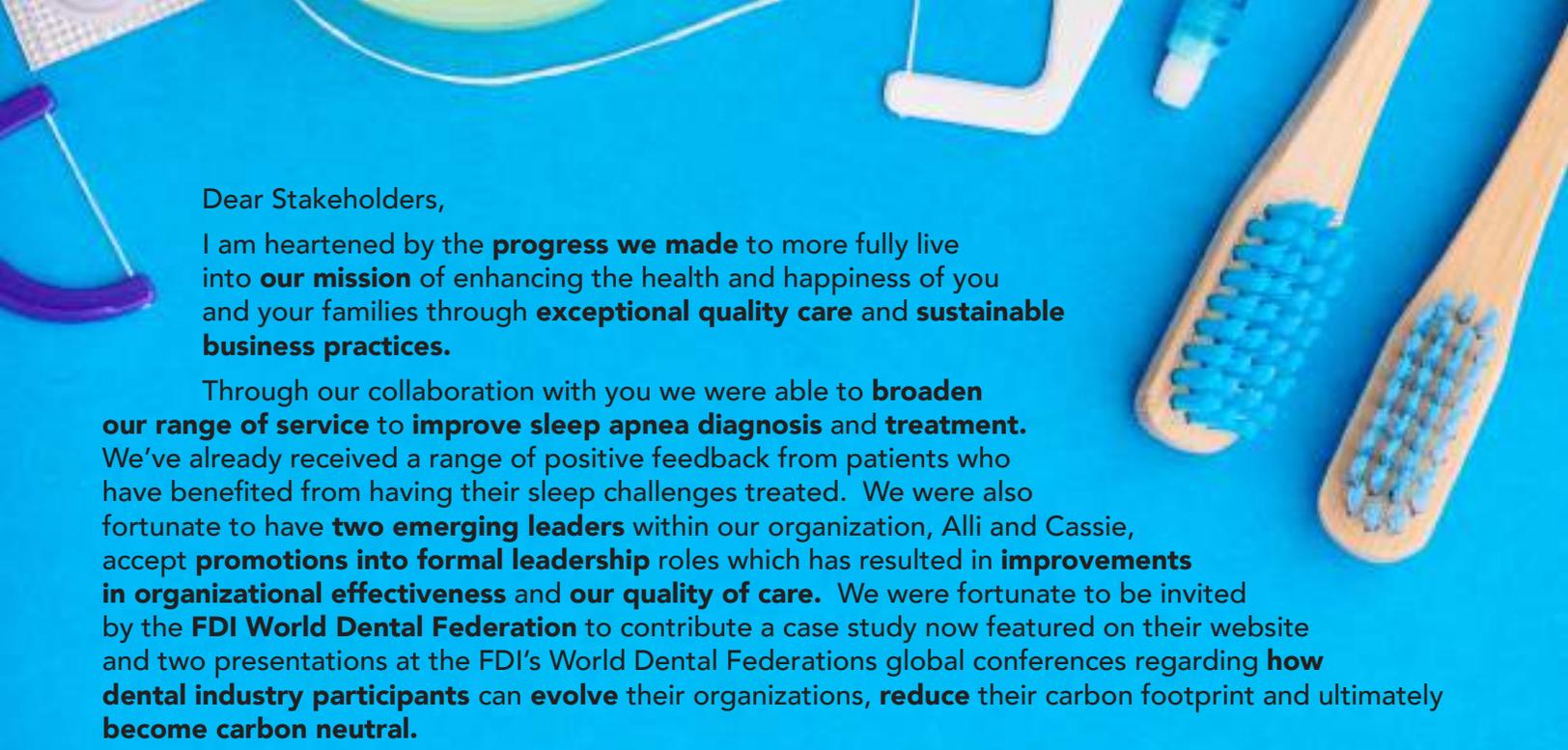
VISION:

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,

I am heartened by the **progress we made** to more fully live into **our mission** of enhancing the health and happiness of you and your families through **exceptional quality care** and **sustainable business practices**.

Through our collaboration with you we were able to **broaden our range of service** to **improve sleep apnea diagnosis** and **treatment**. We've already received a range of positive feedback from patients who have benefited from having their sleep challenges treated. We were also fortunate to have **two emerging leaders** within our organization, Alli and Cassie, accept **promotions into formal leadership** roles which has resulted in **improvements in organizational effectiveness** and **our quality of care**. We were fortunate to be invited by the **FDI World Dental Federation** to contribute a case study now featured on their website and two presentations at the FDI's World Dental Federations global conferences regarding **how dental industry participants** can **evolve** their organizations, **reduce** their carbon footprint and ultimately **become carbon neutral**.

In 2025, we are planning to introduce a range of new products within our hygiene department to improve preventive care outcomes. Several of these products are offered by fellow Certified B Corporations. One product is specifically designed to foster a relaxed, calming experience for patients called Nu-Calm which uses audio-visual technology. As always, we will continue to focus on continuing education and leadership development for all of our team members. We look forward to collaborating with Henry Schein to evaluate new sustainability oriented products so manufacturers can continue to have real world feedback on sustainable product design features. Our team members will be volunteering their time and skills at the free dental care clinic More Smiles, Wisconsin. Lastly, we will be reducing our environmental impact with in office composting offered by local providers to reduce the amount of waste entering our landfill and receive nutrient rich compost for external landscaping in return.

We look forward to feedback or suggestions you may have for how we can better serve you and all of our stakeholders in the future.

With appreciation,



Dr. Nicole Andersen, Co-owner, Dentist



Scott Andersen, Co-owner, Director of Stakeholder Stewardship



IMPACT AREA SCORES

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, in 2021 and 2024 we received Re-Certification. 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⁾

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.**

The content of this Impact Report has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. To learn more about the United Nations Sustainable Development Goals (SDGs) please visit <https://sdgs.un.org/> *

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

Certified



This company meets high standards of social and environmental impact.

Corporation



GOVERNANCE

15

CUSTOMERS

15.8

WORKERS

24.3

COMMUNITY

19.8

ENVIRONMENT

18.4

GOVERNANCE

SCORE

15

1. Artisan Dental completed its 2nd re-certification to maintain its designation as a Certified B Corporation. Artisan is now the oldest Certified B Corporation in the dental industry globally having first certified as B Corporation in 2017.
2. Artisan Dental's - earned the **Certified Great Places to Work** designations based on feedback from Artisan's team members.

Certified

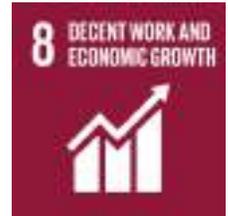


This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

Corporation



Sustainable Development Goals



CUSTOMERS

SCORE

15.8

1. **Dr. Nicole Andersen** was voted as a **top Dentist for the 14th consecutive year in row** by her dental colleagues in the Madison area.
2. Artisan Dental named 2024, Neighborhood Favorite on Next Door for the 8th year in a row.



Dr. Shruthi Dayal, began offering sleep apnea treatment solutions.

Patient Perspectives

Dr. Anderson is an outstanding dentist. Her facility provides a relaxing, supportive environment for dental work. **Her staff is top notch** as well. My husband and I followed her from a previous facility when she started her own business. My granddaughter is living with us this summer while Artisan Dental provides major dental work for her. **She has extreme fear of dental work because she has an enzyme deficiency which makes some forms of anesthesia ineffective** for her. **Dr. Dayal was able to determine what anesthesia would be the most effective** and Ella is tolerating everything very well. - Marsha, 2025 - Google

Always a great experience! **Everybody is so friendly and they really do go above and beyond making sure you're comfortable and accommodated in all aspects of the dental experience.** I also appreciate how thorough they are with their explanations of procedure so I'm never nervous going into something new (that is so different from most dentists I've been to that possibly think you just won't understand what's going on so they don't bother explaining it?). I greatly appreciate their upfront attitude about pricing - and it's totally reasonable! Another thing I really enjoy is that they offer recycling for some dental things you wouldn't typically be able to throw in the recycling bin. **Thank you for all the great experiences and making sure I feel taken care of.** - Graham, 2025



Sustainable Development Goals



WORKERS

SCORE
24.3



Alli was promoted to our Dental Hygienist Team Leader role.



Cassie was promoted to Equipment and Maintenance Team Leader.

Sustainable Development Goals



COMMUNITY

SCORE
19.8

1. Artisan Dental was featured along with other Wisconsin companies in an essay titled, **Sustainability Inc.** in the 2024 Spring issue of Wisconsin People and Ideas magazine published by the Wisconsin Academy of Science Arts and Letters.
2. Artisan Dental staff collaborated with Henry Schein to offer a national webinar on how organizations can become carbon neutral.
3. We consulted with dentists in Georgia and Illinois on the benefits of becoming a Certified B Corporation®.



 HENRY SCHEIN®

Sustainable Development Goals



ENVIRONMENT

SCORE

19.8

Artisan Dental's journey to becoming the first carbon neutral general dentistry practice in the United States was featured as a case study on the FDI World Dental Federation, [Sustainability in Dentistry](#) section of their website.

1. Artisan Dental was a featured presenter at the FDI World Dental Federation, World Congress in a section on Sustainability in Dentistry. The topic of the presentation was how Artisan became a carbon neutral company.
2. We were also featured during the FDI World Dental Federation's virtual summit on sustainability in dentistry later in the year.

Sustainable Development Goals





2024 NON-PROFIT DONATIONS

LINKED TO U.N. SUSTAINABLE DEVELOPMENT GOALS



- Mercy Corp.
- Direct Relief International



- Teach For All
- Human Rights Watch



- Second Harvest Food Bank
- Unicef



- Sustain Dane
- Landesa



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



- Environmental Working Group
- Wisconsin Sustainable Business Council



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



- National Resource Defense Council
- Conservation Fund



- Women For Women International
- Global Fund for Women



- Environmental Defense Fund
- Oceana



- Water for South Sudan
- Bill and Melinda Gates Foundation



- World Wildlife Fund
- Dane County Humane Society



- Ceres
- Conservation Fund



- Human Rights Watch
- Search for Common Ground



- Landesa
- Care



- Ashoka
- Community Shares of Wisconsin



- Path
- Partners in Health

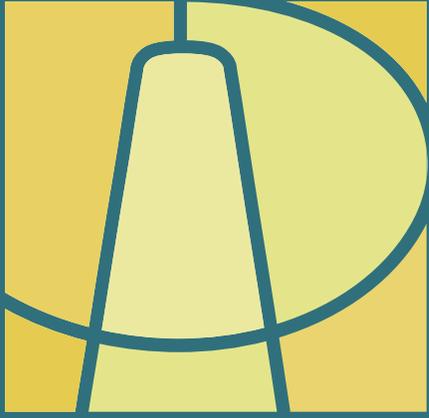


THE B CORP DECLARATION OF INTERDEPENDENCE

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.

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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