

Med^{one} TO One

Man In The Arena

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What Every Hospital Executive Should Know about Leasing

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HELPING CAREGIVERS CARE
FOR THOSE MOST IMPORTANT.

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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.

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OUR TEAM

Written By **Troy Tait**
SVP Customer Care



One of my favorite times of the year is October. Many might think that is because of Halloween and the great opportunity we have to gather a nice supply of candy. While I do love collecting “dad tax” on my kids’ and grandkids’ candy bag, Halloween is not the only reason I love October.

As a sports fan, October is perhaps the greatest month ever. You have college football, the NFL, NHL, NBA and the MLB Playoffs and World Series. Throw in a couple of golf tournaments, a NASCAR race, and a premier soccer game, and you have just about every major sport covered. That means you can catch a game just about any time and any day of the week.

As I spend time watching the different games, I am always intrigued by the make-up of each team. Some are built with many new players, and some have more veterans or experienced players. When I

look at the scores, it seems the teams who are built with a good mix of experienced players and younger players are the teams that generally win. Having experienced players who are familiar with the game and the strategy or playbook of the team, provides good stability and a strong foundation. That allows the newer or less experienced but very talented players a chance to learn and grow to develop their skills and be a more productive teammate.

Another element of a successful team is their ability to go out and find talented players from other teams and sign them to their team. In college, student athletes utilize the transfer portal for this and in professional sports, there are trades or players are signed at the expiration of a contract. Adding one or two key players from another team can really make a difference on the overall success of a team.

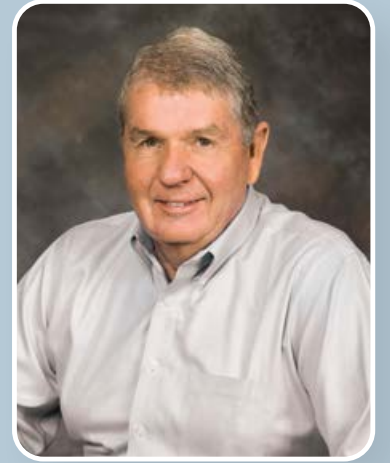
As I have watched Team Med One grow over the last 28 years, the same elements that make a

successful sports team have been implemented. Our ownership and senior leadership group have created a very strong team made up of “veterans” who know the company and the playbook. They have been surrounded by an impressive group of younger players who are extremely talented. We have even brought in several key players through the “transfer portal” to fill key roles and strengthen our team.

We are not a perfect organization, but we are perfect in our commitment to being the very best for our customers. This commitment starts by having a strong team who can do amazing things. No matter what challenges our customers face—supply chain, achieving positive patient outcomes, staffing issues/morale, high census equipment needs—Med One has the team who can provide a solution to help overcome those challenges.

“No matter what challenges our customers face... Med One has the team who can provide a solution to help overcome those challenges.”

What Every Hospital Executive Should Know About Leasing



Written By **Larry Stevens**
President / CEO

According to the Equipment Lease and Finance Association Foundation, American businesses acquired \$2.03 trillion in new equipment and software during 2021 and the 2022 estimate is \$2.2 trillion. Of the total amount of equipment and software acquired in any given year, nearly 60% is acquired through some method of financing. The broad category of medical equipment which Med One primarily serves is the most likely business vertical to utilize financing. An estimated 75% of all medical equipment and software acquired in the United States is acquired through a lease, loan, or line of credit arrangement.



“The ability to structure lease terms that will better fit your institutions’ specific needs is possible if you choose the right leasing partner. A partner that has the willingness and the structural capability to provide true flexibility. The number one benefit that Med One brings to the leasing conversation is our willingness and ability to structure a lease to meet the specific needs of our customers.”

We are often asked the question, “Why would anyone rent or lease? Why wouldn’t they just buy their equipment?” Among the many possible answers to this question—we find that hospitals and other medical providers may choose leasing to acquire the assets they need for various reasons:

- **Customers are looking to preserve the flexibility of keeping cash which is available through lines of credit or cash reserves unencumbered and available for operational working capital**
- **Capital budgets most often require that the use of loans or lines of credit be treated as a reduction of available capital—leases, however, may be structured to reduce the impact on capital.**
- **Leases are usually easier to obtain and have more flexible terms than loans for buying equipment.**
- **Customers are more likely able to structure specific needed terms and conditions through a lease rather than a loan or line of credit.**
- **Leasing provides a way for the customer to address the problem of obsolescence and utilization.**

• There are many other reasons specific to the individual needs of any given customer.

According to the ELFA Foundation, there are some 400 plus companies which have an organizational focus on leasing, and hence, are known as leasing companies. These companies have organizational structures which include:

- *Banks and bank-subidiaries.*
- *Specialized Financial institutions.*
- *Independent lessors.*
- *Manufacturer captive lessors.*
- *Other boutique lenders.*

Now to address the question addressed in the title. What should every hospital executive know about leasing?

It seems that with almost every transaction from construction projects to finance contracts, there are three main elements to the “deal” or at least variations of this theme.

Price, Time, and Quality

Were you asking me to build you a new home, I would be comfortable with you controlling two of those elements if I could control one of them. For example, you may wish to specify the price (within fair and reasonable limits) and you may wish to set the timing criteria (when will the project be completed). We could probably do business together if I am able to dictate the quality. Should you want to control the quality and the timing, I should be able to control the price. I am willing to build your house to your quality specification and within the time frame you dictate—as long as I can control the price.

Some variation of this principle is present in almost every business transaction. Financing major equipment purchases is no exception. Leasing and financing have become so commoditized in recent years—with pricing being the major driver—that most executives do not know there is a wide variety of flexibility that can be built into a lease. This works to the detriment of the lessee who is left unaware that there are many, many aspects and benefits that they are likely overlooking. The ability to structure lease terms that will better fit your institutions’ specific needs is possible if you choose the right leasing partner. A partner that has the willingness and the structural capability to provide true flexibility. The number one benefit that Med One brings to

the leasing conversation is our willingness and ability to structure a lease to meet the specific needs of our customers.

We know that those evaluating whether to enter a lease arrangement to acquire equipment are often focusing on the single aspect of the monthly payment. This single focus tends to crowd out and obscure the

capability of the leasing partner to provide true flexibility and long-term benefits. A singular focus on immediate pricing results in many less obvious issues being left out of the evaluation. There are many ways to provide lower monthly lease payments than a competitor. All of them to the long-term detriment of the customer. Evaluating a lease from the standpoint of the lowest monthly payment often results in unanticipated costs or restrictions and tends to increase the overall cost of the transaction and decrease the ultimate satisfaction of the lessee.

In a previous article in Med One to One titled *“Rate is the Bait,”* the author pointed out many of the hidden ways that a focus on pricing can come back to bite a lessee. Evaluating any type of financial offering must be done by considering the entire transaction—particularly the provisions and obligations of the underlying agreement. If careful consideration is not given to these items, any savings anticipated from a lower monthly payment could quickly vanish due to misunderstood provisions or undisclosed charges.

Of particular concern during times of rapidly escalating prices and costs is whether pricing is fixed for the entire term of the lease. Many lease agreements have built in payment escalation clauses tied to raising interest rates. Others have mandatory extension clauses at the end of the initial lease term. An attractive lease payment during the beginning months of the lease can quickly take a turn for the worse if the lease payment and the term are not fixed at the beginning.

We also know that there are many hospital executives who have made the predetermined decision, “We will never lease, we will pay cash, or we will delay the acquisition.” My suspicion is that when a decision maker takes that kind of hard stance, it is driven either by past bad experiences, or by misinformation. High on the list of things to worry about for hospital executives are satisfactory patient care and outcomes and staffing satisfaction. A key component of mitigating both concerns is having enough of the latest technology equipment for the clinical staff to successfully care for patients. A well-structured lease can help to accelerate the acquisition of critical equipment that might not have been contemplated during the capital budgeting process.

Med One has several prominent hospital groups that have negotiated a specific lease/rental master agreement that facilitates this very well. They can immediately acquire some types of assets while they are waiting for final budget approval. When budget approval is finalized, they have the seamless option of moving the transaction into a cash purchase or a longer-term lease. This is a big win for them in keeping clinical staff happy and focused on excellent patient care.

Often, new technology innovations may be introduced mid budget cycle which could prove to be a revenue driver of a superior patient care option within a hospital setting. Usually, this type of technology has not been budgeted for and it may take some time to justify a capital acquisition. A well-structured lease can provide the use of this equipment immediately until budget approvals are ultimately obtained.

One aspect of the whole capital budget process that seems to be regularly overlooked (particularly in periods of high inflation), is the fact that new equipment never seems to get any less expensive by waiting. There are also times particularly at the end of a quarter or the end of a fiscal year when manufacturers are willing to offer deep discounts in an effort to accelerate the sales process. When the leasing partner can acquire the equipment at the discounted pricing, the savings is passed through and reflected in the structure and pricing of the lease. Thus, the customer can take

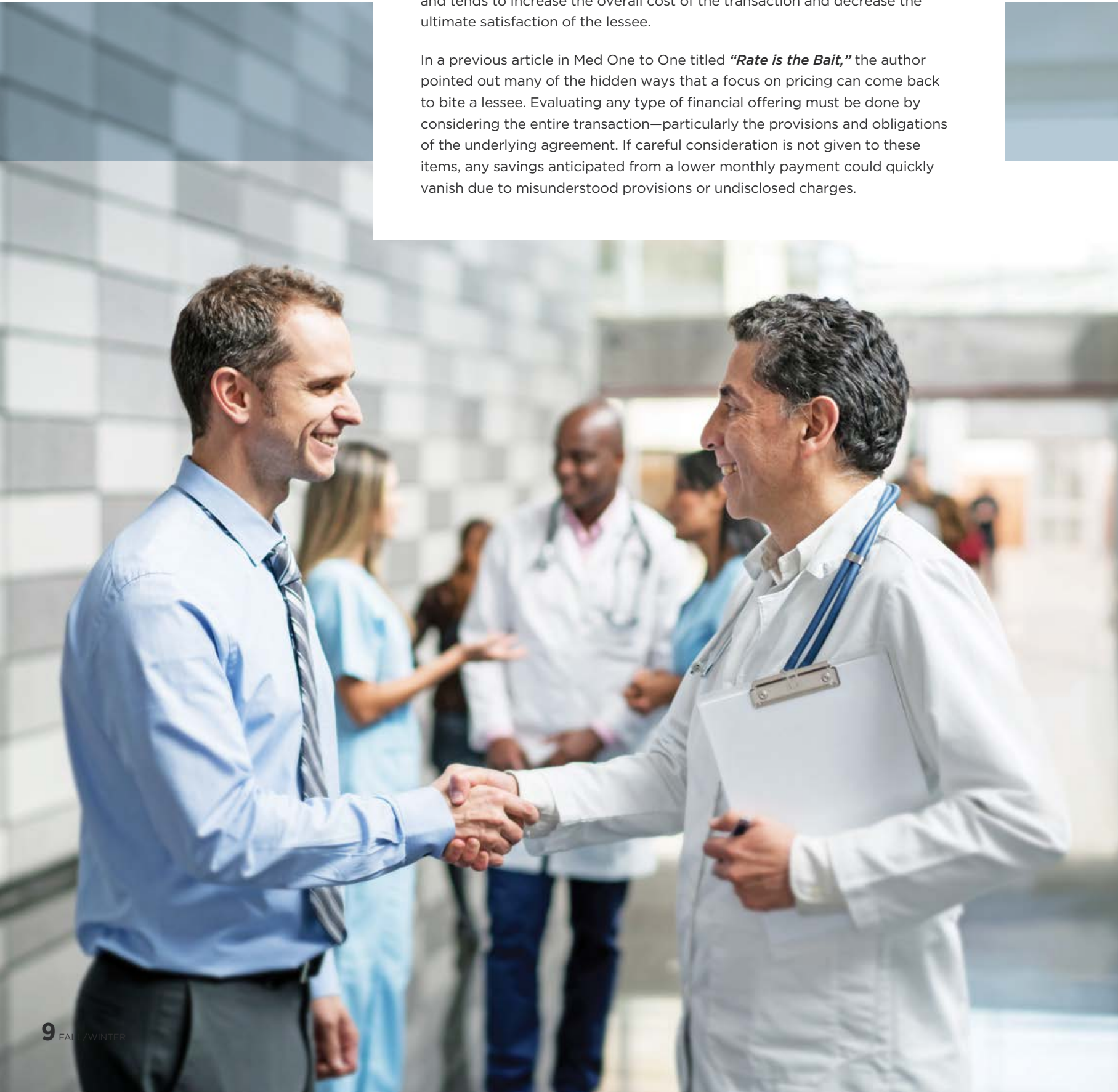
“Evaluating any type of financial offering must be done by considering the entire transaction—particularly the provisions and obligations of the underlying agreement. If careful consideration is not given to these items, any savings anticipated from a lower monthly payment could quickly vanish due to misunderstood provisions or undisclosed charges.”

advantage of today’s often deeply discounted pricing of the equipment and pay for its use through a lease with dollars that are rendered cheaper through inflationary pressures during the lease term.

An underappreciated power of a good lease structure is the ability that it provides to a health care provider to take control of the obsolescence of patient care equipment being used in their facility. Capitalized and owned equipment is very difficult to get off the books and therefore difficult to retire. If you are working with a quality lease partner, there are ways to provide seamless upgrading of equipment at appropriate intervals to ensure that patients are always being cared for with the most up to date and safest technology. Our suspicion is that were risk management departments to take a close look at some outdated technologies being used to care for patients, red flags would be raised all over the facility.

The title of this message is “What Every Hospital Executive Should Know about Leasing.” My point is that leasing has become a recognized and often used method of acquiring equipment in all capitalist economies throughout the world. Leasing carries with its use multiple advantages in the capital equipment equation. Unfortunately, it has become commoditized by focusing so heavily on the basic pricing. As a result, many of the obvious benefits are almost always overlooked in the examination. In fact, most executives are not even aware of the many long-term benefits that can be derived by allowing for a more flexible and imaginative structure in their leasing arrangements. Using the single examination criteria of pricing, leaves many, many benefits left unexplored and thus unused.

www.medonegroup.com/aboutus/blog/leasing-rate-just-bait



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2022

The Year of Interest Rate INCREASES



Written By **Bryce Ray**
SVP Chief Credit Officer

As of November 2nd, The Federal Reserve just raised interest rates for the sixth time in 2022, citing high and persistent inflation as the primary cause for the increase. Not only is this the sixth time the interest rate has risen, but it is also likely that more increases will continue to happen into 2023. If you're interested in the specific numbers, stick with me for a bit. This is the fourth 0.75% increase to the target federal funds rate (target rate at which commercial banks borrow and lend their excess reserves to each other overnight) in a row—taking it to 4.00%. This is up significantly from the post COVID 2020 target rate of 0.25%. The Prime Rate (a baseline rate upon which many floating rate loans are negotiated, i.e. Prime + 3.00%) is now at 7.00% and, it is projected to increase to 8.00% in 2023. Those are some big changes from 2020 & 2021.

What do these increases mean? First, it's probably best to understand why rates have been increasing. The short answer—The Federal Reserve has been increasing interest rates to try and slow down the economy. The longer answer—When rates are higher, it ends up costing more for consumers to secure loans. That results in fewer financings and less spending which ends up slowing down the economy. When the economy slows it generally leads to lower inflation and more supply of goods & services and that is what reduces the pace of price increases to all goods and services.

While the reasoning behind the increases makes sense, the increasing rate environment is new or forgotten territory to many businesses and consumers. For a long while, both have enjoyed historically low rates. Still, the current rates are decent when viewed from the perspective of historical highs.

Below is a 3-year chart looking at rates in 2021, 2022, and the forecasted rates in 2023. As you can see from the chart, forecast rates will continue to increase through the first half of 2023 and then will level off through the later part of the year. So, what does this mean for consumers and businesses?

Interest rates can affect your credit cards, mortgage, loans, inflation, and much more. It is suggested that if you have credit card debt, you should consider paying it down or even looking into transferring the balance with a 0% APR offer. Mortgage rates are also increasing which can make buying a home more difficult but can also slow down the housing market we've witnessed lately.



While this can be an unnerving time, especially for our customers in the healthcare industry, as a lender, Med One is here to help. We can help minimize the impact of higher interest rates and inflation for healthcare providers seeking to obtain new equipment. If you have questions about the current rate environment and what you can do to minimize the impact to your business, please reach out to a Med One representative and let us help.

Interest Rate Increases

Year/Quarter	2021				2022				2023			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Federal Funds Target Rate	0.25%	0.25%	0.25%	0.25%	0.50%	1.75%	3.25%	4.50%	5.00%	5.00%	5.00%	4.50%
Prime Rate	3.25%	3.25%	3.25%	3.25%	3.50%	4.75%	6.25%	7.50%	8.00%	-	-	-

BEING AN ENGAGED WORKER

The troubling trend of quiet quitting has been in the news this year. To me, this raises several questions. Is this a new phenomenon? What causes an individual to quietly quit, thus working the system? How do employees justify this kind of unethical behavior? How can it be identified and then dealt with, and in the end, what does it really mean to put in an honest effort at work? Over a decade ago, I addressed this topic in *Med One to One* and with that last question in mind, I revisit the same topic here again.

How do you recognize a hard worker and an engaged employee? A definite answer to this question is tricky because expectations for different jobs vary widely based on assigned tasks for the specific job and the level of responsibility they have. It could also be debated whether a job requiring mental effort is more difficult than a job requiring physical effort. For example, which job is more difficult - the lumberjack or the person managing logistics of where the lumber will be delivered? There may be no right or wrong answer to that, but no one can debate the fact that both types of work are difficult in their own ways.

Whether it's white collar or blue collar, both forms of labor are respectable for different reasons, but



one can be more taxing than others. A physical labor job for most people means being on your feet for at least 8-10 hours per day. Not everyone is cut out for that type of physical demand, but then again, others cannot stand the thought of sitting at a desk for most of the workday either.

Regardless of the type of work your specific job entails, you will likely have an opinion on which is more difficult and hopefully an appreciation too for the effort required by others doing different jobs. You may believe that you do in fact work harder or that your assigned tasks have greater value than the next person. Perhaps your measurable results are far greater or more noticeable than some of your coworkers. Maybe you are demonstrably more passionate about your job and the company you work for than anyone else. Maybe you arrive at the office earlier than all others, or you're there after they've all gone home. All these things are admirable and certainly good indicators that you are a hard worker,

but every employee at a particular place of work has a different set of assigned tasks, objectives and responsibilities, so defining someone as a hard worker or even the hardest worker, really depends on the measuring stick being used. The measuring stick is different for every single job.

Fortunately, a division of labor creates an organized structure that allows each employee to excel at a specific function. In the end, the "assembly line" aspect of any company combines all the important functions into a unified purpose and hopefully, an excellent finished product or service. A well divided and well defined labor force utilizes workers in the area they are most effective or best trained in and generally ensures that those who are the most experienced and skilled managers are given management roles; those trained and proficient in accounting functions are specifically employed in handling accounting responsibilities; sales and marketing



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

“WHAT DOES IT REALLY MEAN TO PUT IN AN HONEST EFFORT AT WORK?”

roles are filled by those that are best qualified to do sales and marketing; or production, or repair, or answering phones, or whatever the job may be. It would be utter chaos if a division of labor did not exist because everyone would be doing everything resulting in a "too many cooks in the kitchen" situation. This would very quickly bring productivity to a screeching halt!

With all the various functions that are handled within a business, the definition of "hard work" therefore depends on the functions and expectations that go with the specific job. If those functions are performed at a high level, then by definition, that worker is indeed "working hard."

Roughly defined, work is simply effort or activity that is intended to accomplish a set of assigned tasks or produce a desired result. The effort or



activities are ideally observable and/or measurable in some way, but hard workers can also be defined by intangible qualities as well. Intangible things like heart, passion, dedication, loyalty, and attitude may not necessarily be measurable, but they are noticeable and they absolutely matter!

A hard worker doesn't have to be married to their job at the expense of other important life priorities, but they should have a reasonable level of personal investment in the success and well-being of the company they work for.

For a business owner, there is built-in vested interest from day one, and they will inherently pour their heart and soul into making it successful. Because of that, business owners may rightly be viewed as its hardest workers. Especially in the early going, they wear many hats and the division of labor enjoyed later is shared by only a few individuals. They have the most to gain if it succeeds and certainly the most to lose if it fails.

An engaged employee does more than just meeting the basic requirements of a job. Hard workers magnify their responsibilities by discovering ways to innovate and lead others to do the same within the scope of their responsibilities. By tapping into the intangible qualities noted earlier, ultimately the measurable results will be impacted in powerful and transformative ways.

On a business trip years ago, I stopped at an airport Jamba Juice shop to buy a smoothie on my way home. The cashier who helped me that day demonstrated perfectly what an engaged employee looks like. Anyone can stand there and take your money, then say "next" to the person waiting behind you, but this guy was friendly, warm and sincere. Technically, his job description as cashier is very simply to take a quick order, ring up each customer, tell them what they owe, take their money and move on. In our brief interaction, he gave me a few valuable insights on the menu items I was considering, complimented me on what I eventually chose, then looked me in the eye and told me with a smile to have a great day and thanked me for my business. The tip I gave on that occasion was definitely earned! As an engaged employee, this Jamba Juice worker not only elevated himself, he elevated his company as well by the way he interacted with customers.

Every person no matter how seemingly insignificant or grand their job is, can take a similar approach. For any job there are endless ways to engage and innovate. When you are fully engaged, measurable results will always be magnified by what drives you inside.



HARD WORKERS
MAGNIFY THEIR
RESPONSIBILITIES
BY DISCOVERING
WAYS TO
INNOVATE AND
LEAD OTHERS...



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.



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.



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.



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.



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.

Sales

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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.

| WE ARE |



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Sales

CONT.

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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.

| WE ARE |



Med One

MAN IN THE ARENA

When I was a freshman in college, many (many) years ago, I stumbled across a quote that helped me confront the challenges I experienced adjusting to a much more competitive academic environment. I kept an abbreviated version of this quote on my wall all through college and in my home office afterwards.

The quote now known as the “Man in the Arena” passage is from a speech by Theodore Roosevelt called “Citizenship of a Republic” he gave at the University of Paris in France on April 23, 1910:

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

Roosevelt’s speech was so popular, it was immediately translated across Europe and made into a pocketbook which sold 5,000 copies in five days. This quote was used

by Richard Nixon in both his victory speech in 1968 and his resignation address in 1974.

Brené Brown, a popular author and speaker, attributes the writing of her best-selling book, *Daring Greatly*, to this passage. Nelson Mandela gave a copy of the speech to the coach of the South African rugby team right before the 1995 Rugby World Cup which they surprisingly won. A movie was later made about the story, swapping the quote for the poem “Invictus.” The “Man in the Arena” quote was used for the 2015 Cadillac ad. LeBron James has “#ManInTheArena” written on his shoes, and Miley Cyrus and Liam Hemsworth have it tattooed on their arms.

Now, I am not proposing we rush out and line up at the tattoo parlor or alter our wardrobes, but hopefully we

can find meaning in this passage that will inspire us as well. As we approach a new year with uncertainty in the economy and challenges across the globe, I hope we will let this

passage move us to see the opportunities and to engage more fully in the important roles we all play in the success of Med One. Each person at all levels and in all areas of the company contributes in a valuable way to our progress. Everyone is needed. We are all essential members of a great team.

As we allow ourselves the freedom to be vulnerable and enter the arena through hard work, we will surely be “marred with dust and sweat,” but we will arise with “wisdom and learning.” What didn’t work will show us more clearly what will work. We adjust our course, and we move forward, never settling for the comfortable seats outside the arena.

I look forward to the coming year with you and all the challenges and successes we will face. Whatever we encounter in the arena, we will do so together. As we valiantly strive to do our part with enthusiasm and devotion, I am confident the individual strong efforts of each one of us will create a collective “triumph of high achievement” and our place will be one of victory.

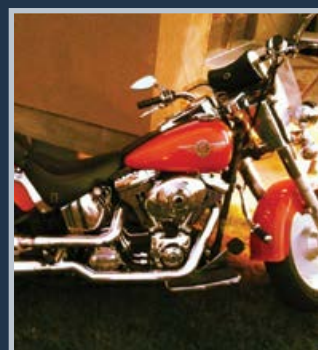


Written By **Sheri Thomas**
Board of Directors



EMPLOYEE SPOTLIGHTS

PATRICK DOYLE



SYSTEM ADMINISTRATOR

Originally from my mom, I was born in Oklahoma (Sooner Nation) and later grew up half in Denver and half in Dallas. During those years—whenever school was out, I spent all my time in a small town at my grandparents working on our farm and clothing store. That's where I learned to work hard and appreciate life in the country. My appreciation was inspired by also growing up in the big city whenever school was in session.

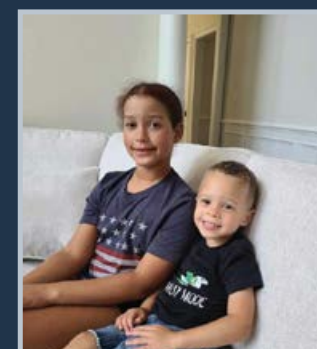
I'm the oldest of 2 boys who grew up in a typical very poor and dysfunctional single-parent home. I wanted to be a rock star or Nascar driver growing up, but after a high school injury, I did what any athlete secretly wants to do in college: theatre! I have hundreds of performances under my belt, and it's a blast.

Once I kept having more month at the end of my money, I accepted that I had to find a better paying career. Over 20 years ago, I got into and still love the world of information technology.

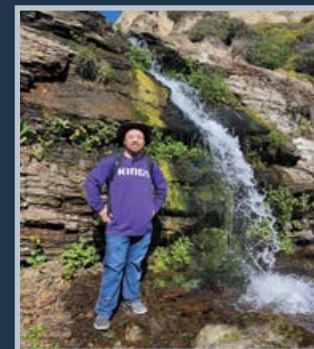
I'm going on 19 years with my awesome wife and our "Brady Bunch" of 7 kids combined with 6 grandkids. I enjoy long walks on the beach, hiking, biking—wait, do people really read these? I love being onstage and performing; whether it's singing and playing guitar in a band, soloing, choir, or speaking at random Montage annual meetings. Recently, I got my ham radio license. Call sign: K7ODR (for ODoyle Rulez!) I also freelance and love design, graphic design, and video production.

I'm going on my 3rd year as a System Administrator in IT, and I love the variety plus the constantly evolving challenge of staying current and relevant in technology. The best part, though, is working with and serving each of my amazing customers who are all the great Med One employees. I cherish and honor the privilege of developing some strong relationships with many people here at Med One, and I appreciate each of you.

DONALD POLES



DAINA LOR



BIOMED TECHNICIAN

My name is Donald Poles, and I was born in San Jose, California. I moved to Charlotte, North Carolina when I was ten years old and grew up there. I now have an amazing wife named Carrie, and we have two kids. Zoey is our daughter, and she is ten years old, and our youngest is named Austin and he is three years old.

I love to spend time with my family doing activities. I also like to spend time playing baseball. I was actually drafted in the 18th round of the 2002 MLB draft by the Kansas City Royals, so baseball has been a big part of my life. I also enjoy watching true crime documentaries and learning about geopolitics and world history.

In North Carolina, I attended college and studied electronics. This helped me in my career now as a Medical Biomed Technician in Woodstock, Georgia. I enjoy being a part of this new office, and I especially like working on medical equipment and their electronic features. I also love that I get to help people by working on life-saving equipment for many Med One customers and their patients.

DELIVERY DRIVER

My family came over as refugees in the 1980s after the Vietnam war. I was the first to be born in America in Long Beach, California. Then, in 1982, my family moved up to Sacramento to be with the rest of the family that also came over as refugees.

I have one brother and two sisters. My dad remarried, so I also have stepbrothers and stepsisters. During my free time, I usually go to the gym, and I also like to go biking with friends on the bike trails. Finding places to go hiking with friends is also fun.

At Med One, I am an Equipment Delivery Driver. My job is to make sure deliveries are done correctly and in a timely manner. I also communicate with staff to make sure things are done efficiently.

I've been in this industry for almost 20 years, and I like what I'm doing. I like that I am helping people get better and feel better even though we don't get to see the patient upfront. I know that the things we do now can make someone's life a little bit easier in the future, and that makes me feel good.



As Med One has grown, so has its operations. We currently own close to 40 rental delivery vehicles that service our rental customers. Our fleet is comprised of box trucks and vans like pictured above.



VIEW



FROM THE FIELD TEMPE, AZ

Written By **Bryan Reid**
Operations Manager



My staff and I are excited to be a part of the Med One Family here in Tempe, AZ. The Tempe office is located about ten minutes from the airport and thirty to forty minutes from most of the major hospitals and care centers in Phoenix. Thus, we are well positioned to serve our customers in a quick and efficient manner. The temperatures can be excessive in the summer, but overall; the Phoenix weather is the envy of most other states in the country.

My staff currently consists of a driver, Julian, and a Biomed Tech, Sam. Together, we work as a team to exceed customer expectations and help each other meet our obligations. Each day is unique and can offer a variety of challenges which makes working for Med One exciting. There are no two days that are the same, and I think that, combined with assisting people when they need it the most, is what drives us each and every day.

Julian has been with Med One since June, and he has embraced the Med One way. In one day, he traveled from the office to Blythe, CA., and then back through Phoenix to Tucson to deliver a respirator that needed to be delivered that day. He has also driven to Utah and back in one day to transfer materials that were needed in Utah. Originally from Georgia, Julian came to Phoenix in October of 2021, and he decided to make Phoenix his home. In his free time Julian likes to lift weights and engage in church activities. When he is at work, you can find Julian cleaning equipment or traveling throughout the state servicing our customers. Julian has truly been an asset to the Med One Team, and I am fortunate to have him on board here in Tempe.

Sam joined Med One last week as a Biomed Tech. Upon his arrival, Sam began to ask questions and get a feeling for his role as a Biomed Tech. I am excited to have Sam

on board, and I am looking forward to working with him as we work to reduce our to-be-tested inventory and in-need-of-PM inventory. In his free time, Sam enjoys spending time with his family, wife and two dogs. He also enjoys outdoor activities and sports. Sam is focused and motivated, as he joins the Med One Team. He is more than willing to assist in any way he can.

Each day is a new learning experience for each of us in the Tempe Branch. The knowledge we have gained over the past several months would not have been possible without the assistance and guidance of others at Med One. It has been a welcomed pleasure to know that we can reach out to anyone at any time and receive advice/instruction. We have counted on many different people over the course of the last several months, and everyone has been extremely helpful. We want to express our appreciation and gratitude to everyone who we have reached out to and say, thank you.



Each day is unique and can offer a variety of challenges which makes working for Med One exciting.



EVERYDAY - DO IT RIGHT

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

When I was in elementary school my mom taught at the same school I was attending. I learned early to be a good student because when I misbehaved in one of my classes I would face my mother's discipline at home. My childish motivation was to stay out of trouble, I didn't want to get caught, go home, and face the repercussions.

Part of *The Med One Way* is "Everyday - Do It Right." There should be no better feeling every day than knowing the work one is doing is correct. It provides a clear conscience as well as encourages trust between the worker, their employer and their customer.

One may think doing it right every day may be old fashioned or inhibit what one can do creatively, but the opposite occurs. Creativity is enabled and new pathways to help customers are created.

There should be no better feeling everyday than knowing the work one is doing is correct.



There are numerous reasons why we should do it right everyday. I want to focus on two: first, doing it right helps our relationships with our customers; second, it protects Med One.

The first reason for doing it right daily is how it will affect our relationship with our customers. My wife is a gym rat. She loves the rush of endorphins she feels as she completes each work out. She works as a personal trainer at our local gym and over the last eight weeks she has taught a class to a group of gym novices. The class focused on using each piece of equipment and how to have correct technique while performing each exercise.

Having good form, or good technique in the gym is the most important lesson one can learn. It is more important than the amount of weight one lifts or the number of reps one can complete. Whether it is the rowing machine, the bench press, or any other exercise at the gym, if you are doing it incorrectly it will eventually cause a severe strain on the muscles you are trying to work, it will also lead to injury if not corrected, and it isn't accomplishing the work it is supposed to be doing.

Once the proper technique is learned and consistent time is spent on each exercise, one will see reps and strength increase.

In our time working with customers both internally and externally, if we fail to do it right everyday, we could strain our relationships which could cause severe injury to that relationship. Ways we could strain that relationship include providing incorrect information because we didn't take the time to verify, not listening to the needs of our customers, and being up front with information.

The second reason to do it right every day is because it protects Med One. As a driver, I've been accused of being super conservative. I rarely drive over the speed limit. To me there are few feelings more rewarding while driving than seeing that police officer positioned to catch speedsters and knowing my speed is where it needs to be and knowing they won't pull up behind me. That type of peace of mind cannot be purchased.

We want that same feeling for the work we do at Med One. There are laws to follow in business as well as procedures to follow in the office. If we stay within those parameters, we keep a clear conscience and earn the trust of companies around us. Do laws and procedures stop us from finding creative solutions? They should inspire us to find new ways of helping our customers that maybe we haven't thought of before.

Every Day - Do It Right is one of the easier principles of *The Med One Way*, and if we continue to follow that principle, we will continue to foster great working relationships while protecting Med One.



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

A UNIQUE JOURNEY



TO
B
R
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Written By **Ibby Smith Stofer**
IDN & Health Systems Director

Can there ever be reward without risk? Are you willing to adapt and exceed the needs of your market and customers? Or is naysaying holding you back and hurting your business growth?

What does doing the same thing over and over mean to a business attempting to grow?

There are multiple expressions that come to mind when pondering that question.

As markets and customers change over time, companies need to change as well. Staying the course or path that got your business this far often rejects new ideas with statements like:

“Because we have always done it that way!”

“That is not our core business, why would we?”

“If it isn’t broken, why change, replace, or add to our workload?”

“We don’t have the resources to make that change.”

“It’s outside our wheelhouse, and we don’t know how to manage it.”

Naysaying is the killer of innovation and motivation.

Sure, there are risks changing business norms, but if you align with where your customers are going and what their needs and pain points are, then the risk can be less than the reward.

If you are a customer or a supplier looking to make a real difference in patient and staff satisfaction or if your company has not been able to offer both clinical benefits combined with acquisition choices, we invite you to learn more about Med One Group.



Let's look at the evolution of Med One and the risks the leaders and others have taken by not allowing negativity and unwillingness to risk doing new or different things hold them back. (*No naysayers allowed* is an unstated company motto.)

Med One Group leaders have always believed that if we stay educated about market trends and issues, as well as the end user customers' needs and pain points, we will steer in the right direction. As a result, the company they founded has undergone meaningful change and growth.

It began as two guys with a passion to help make movable medical equipment available through payments that met the financial need as well as enhancing the clinical care. Their experience told them that hospitals were spending too much on rentals and often had limited choices.

Early on, they realized that they were unprepared to fund a large sales force. Being risk takers and willing to do whatever it took, they formed

relationships with several well-known device manufacturers of devices that hospitals often rented. They allayed the fears of being just another rental provider, by offering lease structures that would allow the companies to treat the transactions as a direct purchase. Many of those initial business relationships have stood the test of time and continue today. Med One has field-based sales representatives calling on all healthcare providers and an internal team working with their vendor partners to continually exceed the end users' expectations of both the customers' vendor of choice and their service offering.

You might wonder why they decided to offer direct rentals in addition to their financial acquisition plans. Over time, the equipment rental business continued to fill a gap where both short-term equipment needs, and budgetary issues restricted customers' ability to purchase or lease. Accounting rules, budgetary processes, financial health of providers, and unpredictable equipment needs all influenced expanding the company's offerings to include rental options.

Med One recognized that service would be the key to successfully meeting these challenges. Establishing local offices who could offer responsiveness, patient-ready instruments, simple processes, and a variety of rental options became the strategy. Med One added their first direct rental facilities in California. This has expanded to 13 locales across the US to meet the needs in each market. Each center has dedicated customer service and biomedical staff. Customers wanted online tracking and inventory availability as well as invoice history. Med One built a system that has allowed customers complete control over their rental expenses and needs as well as access to the company's inventory of devices.

As the need for quality patient ready equipment expanded to include non-acute care facilities Med One added resources to extend attractive pricing for those devices returned at the end of an operating lease. They reach out to schools, EMS, LTACs and other nonhospital facilities. All devices they sell are patient ready with both PMs and software updates performed by the in-house staff prior to shipment. If not in Med One's inventory of equipment, they work with customers to find the product through a network of suppliers.

As with most successful businesses, the need for involving others who bring unique experience and perspective resulted in two major changes that Med One has embraced. First, the formation of a Board of Directors followed by the creation of specialized Operational Committees who are charged with growth, profit, and direction. Developing talent, leadership and ownership of business direction allows the owners to see their vision of a legacy thrive.

Always looking to align with industry leaders who are bringing meaningful change to the healthcare market and customers, Med One Group recently became a distributor for Turner Imaging offering both their full range of finance options as well as dedicated marketing and selling with the addition of the Smart-C.

You may be wondering how a distributor relationship fits in the company. I asked that same question, and here is what I have learned.

This is not the first distributor program. When there are needs, and our relationship is strong, we will always look at how we can partner with suppliers to meet those needs and at the same time, allow all parties to win. The first distributor program was with the Alaris Med System III pump for the EMS

market and providing their fleet of infusion pumps to under 100 bed hospitals. This allowed the company to build relationships and serve an ever wider base of healthcare providers.

The Equipment Sales Operating committee evaluated Turner Imaging, its products, and the market needs. They saw real value in the ability to utilize the technology in multiple markets and enhance the patient and caregiver satisfaction. There was a true need, and our finance and rental options could help accelerate adoption. This could be a winning vendor/distributor program.

There was another nontraditional opportunity. What if we hired a field-based representative to sell the product? Wouldn't that also act as an accelerator? What if we also had marketing as well as sales investments? They knew that there were risks, and it would be learning experience and take time to grow. Med One chose to accept the risks, make the time and resource investment, and became the mid-west distributor for Turner's Smart-C. Since then, the two companies have partnered to offer an alternative acquisition option that eliminates the risks of new technology for the user. Accepting risks, making investments, and staying true to the philosophy of doing **whatever it takes to do it right** continues to guide both direction and decisions.



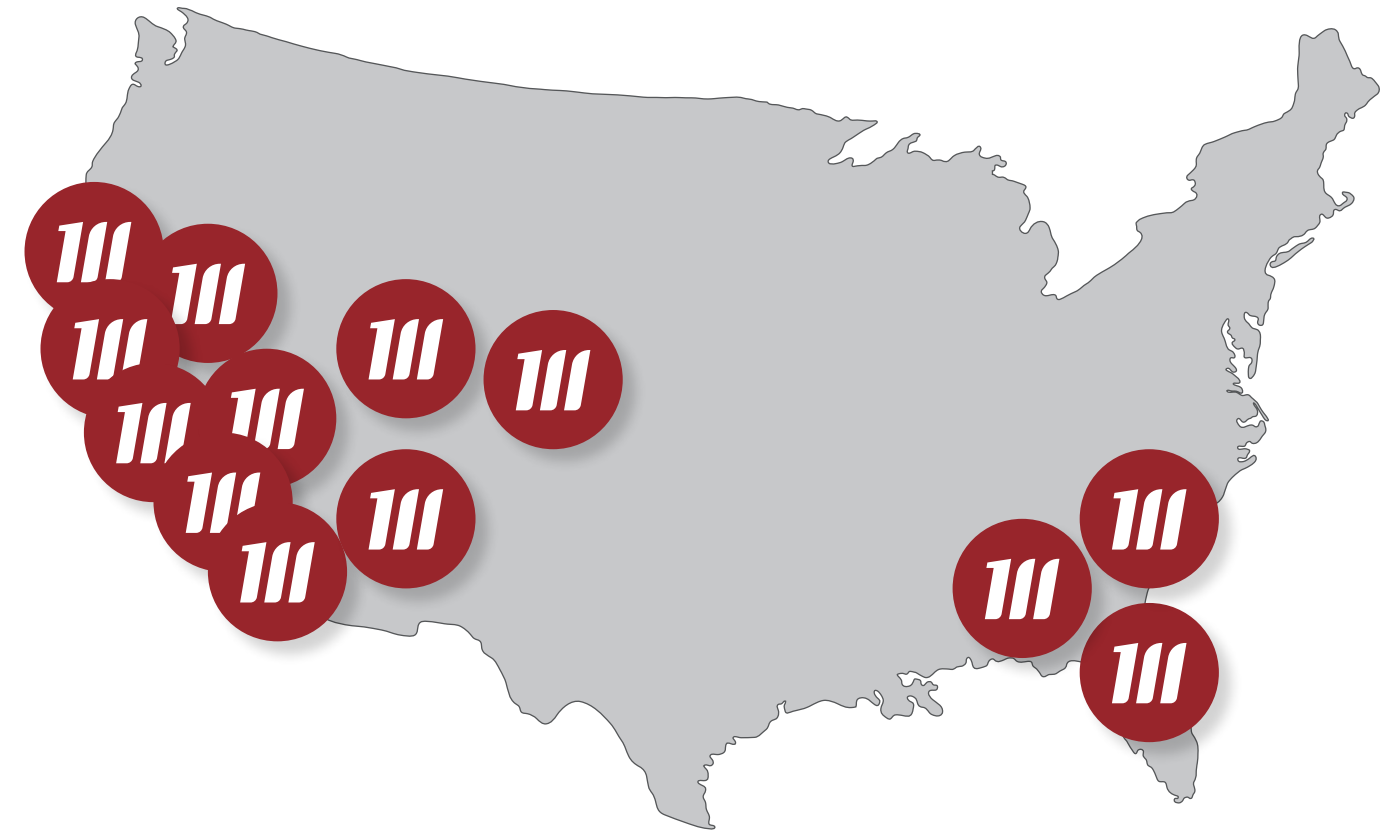
If you are a customer or a supplier looking to make a real difference in patient and staff satisfaction or if your company has not been able to offer both clinical benefits combined with acquisition choices, we invite you to learn more about Med One Group.

What will be next in the Med One journey? The future has not yet been revealed, but we know that the company will continue to focus on the issues, concerns, and needs of healthcare providers and medical device companies. If you are a healthcare provider experiencing some of the challenges discussed, we hope you will reach out to us. Our Med One team can work with you to find a solution. We look forward to hearing from you and hope you will want to join us on the journey.



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



SAN JOSE, CA
2365 Paragon Drive, Ste F & G
San Jose, CA 95131

HAYWARD, CA
1766 Sabre Street
Hayward, CA 94545

TEMPE, AZ
3120 S. Potter Drive, Suite 2
Tempe, AZ 85282

CORONA, CA
210 Lewis Court
Corona, CA 92882

WOODSTOCK, GA
105 Smokehill Lane, Suite 100
Woodstock, GA 30188

BURBANK, CA
2521 North Ontario Street
Burbank, CA 91504

LA MIRADA, CA
13955 Valley View Ave.
La Mirada, CA 90638

SAN DIEGO, CA
7540 Metropolitan Dr., Ste 103
San Diego, CA 92108

AURORA, CO
3449 Chambers Road, Suite D
Aurora, CO 80011

SACRAMENTO, CA
8270 Belvedere Ave., Ste 110
Sacramento, CA 95826

SANFORD, FL
576 Monroe Rd., Ste 1308
Sanford, FL 32771

MORRISVILLE, NC
1101 Aviation Parkway, Suite D
Morrisville, NC 27560

SANDY, UT (Corporate)
10712 South 1300 East
Sandy, UT 84094

SOCIAL MEDIA





Written By **LuLu Mecham**
Marketing Specialist

A RESOLUTION TO READ

Since the new year is upon us, it's safe to say many will be looking for ways to improve their lives or develop better habits. I was recently looking at the top ten new year's resolutions, and I was surprised to see that on that list was the simple goal of reading more. I am an avid reader, studied English, and have taught hundreds of students in reading and writing classes. I've personally witnessed reading benefit many lives, including my own, so I encourage anyone to try to read even just a little bit more in the new year. That can be easier said than done, so I'd like to provide you with some ideas to make that goal easier.

IDENTIFY PREFERENCES

When someone thinks of reading, they usually think of books with traditional plot elements. While traditional books are great options, feel free to branch out. Many readers prefer non-fiction,

specific essays, or even a newspaper. Some people like graphic novels or poetry. Trying different formats, genres, and even text length will help you decide which works best for you and your time restraints or lifestyle. It's also important to read about something that interests you. What are your hobbies? What kinds of movies or television shows do you like? What would you like to know more about? Think of the topics that interest you and choose accordingly. You don't have to be stuck reading something you find uninteresting simply because you think it's intelligent or impressive. Find text you enjoy!

MAKE A PLAN

A big part of any goal or resolution is to have a plan. Think about what you want to accomplish with reading and decide some actions steps. Some readers choose a book or two a month, some subscribe to a paper or magazine and set aside

time each week to read it. Others join book groups or clubs that have reading schedules set or decide to read an extended series throughout the year. Whatever you want your goal to be, just make sure you have a plan of action. I think an overall good place to start is to either make a goal of a certain amount of time you'd like to read—say an hour a week, or to make a goal of the amount of books or other texts you'd like to read in a year—say 6 books that year. Just make sure your goal is realistic. You can always adjust it if needed.

UTILIZE RESOURCES

If I could give you one piece of advice to become a better reader, it would be to utilize your resources! Books and other printed text can be expensive. You shouldn't have to buy a book every time you want to read, and thankfully, you don't have to. Have you visited your local library? They are extremely helpful and house lots of valuable information about how to make reading easier. A lot of the time you can even get a library card online now, so that step could be done beforehand. Many libraries also have other resources like printing, internet access, study rooms, outreach programs, and more. My last local library even had a large and beautiful community garden that had plenty of quiet reading benches. Libraries are truly magical places.

You can also check out eBooks and audiobooks from your local library and send them to your phone or eReader by using an app like Libby. Most of my reading is done through borrowing eBooks and using Libby to send them to my Kindle or listening to audiobooks on the Libby app itself. You can also add multiple library cards if you have more than one—which I'm guilty of—and your eBook library will be even bigger.

If you don't have a Kindle or other eReader, you can download the Kindle app on your phone.

If you still prefer a hard copy book or text, many libraries also have regular book sales where you can get discounted books. This happens a lot at the end of the year. You can also check out used bookstores or second-hand stores. Libraries and bookstores usually have excellent displays or recommendations if you don't know where to begin. The employees and volunteers are also usually very helpful, knowledgeable, and enthusiastic about reading. When I was younger, I worked at a bookstore, and we loved when people would ask for recommendations.

DISCUSS READING

One of the best parts of reading is finding other people to talk with about what you read. A good place to start is by asking close family or friends to read a certain book with you. It would probably be easier to convince people you have shared interests with, but even discussing with just one person can encourage you to read more. If that's not an option. You can always join a book club or book group in your community. If that's not your cup of tea, social media has a wide range of ways to discuss books. You can join online groups, follow hashtags, subscribe to creators with common reading interests, etc. Reading becomes even better when you can share ideas, perspectives, or thoughts about something everyone has read.

Other than it being entertaining, reading has more health benefits than you probably know. . Research suggests that reading strengthens brain activity, increases empathy, reduces stress, helps to alleviate depression and anxiety, helps you sleep, and helps you live longer. Hopefully those benefits encourage you to read more in the new year, and perhaps you'll soon be convincing others to become lifelong readers.



MED ONE GROUP
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MEDICAL EQUIPMENT | FINANCING | RENTAL | SALES | SERVICES

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one
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