



ARTISAN
DENTAL

EXCEPTIONAL QUALITY,
COMPASSIONATE CARE

2023 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,

In the following pages you will find a summary of some of the developments Artisan Dental's team and stakeholders implemented that are designed to create value for each of Artisan's stakeholders. We hope these and other programs contribute a diverse range of positive impacts in our stakeholders lives. We are grateful you have chosen us to support your oral and systemic health as a patient. We have also enjoyed collaborating with you as a patient, team member, supplier or member of the wider local and global community to help us create the conditions that enable all forms of life to flourish.

Below are a few examples of the value adding programs Artisan Dental and its stakeholders collaborated on during 2023.

Patients - Dr. Rehmann began offering tooth implants. All dentists began offering same day - Zirconia Crowns.

Team - Adria White was promoted to Patient Care Coordinator Team Leader. Artisan Dental became certified as a [Great Place to Work](#).

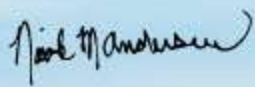
Community - Artisan Dental shifted the purchase of our consumable dental supplies to [Henry Shein](#), one of the dental industry leaders in corporate social responsibility and sustainability to further align our supply chain purchases with organizations working to further "Business For Good" principles.

Environment - Artisan Dental worked with the Maine Dental Associations to develop articles on how their members can move their organizations to a carbon neutral status.

Governance - Artisan Dental's - Director of Stakeholder Stewardship, Scott Andersen, was awarded the Wisconsin Sustainable Business Council's - Sustainable Leadership - Executive of the Year Award.

In 2024, we will be expanding our service offering through Dr. Dayal's incorporation of therapies to enhance the quality of patients' sleep. We will also be expanding the total number of hours available for patient care and emphasizing same day treatment. We will continue to evaluate a range of new dental products that offer more sustainable attributes. Developing leadership and presentation skills will be a focus for our team this year. Our team will have two different health insurance plan designs with two different insurance carriers, now our employees have more options. We will be working with Henry Shein to support their evaluation of new sustainable products entering the consumable dental products marketplace. Our community and environmental contribution plans include collaborations with Henry Shein to offer a complimentary webinar on how organizations within the dental industry can better manage their carbon footprint and move to become carbon neutral. Artisan Dental will also be collaborating with FDI World Dental Federations, Sustainability in Dentistry Task Force to develop a presentation for the World Dental Congress around carbon neutral practices. A similar presentation will also be offered at the annual Sustainability in Dentistry virtual summit. Lastly, Artisan Dental's example around how to become a carbon neutral practice will be featured as a case study on the FDI World Dental Federations website.

Please feel free to contact our office with your recommendations regarding how we can more fully bring our mission, vision and values to life.



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/> *

Certified



This company meets high standards of social and environmental impact.

Corporation

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





Wisconsin
Sustainable Business Council

GOVERNANCE

15

1. Director of Stakeholder Stewardship, Scott Andersen, awarded the Wisconsin Sustainable Business Council's - Sustainable Leadership - Executive of the Year Award.
2. We are proud to be female led, with four out of five leadership team members identifying as women.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS



Certified



This company meets the
highest standards of social
and environmental impact

Corporation



PATIENT PERSPECTIVES

The staff here is always so friendly. Services are easy to schedule and appointments are always timely. All the staff from the hygienists to the dentists to the front desk staff are very knowledgeable and **our family feels that we are getting the best dental care around when we leave Artisan Dental!**

Jenni, 2023 - Google

The staff at Artisan are AMAZING! I had severe dental anxiety when I first started going to Artisan. The staff there do everything possible to make the experience positive and anxiety free. They are transparent about what work needs to be done, and thoughtful about how to prioritize things when you can't do everything at once. Dr. Dayal is the absolute best. Highly recommend.

Kelly, 2023 - Google

CUSTOMERS

15.8

1. Dr. Nicole Andersen was voted as a top Dentist for the 13th consecutive year in row by her dental colleagues in the Madison area.
2. Dr. Andersen continues to be one of the **Three Best Rated Dentists in Madison**.
3. Dr. Rehermann began offering tooth implants. All dentists began offering same day - Zirconia Crowns.



2023

Neighborhood
FAVE
nextdoor

U.N. SUSTAINABLE
DEVELOPMENT GOALS:

3 GOOD HEALTH
AND WELL-BEING



11 SUSTAINABLE CITIES
AND COMMUNITIES





WORKERS

24.3

1. Adria White was promoted to Patient Care Coordinator Team Leader.
2. Artisan Dental became certified as a **Great Place to Work**.
3. Artisan Dental incorporated dedicated time during each day for team members to practice scientifically validated activities that foster personal health, wellbeing and happiness.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



Great
Place
To
Work®

Certified

APR 2023-APR 2024

USA

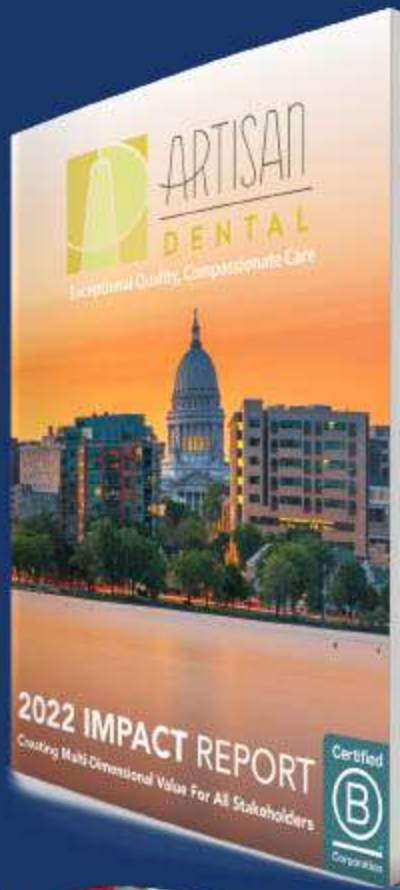


**GD
USA**

AMERICAN GRAPHIC DESIGN AWARDS
2023 WINNER

**GD
USA**

HEALTH & WELLNESS AWARD
2023 WINNER



Certified



Corporation

**USING
BUSINESS
AS A
FORCE FOR GOOD**

 **HENRY SCHEIN®**

COMMUNITY

21.3

1. In collaboration with Evolution Marketing, Artisan's Impact Report won the American Graphic Design Health and Wellness Award.
2. In collaboration with Evolution Marketing, Artisan Impact Report won the American Graphic Design Award in the new category of "Designing for Good." The first year the category for Designing for Good was introduced.
3. Artisan Dental shifted the purchase of our consumable dental supplies to Henry Shein, one of the dental industry leaders in corporate social responsibility and sustainability to further align our supply chain purchases with organizations working to further "Business For Good" principles.

**U.N. SUSTAINABLE
DEVELOPMENT GOALS:**

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





ENVIRONMENT

19.2

1. Artisan Dental worked with the Maine Dental Associations to develop articles on how their members can move their organizations to a carbon neutral status.
2. Artisan Dental is featured as an example of a carbon neutral dental practice on the American Dental Association's, "80 ways to make your dental practice green" web page.
3. 1% of total income from the **Artisan Dental Health Plan** is allocated to support environmental nonprofits, in 2023 we supported Oceana, Environmental Working Group, and the Environmental Defense Fund.

U.N. SUSTAINABLE DEVELOPMENT GOALS:

7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION





ARTISAN
DENTAL

2023 NON-PROFIT DONATIONS

LINKED TO U.N. SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



- Mercy Corp.
- Direct Relief International

2 ZERO HUNGER



- Second Harvest Food Bank
- Unicef

3 GOOD HEALTH AND WELL-BEING



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

4 QUALITY EDUCATION



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

5 GENDER EQUALITY



- Women For Women International
- Global Fund for Women

6 CLEAN WATER AND SANITATION



- Water for South Sudan
- Bill and Melinda Gates Foundation

7 AFFORDABLE AND CLEAN ENERGY



- Ceres
- Conservation Fund

8 DECENT WORK AND ECONOMIC GROWTH



- Landesa
- Care

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- Path
- Partners in Health

10 REDUCED INEQUALITIES



- Teach For All
- Human Rights Watch

11 SUSTAINABLE CITIES AND COMMUNITIES



- Sustain Dane
- Landesa

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- Environmental Working Group
- Wisconsin Sustainable Business Council

13 CLIMATE ACTION



- National Resource Defense Council
- Conservation Fund

14 LIFE BELOW WATER



- Environmental Defense Fund
- Oceana

15 LIFE ON LAND



- World Wildlife Fund
- Dane County Humane Society

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



- Human Rights Watch
- Search for Common Ground

17 PARTNERSHIPS FOR THE GOALS



- Ashoka
- Community Shares of Wisconsin



Certified



Corporation

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.

ARTISANDENTALMADISON.COM



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.metalintegral.com