

Med^{one} TO One

3 Annual Meeting 2022

one team.
one mission.

7 THREE CHEERS FOR THE
RED, WHITE & BLUE

LETTER FROM THE OWNER

SURVIVING
A CHANGING
WORLD 21



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Med One To One is a Med One Group publication consisting of editorials, a message from our owners and key stakeholders, testimonials, information regarding our solutions, employee spotlights, and more. Four quarterly issues are produced each year. Issues include the most recent and exciting news from Med One.

one team. one mission.

annual meeting 2022

Written By **Troy Tait**
SVP Customer Care



I am not what I would call “a meeting person.” In fact, my favorite meeting is one that doesn’t happen. I know they are necessary and generate positive results, but I am one who looks for reasons not to have a meeting versus trying to find reasons to have one. Ironically, one of my favorite things about Med One is a meeting.

Each year we have the opportunity to participate in our Annual Meeting. For the past ten years, we have held this meeting at the Montage Deer Valley Resort in Park City, Utah. The setting, combined with an agenda filled with presentations from employees, makes for an amazing experience. This year was no exception, and it was a remarkable time. I gained so much insight and knowledge as I listened to the different perspectives of so many from within our organization. Two highlights would be presentations from our two owners, Brent Allen and Larry Stevens. It is always great to hear from them as they share messages of their vision of where Med One has been and, more importantly, where we are going.



On the final night, we had a nice dinner followed by a guest speaker - Mark Scharenbroich. Each year we follow the same format, concluding with a guest speaker. This year’s message was centered on Mark’s book - *Nice Bike*. It was a great message that was very meaningful and a perfect ending to a great meeting.

Our theme for this year’s meeting was **One Team. One Mission.** The message of this theme was really magnified, not by something that was said or happened at the meeting but by something that didn’t happen. Let me explain. Many years ago, when we started regularly holding our annual meeting, we were able to bring in every employee. As we have grown over the years, it has been increasingly difficult to have everyone attend in person.

When I reflect on the theme, my thoughts really turn to those who were not in attendance. They were able to hear the messages - some while watching the live stream and others who viewed the recorded version. They didn’t get to have the same experience as those in attendance. While many of them would love to have joined us at the Montage, their work - taking care of our customers - was more important. For me, these individuals really exemplified the meaning of our theme - **One Team. One Mission.**

I look forward to our Annual Meeting again in 2023. Yes, it is great to spend time at a nice resort, but it is even better to spend time with people who work hard every day to make a difference - whether they are participating in person or virtually.





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THREE CHEERS FOR THE **RED,** WHITE AND **BLUE**



Written By **Larry Stevens**
President / CEO

As we get bombarded day after day with the conflict and strife that seems to be afflicting our world, it could be very easy to become downhearted, discouraged, and negative. There is conflict between nations, as well as debate and dissension about how to deal with the conflict. Each day we are treated to one more reason for us to distrust and dislike each other as Americans. National leaders offer up solutions that are often needed to solve problems that their last solutions caused. Politics seems to create a deep chasm down the middle of our populous. No one wants to work with anyone on the other side of the aisle. No one seems to trust anything the other side is promoting. Often, our elected officials seem interested only in their self-serving interests. It is not uncommon for us to be bombarded with all the reasons why America is a bad place. There are those who stand for and promote fundamental change in all our basic founding principles and structures, while others refuse to consider any modifications or encroachment of our original history. We have spent the past two years plus witnessing the devastating impact of a worldwide health crisis. We've witnessed the politicization and polarization of that crisis. We have witnessed heartache, despair, and isolation. Not to mention the loss of lives and the devastating trauma experienced by those who were left behind to mourn their loss. Yes, there are a lot of reasons right now to be negative and disheartened.

Now, if that doesn't set a wonderful tone for what I am about to say... I tend to be an optimist who believes that there are no problems or challenges daunting enough that we can't work our way through them. Notwithstanding the many challenges we face in our country and notwithstanding the seemingly endless contention in which we are embroiled, I have extreme confidence that we can work our way through and come out victorious.

A noted religious leader made the following statement:

"It isn't as bad as you sometimes think it is. It all works out. Don't worry. I say that to myself every morning. It will all work out. If you do your best, it will all work out. Put your trust in God and move forward with faith and confidence in the future. The Lord will not forsake us. He will not forsake us. If we will put our trust in Him, if we will pray to Him, if we will live worthy of His blessings, He will hear our prayers." March 1, 1997. Gordon B. Hinkley - (President of the Church of Jesus Christ of Latter-day Saints 1995 - 2008)

Whatever challenges we may face together or individually, I still have a strong belief in the goodness of this country and the ultimate goodness of most of its citizens. I believe that the "Great God who rules the Universe and Father of us all" specifically caused America to be born as a spawning ground for the principles of freedom and liberty to spread throughout the world for the ultimate benefit of His children. I feel so very blessed and fortunate to have been born in this great land and to be privileged to enjoy those very principles from my birth. I cannot think of any place on Earth I would rather live.

"IT ISN'T AS BAD AS YOU SOMETIMES THINK IT IS. IT ALL WORKS OUT. DON'T WORRY. I SAY THAT TO MYSELF EVERY MORNING. IT WILL ALL WORK OUT. IF YOU DO YOUR BEST, IT WILL ALL WORK OUT. PUT YOUR TRUST IN GOD AND MOVE FORWARD WITH FAITH AND CONFIDENCE IN THE FUTURE."

Not being much of a cold-weather enthusiast, if I had my way, I'd put the brakes on summer for a while. It isn't just that I enjoy the many enjoyable activities that summer offers; it isn't just the pleasant weather and long days. I love summer because it is such

a patriotic time. A time when America, together with all her great qualities, is prominently showcased. A time when my appreciation for what it means to be an American seems to swell within me. The summer season begins with our observance of Memorial Day, when we honor those who have given their lives in defense of this great nation

and the precious freedoms that we enjoy. In midsummer, we celebrate the birth of our nation and the signing of the Declaration of Independence. During July in Utah (where I live), we celebrate and honor those great pioneers who withstood hardship and deprivation to settle the American West. The season draws to an unofficial close with the observance of Labor Day when we honor the men and women who make this country work the way it does today. Summertime in America is truly a great and celebratory time.

I glory in the joy that is mine to be a citizen of this great nation - to have the precious opportunity to be living the American dream, to be rewarded with the "fruits of my labors," and to be free to live my life the way that I choose. I cherish my citizenship in this great nation. There is no other place on earth that even compares. When I sing "The Star-Spangled Banner," I always tear up. If you combine the National Anthem with a military flyover of F-16's, I am unable to contain my emotions. When I have an opportunity to recite the Pledge of Allegiance, I consider each inspired word and inspiring phrase carefully and internalize the message of the pledge into my own consciousness.

Years ago, I was stationed at Fort Ord, California, during my military service. Each day at Fort Ord, precisely at 5:00 pm, as the colors that fly over the headquarters are retired, "The Star-Spangled Banner" is played - followed by "Taps." This is broadcast throughout the base over loudspeakers. For that brief moment, every activity on the base comes to a standstill. Every vehicle stops. Every



person stands at attention, giving the proper salute. When this happens, you get a lump in your throat and tears in your eyes for the love of your country. More than once, I have observed "grizzled, old career soldiers" with tears streaming down their cheeks during this daily observance. It was not uncommon

to see one of those combat-tested veterans take a new private to task for not showing the proper respect to the flag and the daily observance. That daily ritual instilled in my heart a great and profound love for the colors of our country, for the principles that they represent, and indeed for the greatness that embodies this unique nation.



IN CONGRESS,

The unanimous Declaration of the thirteen united

When in the course of human events it becomes necessary for one people to dissolve the bands which connect them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that the reasons which impel them to the separation should be published. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to secure to them these ends. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience has shown that the stability of Government is essential to the well-being of the People. But when a long train of abuses and usurpations, pursuing invariably the same Object, evinces a design to reduce them under absolute Tyranny, it is their duty, it is their right, it is their duty, to throw off such Government, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to secure to them these ends.

We are a nation that was founded by heroes through the instrumentality of God. By any method of reckoning, the men who signed the Declaration of Independence were a remarkable group. I believe that each one of them willingly put his life on the line when he pledged *his life, his fortune, and his sacred honor* in support of that remarkable document. Probably each signer of this declaration would have a remarkable story to tell about the impact that his action had on the rest of his life. Each one of these men is a hero in his own right.

Consider one of the delegates from Delaware - Caesar Rodney. As a member of the Second Continental Congress, Rodney also served in the Continental Army. He was often absent from sessions of the congress due to his military duties. On June 30, 1776, when a motion for independence had been put forth on the floor, was one of the times that Rodney was absent.

One of Delaware's delegates, Thomas McKean, was prepared to vote "yes" to independence. However, George Read, the other Delaware delegate, was voting "no." The delegates of the congress who were in favor of issuing the Declaration were pushing for a unanimous vote. In order for Delaware to declare independence, the vote had to be a majority vote among the three delegates. There were enough votes for independence to pass, just not enough for unanimity among the colonies. As Benjamin Franklin declared to the body, "either we hang together, or we'll hang separately." Thomas McKean sent an urgent message to Caesar Rodney, asking him to come for the vote to push Delaware into the "yes" column.

Akin to Paul Revere's earlier midnight ride in 1775, Delaware's Caesar Rodney, receiving Thomas McKean's



message, rode into the night on July 1, 1777, riding eighty miles through wind and thunderstorms to reach the Continental Congress and cast his vote for independence. Muddy and tired, he arrived in time to make the vote for independence unanimous.

Rodney put his signature on the Declaration of Independence, and as with all present in the congress, he was essentially signing his own death warrant. Possibly with Rodney, it was even more so. He had suffered for years with a cancerous growth on his face. It had been attended to by colonial physicians, but it was rumored that Rodney had planned a visit to British physicians for treatment. His signature ended that hope.

For some reason, a remarkable group of men was assembled in one place at one critical time in the world's history. These were men who placed duty and a hunger for freedom above personal interests. These were men who were blessed with vision and courage. We are direct beneficiaries of this accumulation of greatness. We are so blessed to be able to live in this great nation. We look back to a legacy of courage, honor, and patriotism. We look ahead with anticipation and hope at the opportunity

"IT IS MY HOPE THAT AS WE REFLECT ON THE CHALLENGES WE FACE, WE WILL REFLECT ON THE GREAT BLESSINGS THAT FREEDOM BRINGS INTO OUR LIVES. IT IS ALSO MY HOPE THAT EACH OF US WILL RENEW A PLEDGE TO BE WELL INFORMED ABOUT THE CRUCIAL ISSUES THAT FACE US TODAY. AS WE EDUCATE OURSELVES ABOUT THE CRUCIAL ISSUES OF THE DAY, WE WILL BE BETTER ABLE TO MAKE INFORMED DECISIONS AND SUPPORT AND WORK FOR THOSE SOLUTIONS THAT WILL PRESERVE THE PRECIOUS FREEDOMS THAT WE ENJOY AND TAKE FOR GRANTED."

to live in a land such as this. I am one who proudly believes in the greatness and goodness of America. I believe in the principles for which she stands and the principles upon which she was founded.

It is my hope that as we reflect on the challenges we face, we will reflect on the great blessings that freedom brings into our lives. It is also my hope that each of us will renew a pledge to be well informed about the critical issues that face us today. As we educate ourselves about the crucial issues of the day, we will be better able to make informed decisions and support and work for those solutions that will preserve the precious freedoms that we enjoy and take for granted.

Yes, I proudly say, "Three cheers for the red, white and blue," and "God, bless America."

Meet The Sales Team

Our Sales Team is comprised of experienced professionals for the specific purpose of Making Medical Equipment Available for hospitals and healthcare facilities across the U.S. We also work with the largest equipment manufacturers in the healthcare industry. Our sales reps are experts in equipment finance, rental, and sales.

EQUIPMENT LEASING



Robb Stevens SVP / Director of Equipment Leasing

Robb Stevens began his career at Med One in January 2002 as part of the leasing sales group and was appointed as SVP and Director of Equipment Leasing in 2012. He has been a top contributor to lease originations, vendor development, creating strong relationships with customers, and successfully blending all aspects of the leasing sales process to maximize returns.



Carter Allen SVP / Strategic Account Manager

Carter Allen has been in the financial industry for more than 20 years and has been with Med One Group since 2002. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter manages strategic accounts that are essential to Med One's success. His experience with healthcare leasing provides customers with valued solutions.



Doug Green SVP / Director Of Corporate Development

As SVP - Director of Corporate Development, Doug is active in finding and developing new vendors for our leasing division and developing opportunities for rental with new and existing customers, organizations, equipment providers, and manufacturers. He is also looking for additional opportunities in our equipment sales area as well as exploring new markets and revenue-generating capabilities for the company.



Tim Loftis Asset Acquisition Advisor

Tim Loftis is the Asset Acquisition Advisor serving AZ, CO, ID, MT, NV, NM, UT, and WY and has been with Med One since 2014. He has 20+ years of experience in financial services and an MBA from the University of Utah. With a passion for people, Tim loves getting to know his customers and helping them find solutions to capital challenges. When the sun is shining, you'll find him outside with family and friends playing volleyball, sailing, riding his motorcycle, or playing golf.



Amy Vizanko Asset Acquisition Advisor

Amy Vizanko joined Med One with 15+ years of medical device and capital sales experience. Prior to Med One, she gained experience by working at both Philips and CareFusion (now BD). She earned her bachelor's degree in biomedical engineering from Marquette University and thrives in solving complex customer problems. Amy is passionate about family, friends, new adventures, and leading an active lifestyle.



Al Mugno Asset Acquisition Advisor

Al joined Med One in 2017 as part of our equipment finance team. Al graduated from Iona College with a bachelor's degree in business administration, majoring in marketing. Al has worked as a sales executive in the healthcare industry for over 25 years and has an extensive medical device and healthcare IT background. Al enjoys golfing and spending time with his wife and two sons.



Brian Nappi Asset Acquisition Advisor

Brian brings more than 20 years of industry experience to the team. He earned his degrees from Penn State & Texas A&M University. He understands that his customers are busy and prides himself on quietly listening and accurately defining their requirements and subsequently offering satisfying solutions that allow them to quickly acquire the equipment they need.



Richard Hedderman Asset Acquisition Advisor

Richard Hedderman brings over 20 years of experience in medical equipment sales, business development, and sales management. Richard graduated from Texas Tech University with a bachelor's degree in business administration, majoring in marketing. He has a background in infusion therapy, radiology, and vital signs monitors. He enjoys the occasional round of golf and spending time with his family.



Randy Gregory Asset Acquisition Advisor

Randy is a graduate of GVSU in Michigan, where he played football and received his degree in marketing. He has over 15 years of experience selling solutions and products in the healthcare industry. His passion is his family and creating memories with his wife and three kids. He loves to travel, golf, exercise, and attend football games. Randy is all about loyalty and helping others.

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Spence Tueller Vendor Portfolio Manager

Spence Tueller is a part of the Med One equipment leasing team. He works with and manages some of Med One's top medical equipment manufacturers and vendor partners. He has extensive experience developing custom finance solutions and vendor programs to help our valued customers close more business. Spence graduated from BYU with a degree in health science and business administration.



Dal Holman Vendor Portfolio Manager

Dal Holman joined Med One in 2019 as part of our equipment leasing team. He graduated from Weber State with a BS in technical service and sales. Dal has 15 years of experience in sales and finance and has worked for companies like Wells Fargo Bank and the Utah Jazz. Dal enjoys developing meaningful relationships and providing solutions to his clients needs.



Nate Farnsworth Vendor Portfolio Manager

Nate Farnsworth joined Med One Group in 2019 as part of the Equipment Finance Sales Team, although he has worked extensively with Med One as one of their funding partners since 2010. Nate has an extensive background in finance and banking, including healthcare finance. He is a graduate of the University of Michigan.



SMART-C SALES

Annholland Bennett Territory Sales Manager - Smart-C

Annholland Bennett joined Med One in 2021 as the Territory Sales Manager focused on C-Arm sales in the Midwest. Annholland has a background in healthcare and medical sales in the Denver, CO, area. She is originally from Alabama, where she graduated from Auburn University with a degree in communication and business. Annholland enjoys mountain biking, snowboarding, fly fishing, and camping with her husband and dog Emmylou.



INTERNATIONAL SALES

Susan Mingle Director of International Sales

Susan Mingle joined Med One in 2017 as a Director of International Sales bringing 14 years of medical/capital sales experience, with previous experience at BD and Abbot Labs. Susan has a degree in both education and nursing. Her nursing focus was Neonatal Intensive Care. She is passionate about Georgia football, gymnastics, and enjoys traveling and spending time with her daughter and two grandchildren.

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EQUIPMENT RENTAL & SALES



Brad Johnson SVP General Manager / Equipment Rental
Brad Johnson is the General Manager of the rental division and has been working at Med One Group since 1994. He oversees all equipment purchases and works with senior management in opening new rental locations. Brad graduated from the University of Phoenix with a bachelor's degree in business and accounting. He enjoys playing golf, fishing, hunting, and spending time with his family.



Mike Daniels Regional Sales Manager / West
Mike Daniels has over 30 years of experience in sales and management, marketing a variety of medical equipment from movable medical equipment to specialty support surfaces — both medical equipment rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



Kyle Smelser Regional Sales Manager / East
Kyle Smelser joined Med One in 2018. He graduated from Indiana University with a bachelor's degree in finance and brings 10 years of experience in Equipment and Rental Sales. Before Med One, he most recently worked to provide hospitals and surgery centers rental solutions for cataract surgery. Kyle enjoys lifting weights and playing board games.



Brian Smiley Regional Sales Manager / Central
Brian Smiley has been a part of the Med One team since 1999 and serves as a Regional Sales Manager focused on equipment rental. He received his bachelor's degree in finance from the University of Utah and is also certified on the CareFusion and Smiths Medical equipment that Med One works with. He enjoys spending time with his family and working in his yard and garden.



Braden Mackay Territory Sales Manager / Northern California
Braden Mackay joined the Med One team in August of 2018. He has over a decade of experience in sales and marketing in a variety of industries, most recently in a blend of Non-Profits, Pharmaceuticals and Tech. Born in Johannesburg, South Africa, he moved to California at the age of 11. He completed his education in Sacramento before moving to the Bay Area in 2015. A golfer and motorsports fan, he often spends his weekends on the fairway or at a racetrack.



Jay Cantiberos Territory Sales Manager / Northern California
Jay Cantiberos graduated from the University of Arizona with a bachelor of science degree and an associate degree in respiratory therapy. Jay joined the Med One team in 2019. He brings over 20 years of experience in the medical device industry as well as a clinical background. He enjoys that every day at Med One is new and exciting.



Jeremy Quick Territory Sales Manager / South Central
Jeremy Quick joined Med One in August 2009 with an extensive background in sales and marketing. He is a graduate of the University of Utah with a degree in healthcare. Jeremy's responsibilities include the rental and sale of medical equipment to hospitals, clinics, nursing schools, EMS companies, and research facilities. He enjoys spending time in the outdoors, including skiing, mountain biking, hiking, golfing, and running, along with watching his favorite sports teams.



Jay Thorley Territory Sales Manager / Utah & Colorado
Jay Thorley joined the Med One Team in 2015. Prior to Med One, Jay worked in the mortgage industry for 12 years. He enjoys working with customers to make sure that they have the equipment they need to care for their patients. Jay enjoys spending his time with his wife, son, and two boxers.



Lisa Woods Territory Sales Manager / Southern California
Lisa Woods graduated from the University of La Verne with a degree in business accounting. Prior to Med One, she worked in sales and marketing for about 25 years traveling all over the world as an international buyer. Lisa was the Director of Sales and Merchandise overseeing 3 sales divisions before switching industries into the medical equipment rental field. She likes to spend her free time with friends and vacationing.



Aditya Mehta Territory Sales Manager / Northern California
Aditya Mehta joined Med One Group as Territory Sales Manager in 2021. Aditya has four years of experience in sales as well as a solid background in customer service. Aditya enjoys working at Med One Group and being able to help meet customers' needs on a daily basis. Outside of work, he enjoys spending time with his dog (Miko) and spending time with his family.



Casie Woolston Territory Sales Manager / Northeast
Casie Woolston brings with her over 15 years of experience in several different sales roles. Specializing in inside sales, she is a great asset to the Med One Equipment Sales team. Before joining Med One in December 2018, she worked to transform a customer service team into a profitable inside sales team. Her energetic and happy attitude brightens the day of both customers and coworkers alike.



Ben Erickson Territory Sales Manager / East Central
Ben Erickson joined Med One in 2019 as a Territory Sales Manager covering the Northeastern United States region. He has many years of customer-focused sales experience, as well as an education centered on communication. He is very passionate about providing an outstanding experience for his customers. Outside of work, he enjoys spending time with his family, reading, and strength training.



Victor Garcia Territory Sales Manager / Southern California
Victor graduated from the University of Southern California in 2015. Before joining Med One, he spent five years working in medical device sales, focusing on orthopedics. Victor enjoys being part of the healthcare industry and being able to facilitate solutions to issues our healthcare professionals face every day. During his time off, he enjoys spending time with his family and being outdoors.



Julie Pitcher Territory Sales Manager / Northwest
Julie Pitcher has 16 years of customer service experience. Before joining Med One, she worked in the health care industry. She has a Bachelor of Science in psychology from the University of Utah. Currently, she is a Territory Sales Manager working in the Northwest. She is enthusiastic about creating and maintaining relationships with coworkers and customers. She loves time with her family and her dog Randy.



Skip Horton Territory Sales Manager / Carolinas
Skip Horton joined the Med One Rental Division as a Territory Sales Manager in June 2017. He brings over 30 years of experience in the healthcare industry, with previous experience at Eli Lilly, DuPont, and BD. Skip graduated from East Carolina University with a bachelor's degree in life science. Skip enjoys working skiing, snowboarding, and mountain biking when not helping his customers.



Garrett Jensen Territory Sales Manager / Central
Garrett Jensen joined Med One in June of 2020 as part of the Equipment Rental team. Garrett has worked exclusively in sales since 2015. He received his bachelor's degree in business administration and management at BYU-Idaho. His free time is spent with his wife and two sons; they enjoy the great outdoors. His favorite hobbies include camping, hunting, dirt biking, snowmobiling, and skiing.



Ed Ruano Territory Sales Manager / Southern California
Ed is a former U.S. Army First Lieutenant and medical equipment delivery driver for Med One. He brings exceptional leadership and operations experience to the sales division. Ed enjoys learning about military history, healthcare, space, and personal development. Hiking, beach days, pool days, traveling, and adventure-seeking are a few of the things Ed and his family enjoy doing in their spare time.



David Coulter Territory Sales Manager / Arizona & Nevada
David has nearly 30 years of experience in branch operations and medical equipment/support surface rentals and sales, focusing on superior customer service and solutions to ensure his customers can provide the best outcomes for their patients. David has been married for over 31 years and has one daughter. He enjoys traveling with his family, attending baseball games, and off-road driving adventures.



Bryan Dabney Territory Sales Manager / Georgia
Bryan Dabney has over 30 years of experience as a respiratory therapist. Bryan was born in California and lived there until advancing his schooling at Ricks College. Bryan finished his schooling at Weber State University and graduated with his bachelor's degree in respiratory therapy. Bryan loves traveling, camping, fishing, and water and snow skiing with his family.





Written By **Robb Stevens**
SVP Director of Equipment Leasing



STRENGTH UNDER CONTROL

A story I recently read described a biker gang that went into a bar looking for trouble. Seated alone inside was a truck driver in the corner eating his dinner quietly. One of the bikers walked over to the trucker, picked up his plate of food, and dumped it on his head. He then poured his drink onto his lap. Amazingly, the trucker barely even flinched. Instead, he got up, paid his bill, and walked out. The Hell's Angel looked over to the bartender and said, "Not much of a man, is he?" To which the bartender said, "Not much of a truck driver either - he just ran over twelve choppers going out of our parking lot!"

The trucker in this story showed great self-restraint in a moment of high tension and possible personal danger. While, in this instance, the story ended in some retaliation, the ability to control and properly channel our mental and emotional strength is something worth pondering and working toward.

Historically, some of the most gentle people have not been weak but rather strong and influential. Choosing to have a soft heart in a hard world is strength rather than weakness. I think of people like George Washington, Gandhi, or Mother Teresa. Strong but gentle people possess the admirable quality of meekness.

"HISTORICALLY, SOME OF THE MOST GENTLE PEOPLE HAVE NOT BEEN WEAK BUT RATHER STRONG AND INFLUENTIAL. CHOOSING TO HAVE A SOFT HEART IN A HARD WORLD IS STRENGTH RATHER THAN WEAKNESS."

Meekness is not often talked about and especially not in a business setting. Meek rhymes with weak, which might cause us to shy away from it. Nobody wants to be thought of as weak or timid! At work, there's often an expectation and a need to be strong, bold, confident, and assertive, so why in the world would we want to be more meek? A closer look at what meekness really is will clearly show that qualities associated with strength and assertiveness are not its opposite but instead are part of its core.

In modern terms, the word meek is defined as: humbly patient or quiet in nature.

If you dive into its origins though, it becomes clear that meekness is definitely NOT weakness. Rather, it is a special kind of strength.

While the origin of "meek" in English comes from the Old Norse: mjukr, meaning "gentle," a more clear

understanding of its meaning comes from the Greek origin, praus, which is translated as: "strength under control."

In ancient Greece, war horses were trained to be meek — that is to say, strong and powerful yet under control and willing to submit.

Aristotle observed that the praus person is one who has the virtue that is a midpoint between two extremes with recklessness on one end and cowardice on the other. Praus can be characterized as steady and disciplined courage. It also describes someone who is not overcome by arrogance, anger, or aggression. If we look at it from this perspective, we see that a meek person does not shy away from taking a stand - they most certainly know what they stand for, and that stand is taken at the right time,



with the right people, in the right way. To further illustrate this point, consider a few examples from nature:

There is a reason engine strength is measured in "horsepower." Horses are tremendously powerful animals, but unless properly trained and brought under control, that strength is largely unusable and wasted. The immense strength of horses has

been literally harnessed for centuries to many important uses.

Niagara Falls, which straddles the border between the United States and Canada, is roughly 1,060 feet from bank to bank and 176 feet high. About 150,000 gallons of water flow over the falls every second. For thousands of years, vast amounts of water flowed over the falls with daunting but untapped power. In 1882, the first electric power plant was built on the falls, and power plants in use there today can produce about 4.9 million kilowatts of electricity - enough to power 3.8 million homes. That is power under control.

Over the years, wildfires have burned millions of acres, destroyed property, and led to many untimely deaths. A wildfire is a massive power out of control, and yet, when contained, fire has many positive uses like cooking our food or heating our homes.

What does strength under control look like in a person? First, it is important to note that a meek person is not easily provoked, pretentious or overbearing and they, in fact, readily acknowledge and even celebrate the accomplishments of others. Meekness in action looks like:

- **Strength, not weakness**
- **Active, not passive**
- **Courageous or bold rather than timid**
- **Restrained or good at self-control rather than excessive or impulsive**
- **Modest, not self-aggrandizing**
- **Humble and teachable rather than pretentious**
- **Gracious, not brash**
- **Readily forgiving of others**
- **Quick to apologize and/or own mistakes**
- **Healthy confidence (readily admit to not knowing everything, but demonstrate confidence in what they DO know)**
- **Inclined to help and serve others**
- **In tune with a higher power**

The world needs more meek leaders, coaches, politicians, preachers, teachers, doctors, lawyers, and parents. Where does your strength under control fit in the world, or where could it fit? Strength in nature that is not controlled is unusable and even harmful. For our own strength to be useful, we must likewise learn to control it. What is true for horses, waterfalls, and wildfires is true for humans on a personal level. So much good can be accomplished in the world by developing greater meekness! What things might change in your life if you were to develop this awesome attribute more fully? It may be a lofty ideal to aspire to, but human interactions in almost any situation imaginable will be more positive, more influential, and have better outcomes when meekness is involved.



SURVIVING A CHANGING WORLD



Written By **Lane Summerhays**
Member of the Board



VIEW FROM THE BOARD

SOME RISKS COMMON TO MOST BUSINESSES INCLUDE:

DISRUPTIVE TECHNOLOGIES What innovations are being developed that could make your products or services obsolete?

BUSINESS CONCENTRATIONS Having a large percentage of your business dependent on a few customers, vendors, suppliers, banks, or business segments ties your continued success to those few relationships.

LOSS OF KEY EXECUTIVES OR EMPLOYEES What happens in case of resignation, death, disability, or retirement of key personnel? Companies should have a succession plan for each key executive and employee.

INFORMATION TECHNOLOGY Are you adequately protected from cyber security threats? How is changing technology impacting the delivery of your products and services to customers? Are you keeping pace? Are you cost-effective in the development of new systems?

CHANGING ECONOMIC CONDITIONS What impact will interest rate changes, recession, or supply chain issues have on your business?

ABILITY TO HIRE TRAINED EMPLOYEES How can you fill vacant positions with qualified workers in a labor shortage?

GOVERNMENT REGULATIONS What risks does my business face with changing Federal and State laws and regulations?

To survive or even thrive in this rapidly changing world, companies should evaluate these and other risks unique to their companies and industries. Once the risks are identified, a specific plan should be developed and implemented to mitigate each risk. Many of the large, successful companies mentioned above would still be in business today if they had only embraced an effective "Enterprise Risk Management" process.

Some innovative changes are hard to recognize and accept. In 1829, Martin Van Buren, then governor of New York, wrote this to the President, "The canal system of this country is being threatened by the spread of a new form of transportation known as 'railroads.' As you may know, railroad carriages are pulled at the enormous speed of 15 miles per hour by engines, which, in addition to endangering life and limb of passengers, roar and snort their way through the countryside. The Almighty certainly never intended that people should travel at such breakneck speed." (Sylvia Simmons, "How to be the Life of the Podium," AMACOM, New York, NY.)

For decades, Kodak Coloramas were displayed throughout Grand Central Station in New York City. These enormous photographs displayed the Kodak brand to commuters, highlighting the creativity of great photography in memorable "Kodak moments." At one point, Kodak held 90% of the US film market and was one of the world's most recognized brands.

Successful companies can become too focused on their own success instead of focusing on the changing needs of consumers. Kodak failed because it did not recognize the potential of a disruptive technology that made its film business obsolete. That technology was digital photography. The irony is that Kodak invented the first digital camera in 1975. It did not pursue marketing the technology because it thought it would impair its film business. They incorrectly believed that their superior brand image and marketing power could direct consumers to continue to use their film products.

Sony and Canon embraced the new technology, and it soon changed the industry forever. By the time Kodak realized its mistake, it was too late. Kodak believed it was in the film business when really it was in the business of creating customer memories and stories.

Kodak is not alone in failing to recognize changes in its industry and competition. Almost 90% of the

Fortune 500 companies from 1955 are out of business. Many different factors have caused highly successful businesses to fail, including Blockbuster (1985-2010), Toys R Us (1948 - 2017), Borders (1971 - 2011), Compaq (1982 - 2002), and General Motors (1908-2009).

In today's rapidly changing world, it is important to invest time and resources in identifying and mitigating business risks. In just the last few years, we have seen a shift from shopping in brick-and-mortar stores to purchasing online. Covid has caused businesses to have employees work from home while Zoom, Microsoft Teams, and other software programs have enabled virtual meetings, which reduces the need for travel. Covid has also caused supply chain issues impacting the production of many products. These are just a few examples.

The process of controlling business risk is called "Enterprise Risk Management." This process should be led by a senior executive with the participation of key employees.

VIEW FROM THE FIELD

AURORA, CO



Written By **Leon Alvarez**
Operations Manager

In April 2021, Med One opened a branch in the center of Colorado, just minutes away from Denver. But my journey with Med One did not start there. Back in 2016, Dathan Calvert (District Operations Manager) gave me an opportunity as someone who was ready to make a difference. During my time in Corona, California, Dathan and Garrett Breistig (Lead Biomed) taught me the meaning of dedication, and over the years, they helped me become the manager I am now for Med One. They both prepared me to tackle anything that is thrown my way, so when news came out about opening an office in Colorado, I felt an opportunity was knocking. I felt with the experience and knowledge I'd obtained that this would be a great opportunity to keep growing and help Med One reach its goals.

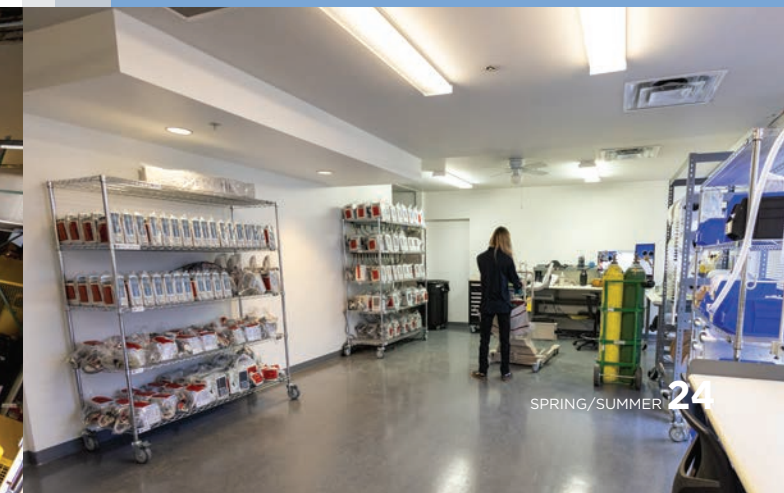
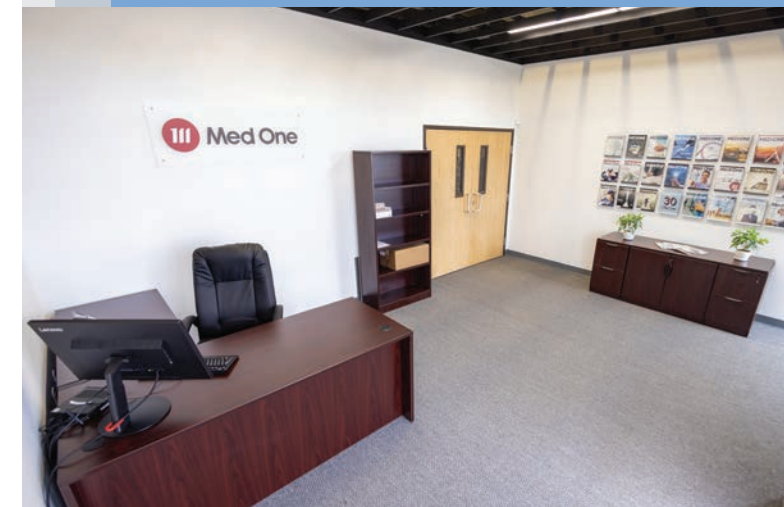
I knew setting up an office wasn't going to be an easy task. Off the bat, this office experienced a lot of delays with supplies, materials, contractors, communications, and staffing. And coming from California to Colorado was a challenge in and of itself. One of the biggest differences is the weather. In California, we can see rain and some earthquakes, but in Colorado, we experience rain, high winds, tornados, and snow/blizzards. Nonetheless, going through these challenges taught my team how important teamwork, communication, pride, and dedication are in a workplace.

I've also had the privilege to meet our new customers in Colorado, and our message to everyone is clear, we are ready to provide them with The Med One Way. As

we continue growing business in Colorado, we continue to build our culture, creating our mark and establishing new relationships. As far as the office, things were moving slowly, but our equipment transactions picked up as months went by, ultimately hitting a high goal we had set. This was a great accomplishment given the circumstance we were in, but our bell rang, and we answered.

Fast forward to today, after once operating from a storage unit to now seeing how my office is put together brings me a sense of accomplishment. Despite all the challenges, I never lost sight of our mission. But along the way, we brought in two great people who helped with our customers, brought great ideas to the table, and went through the growing pains. Nicholas Allie and Keith Adams both started as drivers, but now Nicholas is in a Biomed role, and Keith is in a lead role. These moves were great and right for each of them. They both have grown and understand what Med One stands for. Nicholas listens, understands teamwork, and does everything right. Keith is creative, responsive, and has developed a genuine relationship with our customers.

I consistently talk about taking time as we get through our tasks, being patient, and making sure we maintain our integrity in any situation. It gives me great pride to talk to our people about some of the challenges we have faced and how we handle them. It brings unity when these stories are told and guides us to simple and effective solutions. We all have gone above and beyond in our unique way, and together we embody The Med One Way.

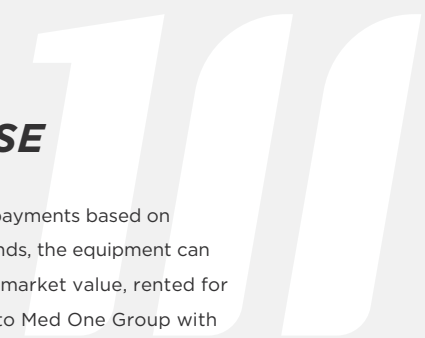




TEAM MED ONE
May 2022 Annual Meeting



Leasing & Finance



CAPITAL LEASE

Customer commits to a fixed term of rental payments. At the end of the rental term, customer owns the equipment with a \$1.00 buyout. There is no option to return this equipment. Rather, the point of this program is simply to finance the equipment over several months when cash is not available for immediate purchase. Completing a capital lease through Med One is just a matter of signing a simple agreement and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One. This program is also known as a Rent-To-Own or a \$1.00 Buyout Lease.

EQUITY RENTAL

Simply issue a renewable purchase order (typically 1-12 months) to Med One, and the customer receives brand new equipment direct from the manufacturer. The customer can rent the equipment on a month-to-month basis or, if capital budget is allocated, purchase the equipment with 50% of the rental paid going toward the purchase price. There is no paperwork to sign, payments are made from the operating budget, and the customer may return the equipment at any time.

OPERATING LEASE

Customer commits to make monthly payments based on an established term. When the term ends, the equipment can either be purchased based on its fair market value, rented for an additional 12 months, or returned to Med One Group with no further obligation. Completing an operating lease through Med One is just a matter of signing a simple agreement and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

CUSTOM LEASE STRUCTURES

DEFERRED PAYMENTS

Deferred payments allow purchase-minded customers to get their equipment now and pay for it later. Many deals are completed on the basis of a 12-month deferral.

STEP-UP PAYMENTS

A step-up payment scenario provides a customer with a very low initial payment, which increases over time to match the increased flow of revenue generated from the new technology.

Rental, Sales, & Services

EQUIPMENT RENTAL

Our Equipment Rental division is an authorized rental dealer for Alaris Systems and Sigma Pumps. We carry equipment from leading manufacturers and our refurbished medical devices are patient-ready, include a full warranty, and are factory tested. Equipment available to rent: Pumps (Infusion, Syringe, Feeding, Suction), Patient Monitors, Pulse Oximeters, Beds and Support Surfaces, SCDs, Ventilators, Bi-pap Machines, and much more.

EQUIPMENT SALES / SERVICES

Our Equipment Services division includes full time OEM certified technicians who can meet the needs of a single department or the needs of your entire facility. We offer service repair options on a wide variety of equipment, including PM services. Additionally, we have patient-ready refurbished equipment available for sale or rental that includes a warranty. Available equipment: Infusion, Respiratory, Oximetry, Monitoring, Support Surfaces, and more.

FOR QUOTE REQUESTS PLEASE VISIT

WWW.MEDONEGROUP.COM

PHONE 800.248.5882 EMAIL info@medonegroup.com

EQUIPMENT ACQUISITION

WE MAKE MEDICAL EQUIPMENT AVAILABLE



What Is Your Cost?

It is an incontrovertible truth that every choice we make will cost us something. You may think getting a meal from McDonald's will only cost you a few dollars. That's true, but what is also true is that that meal will cost you in calories, your time, and your focus. That meal could also prevent you from eating with your family, which would cost against your relationships. Every choice will cost us, whether it's money, time, relationships, health, goals, or the opportunity cost of not choosing something else.

Over time, the cumulative effects of our choices and what they cost can be compared to long-term investments. Although spending time with loved ones costs us that time, quality time usually pays dividends over the years, resulting in a

worthwhile investment. Conversely, a daily dose of fast food will not only cost money each visit but will have hidden costs in the form of poorer physical health.

Several years ago, I was standing in line at a store. I remembered that I had been asked to take a brief survey to help a neighbor out with a statistics course they were taking and thought that would be a productive use of my time while I waited. I thought it could be my "good deed" for the day. After pulling up the survey on my phone and working on it, I heard a man's voice behind me say, "must be hard." Confused, I turned to him and said, "excuse me?" I wasn't even sure he was speaking to me. I was shocked as the man elaborated, "It must be hard to be so addicted to your phone."

I was livid. Fortunately, I had made it to the front of the line and was able to make my purchase and leave. Here I was trying to be productive and help someone else while this man had observed me for just moments and felt the need to intrusively tell me I had a phone addiction.

"A person can string together so many days of online scrolling that they look back and realize there wasn't enough substance to make the full life they may have wanted."

As mad as I was after that encounter, the truth is that most people spend excessive amounts of time on their devices (myself included). Social media usage represents a considerable time cost for most people. The national average amount of time spent on social media is 65 minutes per day. Additionally, the general daily amount of screen time is just over seven hours each day. This is a massive amount of time. Part of that time is likely for work and school, but what is the rest used for, and what is it costing us?

That time spent on our devices may very well be positive and productive. The cost may be easily justified. We may also justify the price because

we found something hilarious or learned something new. However, there are certainly segments of time that only cost time and yield little to no reward, making it a poor investment.

Internet consumption is an easy example to bring up that most people can relate to and find areas to improve. It also happens that that is how most of us spend a significant amount of our time. However, evaluating what our choices are costing us in all aspects of our lives will be beneficial to ensure we are on the course we want to be on.

There is a quote that I love and display at my desk so that I can be reminded of it daily.

"Don't wait to live. This isn't a rehearsal; this isn't a dry run; this isn't a pre-performance routine. This is it. This is real life. Don't wait. Savor every minute."
-Jeffrey R. Holland

It's easy to scroll online and lose hours, and it costs us. When we get that fast food, buy that fancy new thing, or neglect important relationships, it costs us. We only have one shot to use each minute of our lives up how we want before that minute is gone. I'm not going to stop being on social media and am not suggesting that, but it is essential to be mindful of the cost and live purposefully. Otherwise, a person can string together so many days of online scrolling that they look back and realize there wasn't enough substance to make the full life they may have wanted.

We all get one shot at life and thankfully get to wake up each morning to a new day. Take advantage of that and make sure you spend your time, energy, and money on what will take you where you want to end up. Make sure each cost is worth it.

Written By **Madeline Cheney**
Marketing Specialist





Written By **Chris Enger**
National Director of Training



ABOVE & BEYOND

If you have been in any type of teaching capacity, you'll know that there are different types of students. Student 1 is the student that sets the goal to do as little as possible to obtain the lowest possible grade in order to pass. They find out what they need and do as little as possible to reach that goal. Once they have "reached" their desired goal, they're content and don't feel the need to do anything more just in case they need more points.

Student 2 is the student that strives to be at 100% or higher. They're the kind of student that doesn't need to be given tasks to perform; they know what needs to be done to obtain the highest grade. They are the students that go above and beyond.

Another example of this phenomenon can be found with athletes. There is no question about the desire and will demonstrated by players like Michael Jordan and the late, great Kobe Bryant. Both players willed their teams to victory and demanded excellence from those they played with. There are countless stories of these types of players staying after practices and games to continue improving

because they knew they were doing more than their competitors. One story that reflects Bryant going above and beyond comes from former player Jay Williams:

"The game was at seven... this is the championship Lakers. I'm going to get there at 3:00, and I want to make sure I make 400 made shots before I go back into the room, and then I sit in the sauna and get ready for the game. Who do I see? I see Kobe Bryant, already working out.

"Once I set my foot across the line, I started working out. I worked out for a good hour, hour-and-a-half. When I came off after I was done, I sat down, and of course, I still heard the ball bouncing. I looked down. I'm like, 'This guy's still working out?' It looks like he was in a dead sweat when I got there," Williams said.

"That game, he drops 40 on us. After the game is over, I'm like, 'I have to ask this guy. I have to understand why he works like that.' After the game, I'm like, 'Hey Kobe, why were you in the gym for so long?'"

"He was like, 'Cause I saw you come in, and I wanted you to know that it doesn't matter how hard you work, that I'm willing to work harder than you,'" Williams said.

There are countless stories about Kobe Bryant arriving to practice hours before anyone else or shooting shots after games. Players like Bryant, Jordan, and the NFL's Tom Brady sacrifice how they eat, how they spend their time, and sometimes pay in order to be the best. They go above and beyond.

On the other hand, there are players who have been with a large amount of insane talent, but they would only do as much as was needed in order to get the next contract. They get enough of the stats they need in order for their next paycheck to be just a bit larger than it was previously. They don't want to sacrifice how they eat to improve. They simply want to do the lowest amount of work possible to get by.

At work, we should ask ourselves the question, "what type of employee do we want to be?" Do we want to be that employee that goes above and beyond (while still following the other principles of the Med One Way)? Or do we want to do the minimum asked of us? Just enough to do well on our quarterly reviews.

With our customers, do they view us as someone that will go above and beyond to help ease their burdens? Or do we simply do just what is needed and hope that is enough?

These are all questions we should ask ourselves. The answer will be what separates us from our competitors and from others in the workforce.



THE **Med One** WAY



CREATIVITY*

Doing one thing very well - "whatever it takes"



OBSERVANT LISTENING

A unique philosophy - what does our customer really need?



UNITED TEAMWORK

It takes all of us to make a happy customer



RESPONSIVENESS*

Unprecedented service builds customer loyalty



ABOVE AND BEYOND

Taking pride in going the extra mile



GENUINE RELATIONSHIPS

A huge secret to getting repeat business



EVERYDAY - DO IT RIGHT

The first time, and every time



OUTSTANDING INTEGRITY

The principle upon which Med One was built



UNIQUE PATIENCE

Perseverance - we will never give up



SIMPLICITY*

Making it easy for a customer to do business with us

EMPLOYEE SPOTLIGHTS



I was born in Manchester, Connecticut, and was raised in East Hartford, Connecticut. I, along with my younger sister, went to school there. After we both graduated, our family moved to Florida. My parents and my sister's family live about an hour away from me now, so when we have time off, we try to get together.

My wife, daughter, and I currently live in Debary, Florida, not too far from the office. This gives us easy access to Daytona Beach or to Disney and Universal Studios. We love to cruise and see different places; we have been to the Bahamas and Puerto Rico and are waiting for our next cruise this summer to St. Thomas, the Dominican Republic, the British Virgin Islands, and a few days at sea. This cruise should be really fun since there will be nine family members and a total of seven days on this cruise.



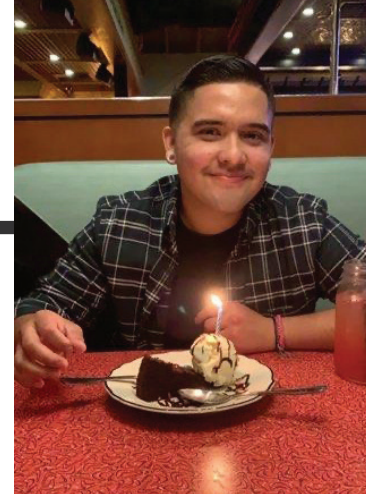
and are waiting for our next cruise this summer to St. Thomas, the Dominican Republic, the British Virgin Islands, and a few days at sea. This cruise should be really fun since there will be nine family members and a total of seven days on this cruise.

When I'm not at work or spending time with family, I enjoy something I call range therapy. Being at the range with good friends shooting at targets, and enjoying time together is a way for me to relax and recharge.

I have been with Med One for three years now, and I am a driver at the Sanford office and work for a great operations manager, Edgar Galan. Edgar has taught me a lot about this industry, and over the last three years, I have been able to meet with other drivers and operation managers as well as some great people from corporate in Sandy, Utah. The guys here in Sanford are great to work with. We are like a family here since we are a smaller office. I look forward to a long career with Med One.



PETE //
Delivery Driver
Alpharetta, GA



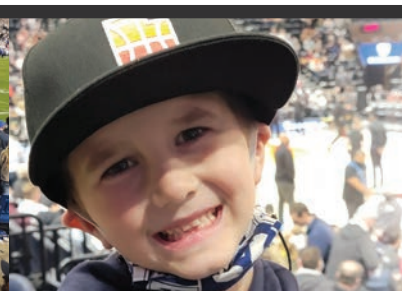
JESUS // Delivery Driver La Mirada, CA

I was born in Bellflower Kaiser Hospital and raised in Pico Rivera, CA. I have lived in Pico Rivera my whole life, all 24 years. My family consists of my parents and two older sisters. My family is a big part of my life, and they have always been very supportive of me. They have shown me a lot of the things I know, and I am very thankful for and appreciative of everything they have done for me. My two nephews are also my godsons, and I love to spend time with them and teach them new things. I enjoy going on adventures with them as often as I can. I am big on family, so I try to take any chance I get to spend time with them. My family loves quality time, and we do a BBQ every Sunday. We also go out on vacations here and there.

make a good time out of anything. Driving on a long trip in a car you have built is a rewarding feeling. It makes me appreciative of the things I have worked hard for. I like driving to the mountains to relax and camp with friends and just be out in the wilderness making new adventures with people I enjoy spending time with. I love going to Silverwood Lake and Wrightwood Lake on my free weekends. It's the perfect mixture of mountains and lakes. Skateboarding has also always been a big hobby of mine. I have been skateboarding since I was about five years old. I still like to skate here and there.

One of my hobbies is building cars. I have been building a Mitsubishi Evo for five years now. Working on that car is a headache, but I'll put up with it any day because I am very passionate about the Mitsubishi Evolution. Working on cars has taught me how to have a lot of patience and how to just

I went to El Rancho High School in Pico Rivera, CA and currently work as a medical equipment delivery driver at Med One. I really enjoy the environment, and I love the people at Med One that I work with on a daily basis. It's nice to meet new people from different hospitals and see them often on a daily basis. For me, growing the relationships with the customers that we serve every day is a big part of the job and something I enjoy. Working here at Med One has been a good opportunity.



should take advantage of this. My wife and children inspire me to become better each day. We live in a world rich in history

that I hope we all can learn from, cleaving to that which is good and uplifting and steering clear from repeating past mistakes that hinder and hurt us.

I attended school at LDS Business College, earning an AS degree in business, as well as a certificate in accounting. I enjoy small businesses and have had opportunities to assist in managing and operating them. I currently work as a biomed technician in the Sandy office of Med One. We have a great team and are led by Brad Johnson, who has been a great manager to work with in my time here. It is rewarding to build relationships and provide support to those we serve at Med One.



Biomed Repair Tech Sandy, UT

I grew up in West Valley City, Utah, and have lived in the Salt Lake Valley most of my life. I love being in Utah with everything it has to offer, from red rock landscapes in the south to the towering mountains up north and everything in between. I get to experience a little bit of everything with all four seasons, five national parks, and activities to enjoy all year long.

I have been married to my wife, Jacey, since September of 2010. We have been blessed with three wonderful but mostly crazy boys. My children are Kaden, Tayson, and Lucas, who are 9 years, 7 years, and 5 years old, respectively. I love spending most of my time with my family. We love being outside, playing sports, traveling any chance we can get, and experiencing life and learning together. We have a cabin in Bear Lake, Utah, and try to get up there as often as possible throughout the summer. We love exploring wildlife, driving side-

by-sides and 4-wheelers through the mountains, going fishing and playing in the lake, and spending time around a campfire. We also enjoy watching and attending various sporting events, from BYU football to the Salt Lake Bees to Real Salt Lake and the Utah Jazz. We are grateful to Med One for the opportunities they provide us to attend many of these events.



I enjoy reading and learning any opportunity I can get. I feel like we are presented with opportunities constantly throughout our lives to learn and gain experience, and that we

AARON //

WHEN YOU TALK

"When you talk, you are only repeating what you already know. But if you listen, you may learn something new."

- Dalai Lama

We have all heard comments similar to that from Rachel Cook; "It is hard to listen while you are talking."

What does it mean to **really** listen to others? My wife has figured out that if I am not looking at her and/or my eyes are glazed over, I will not hear a word she says. I totally relate to the meme: "My wife just stopped and said, 'You weren't even listening, were you?' I thought to myself... 'That's a pretty strange way to start off a conversation.'"

Listening is more than just being there when someone is talking. As a talker, we also must be aware that the listeners are still there. I once had a boss that liked to talk a lot. When he started speaking, he would close his eyes and go on and on. Just to test to see if he really saw me, I once stepped out of his office and stood around the corner where I could still hear him speaking, but he couldn't see me. He went on for about ten minutes before he realized no one was in his office. It became so bad that I would only approach him with questions or information when he was on his way to the restroom, which meant he was in too much of a hurry to carry on a long conversation. One of his other employees even made leather ear covers that he labeled the "B.S. Protectors," which he donned anytime this manager was nearby. This was a case of talking but never learning to listen.



The practice of listening, for me, is a never-ending process of trying to get better. Unless I force myself to focus, my mind easily wanders to other ideas, and I miss important points in the conversation. Stephen R. Covey stated, "Most people do not listen with the intent to understand; they listen with the intent to reply."

I remember practicing in school to listen and ask questions to make sure I correctly understood what I had heard. I have appreciated what was taught and have tried to put this into practice, but I have a long way to go.

As Director of Information Technology for Med One, it is important that I, and my team, understand user problems fully so we can find the correct solution or opportunity. I used to have a cartoon by my desk that showed a room full of programmers with the project manager at the door telling the programmers to start programming the software while he went to the users to see what they wanted. It is important that my team gets it right so we can assist those that work with the customers to be more effective. One challenge I have given the I.T. staff is to find time to visit with the different departments in Med One and see what they do day-to-day, so they have a better understanding of the user's challenges and how they can more effectively help support our customers by supporting our Med One employees.

In preparing for this article, I have come across a number of memorable quotes dealing with listening.

SOME OF THESE ARE:

"Most of the successful people I've known are the ones who do more listening than talking."

- Bernard M. Baruch

"Never miss a good chance to shut up." - Will Rogers

"I can look directly at someone, nod when they're talking, maybe even throw in a 'yeah,' and still not hear a single word they said." - Unknown

"... those who sincerely want to hear, who make the effort to hear. And it does take effort. It means striving to mute the noise in our lives, to clear the clutter from our minds and the pride from our hearts."

- Lloyd David Newell, Music & the Spoken Word

"Part of being successful is about asking questions and listening to the answers." - Anne Burrell

"If you're not listening, you're not learning."

- Lyndon B. Johnson

"If we were supposed to talk more than listen, we would have two tongues and one ear."

- Mark Twain

I especially like the following quote:

"The word LISTEN contains the same letters as the word SILENT."

- Alfred Brendel

Written By **Randy Smith**
Director of IT



One of the biggest mistakes I have seen managers make is to visit a different, very successful facility or department and begin telling them all the things they should do better. The correct approach would be to listen and learn what has made them successful; then, if there are things that could still improve, it would be approached based on an understanding of what has made them successful so far. This becomes even more of an issue when dealing with other cultures than your own.

I once worked with a newly appointed manager that had new responsibilities for manufacturing facilities at other locations. In his excitement, the new manager visited the most successful but recently purchased facility. Instead of taking a step back and listening to the employees, he immediately jumped in and began telling them all of the things they should do differently because that is how it is done at the location he came from. It didn't take long for the employees to contact the CEO and ask that this new manager never visit their facility again. If he had listened to them, they would have been a lot more willing to work on additional improvements.

As one who needs to work on my listening skills, I am taking to heart the need to pay better attention to those around me and really listen and talk less.

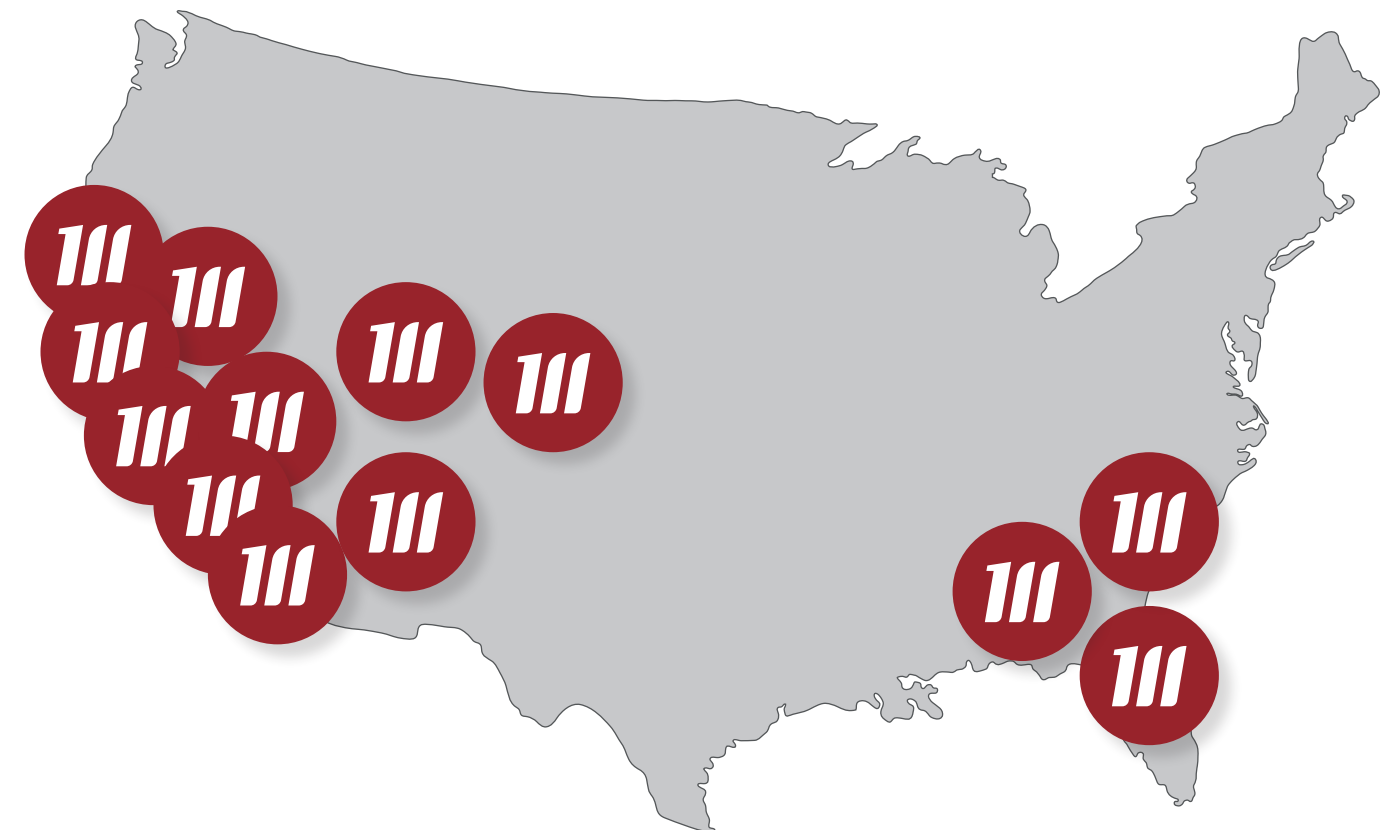
It is hard to listen while you are talking.





MEDICAL EQUIPMENT FINANCING / RENTAL / SALES / SERVICE

Med One Group exists for the sole purpose of making needed medical equipment available to the healthcare industry. Med One's expertise ensures each customer receives the very best option for them. Med One Group offers exceptional customer service while operating with integrity. Our three pillars include Creativity, Simplicity, and Responsiveness and are guiding principles in helping our customers achieve positive patient outcomes.



Since 1991

31+ Years in Business

200+ Employees

13 Offices (10 new offices in the last 5 years)

5,000+ healthcare customers (all time)

1.2+ Billion in Leasing (last 10 years)

50,000+ Units of Rental Equipment

100+ Million of Rental Revenue (Since 2015)

100,000+ Deliveries and Pickups (Since 2015)

100+ Vendor Finance Partners

30+ Field and In-House Sales Reps



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San Jose, CA 95131

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Corona, CA 92882

LA MIRADA, CA
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La Mirada, CA 90638

SACRAMENTO, CA
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Sacramento, CA 95826

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Sandy, UT 84094

HAYWARD, CA
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SANFORD, FL
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What Do You Do?



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What is one of the simplest questions we are often asked?

It is simple and is usually the question that follows, “What’s your name?” This happens in social and business situations. How you answer can make a huge difference in whether the other person sees you as boring and thoughtless or interesting. This one question and your response are often the basis of how you will be judged or whether the other person wants to learn more or move on to meet someone else. It can be an in-person discussion, on social media, email, and phone. In each situation, the way you answer the question will form a foundation, good or bad, for your relationship with others.

Did you guess that it was, “What do you do?”

Similar to the response we give when asked, “How are you?” where we auto-reply, “Fine.” When asked, “What do you do?” we often respond from habit and provide our job title as an almost automatic response. However, the individual inquiring may not want to know your job title or the company’s market segment. They want to know the answer to the following three questions. Even if they don’t directly ask them in these words, how you respond is important to both parties.

1. What do you do?
2. Who do you serve?
3. What sets you apart?

In business, these three questions and their answers are known as your **positioning statement** – like the well-known elevator pitch but one that goes beyond what can be said during a 30 second elevator ride. A name introduction followed by job title and company does not engage the customer or contact to want to know more and evaluate if they see a reason to ask more questions.

Let’s look at how many of us might reply to the first question based on habit and the other person’s possible reactions and self-talk.

What do you do? You reply: “I work in sales for a major finance company.” Or you may reply, “I am a consultant in the healthcare industry.”

The other party may be thinking, “Oh no, not another salesman!”. Or perhaps, “All those finance companies just want to make money off us.” Or the consultant’s reply may lead them to think that you are a smooth talker, but “from my experience, healthcare consultants have not done much for me.” These self-talk assessments based on the answer given will rarely lead to a winning relationship.

Do you think they would want to delve deeper based on that reply? If that was the answer to the first question, most people would never ask the next two questions.

In a social situation, they will most likely be spending some time at an event, so being polite, they will often explore a little more to determine if you share anything in common. They may ask you what your company does or what is the company name, but their interest in knowing more may not go any deeper.



I want to focus on answering these questions from a business perspective. In business, the other party wants to discover who you are, how what you do can help them achieve or overcome problems, and why they should work with you specifically.

Let’s try a different response to the question, “What do you do?” and see where that may take the conversation.

“I help healthcare providers understand the pluses and minuses of making a technology decision. Recognizing that this type of decision is rarely made by one individual, I work with key healthcare personnel at all levels. Working for several years in this field, I understand the challenges and impact that older technology has on both staff and patients.”

From there, the discussion can go in many directions. (Note: This response can work for either the salesperson or consultant reply noted above.) It will often lead to the other party asking, “What kind of companies or individuals do you work with?”

Your answer may sound something like this:

“I work with both individual healthcare providers from clinics to the largest systems as well as with many well-known device and software companies that also specialize in healthcare.”

Healthcare is complex, and the tools needed to impact patient care are continually being updated or introduced. Upgrading or replacing technology is expensive and often unbudgeted. That is where my company and my expertise in financial options enables providers to move forward regardless of capital constraints.”



How do you usually answer the question, *“What do I do?”* Does it invite others to want to know more? Does it raise their interest or desire to ask follow-up questions?

They might then wonder, *“I am sure that there are many people and companies that claim to provide similar services. What makes you unique? Why should I choose to work with you?”*

Your ability to also provide credibility or answer their spoken or unspoken question might sound like the following:

“Let me tell you why over 2000 hospitals, major IDN systems, and providers outside the traditional hospital setting choose to work with my company. Our founders believed that healthcare and technologies to improve care were important to everyone but too frequently are outside the constraints of traditional capital access. They founded Med One with this belief being their driving force. Over the past thirty-plus years, they have worked with most major movable medical equipment suppliers to provide options and accelerate provider access to technology. They have listened to the customers, the device and software companies, and taken risks that banks and other financing companies shy away from. They use simple business language documents and do the heavy credit approval lifting without burdening the customer.

As an employee of Med One, I am bound by those same beliefs and a culture that allows me to be your voice and represent you to manufacturers and our financing partners. We are truly committed to making you successful. We work with all levels within the organization to understand what can and will work for your situation. We don't have cookie cutter solutions because we know each situation is different.”

To best understand why the answer to these questions makes a difference, I suggest you conduct a self-test of your auto-response. Think realistically and honestly. How do you usually answer the question, *“What do I do?”* Does it invite others to want to know more? Does it raise their interest or desire to ask follow-up questions? If not, try to rewire your automatic response to focus on how you help solve problems or offer solutions.

As you reflect on these changes or rethink your own replies to encourage others to ask more questions, don't forget to think about your online profiles as well. If you look at your profile on social media sites, ask yourself if it answers these three questions. Does it demonstrate or tell a story of what you do or why you do it? Does it invite others to want to know more? Can they see value in exploring a relationship with you?

Approaching initial interactions in business or on social media with a focus on how you help others through what you do can make each opportunity a lot more fun. Use storytelling, and share your passions and successes to allow others to see you as more than your current job title! Give it a try and begin to think of what you do as a path to helping others succeed, and you may find that your own success multiplies. Good luck.

THREE PILLARS

M E D O N E G R O U P



CREATIVITY

SIMPLICITY

RESPONSIVENESS

THE THREE PILLARS FEATURED IN OUR LOGO ARE THE CORE PRINCIPLES THAT LARRY STEVENS AND BRENT ALLEN BUILT MED ONE GROUP UPON. THESE KEY PRINCIPLES ARE CREATIVITY, SIMPLICITY, AND RESPONSIVENESS. WE BELIEVE THAT THESE PRINCIPLES SHOULD BE CENTRAL TO EVERY INTERACTION WE HAVE WITH OUR CUSTOMERS AND VENDOR PARTNERS. BECAUSE IT IS OUR MISSION TO BE THE BEST AT WHAT WE DO, EVERY MED ONE EMPLOYEE IS CHALLENGED TO EMBRACE THESE FOUNDATIONAL PRINCIPLES. WITHOUT OUR THREE PILLARS OF SUCCESS, MED ONE GROUP WOULD NOT BE WHERE IT IS TODAY.



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