



2019 Annual Sustainability Report



Social Management

Concurrently with environmental management programs, OdontoPrev carries out several social actions, employing its expertise and mission in the Dentistry sector to support socially vulnerable people and communities. This is the case of dental plans availability through social partner organizations; the innovative program that proactively identifies suspicious cases of oral cancer, in partnership with the internationally renowned A.C. Camargo Cancer Center; the qualification of facilitators who disseminate information on oral health in deprived communities; its partnership with NGOs, such as Operação Sorriso and projects, such as Apolônias do Bem, Turma do Bem, besides other relevant projects for the communities in which the Company operates. In 2019, OdontoPrev supported 20 institutions in the States of São Paulo and Rio de Janeiro, which assisted 6,800 children. Among the institutions, 15 of them have been receiving support for more than 20 years.



In November 2019, OdontoPrev held the campaign “Black Friday do Bem” – for each dental plan sold, another cost-free treatment was donated to Tide Setubal Foundation –, complementing the Company’s support to this institution since 2007, totalizing over 500 people benefited.

As part of the action, OdontoPrev donated 112 dental plans to children and adolescents in the east area of São Paulo assisted by the Tide Setubal Foundation, which focuses on reducing inequalities and the sustainable development of São Paulo’s suburbs. The ceremony to deliver dental plans included a lecture to teach children and parents about dental hygiene.



Lecture on oral health and brushing at Tide Setúbal Foundation's Shed - East Side of São Paulo

Complementing all these initiatives, OdontoPrev promotes prevention campaigns, which disseminate the importance of good habits to prevent dental problems through playful activities and correct toothbrushing. This action targets children and adolescents of communities served by OdontoPrev.

OdontoPrev supported the “Virada da Virada”, a volunteering action marathon which took place in São Paulo, between November 22 and 25. All the income generated from tickets sale was reverted to Turma do Bem and GRAACC projects. Ten accredited dentists were invited to take part in this event and OdontoPrev offered discounts to all network professionals intending to

participate. The participants of “Virada da Virada” also could visit the photo exhibition of the Apolônias do Bem program, showing the before and after of dental treatment offered to 20 women, victims of domestic violence.

The Apolônias do Bem Project was created by Turma do Bem in 2012 and relies on OdontoPrev’s support. Those patients with dental problems to impact life quality, social vulnerability index, and potential employability are selected. The Apolônias do Bem Project is recognized by the United Nations for Gender Equality and Women’s Empowerment (UN Women), also participates in UNASE for the end of violence against women, a campaign of former UN Secretary-General, Ban Ki-moon.

Besides campaigns focused on society’s dental health, the Company maintains initiatives to stimulate employees’ engagement and solidarity. In 2019, five volunteering actions were promoted, mobilizing 98 employees.

Through the Winter Clothing Campaign held in 2019, clothes were collected and donated to five charitable institutions. OdontoPrev’s volunteers also participated in actions that delivered chocolates to deprived children at Gol de Letra Foundation, in São Paulo.

OdontoPrev also donated pieces of furniture or sold them and the money raised was donated to charitable institutions; this initiative was possible thanks to the implementation of the Quality Office Program (click here to know more).



Odontotalks: Volunteering enabled employees to share experiences

Aiming at fomenting a culture of volunteering, OdontoPrev, on December 5, date which celebrates the International Volunteers Day, hosted an event for its employees, composed of discussion panels and lectures on this topic. The event Odontotalks: Volunteering, relied on the presentation of few institutions supported by the Company, such as Turma do Bem and Move Institute; also, few employees participated in conversation circles where they could talk about their experiences and what they learned with volunteering actions.

As a way to support the neighboring community and reaffirm its commitment to making accessible a quality dentistry, in 2019, OdontoPrev donated a dental office to the Women Department of Barueri. The Company donated the structure necessary to operate the dental office and services will be provided, at no cost.