

# ARTISAN

## DENTAL

Exceptional Quality, Compassionate Care

# A · A · D · O · M

## I'M WITH MY TRIBE!



**GREEN LEADER AWARD WINNER**

**Rochelle Guastella**

Director of Business Development  
Artisan Dental

2021 American Association  
Of Dental Office Managers

# 2021 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 2021 Impact Report you will see a summary of only some of the initiatives that were implemented supporting our mission to create health and happiness for our patients, team members, suppliers, community and the planet. **We are grateful to have had the opportunity to collaborate with you to create a higher quality of life for all our stakeholders and to contribute to the ongoing evolution of the wider "Business For Good" movement, made up of businesses whose intent is to be a force for goodness, truth and beauty in the world.** Several examples of trends fueling the growth of the "Business For Good" movement include the ongoing growth of the number of Certified B Corporations™ globally, the ongoing growth of socially responsible investment approaches and the multitude of companies innovating to create products and services with minimal harm to humans and the environment.

**Below are a few examples of the value adding programs Artisan Dental and its stakeholders collaborated on during 2021.**

**Patients** - Dr. Mark Rehermann, began offering Botulinum Toxin - Botox® for dental therapeutic and esthetic purposes.

**Team** - To support the overall health and happiness of our team members we introduced Teladoc, "My Strength" program as an additional fringe benefit. The "My Strength" program offers, personalized mental and emotional health educational resources including one-on-one coaching and therapy by credentialed therapists.

**Community** - Artisan Dental was featured in the September/October issue of the Wisconsin Dental Association's Journal cover story on Green Dentistry.

**Environment** - Collaborated with the Wisconsin Dental Association to offer the complimentary webinar, titled "The Carbon Neutral Dental Office", which is now freely available on the Artisan Dental Youtube channel.

**Governance** - Artisan Dental completed the B Impact Assessment version 6.0 as part of our B Corp™ recertification, our score increased from 82.3 to 95.7.

In 2022, we will be evaluating several ways new and existing patients can connect with us including using virtual consulting technology. We will also be evaluating a range of new products and services offerings for potential introduction to patients. We hope the introduction of Teladoc's, My Strength will further support our team members overall mental and emotional well-being by offering a diverse array of education resources and live one-to-one support. With suppliers, we will continue to explore opportunities to support their product development efforts by offering product feedback and serving on product and service specific focus groups. **Within the community, we will continue to offer the Artisan Dental Wellness Series to support our patient's and team's overall well-being while also participating in a community fund-raising event.** Our service plans for the environment include expanding our in office recycling efforts through the Terracycle Zero Waste Office Supply box and collaborating with state dental associations outside of Wisconsin to offer complimentary webinars on reducing a dental office's carbon footprint.

**As valued stakeholders, we welcome your feedback regarding ways we can continue to create meaningful impact for you, your family and the organizations you serve within.**



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.** 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](https://ssir.org/articles/entry/has_the_b_corp_movement_made_a_difference)



## CUSTOMERS

15.8

1. Dr. Nicole Andersen was voted as a top Dentist for the 11th consecutive year in row by her dental colleagues in the Madison area.
2. Dr. Mark Rehermann, began offering Botulinum Toxin – Botox® for dental therapeutic and esthetic purposes.
3. Artisan Dental was voted a Neighborhood favorite by patients on the Next Door website.

### U.N. SUSTAINABLE DEVELOPMENT GOALS:

3 GOOD HEALTH AND WELL-BEING



10 REDUCED INEQUALITIES



TOP DENTIST  
11 YEARS  
IN ROW



## PATIENT PERSPECTIVES

**I look forward to going to Artisan Dental every 6 months.** This is not your normal dental office, it's more like a spa where the staff are friendly and the Dentists and Dental Hygienists listen to you and are very knowledgeable. **I recently needed an appointment and I called on Monday and I was able to get an appointment on Wednesday.** The office is COVID-19 safe and you always leave with a gift be it chapstick or hand sanitizer.

**Chassy C, Nov. 2021 - Google**

I came to Dr. Anderson with a history of childhood dental trauma. **She listened that first appointment and the treatment I have received from her and her staff is a reflect of how well I was heard.** Years passed and as a 80+ woman I have gained a trust of her skill, and of dentistry as a professional. No dread now. **Today's appointment was as good as it gets !!!!**

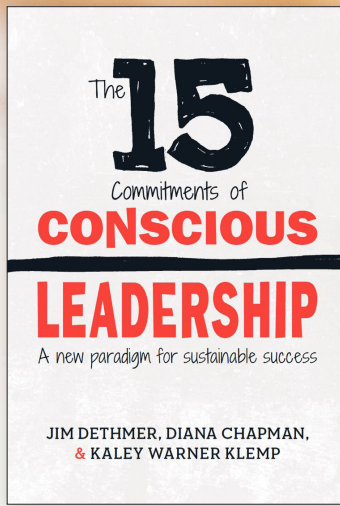
**Julia O'Reilly - Oct., 2021 - Google**



# WORKERS

24.3

1. Introduced Teladoc, My Strength program as an additional benefit. My Strength program offers, personalized mental and emotional health resources, one-on-one coaching and therapy by credentialed therapists.
2. We began a multi-month training for the entire team on the principles of Conscious Leadership to further our, "Conscious Culture & Everyone is Leader" culture.
3. We continue to support employee volunteer efforts. (i.e. employees who volunteer for 50 hours, receive a \$250 grant, donated to the non-profit of their choice. Full-time employees receive ten hours and part-time employees receive five hours of unpaid time to volunteer, and Artisan pays entry fee to a community fund-raising event of the employees choice.



## U.N. SUSTAINABLE DEVELOPMENT GOALS:

8 DECENT WORK AND ECONOMIC GROWTH



17 PARTNERSHIPS FOR THE GOALS



Artisan Dental team volunteering at Second Harvest in 2021



# COMMUNITY

# 21.3

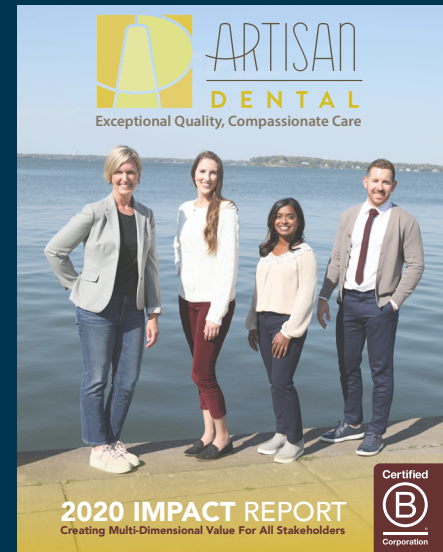
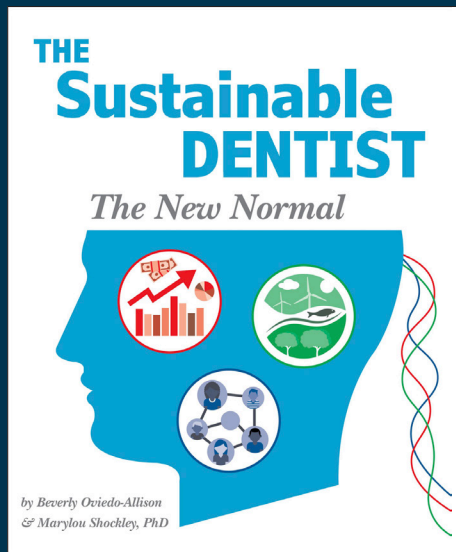
1. Artisan Dental was featured as a case study in the book, "The Sustainable Dentist, The New Normal", by Beverly Oviedo-Allison and Marylou Shockly, PhD.
2. Artisan Dental received an honorable mention at the 2021 MARCOM awards in the Print Media - Annual report category for our 2020 Impact Report.
3. Artisan Dental was the recipient of the 2021 Communitas Award in the category of corporate social responsibility, ethical and environmental responsibility, and leadership in ethical and environmental responsibility.
4. Artisan Dental was featured in the September/October issue of the Wisconsin Dental Association's Journal cover story on Green Dentistry.
5. Director of Stakeholder Stewardship, Scott Andersen, featured on The Stakeholder Podcast.

## U.N. SUSTAINABLE DEVELOPMENT GOALS:

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



## Carbon neutral certification helps Artisan Dental serve all stakeholders



In late 2020, Artisan Dental announced that it had partnered with Carbon Credit Capital and GreenTrees to be certified as the first carbon neutral general dental practice in the United States. That means all carbon or greenhouse gas emissions associated with all aspects of patient care at the Dane County practice – including office energy, supplies and materials, and team business travel and commutes – are 100% offset through the purchase of verified and validated carbon credits.

Artisan Dental works with Carbon Credit Capital, a Manhattan-based carbon footprint management company,

Olivia Fussell, founder and managing director of Carbon Credit Capitol, said Artisan's commitment to understanding its carbon footprint, together with its goal of achieving zero emissions, is an excellent example of what companies of all sizes can do to help the environment.

"For the world to successfully eliminate the climate crisis, we need not only the full participation of large, multinational corporations, but also small, locally owned businesses like Artisan Dental," she said.

*"Patients have told us they have selected, remained with and referred friends to Artisan Dental because of our sustainability principles and B Corporation certification. We even see written positive feedback in online patient reviews."*

- Dr. Nicole Andersen

### ■ What would you say are some of the more important sustainability steps your practice has taken?

**Dr. Andersen:** The single most important step we've taken is to become a Certified B Corporation. The certification evaluates a business's sustainability practices to determine if it is creating value for its stakeholders. It covers the three primary pillars of a sustainable framework – social, economic and environmental impacts. The assessment has been both a confirmation of many of the sustainability practices we have in place, such as robust and meaningful compensation, and an inspiration to create more positive impact. For example in 2020, we became the first general dentistry practice in the U.S. to become carbon neutral (see related story on page 14).

**Dr. Farrow:** It's critical to engage your entire team around the conversation – it has to be part of the operational culture. I think one of the most important steps is looking at all your infection control and packaging and processing sys-



Dr. Nicole Andersen says everyone at Artisan Dental has a role in the practice's commitment to sustainability.

The Stakeholders Podcast

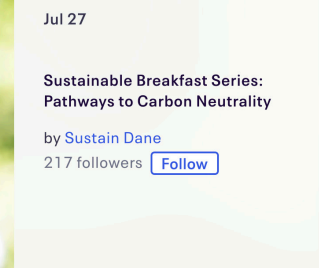


# ENVIRONMENT

# 19.2

1. Collaborated with the Wisconsin Dental Association to offer the complimentary webinar, titled **"The Carbon Neutral Dental Office"**, which is now freely available on the Artisan Dental Youtube channel.
2. Director of Stakeholder Stewardship, **Scott Andersen**, participated in Sustain Dane's, Sustainable Breakfast series, the panel discussion, **"Pathways for Achieving Carbon Neutrality & Net-Zero."** Scott also participated in the **"Sustainable Supply Chain Management"** panel discussion at the Wisconsin Sustainable Business Council's annual meeting.
3. Collaborated with dental supplies distributor Patterson Dental to feature two articles in the Patterson Advantage magazine around sustainability in dentistry and carbon management.

## U.N. SUSTAINABLE DEVELOPMENT GOALS:



## RECOGNIZED FOR CLIMATE LEADERSHIP:

- Rochelle Guastella (Director of Business Development) earned the **American Association of Office Managers, Green Leaders award, 2021.**
- Designated as a Climate Champion in the carbon emissions and commuting category by Dane County Office of Energy and Climate.
- Featured in the Incisal Edge, magazine in the article, titled, **"Actively Neutral"** outlining Artisan's path to becoming carbon neutral.



# GOVERNANCE

15

1. Introduced a formalized Code of Conduct to our team members, to further clarify our commitment to providing the highest quality dental care with the highest level of professional ethics.
2. Artisan Dental - earned re-certification as a Certified B Corporation™, improving its composite score from 82.3 to 95.7.

## U.N. SUSTAINABLE DEVELOPMENT GOALS:

5 GENDER EQUALITY



10 REDUCED INEQUALITIES



Certified



Corporation

This company meets high standards of social and environmental impact.



# 2021 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

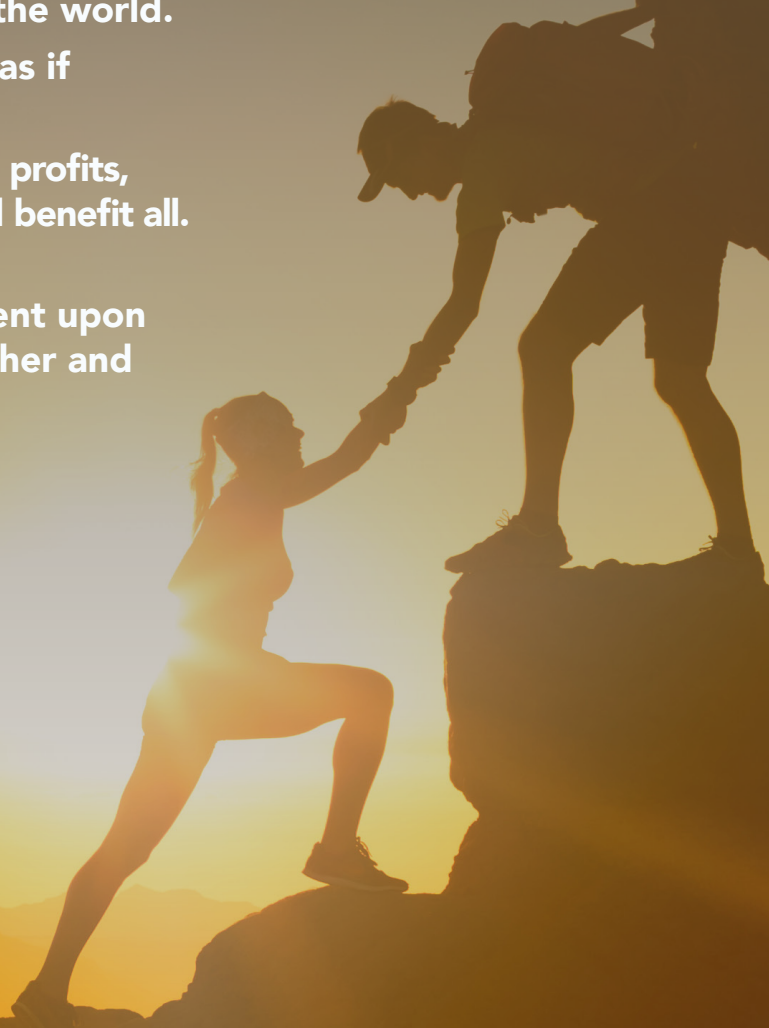


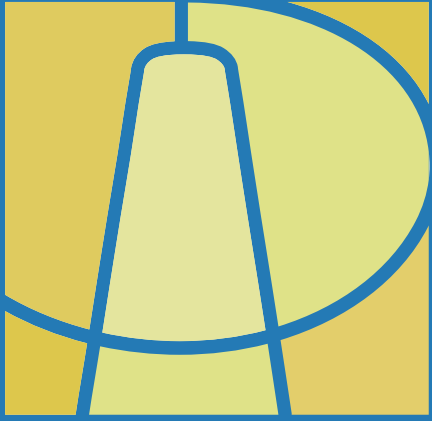


# THE B CORP DECLARATION OF INTERDEPENDENCE

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](mailto:info@artisandentalmadison.com).



MetalImpact Framework  
Created by Sean Esbjörn-Hargens, PhD  
[www.metaintegral.com](http://www.metaintegral.com)