



ARTISAN
DENTAL

Exceptional Quality, Compassionate Care



2022 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 delighted to share the 2022 Artisan Dental Impact Report with you. In this report we have summarized a portion of the initiatives that were implemented to support our mission of creating multi-dimensional impact for all the stakeholders connected to Artisan Dental. We appreciate the opportunity to be of service to you, your families and respective organizations you work with to provide exceptional quality oral care and contribute to the creation of a more sustainable economy and society that works for the benefit of all.

Below are a few examples of the value adding programs Artisan Dental and its stakeholders collaborated on during 2022.

Patients - Dr. Mark Rehmann, began offering dermal filler for esthetic purposes.

Team - Artisan Dental offers all team members a quarterly "Body Work" allocation of \$80, designed to be used to foster physical wellness based on the team members preference for services such as (therapeutic massage, chiropractic care, acupuncture, movement art classes such as yoga, qi gong).

Community - Director of Human Resources and Compliance, Lindsay Schuessler, worked with Aflexx Assistant Arm to offer feedback around the development of a re-usable suction tip and participated in their company's podcast, Wellness Wednesdays.

Environment - Artisan Dental became climate positive dental office offsetting 20% more greenhouse gasses than were created through its operation. Supporting the drawdown of additional carbon in the atmosphere.

Governance - Artisan Dental's - Director of Business Development, Rochelle Guastella, earned the Fellowship designation within the American Association of Dental Office Managers.

In 2023, we will be implementing an artificial intelligence software to support the evaluation of patient radiographs. We will also be evaluating a range of new products and services offerings for potential introduction to patients, including those with more sustainable attributes. Our team will continue to develop and receive training to enhance their clinical care, leadership and communication skills, coupled with designated times during the day to foster their own health and happiness. We will be working with suppliers, to support their product development efforts as well as transitioning to suppliers that more closely align with Artisan Dental's mission and Dental Supplier Code of Conduct. Within the community, we will continue to be a resource, model and inspiration to dental industry participants regarding how they can enhance their sustainability programs within their respective organizations. Our service plans for the environment include drafting articles for publication in the media outlets of various global and national dental industry associations.

As always, we welcome your suggestions around how we can continue to provide you with the highest quality care and contribute to the health of all of our stakeholders.



Dr. Nicole Andersen, Co-owner & Dentist



Scott Andersen, Co-owner & Director of Stakeholder Stewardship



IMPACT AREA SCORES

GOVERNANCE

15

WORKERS

24.3

COMMUNITY

21.3

ENVIRONMENT

19.2

CUSTOMERS

15.8

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 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



RATED **POSITIVE** ON
Karma Wallet

Certified



Corporation

This company meets high standards of social and environmental impact.



GOVERNANCE

15

1. Artisan Dental's - Director of Business Development, Rochelle Guastella, earned the Fellowship designation within the American Association of Dental Office Managers.
2. Artisan Dental's - Director of Stakeholder Stewardship, Scott Andersen, was named one of the finalists for the Wisconsin Sustainable Business Council's Executive Sustainable Leadership award in 2022.

U.N. SUSTAINABLE DEVELOPMENT GOALS:



Certified



Corporation

This company meets the highest standards of social and environmental impact

CUSTOMERS

15.8

1. Dr. Nicole Andersen was voted as a top Dentist for the 12th consecutive year in row by her dental colleagues in the Madison area.
2. Artisan Dental named 2022, Neighborhood Favorite on Next Door.
3. Dr. Mark Rehmann, began offering dermal fillers for esthetic purposes.
4. Created an additional registered dental hygiene position to create more continuing care and periodontal care appointments.



U.N. SUSTAINABLE DEVELOPMENT GOALS:

8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



PATIENT PERSPECTIVES

They saw me quickly for an emergency issue. I came back for a cleaning and Claire was great! Everyone at Artisan is thorough, kind, and professional. Highly recommend.

Garrett, June. 2022 - Google

Excellent care! Very professional and friendly staff. I couldn't rate them more highly.

And since the pandemic began, they have invested in even more equipment to keep patients and staff safe and healthy and to keep their rooms and equipment as sterile and infection-free as possible - air purifiers, UV cleaning equipment - there's a long list of the precautions they have taken. I feel very safe going there.

Janice - Oct., 2022 - Google

WORKERS

24.3

1. Artisan Dental offers all team members a quarterly “Body Work” allocation of \$80, designed to be used to foster physical wellness based on the team members preference for services such as (therapeutic massage, chiropractic care, acupuncture, movement art classes such as yoga, qi gong).
2. All team members have access to an onsite fitness room.
3. All team members and a friend are provided complimentary access to all Artisan Dental Wellness Series events. Wellness Series topics range from healthy eating to different movement programs, and get out in nature activities.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



Artisan Dental having Team Building Day at Barrio in 2022

COMMUNITY

21.3

1. Director of Human Resources and Compliance, Lindsay Schuessler, worked with Aflexx Assistant Arm to offer feedback around the development of a re-usable suction tip and participated in their company's podcast, Wellness Wednesdays.
2. Director of Business Development, Rochelle Guastella shared the work that Artisan Dental has been championing in our business with a variety of key stakeholders. She participated in:
 - a. The Midwest BLD (B Corporation Leadership Development) conference in Sept. 2022. [Click here](#) to watch and listen to Rochelle address the topic of "Leveraging Business Partnerships to Address Climate Change"
 - b. The Ethical and Responsible Business Network Educational Speakers Program at UW-Madison, where she informed students about how Artisan Dental is operating in a sustainable manner.
 - c. In the ASTM (American Society for Testing and Materials) "Sustainability Standards in Dentistry" working group.
3. Artisan Dental's 2022 Impact Report was recognized as a 2022 Communitas Excellence Award Winner in the Corporate Social Responsibility category.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

9 INDUSTRY INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



ENVIRONMENT

19.2

1. Director of Business Development, Rochelle Guastella, was a featured presenter at the Wisconsin Sustainable Business Council's annual conference.
2. Artisan Dental became a carbon negative dental office, by offsetting 20% more greenhouse gasses than were created through its operation. Supporting the drawdown of additional carbon in the atmosphere.
3. Artisan Dental partnered with **Terracycle** to introduce their Kitchen Plastics - Zero Waste Boxes to further divert waste going to the landfill.



U.N. SUSTAINABLE DEVELOPMENT GOALS:

7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION





ARTISAN
DENTAL

2022 NON-PROFIT DONATIONS

LINKED TO U.N. SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



- Mercy Corp.
- Direct Relief International

10 REDUCED INEQUALITIES



- Teach For All
- Human Rights Watch

2 ZERO HUNGER



- Second Harvest Food Bank
- Unicef

11 SUSTAINABLE CITIES AND COMMUNITIES



- Sustain Dane
- Landesa

3 GOOD HEALTH AND WELL-BEING



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

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- Environmental Working Group
- Wisconsin Sustainable Business Council

4 QUALITY EDUCATION



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

13 CLIMATE ACTION



- National Resource Defense Council
- Conservation Fund

5 GENDER EQUALITY



- Women For Women International
- Global Fund for Women

14 LIFE BELOW WATER



- Environmental Defense Fund
- Oceana

6 CLEAN WATER AND SANITATION



- Water for South Sudan
- Bill and Melinda Gates Foundation

15 LIFE ON LAND



- World Wildlife Fund
- Dane County Humane Society

7 AFFORDABLE AND CLEAN ENERGY



- Ceres
- Conservation Fund

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



- Human Rights Watch
- Search for Common Ground

8 DECENT WORK AND ECONOMIC GROWTH



- Landesa
- Care

17 PARTNERSHIPS FOR THE GOALS



- Ashoka
- Community Shares of Wisconsin

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- Path
- Partners in Health

Certified

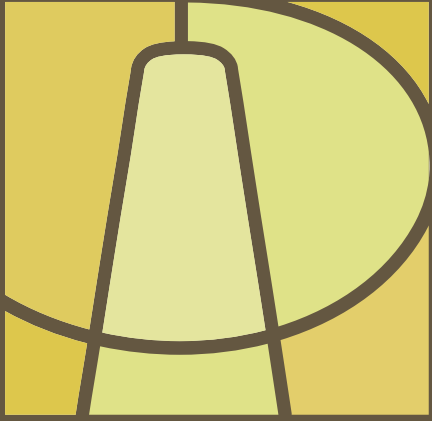


THE B CORP DECLARATION OF INTERDEPENDENCE

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