



Willamette Dental

Locations: Oregon (HQ)
Industries: Commercial and Professional Services, Health Care Equipment and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

By complying with the HRC’s controversial demands, Willamette Dental Group (Willamette Dental), increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in marketing. Willamette Dental uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. However, it does not appear to discriminate against charitable organizations based on views or beliefs. For these reasons, Willamette Dental receives a Medium Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Willamette Dental has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Willamette Dental does not appear to discriminate against charitable organizations based on views or beliefs. The company focuses on funding organizations that support, “Oral Healthcare Education, Community Advocacy, and Volunteer Services” (1)(2)(3).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Willamette Dental does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

Willamette Dental’ng indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming

shareholders. Willamette Dental regularly supports LGBTQ Pride within its business practices (3)(4).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Willamette Dental indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

Uses corporate political contributions for ideological, non-business purposes.

High Risk

Willamette Dental indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Willamette Dental does not operate a PAC or report on its lobbying at this time (3)(4).

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