

# MedOne



**5** LETTER FROM THE OWNER  
**THE REST**  
*of the Story*

**PUT IN THE WORK** }  
LETTER FROM THE EDITOR

**The Gift of** VIEW FROM THE BOARD  
**Lifelong Learning 17**



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# HELPING CAREGIVERS CARE FOR THOSE MOST IMPORTANT.

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.

## TABLE OF CONTENTS

3 *Letter From The Editor*  
**Put In The Work**  
Troy Tait

5 *Letter From The Owner*  
**The Rest of the Story**  
Brent Allen

11 **One Team. One Mission.**  
Jeff Easton

13 **The Power of an Optimistic Mindset**  
Robb Stevens

17 *View From The Board*  
**The Gift of Lifelong Learning**  
Bob Gross

21 **Meet The Sales Team**  
Leasing / Rental / Sales

25 **Business Lessons from D-Day, Baseball, My Grandpa, and a Beatle**  
Doug Green

29 **View From The Field**

31 **Genuine Relationships**  
Chris Enger

33 **Employee Spotlights**  
Tahiry, Juan, & Oscar

35 **How is Your BCDR?**  
Randy Smith

36 **Killing by Keystrokes**  
Ibby Smith-Stofer

39 **Three Ways to Stand Out**  
LuLu Mecham

CONTENTS



Written By **Troy Tait**  
SVP Customer Care



I have what I would term as a “love-hate” relationship with the game of golf. It is a sport that I have played for years, and I have even had a few rounds where I actually played well. But for the most part, I play more for the enjoyment of being outside and taking a nice walk while looking for my ball in lakes, walking through trees, or even walking in the sand.

Recently, I encouraged my wife to start playing. We started going out hitting balls last fall and have been playing a couple of rounds each week for the last several months. While she has made great progress with her game, she has also gained an appreciation for my “love-hate” relationship with golf.

On a recent golf outing, we were playing behind a group of individuals who were clearly in the early stages of their golf experience. As we followed them from hole to hole, my wife made an interesting observation. This group was playing “from the tips.” For those who are not familiar with golf, there are several locations—called the tee box—where you start on each hole. They are identified by some type of marker, usually with a different color for each location. In this case, the colors on the course were black, blue, white, and red with black being the furthest back and red the closest.

The different tee boxes allow for a different experience, giving those who have played a lot the opportunity to challenge themselves by playing the tees in the very back. Those who are just starting out, generally play from the front tees—making the hole a little easier.

As we played our round, the group became more and more frustrated and didn't seem to be enjoying the game at all. We questioned to ourselves, why would they play from the “tips” and make the game more difficult. As the round continued and we were close to the end, through conversation with them and hearing them talk to one another, it became very apparent as to why they chose to play from the back tees. They thought playing there would make them better.

While I admire their dedication to improve their game, simply playing from the “tips” was not the answer to becoming a better golfer. In order to improve, they would need to put in the work. That might mean they would need to start on the front tees and work their way back. They would also need to spend time at the range hitting balls and spending time on the practice green.

**GOLF IS A LOT LIKE LIFE—BOTH OUR PERSONAL LIFE AND BUSINESS LIFE—THERE ISN'T AN EASY SHORTCUT. IF WE WANT TO BE SUCCESSFUL, WE MUST PUT IN THE WORK.**

Golf is a lot like life—both our personal life and business life—there isn't an easy shortcut. If we want to be successful, we must put in the work. We can't just show up and play from the “tips” and think that effort alone will lead to success. It takes time and requires a consistent effort. Even when we think we have attained a desired level, there is always a next level to work towards. Just like the game of golf, we will never reach perfection but we can keep working hard to improve every day.







Written By **Brent Allen**  
Executive Vice President / Owner

# THE REST of the Story



**SOMEONE ONCE SAID,** “The richness of life lies in the memories we have forgotten.” What about those memories that still burn vividly in our minds? For me, the 60s and 70s were full of incredible memories that have enriched my life. I miss gasoline being 35 cents a gallon. I miss the attendant running to my car, filling my tank, washing my windshield, and checking the level of my oil. I miss buying gum with baseball cards included. I miss watching Marcus Welby, MD on television. Above all, I miss listening to Paul Harvey on the radio. Paul Harvey was a radio broadcaster for ABC news. His broadcasts always began with, “Hello Americans. This is Paul Harvey. Stand by for news.” He was best known for his unique approach called *The Rest of the Story*.







On one occasion in 1978, he spoke at a Future Farmers of America

convention. Each time I read his speech, I am inspired and motivated to revisit my personal work ethic. Paul Harvey had a special ability to inspire change within his listeners.

A full version of his speech can be read online. In summary, this is what he said.

On the 8th day, God looked down on his paradise. God needed a caretaker. He needed someone who was willing to get up early, milk cows twice a day, work hard the entire day, and then spend the evening meeting with the school board. He needed someone with strong arms yet gentle enough to deliver his own grandchild.

**...So, God made a FARMER**

He needed someone who would sit up all night with a newborn colt. God needed someone who would finish his forty-hour week by Tuesday noon and still be willing to put in another seventy-two hours. He needed someone who would stop in the middle of his mid-field labors to help a neighbor who was in dire need.

**...So, God made a FARMER**

God needed somebody strong enough to clear trees, yet gentle enough to tame lambs and wean pigs. He needed somebody who would stop his mower for an hour to splint the broken leg of a meadow lark. God needed someone who would not cut corners. He needed somebody who would finish a hard week's work with a five-mile drive to church.

**...So, God made a FARMER**

I miss Paul Harvey. I wish he was alive today. I envision him making another speech much like the one he made about farmers. In my own mind, I perceive it might go something like this...

Many centuries after his creation, God looks down on his work with pride. He sees a group of people who have become a team. They are a UNITED TEAM and have adopted the principle, "ONE TEAM, ONE MISSION." They sincerely believe that they are only as strong as they are united. They arrived on different ships, but they are now all in the same boat, a united team with a united purpose. They know if they remain united, they will never be defeated. This united group is the Med One team.

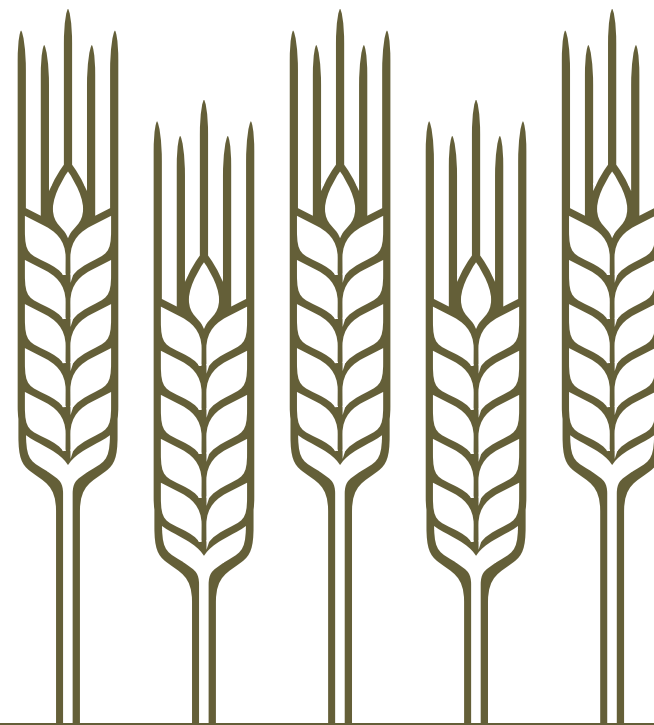
**...and God peers downward and smiles!**

God continues to observe the workings of this group. He is quick to learn that they have embraced INTEGRITY. They choose their actions based on values rather than personal gain. They have demonstrated a commitment to do the right thing, even when no one is watching. This little united group has nothing to fear because they have nothing to hide. The things they do and the things they say are in complete alignment. After all, this is the Med One way.

**...and God peers downward and smiles!**

God notices the many times this little group has gone ABOVE AND BEYOND. He sees that they deliver medical equipment 24/7. Day or night, rain or shine—they are committed to getting their equipment to a patient. It is all about saving lives. He observed that on one occasion, they even detoured around California wildfires, when none of their competitors would, in order to get life-saving equipment to a needy patient. They embrace a philosophy, "Sick babies should not have to wait."

**...and God peers downward and smiles!**



As God looks down, he also sees this little group of people embracing a commitment to DO ONE THING VERY WELL, WHATEVER IT TAKES (if it is right). This translates into taking care of a customer. It means listening to what the customer really wants and needs. Then comes the challenge, giving them what they want. It takes CREATIVITY and it takes a lot of forward thinking and vision. And God perceived that no one does it better than Med One. This little group finds ways to make equipment acquisition EASY.

**...and God peers downward and smiles!**

God took a final look and smiled. Here is a group who has learned over the years that the most complicated skill is to be SIMPLE. Along the way, they have learned that simplicity is the friend of execution. If you want to get things done, keep it simple. No wonder this little group is unique and different from everyone else who insists on making it complicated.

**...and God peers downward and smiles!**

Now, I don't know that God peers down on Med One and smiles, but I know that I do. I am proud to be associated with people who have embraced these qualities. I am proud to be a part of a group who knows that our customer is our number one priority. I am honored to be associated with a team whose daily actions and decisions are driven by integrity. I am delighted to know that I am part of this united team, and to each I say—*Well Done!*

**"THEY ARE A UNITED TEAM AND HAVE ADOPTED THE PRINCIPLE, "ONE TEAM, ONE MISSION." THEY SINCERELY BELIEVE THAT THEY ARE ONLY AS STRONG AS THEY ARE UNITED. THEY ARRIVED ON DIFFERENT SHIPS, BUT THEY ARE NOW ALL IN THE SAME BOAT, A UNITED TEAM WITH A UNITED PURPOSE. THEY KNOW IF THEY REMAIN UNITED, THEY WILL NEVER BE DEFEATED. THIS UNITED GROUP IS THE MED ONE TEAM."**





TEAM MED ONE





# One Team. One Mission.

*The Med One philosophy is simple: determine and exceed the needs of our customers. With every deal, our focus is to provide for our customers' needs by helping them acquire equipment when they lack the funds to pay for it.*



Written By **Jeff Easton**  
Chief Financial Officer

**D**uring the second week of May, I had the privilege of attending and being part of the Annual Meeting for our great company. It was truly a pleasure to be with a majority of the company and to spend time with one another. We had great meetings, discussions, and a guest speaker.

On April 1st, 2022 Med One celebrated 31 years as an organization. We are very excited about this, and it is truly a pleasure to think about the different people, capital partners, vendors, customers, and employees who have made an impact on Med One throughout the years. I have been fortunate to have been a part of Med One for 15 years and have had the privilege of seeing this great company mature and become what it is today. I was employee number 37 and now we have over 210 employees. In my time, here we have grown in personnel alone by roughly 600%.

During the different meetings and events that were held as part of the Annual Meeting for Med One, I thought a lot about each person in our company and about each different person/entity that is served by our company. Our company has done a good job and must continue to improve in all of our areas of business, especially maintaining and improving our customer service internally and externally.

The meetings centered around One Team, One Mission, and our vision and outlook for the Company. We announced Med One University and the great training materials that we have available to each and every employee. We then discussed **The Med One Way** which embodies being **COURAGEOUS** in the following ways: **C**reativity, **O**bservant Listening, **U**nited Teamwork, **R**esponsiveness, **A**bove and Beyond, **G**enuine Relationships, **E**veryday Do It right, **O**utstanding Integrity, **U**nique Patience, and **S**implicity. This is truly what Med One is and who each of our employees are striving to become.

With its sole emphasis in the medical industry, Med One has an understanding of the specific challenges healthcare professionals face. The Med One philosophy is simple: determine and exceed the needs of our customers. With every deal, our focus is to provide for our customers' needs by helping them acquire equipment when they lack the funds to pay for it. Whether it's equipment financing or rental, or equipment sales or services, Med One has solutions that work.

#### **Equipment Financing**

Creative financing options available with ability to customize for each specific customer.

#### **Equipment Rentals**

Peak need, long term, equity rental, and rent-to-own options available.

#### **Equipment Sales**

Off-lease inventory of pre-owned equipment and new equipment directly from leading manufacturers.

#### **Equipment Service and Repair**

Authorized service provided by our certified biomed team using OEM parts.

Med One is much more than just a finance or rental company. We exist to make medical equipment available with innovative, creative, responsive, and flexible equipment acquisition solutions to help our customers improve and have successful patient outcomes. We have taken the time over the last 31 years to really understand and make it part of our culture to provide outstanding customer service, even if it means saying no or is far less beneficial to Med One.

To finish our annual meetings, we heard from our founders and owners Larry Stevens and Brent Allen. We heard of their care, appreciation, and excitement for what lies ahead for the future of Med One. We are grateful to each of our employees, banking partners, and customers for making Med One the amazing company that it has become and for the privilege we have to help improve and have successful patient outcomes for healthcare industry that we support.





# The Power of an Optimistic Mindset

Uncertainty is not something that most people enjoy—even in the best of times. Our brains seem to be wired to look for and settle into patterns, to build and plan for a predictable future. Nothing proves this more than the uncertainty and chaos of air travel. Having experienced both delays and cancellations, neither are a pleasant experience! However, if I know for sure that my flight is cancelled, it may actually be less stressful than being kept in nervous suspense as it repeatedly delays. While we may wish it otherwise, uncertainty will always exist. An optimistic approach to life can help us to have the needed courage to endure life's uncertainties.

There is a story in the Bible about 12 spies who were chosen to explore a large area of land for their people who needed a new place to live. Moving into this "land of promise" would require conquering the current residents, so the spies were sent in to gain a better understanding of what they were potentially up against. These 12 men searched the land from south to north and back again, roughly 250 miles each way, which took them 40 days to complete. They found and gathered a cluster of large grapes and other fruits to give everyone a sampling of what the land had in store. Upon their return, all 12 men then

unitedly reported that the land "flowed with milk and honey," which was a way of saying there was not just abundant fruit, but that this was a place that held promise and a clear path for future plentiful harvests and great prosperity if they were collectively willing to put in the needed future efforts there.

After that initial positive report, 10 of the spies got a little weak in the knees. Giving into their own fears and uncertainties, they became fixated on obstacles. The current residents appeared strong, and their cities were well established with tall, impressive walls. This fixation on the obstacles by the 10 immediately cast a cloud of doubt on the entire camp of Israel about their ability to conquer the people in this new place.

Only two of the 12 spies (Caleb and Joshua) spoke up boldly and optimistically about the camp's ability to move forward and conquer. They said to the people, "Let us go up at once, and possess it; for we are well able to overcome it."

The people now had a choice. Would they focus on the large cluster of grapes and hope of future harvests, or instead on the pessimistic report of the 10 skeptical spies about the height of walls and challenges they may face in conquering the land?



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



There are times when each of us may hear conflicting reports about what lies before us in life and certainly challenges presented to us in the workplace. In those moments, we each must decide whether to focus on obstacles or on opportunities.

A land “flowing with milk and honey” as it was described, means work and effort, not laxity and ease. The example of the two confident spies reminds us to lift our eyes over the walls before us and see the vineyards and orchards and possibilities that we can help create.

Why did 10 men falter and why did 2 stand forth boldly in support of the possibilities they saw?

American philosopher and educator Nicholas Murray Butler wisely pointed out that: “Optimism is essential to achievement and is also the foundation of courage and true progress.”

In the story of the spies, their people ultimately chose to follow the fear of the 10 instead of the

optimism of the two and thus, delayed their opportunity to move forward into prosperous circumstances until 40 years later!

Although this story is from biblical times, people continue to choose fear over courage and optimism today. Stanford University psychologist Carol Dweck did some interesting research on why some people thrive in the face of uncertainty and difficulty while others shrink from it. One of the things she studied was the behavior of 10-year-old children who were given puzzles to solve. Some, when the puzzles became difficult, thrived. They relished the challenge, even when it proved too hard for them. Others quickly became anxious, got discouraged, and quit trying.

What makes the difference between people who enjoy being tested and those who don't? What makes some people grow through adversity while others become demoralized?

Dr. Dweck concluded that the difference really is a matter of mindset.

Some see their abilities or capacities as fixed and unalterable—a fixed mindset. Others believe that we grow through our efforts. The growth mindset sees failure as an opportunity to learn not a signal to stop trying.

Those with a fixed mindset tend to avoid difficult challenges because they fear failure and see it as something that will expose them as inadequate. So rather than taking risks, instead

they play it safe. When do people with the fixed mindset thrive? “When things are safely within their grasp. If it gets too challenging or unpredictable...they lose interest.”

Those with a growth mindset don't just seek challenges, they thrive on them. The bigger the

challenge, the bigger the opportunity and the more they can expand their capacities.

Interestingly, pessimism breeds a fixed mindset, while the correlation between optimism and a growth mindset is significant.

Hopefulness, cheerfulness, confidence, a tendency toward seeing the bright side of any situation, and a belief that good ultimately prevails over evil—all of these are indicators of optimism. With that being said, one of the biggest indicators of an optimistic outlook is learning to enjoy the journey.

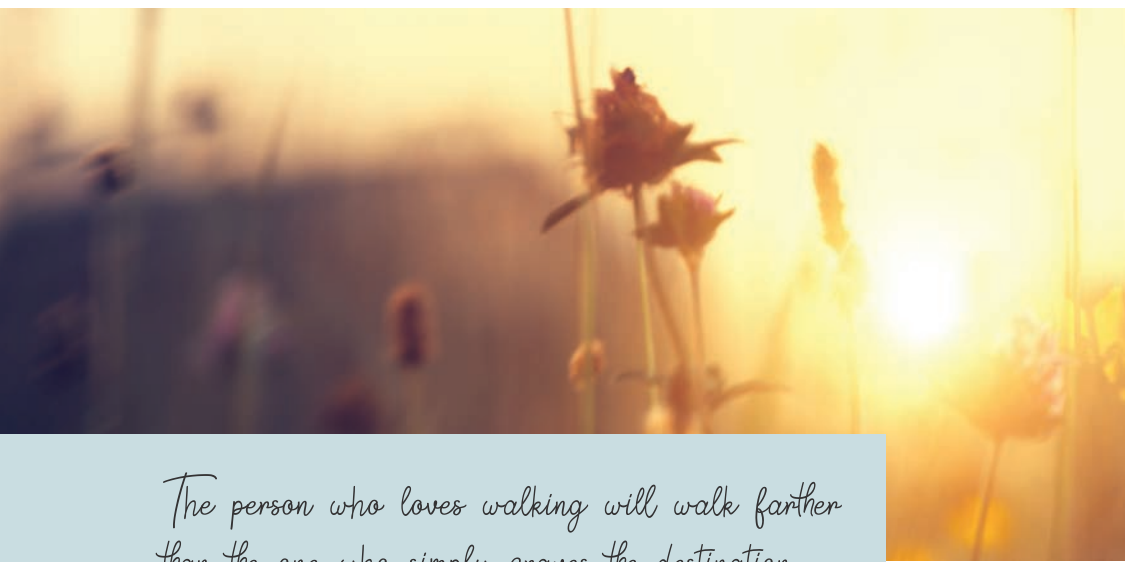
The person who loves walking will walk farther than the one who simply craves the destination. So, if you figure out how to love the journey, what starts to happen? Goals start to happen, you hit milestones as a side effect. Now it no longer matters how much weight you can lift, how many pushups you can do or how fast you can run. All those things are cool, yes—love accomplishment, but love the journey more.

Perhaps you are thinking that those who are too optimistic can at times seem annoying or unrealistic, but this is an unfortunate misinterpretation of what an optimist really is.

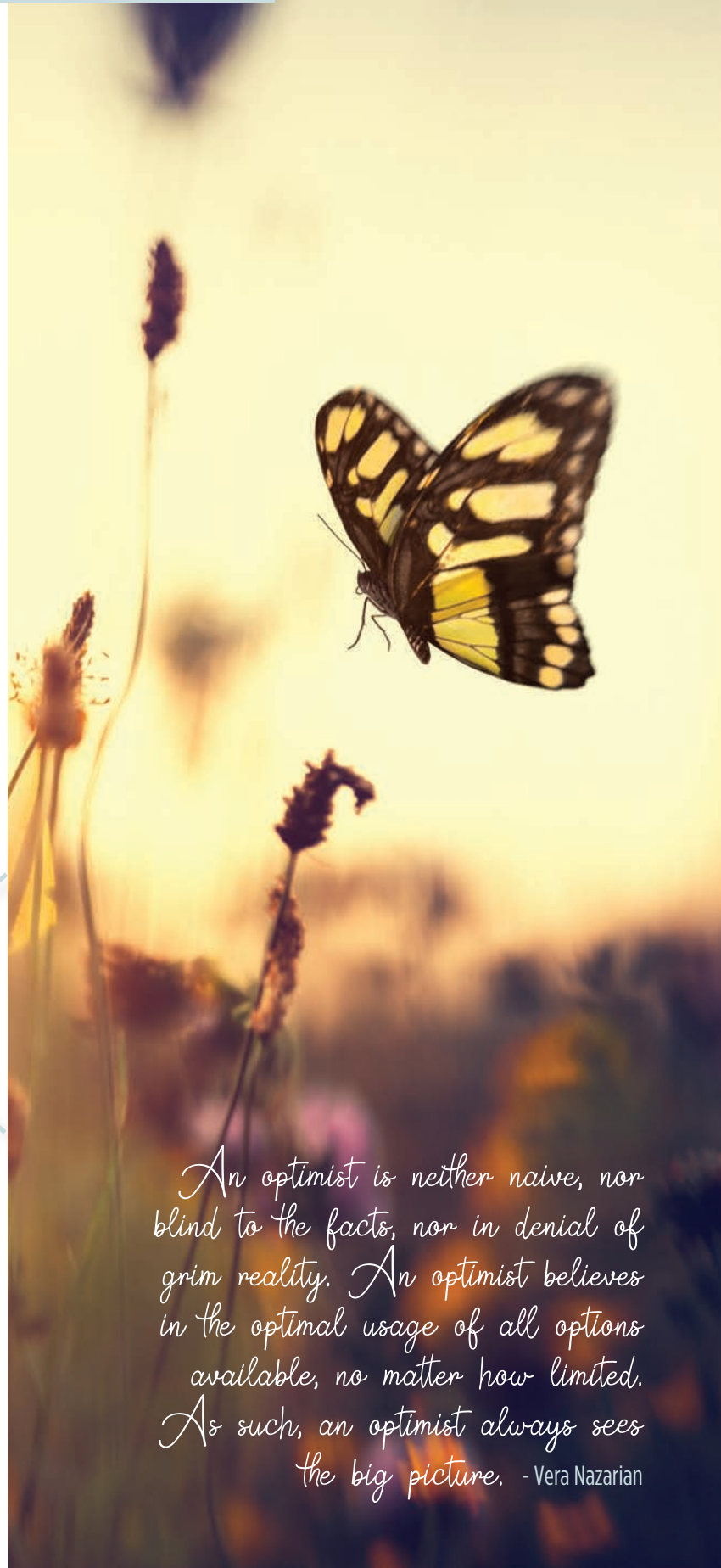
I love the way Author Vera Nazarian clarifies it:

“An optimist is neither naive, nor blind to the facts, nor in denial of grim reality. An optimist believes in the optimal usage of all options available, no matter how limited. As such, an optimist always sees the big picture. How else to keep track of all that's out there? An optimist is simply a proactive realist. An idealist focuses only on the best aspects of all things (sometimes in detriment to reality); an optimist strives to find an effective solution. A pessimist sees limited or no choices in dark times; an optimist makes choices.”  
(Author Vera Nazarian)

My challenge to all who read this is to be the 2 spies rather than the 10. That means look for the good, embrace the growth mindset and the possibilities, challenges and opportunities that come with it, and finally, love the journey!



*The person who loves walking will walk farther than the one who simply craves the destination.*



*An optimist is neither naive, nor blind to the facts, nor in denial of grim reality. An optimist believes in the optimal usage of all options available, no matter how limited. As such, an optimist always sees the big picture. - Vera Nazarian*



# The Gift of Lifelong LEARNING



Written By **Robert Gross**  
Member of the Board

At about age nine, I first learned all about the existence of the wonderful world of libraries. On my first library visit—for which I begged my dad for weeks to take me—I quickly discovered *Landmark* Books. The *Landmark* series was published by Random House Publishing and was the brainchild of Random House co-founder, Bennett Cerf. Cerf would later also become a famous early pioneer television personality, most notably appearing as a regular panelist on *What's My Line*.

*Landmark* was a series of biographies and histories targeted for an audience of ten to fifteen year olds and written by some of America's best foremost historians. The series came about when Cerf couldn't find a suitable book for his own children about the pilgrims and concluded that Random House was just the publisher to enlist historians to write about America's heritage for younger readers.

During its nearly twenty-five year run, the *Landmark* series became a treasure trove for young audiences and the inspiration for a whole generation of future historians. It also became my own gateway into a lifelong love of American history and learning. Reading became a personal passion and favorite hobby. More

importantly, although I did not know it as a youngster, the *Landmark* series launched my own lifelong love of learning.

Each of us is or can become a lifelong learner. Although the term lifelong learning is often defined as learning outside of formal schooling for personal development, in more recent years, lifelong learning has evolved to include a continuation in all of our intellectual, emotional, and experiential learning. Now, the importance of lifelong learning is a vibrant necessity for successful living and livelihood, whether in pursuit of personal interests and passions or professional and career ambitions.

The pursuit of lifelong learning is a natural outgrowth of our humanity. We humans have an innate and natural drive to grow, learn, and explore and improve the quality of our lives. We have interests outside our formal schooling and careers. Those interests are part of what it means to be human—we each have natural curiosity. Each of us is a natural learner, although each of us may pursue different paths in our learning. Lifelong learning deeply enriches our individual sense of self-worth by allowing us to pursue the things that inspire us. Personal fulfillment and development come from



our natural interests and our individual curiosity and motivations. No two of us are exactly the same.

As global technology guru, Toby Redshaw, recently told our Med One senior leadership team and board, the explosive advances in information technology and systems is ushering in a “4th Industrial Revolution” in all that surrounds us, and neither individuals nor organizations can afford to be left behind. At a minimum, our individual lifelong learning is essential to thrive in the world around us and the world of the future. It is the changing constant that allows us deeply satisfying personal fulfillment and the vital connection to the world in which we live.

*Lifelong learning is essential in today's world to meet the personal and professional challenges of today and those of tomorrow.*

Whether learning comes from developing a new skill or hobby, self-teaching and study, learning a new sport or activity, becoming familiar with and even proficient in new technology, or acquiring new knowledge, it is a part of us that keeps us connected to the world around us and the important people in that world.

**Educational psychologists recognize many tangible and intangible benefits that come from lifelong learning:**

- ▶ **Realization of personal interests and goals.** Igniting or reigniting the fires within us makes life infinitely more fascinating. Moreover, lifelong learning provides springboards in opportunities that result in unforeseen ways.
- ▶ **Improvements in our professional and personal skills toolbox.** While learning a new skill or acquiring knowledge, we equip our brains with the ability to expand our learning and acquire

additional skills and aptitudes. During the past two decades, neuroscientists have discovered the brain's ability to acquire new neural pathways of knowledge and information as it essentially sharpens itself as part of a process known as “neuroplasticity.” Such skill development can include enhancing interpersonal skills with others, problem-solving, creativity, critical thinking, expanding individual leadership tools, allowing us to see the interrelationships of things, situations, and people around us—our situational awareness, and increasing our conversational and emotional intelligence, and adaptability.

- ▶ **Improved self-confidence and sense of self-worth.** Becoming more knowledgeable increases our sense of self-worth, which can thereby enhance our self-confidence. How? By providing us with a sense of satisfaction and accomplishment and increasing our trust in ourselves that we can meet new challenges and the tasks before us.
- ▶ **Keeps us connected.** The world is changing. Our jobs are evolving. Our relationships with others grow. Lifelong learning keeps us connected to the changes around us and anchors us to others in our lives. It allows us to stay relevant—to ourselves and others—by promoting self-satisfaction and a sense of wholeness. It is its own reward. It brings us pleasure and joy.

Lifelong learning is essential in today's world to meet the personal and professional challenges of today and those of tomorrow. It is enormously self-fulfilling. It allows us to be our best by growing, evolving, and adapting. It is its own reward. It allows us to reach the potential within and a role model for those around us. I encourage you to continue your quest of conscientious lifelong learning:

- ▶ Recognize the things that interest you, your personal passions, your goals and aspirations. Think about what excites you, makes you, and what goals you'd like to accomplish.
- ▶ List and prioritize your aspirations and goals and catalogue the things that can enable you to pursue your personal quest of learning.
- ▶ Schedule and prioritize the things in your way to include opportunities to think, plan, read, listen, interact or interact with others in meaningful way.
- ▶ Just do it, embrace it, and enjoy it!

**Thank you *Landmark*, and to all in between then and now!**



## Why Med One?

### Creative Solutions

Med One offers the most creative leasing and rental programs designed specifically for healthcare facilities.



#### Equipment Leasing

- Capital Lease
- Equity Rental
- Deferred Payments



#### Equipment Rental & Sales

- Operating Leases
- Step-Up Payments
- Customized Options
- Peak-Need Rentals
- Rent-to-Own
- Committed Rentals

*Rental Equipment: Pumps, Ventilators, Support Surfaces, Monitors, and More*

### Simple Process

You have enough to worry about... Med One's services are straightforward to make your life easier.



#### Minimal Paperwork

Hospitals love to work with Med One because of our extremely simple lease document with no hidden fees.



#### Dedicated Support

Relationships are extremely important to Med One. Your dedicated account manager will help keep things simple.

### Responsive Service

With personal leasing and rental executives, you can have confidence in timely transactions and service.



#### Fast Approvals

We have fast credit approvals with flexible pricing so you are able to get the equipment you need when you need it.



#### Quick Turnaround

Whether it's a lease transaction, equipment delivery, or pick-up, we value your time and make you a priority.





# 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.

# Sales

LEASING / RENTAL / SALES / SERVICE

[WWW.MEDONEGROUP.COM](http://WWW.MEDONEGROUP.COM)



### **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.

| WE ARE |





# Sales

CONT.

Creativity.  
Simplicity.  
Responsiveness.

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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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**Brian Ginty** Territory Sales Manager / Florida  
Brian Ginty graduated from Kennesaw State University and has over four years of experience in medical sales. Brian enjoys selling products and services that directly lead to increased patient care and building relationships with those he works with. Outside of the industry, Brian enjoys playing golf, basketball, and going to the beach with his wife Sydney and their dog Blue.







Written By **Doug Green**  
SVP Corporate Development

# Business Lessons

*From D-Day, Baseball, My Grandpa, and a Beatle*

I have never been the type that loves to grab or download the latest bestselling business book. I've tried it a few times on flights, and I usually lose interest before the plane leaves the runway. For me, the best business lessons come from learning about places like Omaha Beach, Gettysburg, The Chosin Reservoir, or far before I became part of a work team that I love and admire, I learned how to become a good teammate from baseball. Lessons from spending time on the golf course with my grandpa never resulted in a fixed slice, but I did walk away with something even better, his hard-earned wisdom in my bag. Finally, on my way home from work, instead of listening to the latest business guru, I tuned in to the Beatles, Rolling Stones, and Otis Redding, and then became intrigued at how they revolutionized rock & roll.

So, with that background, here's a few of my favorite business lessons I have learned from history, baseball, my grandpa, and rock & roll.

## *Keep Moving and Know Your Mission*

During the opening hours of the D-Day invasion, nothing was going to plan on Omaha Beach. Months of meticulous planning and preparation failed to knock out enemy strongholds, deliver troops and equipment to the right place, or establish a beach head. Under relentless and accurate enemy fire, soldiers struggled to wade through the surf and blood-soaked sands of the Normandy beach to the safety of the cliff base. Those who made it to the base of the cliff quickly realized they couldn't go backwards, and it was only a matter of time before artillery would come down on them at their current position.

As the battle raged and the odds piled up, small groups of soldiers and unflinching leaders realized the only way off the beach was to move forward. Despite the loss and confusion, they endured. They never lost sight of their ultimate objective or mission. Soldiers from different units banded

together, and against impossible odds, pushed forward and kept moving. What looked like a sure loss in the early hours of the battle began to shift as soldiers made their way up the cliffs and silenced enemy gun emplacements, called in artillery, and opened transportation paths for more troops and material to come ashore. While the bravery of these soldiers is beyond words, their ability to keep moving and not give up on their mission was key to their success. Like on the battlefield, plans in business rarely go exactly as anticipated. Moving backwards or staying put will not yield the results we seek, but if we know our mission and keep moving, navigating whatever obstacles come our way, we ultimately find a path to success.

## *The Importance of the Voices We Listen To*

Growing up as an aspiring center fielder for my beloved Dodgers, I would turn on the major league baseball game of the week each Saturday morning to listen to Vin Scully call games. Vin brought the game to life like no other. I felt like I was watching a game on my grandpa's lap at the ballpark instead

of listening to a person far away in a booth. Vin's voice was full of knowledge, excitement, and comfort. With Vin recently passing away, it made me wonder...what voices are important to me and is my voice making a difference.

There is not a shortage of voices out there. Many scream and shout. But loud doesn't equate to right. Surrounding yourself with the voices of good, honest, bold, humble, and principled people, while making sure your voice does the same for them, fosters growth. Also, just as important, is taking the time to listen and not just to be heard.

## *Keep Your Eye on the Ball*

My Grandpa Evan was raised in a small, rural community in Northern Utah. He grew up working on farms thinning sugar beets among other difficult tasks. He eventually became a highway patrolman and worked in that capacity for decades. He had a high school education and did not go to college. As many who made it through the Great Depression, he learned to work hard.



He was the poster boy of the old adage, “Use It Up, Wear It Out, Make It Do, or Do Without.”

My grandpa had acquired a lifetime of knowledge and was very adept at teaching it in his own homespun way. The classroom for one of my favorite lessons was on the 4th hole of Skyway Golf Course, a 9-hole track in Tremonton, Utah. After patiently watching me hit, or not hit the ball for 3 consecutive holes, he taught me, a happy go lucky toe headed 9-year-old, the 3 secrets to golf. With a somewhat stern look on his face, but a sparkle in his eye, he said, “Here’s the 3 most important lessons in golf to never, ever forget:

Number 1...keep your eye on the ball!  
Number 2...keep your eye on the ball!!  
Number 3...keep your eye on the blankety-blank ball!!!!”

scales until he came to the realization, “I wasn’t going to be able to sing with this thing stuck in my mouth.” Paul asked his dad if he could swap his trumpet for a guitar. His dad obliged and the rest is history. *Let it Be, Hey Jude, Yesterday, Get Back...* I could go on and on—all came from McCartney and his guitar.

Back in the 50s playing the trumpet was a safe bet. Thanks to swing music and innovators like Louis Armstrong and Miles Davis, the trumpet was one of the most popular instruments of the day. But can you imagine a world without the Beatles? Paul didn’t follow the crowd, and while he and the Beatles didn’t invent rock & roll, they launched it into a new stratosphere. In business, the same principle applies—following conventional wisdom doesn’t always lead to success. Being willing to

*I feel fortunate to work for a company and team where I am surrounded by good people and voices who know their mission and keep their eye on what is most important.*

Unfortunately, my golf game hasn’t improved much since then, but his lesson was more about life than golf. In business it is so easy to get distracted and take our eye off our customers, what sets us apart from the competition, our strategic objectives, or guiding principles (the ball). If we apply Evan Green’s 3 most important things about golf to business, we will never lose sight of that which is most important.

### *Don’t Be Afraid to Trade the Trumpet for a Guitar*

Jim McCartney, wanting his son to follow in his love of music bought him a trumpet for his 14th birthday. His son Paul loved it. Paul tooted around with the trumpet even learning a few songs and

buck traditional thought, follow our passions, and trust our guts and instincts can lead to, like it did for Sir Paul McCartney, an incredible career.

I feel fortunate to work for a company and team where I am surrounded by good people and voices, who know their mission, keep their eye on what’s most important, aren’t afraid to trust their instincts and try new things, and are always moving forward no matter the bumps in the road.

Ferris Bueller once said, “Life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.” ...and a good business lesson.



*Keep Moving and Know Your Mission*



*The Importance of the Voices We Listen To*



*Keep Your Eye on the Ball*



*Do Not Be Afraid to Trade the Trumpet for a Guitar*





# VIEW

## FROM THE FIELD

With thirteen offices across the country, Med One is equipped better than ever to take care of customers' needs directly in the field. From California, all the way to Florida, Med One offices have available inventory, delivery vehicles, biomed services, and of course, dedicated employees working hard to meet the needs of customers. Enjoy a glimpse of a few of those offices, team members, and delivery vehicles. For more information about our different locations, visit [www.medonegroup.com/contactus](http://www.medonegroup.com/contactus).

Alpharetta, GA | Aurora, CO | Burbank, CA | Corona, CA | Hayward, CA | La Mirada, CA

Morrisville, NC | Sacramento, CA | San Diego, CA | San Jose, CA | Sandy, UT | Sanford, FL | Tempe, AZ



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



# GENUINE RELATIONSHIPS

**W**hat are the qualities that distinguish a normal relationship from a genuine relationship? We all have relationships of varying degrees like, family, spouse, co-workers, clients, neighbors, etc. What makes these relationships genuine?

Amazon is releasing a new show based on the works of J. R. R. Tolkien which got me thinking about the relationships found in his amazing work of fantasy, *The Lord of the Rings*. In this story, the protagonist, a simple and diminutive hobbit named Frodo Baggins is given a perilous quest that takes him throughout the realm of Middle Earth to destroy the ring of power.

For those unfamiliar with the books or movies, I could go into exquisite detail about this story, but for the purpose of this article, I want to pinpoint the relationships Frodo has with other characters in the book and what qualities made these relationships genuine. Frodo is tasked to destroy this ring with the help of several characters of different fantastical races: a wizard named Gandalf, a future king named Aragorn, and Frodo's best friend, a hobbit named Samwise.

Gandalf is arguably one of the most powerful characters in *The Lord of the Rings*, yet he shows respect towards those he could easily control, and he empowers those who, some would say, are unfit to lead. Understanding the importance and difficulty in their quest, he still allows the least powerful among the group to lead the quest and bear the weight of the ring. Gandalf aids, he counsels, he helps but never overtakes

the responsibilities given to Frodo in leading the quest. There is a mutual respect between the two character, where at times, it feels that Gandalf learns more about Frodo by watching and guiding him through this quest.

Like Gandalf and Frodo exemplify, respecting each other is one quality of a genuine relationship. If our customers don't feel we respect their voice, their ideas, their needs, why would they want to continue doing business with us? Treating each customer with the respect they deserve will keep that relationship in good standing regardless of business created.

*What makes that relationship more genuine is trying to lift the burden off our customers while showing concern for their needs.*



Another character who could easily take control of the traveling fellowship is the future king Aragorn from the race of men. It wouldn't be perceived as an injustice if he were to take control of the ring and the party in their quest, but he trusts not only Frodo, but Gandalf and the created fellowship.

In the movie, *The Fellowship of the Ring*, there's a moment as their fellowship is breaking apart that Frodo offers the ring of power to Aragorn. Aragorn, realizing the temptation involved in this

choice, closes Frodo's hand over the ring and says he would follow him to the ends of the earth. This moment (juxtaposed with another character from the fellowship's attempt to steal the ring) proves to Frodo that Aragorn could have been trusted throughout the entire journey.

One very important quality in a genuine relationship is the ability to trust one another. Without trust, the relationship is simply superficial. Trust with the customer allows for freedom of ideas to be shared and implemented, timetables adhered to, and correction discussed when needed without fear of reprisal or dishonor.

The character who completes the entire quest with Frodo is his lifelong friend, Samwise Gamgee. What separates Samwise's relationship from the rest of the fellowship is his compassion and concern for his friend. He continually tries to lift the burden from Frodo.

At times our relationships with our customers seem more transactional than not in trying to close the deal. What makes that relationship more genuine is trying to lift the burden off our customers while showing concern for their needs. This doesn't mean we place Med One in peril in trying to help our customers, but expressing empathy and concern helps to elevate our relationship from a normal to a genuine relationship.

Spoiler Alert: Frodo completes his quest, and the Ring of Power is destroyed, but the power that guided and helped Frodo were the relationships he made along the way and those relationships were fortified with trust, respect, and concern.



## 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

## OSCAR MORALES

BIOMED TECH



I was born in Mexico in the state of Michoacan. At the age of 2, I immigrated to Riverside, California where I grew up. I am the second youngest of six children, and with four sisters and one older brother, life has never been a bore. I enjoy spending time with my sisters and nieces. Each of them possesses their own unique personalities, and it is fun to see how each of them react to my jokes and pranks. My older brother that is a proud father of three has been my mentor as well as my father growing up. He taught me that in life we have to work toward what we want with hard work and determination, never forgetting who we are or where we came from. I would say that above all there is nothing more important to me than faith, love, and the strong bond that I possess with my family that helped to form the man that I am today.

Something that I enjoy doing alongside my family is feeding the homeless. We do this act of service at least once a month, in which we feed over 500 homeless people. This is one of the reasons why I enjoy working at Med One where I feel that I can continue serving others and helping them in their time of need. Whether it is delivering equipment to people that need it like I did at the beginning of my career at Med One, or testing and repairing equipment as a Biomed Tech. There is a deep sense of accomplishment working with Med One.

I get to fulfil not only my aspirations but also expand my work skills.

Most of the achievements that I obtained at Med One are due to the guidance that was bestowed upon me by my operational manager Jesse Villanueva, along with the support of Max Laris my regional manager. They have been a huge influence in my life pushing me toward new achievements, never leaving me alone, and always supporting me through the most difficult stages. Med One has become much more than a job, it has become my family. The love and support of all my coworkers helped me to get where I am now. I have the peace of mind knowing that I am surrounded by kindhearted people that are always ready to lend you a hand in your time of need. I know that there is no other medical facility that I would rather work with than Med One.

I was born and raised in Artesia, CA and currently live in Cerritos, CA. I am blessed to still have my parents by my side and have 4 older sisters. I am the youngest and the only son. Growing up was challenging as my parents, four sisters, and I all lived in a one-bedroom studio in a very dangerous part of town.

I have an amazing and loving wife who I've been with for 14 years. We were blessed in 2021 with identical twin daughters, Camila and Natalia, but they beautifully gained their wings after a month in the NICU and now they are forever our little angels in heaven.

After high school, I attended Cerritos College where I received my AA in Psychology and then transferred to Long Beach State University where I received my Bachelor's in Health Science. I also did an internship at St. Francis Medical Center in Lynwood, CA for 2 years. I was able to get hands on experience in emergency rooms, med-surge, and operating rooms.



## JUAN MEJIA

BIOMED TECH

My wife and I have a wedding photography and film business. So aside from working at Med One, I'm a wedding videographer and you can catch me working events or editing films in my spare time. Aside from spending time with my family, dogs, and cameras, I love playing soccer. I started playing soccer at 8 years old and continued to play throughout clubs, high school, college and still enjoy playing with my team on Sundays.

I've been at Med One for 4 years, and I'm currently a BioMed Technician. I started as a cleaner/driver and was then promoted to a BioMed Technician in 2019. I wholeheartedly enjoy what I do every day. I get to repair medical equipment that is crucial for the well-being of a patient and at times, lifesaving. I was able to see it firsthand when my daughters were in the NICU a year ago. Being able to see how important my role is as a technician was inspiring and working alongside a dedicated and committed team at Med One motivates me every day to do my best.

## TAHIRY RATSIMANOHATRA

WEB DEVELOPER



I was born and raised in Madagascar. It is an island off the East coast of Africa and is the farthest destination you could go from the United States. I moved to the US in 2014. I am married to a wonderful and loving wife, and we have 3 wonderful children: Ariela, Keanu and our youngest, Nako. Spending time with my family is what I usually do when I get home, unless there is something more pressing and time sensitive. I enjoy playing pickle ball or messing around with any type of musical instrument.

My family loves the outdoors. We love camping, boating and riding side by side. These are a few of the things we do to make good memories.

I am a Computer Science student at BYU-I specializing in Programming. I am a huge fan of automation. Converting a process that used to be daunting and cumbersome into an automated task is a big achievement for me, and I enjoy figuring it out.

I enjoy working at Med One as I get to do what I love, being a Web Developer. It gets even better when I am surrounded by amazing co-workers and friends.



# HOW IS YOUR BCDR?

BUSINESS CONTINUITY AND DISASTER RECOVERY



**B**CDR is an individual responsibility. It is often mistaken that Business Continuity and Disaster Recovery (BCDR) planning are the sole responsibility of the Information Technology group. BCDR means that you know what to do for any disruption in your normal, daily processes. This can be related to a power outage in an office, a flat tire on a delivery truck, or any reason you may not have access to your physical office or home office.

When a surgery team is performing an operation, they are prepared for any contingency that may occur with a patient during the surgery. If a patient's heart stops during surgery, they do not call the computer guys to flip a switch, but they follow their BCDR steps to restart the heart. They are the experts on what needs to happen and not the tech guy.

A city I worked for had an anthrax scare that kept the employees out of city hall for a couple of days. No one knew what to do, and the city office functions that needed to be performed could not be done. Phones were not answered, bills were not sent, payments were not made, payroll could not be processed, and many more necessary functions were stopped.

Immediately after that experience, the city created their BCDR plans which required all departments to determine what they would do, where they would go, and how they would access necessary systems and other equipment. Additionally, each organization worked with the technology department to make sure they would have access to telephone services, printers, and other computer equipment. Formal plans were prepared



Written By **Randy Smith**  
Director of IT

for each department. An emergency site was set up at one of the fire stations where worktables could be set up with phones and other necessary equipment. Each organization had a specific place to be and knew how to function. This was all documented so every employee knew what they would do to continue in their job.

Every employee should be taking the responsibility to determine what they would do in situations that disrupt the ability for them to do their job. It is the responsibility of their management to make sure this information is documented so the instructions are clear.

We all experience minor disruptions periodically, but do we know what to do if the disruption is for an extended time or is permanent?

**BCDR means that you know what to do for any disruption in your normal, daily processes.**

What should you do? You should start asking the questions and encourage your management to have the necessary contingency plans in place. You should be looking at plans for both your work environment and for your personal lives. Who do I call? Where do I go? What do I do? What happens next? These are some of the questions we should be asking.

I would hope to never experience a long-term disruption in my work or in my life, but we all know this is becoming more frequent and there is more of a chance it will affect us, individually. At least we can be prepared.

PLAN A B

# KILLING BY KEYSTROKES

*Technology equaling frustration? Will it cause you to quit or conquer?*



Written By **Ibby Smith Stofer**  
IDN & Health Systems Director

**Y**esterday I was attempting to learn new software in order to combine input from multiple documents. As I struggled, and with each passing moment became more and more frustrated, I thought of the impact new software and technology must be having on my colleagues, but most importantly on clinicians and others in healthcare.

Over the years, the advancements in healthcare have always been promoted as simplifying or improving work. But do they? Are they another contributing factor to why so many clinicians are either leaving the profession, retiring, or seeking new opportunities outside the world of healthcare?

In my opinion, the most egregious introduction has been the electronic health record. We know that physicians are now encumbered with this technology and often spend more time looking at the computer screen than they do engaged with the patient.

Too many physicians spend on average less than 6 minutes with a patient who usually has had to wait 15 or more minutes in the waiting area, and 5-10 more minutes waiting in the exam room. An improvement? Most of us assume that the previous patient required more time, but physicians complain that the electronic medical software is the biggest offender keeping them tied down to paperwork.

Is it better to have them in the room on time for your appointment, or to have your medical record updated in real time? When asked this question, what is your reaction?

I don't think there is an easy answer. What should have improved both interaction and tracking of care has too often accomplished neither. In talking to my boss, he shared that there was a saying of death by a thousand paper cuts before EMR. I think many in multiple industries would refer to today's fast paced change as killing by keystrokes!

Many are lifelong learners. Some easily rise to a challenge and others simply dread the thought of all this change. Why can't they just leave well enough alone, some may be asking. YouTube or website training may work for some, while others may be looking for or needing a more structured training. Though all who choose to stay working in their field will need to manage and embrace change, new tools, technology, and ways of doing their job.

Will I ever master the new software? Are there other ways to accomplish the task? Should I suffer in silence, spend significant time, and miss other deadlines? Those are the thoughts and questions I am wrestling with today. Killing by keystrokes does not sound appealing. Missing key responsibilities and deadlines does not seem to be a wise choice.



**All who choose to stay working in their field will need to manage and embrace change...**

Some of you may be asking, why not just retire or quit? Throughout the USA, the phenomena of the Great Resignation has remained constant at around 40% of the workforce. There are many reasons beyond frustration that include desire for better pay, work life balance, flexible hours, independence, remote work, and even a desire to be your own boss. An article in *Fortune* relabeled it the *Great Rethink*. Things will continue to change. Both you and I will need to adapt, learn new things, and remain motivated and committed. What matters is how we choose to respond and react. Our work environments have already changed. Remember the Industrial Revolution? Perhaps the *Great Rethink* is simply the logical progression that has taken a while to unfold.





# 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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# Three Ways to *Stand Out*



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Last year when we were making vacation plans, my husband announced that he'd like to take a trip to the Cincinnati area. I had never been and was excited at the idea, but I also found the announcement quite funny. I knew immediately that his motivation behind the trip was more than the typical reasoning of wanting to see the history or try the restaurants of a new-to-us city. He wanted to see a hippo.

Granted, he wasn't thinking of just any hippo, he wanted to see international sensation Fiona the hippo at the Cincinnati Zoo—in fact, we both wanted to see her. We decided going to Cincinnati would make a fun vacation, and while it wasn't our only goal to see Fiona, she was a highlight of the trip. We both love animals, and her story has touched many lives.

If you're not up to date on Fiona, the No. 1 Cincinnati of the year, you probably would have wondered why there was a lengthy line at her exhibit to see her and her mother Bibi or why two mostly level-headed adults made her an integral part of their vacation plans. Out of all the hippos at all the zoos, what makes Fiona stand out? Honestly, a lot of her notoriety is thanks to her care team.



# THREE PILLARS

M E D O N E G R O U P

Fiona was born six weeks early, and she was not expected to survive. She was a dangerously low weight at only 29 pounds, her lungs weren't developed, she had little muscle control, and she desperately needed fluids and temperature regulation. Her care team at the Cincinnati Zoo was incredibly responsive to her ever-changing status and worked tirelessly to keep her alive. At one point they even got creative and asked for help from Cincinnati Children's Hospital (the one for little humans) to place a lifesaving IV in one of her tiny veins. Throughout her miraculous early life and after each momentous setback or milestone, simple updates were posted online. Her resilience and progress through such dire circumstances and her team's responsiveness and creativity resulted in her gaining millions of fans all around the world. Today she is happy and thriving, while Cincinnati Zoo continues to be voted as one of the top zoos in the US.

While some of us don't have stories quite as inspiring as Fiona's or the Cincinnati Zoo's to set us apart, there are going to be times in life where we need to stand out. I remember as a first-gen student applying for colleges and scholarships, I had to figure out what unique circumstances and qualities I possessed that would give my applications an edge over others. You may find yourself applying for a job and wondering how you can stand out from other applicants, you may have an upcoming pitch to a client and want to set yourself apart from competitors, or you could have an idea that you want developed out of hundreds of other ideas.

*If you are looking to set yourself apart in your own life, consider implementing Med One's three pillars personally.*

Thinking about how the Cincinnati Zoo set themselves and Fiona apart, I was reminded of how Med One utilizes three pillars: Creativity, Simplicity, and Responsiveness.

In any situation where you would need to personally stand out like looking for employment, edging out competitors, or even in personal relationships, utilizing a variation of these same pillars would be beneficial.

## 1. Get Creative

Think outside of the box. What if you can find a solution to your problem in another way? Do you have unique experiences or services to showcase? Are you flexible in your approaches?

## 2. Be Responsive

Consider how and when you talk to people and be aware of your interactions. Be the first to reach out, reply in a timely and considerate manner, and anticipate needs or reactions.

## 3. Keep it Simple

Be honest and straightforward. It can be tempting to be flowery or extravagant in words, actions, or processes, but that often leads to confusion. Make it easier for everyone and keep things straightforward and simple.

To me, and many, many others, Med One stands out. Med One's creativity, simplicity, and responsiveness sets us apart from other companies. There have been numerous occasions when employees had to think outside the box and get creative to deliver necessary equipment to hospitals and patients in need. Creativity has also been needed when working with a customer who needs service under certain circumstances or provisions. We are flexible and innovative when working with customers, and it's a big factor in what makes us stand out. Our responsiveness ties into our goal of having superior and unprecedented service. We do business with efficiency and with customers' time and obstacles in mind. Lastly, we keep things simple. It's easy to get a quote from Med One, it's easy to talk to someone at Med One, and at the end of the day, it's easy to do business with Med One.

If you are considering business with Med One, we stand out from competitors based on our Creativity, Simplicity, and Responsiveness. If you are looking to set yourself apart in your own life, consider implementing Med One's three pillars personally and standing out from any crowd.



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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