

ARTISAN

DENTAL

Exceptional Quality, Compassionate Care



2020 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 pleased to share a review of the developments that occurred during 2020 to support in the further realization of our mission, vision and values. As a business informed and inspired by the principles of the wider "Business For Good" movement which include the principles of sub-movements such as Conscious Capitalism, Certified B Corporations, One Percent for the Planet, Sustainability Principles, we feel fortunate to be an active participant in efforts to broaden and deepen the definition of contribution and success for businesses, teams and individuals.

In 2020, the Artisan Dental team completed a range of projects aimed at creating value for all of our stakeholders. These projects include:

Patients - Adopted industry leading COVID safety enhancements such as hospital grade UV disinfecting lights in HVAC, hospital grade air filters in each operating room, patient waiting room, patient consultation rooms, hospital grade UV-hand wand.

Team - invested in education and training focused on clinical dentistry, diversity & inclusion, resilience, servant leadership, mindfulness, harassment.

Community - Introduced supplier code of conduct & supplier sustainability survey

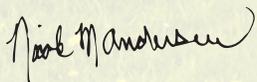
Environment - Became 1st carbon neutral general dentistry practice in the US.

Governance - Introduced first stakeholder survey for patient, supplier and governmental stakeholders.

In 2020, we completed the recertification and document submission process to maintain our designation as a Certified B Corporation. We hope to receive formal recertification from B Lab, the non-profit who certified B Corporations in the first part of 2021. We are anticipating a 10 to 15 point increase in our overall B Impact Assessment score, which is used to qualify companies for potential certification as a B Corporation. We hired an additional clinical assistant and patient care coordinator to further support the care you receive. We reached out to all of our major stakeholder groups to receive feedback around our strengths and how we can continue to improve the value we are creating for stakeholders. **We also introduced the Artisan Dental Sustainable Supplier survey and Supplier Code of Conduct to gather a better sense of how our supply chains are managing and creating impact in their spheres of influence.** We continue to be a locally owned, predominantly female team, led by a predominantly female senior leadership team, committed to living our mission, vision and values.

In 2021, we will be evaluating several new products and services offerings for potential introduction to patients. We have also introduced an additional health insurance option and will be introducing a new retirement savings vehicle for our team members. We are planning to participate in the Wisconsin Sustainable Business Council's Green Masters program as a complement to our Certified B Corporation designation. **We will also be collaborating with the Wisconsin Dental Association and other state dental associations to offer free webinars regarding how other dental offices can become carbon neutral.**

As always, we welcome your feedback regarding ways we can continue to improve our ability to create the causes and conditions for generative, multi-dimensional impact.



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.**

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

1. Adopted industry leading COVID safety enhancements:
 - a. Hospital grade UV disinfecting lights in HVAC
 - b. ICU grade air filters in each operating room, patient waiting room, patient consultation rooms.
 - c. Hospital grade UV-Hand Wand
2. Hired an additional clinical assistant and patient care coordinator to enhance patient care.
3. Completed first patient stakeholder survey.

U.N. SUSTAINABLE DEVELOPMENT GOALS:



PATIENT PERSPECTIVES

"Artisan is the best dental experience ever! I actually ENJOY going and everyone is so kind. They have taken amazing precautions with COVID, as well. I felt safe and calm the whole time. Rebecca, my new favorite hygienist, explained everything to me in such great detail. I never feel like I am being forced into procedures or that anything is hidden from me. I couldn't recommend this dental office enough!"

Bella, 2020, Yelp

"My first experience at Artisan Dental was fantastic! They treated me with an amazing amount of care, consideration and precision. The office and staff make the entire experience feel like a spa. I will certainly be recommending Artisan Dental to anyone looking for a dental office in Madison."

Lucia, 2020, Google Reviews



WORKERS

32.9

1. During Governor Evers' 'Safer At Home' order, team members completed over 50 different on-line LinkedIn Learning and Spears Education classes on the following range of topics including:
 - a. Clinical Dentistry
 - b. Diversity and Inclusion
 - c. Resilience, Mindfulness, Servant leadership
 - d. Harassment
2. Pay It Forward Philanthropic Allocation - each team member is allocated \$300 to donate to non-profits of their choice, when we reach our annual goals.
3. Volunteer - Non-profit donation of \$250 after team member has volunteered 50+ hours
4. Up to 10 hours additional time off to volunteer.
5. 100% of team members are paid above a living wage and all team members working 30 or more hours participate in full benefits.



"Working at Artisan Dental provides the rare opportunity to align my personal beliefs and values with that of my work place. I choose to give my time and energy volunteering with the local Scout Troop where kids (mine included) have the chance to be involved with community service, leadership, and wilderness adventures. Artisan cultivates a work culture where giving back to the community is encouraged and supported through the Pay it Forward Philanthropic Allocation."

-Emily, Clinical Assistant, Artisan Dental

U.N. SUSTAINABLE DEVELOPMENT GOALS:

8 DECENT WORK AND ECONOMIC GROWTH



17 PARTNERSHIPS FOR THE GOALS



COMMUNITY

21.6

1. Introduced supplier stakeholder survey.
2. Introduced a supplier code of conduct that addresses environmental, social and economic sustainability factors.
3. Introduction of supplier sustainability survey.
4. Financial sponsorship to help Sustain Dane and Wisconsin Sustainable Business Council grow the sustainability movement in the Wisconsin business community.
5. Director of Stakeholders Stewardships, Scott Andersen serves on the advisory board of the Wisconsin Sustainable Business Council.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



ENVIRONMENT



1. Completed 3rd party evaluation of company carbon footprint, (measuring Scopes 1, 2, 3 greenhouse gas emissions.) Total footprint was 12 metric tonnes and 100% of the 2020 footprint was offset.
2. Became 1st carbon neutral general dentistry practice in the US.
3. Won Dane County Climate Champion award in the Climate and Transportation category.
4. Diverted 2,764 pounds of waste from the landfill through in-office recycling, including paper, plastic, cardboard, metal, glass, waste precious metals and amalgams fillings.
5. 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, and the WI Sustainable Business Council.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



FOR THE PLANET

— MEMBER —



GOVERNANCE

9.1

1. Published first Artisan Dental Impact report with quantifiable social and environmental performance indicators established by a third party standards. (Certified B Corporation Impact Assessment)
2. Introduced first stakeholder survey for patient, supplier and governmental stakeholders.
3. Artisan Dental is a locally owned business, with a predominantly female senior leadership team.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

5 GENDER EQUALITY



16 PEACE, JUSTICE AND STRONG INSTITUTIONS





2020 NON-PROFIT DONATIONS

LINKED TO U.N. SUSTAINABLE DEVELOPMENT GOALS



- Mercy Corp.
- Direct Relief International



- Second Harvest Food Bank
- Unicef



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



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



- Women For Women International
- Global Fund for Women



- Water for South Sudan
- Bill and Melinda Gates Foundation



- Landesa
- Care



- Path
- Partners in Health



- Teach For All
- Human Rights Watch



- Sustain Dane
- Landesa



- Ceres
- Wisconsin Sustainable Business Council



- National Resource Defense Council
- Conservation Fund



- Environmental Defense Fund
- Oceana



- World Wildlife Fund
- Dane County Humane Society



- Human Rights Watch
- Search for Common Ground



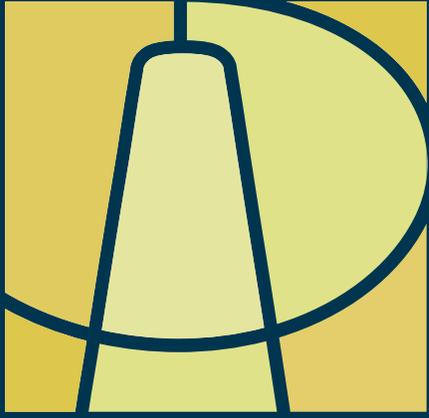
- Ashoka
- Community Shares of Wisconsin



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