

Med ^{one} TO One



SLEEP WHEN THE WIND BLOWS

COURAGEOUS

THE MED ONE WAY p5

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We care about healthcare providers, so they can make a difference in the lives of those they care for.

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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.

IF WE PLAY TOGETHER, ★★ WE CAN COMPETE ★★

Written By **Troy Tait**
SVP Customer Care



With one of my favorite sporting events—March Madness—right around the corner, I felt obligated to write about basketball. However, there are several other great things that also happen in March, like Employee Appreciation Day on March 3rd and International Women’s Day on March 8th, so before I talk basketball, I need to first acknowledge those two important dates. First, I want to give a shout out to the best employees ever—the great employee force at Med One. The success of a company is dependent upon employees who are committed to be the very best they can be and our team at Med One is a perfect example this. They are committed, show up every day and give the best they can.

My second shout out is to all the women in my life. There are so many great examples, starting with my mom who taught me so many valuable life skills. My amazing wife, who helps me be better every day and despite all my weaknesses still loves and supports me. Also, Linda Allen and Sheila Stevens—two women who helped their husbands create a great company. This is a

list that could take up the entire newsletter, so I will leave it at those four for this issue.

Now on to basketball. I am not what I would call a movie person, but I do have a couple of favorites. Back in March 2008, I wrote an article comparing Med One to a high school basketball team from the movie Hoosiers. Here is part of that article:

Hoosiers is what I would call a classic. It is a story about small town Hickory High School’s unlikely run to the state high school basketball championship game. My favorite scene occurs when the team enters the large gymnasium where the game will be played. It is gigantic in comparison to the small gym at Hickory High. As the players stand in amazement and awe at the size of the building, the coach hands one of the players a tape measure. He asks him the height of the hoop and length of the key. It is reported that they are the same dimensions as those found at their home court. They realize that despite the size of the arena, the basic elements are the same. If they play together, they can compete. In the end, Hickory pulls off the upset and walk away as the Indiana state champions.

While I wouldn’t recommend building a business strategy from a movie, I do think this story has a lesson that can be applied. Med One is by most standards a company that is head quartered in a small town. In a sense, we are like Hickory High. We have battled with the competition and have earned the chance to compete with the big teams. Now that we are in the big arena, the basic elements are still the same. We can use the same skills and abilities that got us to this point—creativity, flexibility, responsiveness—combined with a strong team spirit, great team players, and determination to become champions.

At the end of the movie, Hickory returns home and they are still the same team. Granted things are a little different, but they are still the same group of players. They simply played their game on a bigger stage and won. Med One Capital is poised and ready to play for the championship.



Working together as a team we will succeed. And in the end, we will still be the “small” company, with all the elements that make a small company great, but with the ability to compete and win on a much higher level.

When I wrote that, Med One was a much different organization. We had about 50 employees in one location. Today we have over 200 employees and 13 locations with several new locations on the horizon. I would say my comparison to Hickory High was pretty accurate. We were the small under dog company just waiting for our opportunity. When the chance came to make a difference, we took it. 14 years later, while we have experienced substantial growth, we are still the same company. We have been able to maintain many of the great attributes of a small company. Our first priority is, and always has been, helping our customers achieve their goals. We listen to understand and then work to provide a solution that works. We don’t have a predefined “box” that everyone needs to fit into. At Med One, we take great pride in developing strong, meaningful relationships with our customers—and this philosophy has allowed us to continue to make a difference in the medical community.

OUR FIRST PRIORITY IS, AND ALWAYS HAS BEEN,
HELPING OUR CUSTOMERS ACHIEVE THEIR GOALS.



Written By **BRENT ALLEN**
Executive Vice President / Owner

Many years ago, I read the following story. It was about a farmer along the Atlantic seacoast. He was looking for a hired hand, but most people were reluctant to work on farms in that region because of the storms that raged across the Atlantic. The farmer interviewed many, but all refused. Finally, a short, thin man approached the farmer. The farmer asked him what he could do for him. The man's response was, "I can sleep when the wind blows." The farmer was puzzled by the answer, but he was desperate for help and hired him.

The little man worked hard and was busy from dawn to dusk. One night, the farmer awakened about 2:00 a.m. from what appeared to be a cyclone. The wind intensified and threatened all that the farmer owned. Jumping from his bed, the farmer grabbed a lantern and rushed up the attic to the hired hand's sleeping quarters. He shook the little man and yelled, "Get up! A storm is coming. Tie things down before they blow away!" The little man rolled over in his bed, continued snoring and slept on. Enraged by the response, the farmer was tempted to fire him on the spot. Instead, he hurried outside to prepare for the storm. He discovered that the haystacks had been covered with tarpaulins. The cows were in the barn

SLEEP WHEN THE WIND BLOWS

COURAGEOUS

THE MED ONE WAY



peacefully chewing their cud. The chickens were calmly in the coops. The little man had fixed up the cracks of the barn and strengthened the locks and hinges. The pigpen was tranquil notwithstanding the forces at work that night. The shutters were tightly secured. Everything was tied down. The farmer was stunned. He dropped his head as he reflected on the man who was sleeping in the attic. The peculiar answer of a few weeks ago echoed loudly and finally made sense, "I can sleep when the wind blows."

I have frequently pondered this story. The challenges we face can be difficult. It has been said that "If we are prepared, we shall not fear." Being prepared is paramount. In the business world, I don't believe we can ever afford to "sleep when the wind blows." Hopefully, however, we can relax when the wind blows knowing that we have done our best to prepare for the storm. This is the reason we have embraced The Med One Way.

COURAGEOUS

CREATIVITY

If we are not being creative, we are training our customers to leave us alone. I am reminded of a story about three pastors who were having lunch together. The first pastor said, "I'm having a real problem. I have bats in my loft at church and I've

tried everything but can't get rid of them. The second pastor said, "Me too. I've got hundreds of bats living in the attic at my church. I've had the place fumigated, but they won't go away. The third pastor said, "I had bats also, but they are now gone. I just baptized all of them and made them members of the church and I haven't seen them since.

How about that for creativity? Albert Einstein said it best, "Creativity is seeing what others see and thinking what no one else ever thought." At Med One, creativity and innovation run in our blood. We sincerely hope that our creativity will enable us to relax when the wind blows.

OBSERVANT LISTENING

If we are not listening with intensity, we are training our customers to leave us alone. It is a fact that most people would rather talk than listen. Failure to listen can get us in real trouble. Proof of this is the story about a young man looking for work. He went door to door asking for odd jobs. One homeowner hired him to paint his porch. When the young man was done, he knocked on the door to get paid. The young man said he had enough paint to apply two coats and then said, "By the way—that's not a Porsche, it's a Ferrari." Careful listening pays big dividends. It has been said that "wisdom is the reward you get for a lifetime of listening when you would have preferred to talk." We insist that our employees do more listening than talking. It is through listening

that we learn. We should all "bite our tongues" more often. It takes a great person to be a good listener. At Med One, we believe we are good listeners. And we hope that when the wind blows, we can be comfortable in knowing we have done our best.

UNITED TEAMWORK

If we are not united in our teamwork, we are training our customers to leave us alone. We have incredible talent at Med One. The sports world has taught us that talent wins games, but teamwork wins championships. Alone we can do so little; together we can do so much. A young man was playing basketball in his backyard and lost his contact lens. For 30 minutes, he looked for the contact but found nothing. Finally, he went in to share the bad news with his mother. His mother went out and within 5 minutes found the contact. "Why couldn't I find it," asked the young man. His wise mother replied, "Because we were looking for different things. You were looking for a piece of plastic, I was looking for \$200." Teamwork and perspective...a secret to success. At Med One, do we adequately work together which will enable us to relax when the wind blows? We certainly believe that we do.

RESPONSIVENESS

If we are not being responsive, we are training our customers to leave us alone. We highly value loyal customers. We know that loyalty is earned and nothing jump starts loyalty like responsiveness. It is all about being able to react quickly. A husband and wife were driving along a rural highway. They had just had an argument, and both were being silent. Suddenly, they came upon a hog farm. Breaking the silence and pointing to the pigs, the wife said, "Oh look! Aren't these some of your relatives?" Not missing a beat, the husband responded, "Yes...in-laws." Responding quickly is the name of the game. At



"CREATIVITY IS SEEING WHAT OTHERS SEE AND THINKING WHAT NO ONE ELSE EVER THOUGHT."

ALBERT EINSTEIN



Med One, it means responding quickly with credit decisions, deliveries, answering questions, returning phone calls and emails etc. Are we responsive enough so we can relax when the wind blows? We believe the answer is yes and we are comfortable in knowing that we are giving it our very best efforts.

ABOVE AND BEYOND

If we are not going above and beyond, we are training our customers to leave us alone. Our philosophy at Med One is go the extra mile —there are no traffic jams there. How do we go the extra mile? Overdeliver. Overdeliver. Overdeliver. That's how we go the extra mile. A professor at Bowling Green State University in Ohio taught this secret in 3 simple words. He said these 3 words will almost guaranty our success. The words are...AND THEN SOME. Do what is expected...AND THEN SOME. Have the courage to go the extra mile. Stand out from the crowd and go above and beyond. This is what we do at Med One and this is the reason we feel comfortable in knowing we can relax when the wind blows. We have given it our all.

GENUINE RELATIONSHIPS

If we are not building strong relationships, we are training our customers to leave us alone. In business, it's about people. We believe business is built on relationships and so we make building them our business. Someone once said, "If you want a long term relationship, then follow one simple rule...

never lie." It takes a lot of truth to earn someone's trust, but one lie is enough to lose it all. Winston Churchill said, "A lie gets halfway around the world before the truth has a chance to get its pants on." Relationships are built on a foundation of trust. There is no trust if integrity is absent. There is no trust without open and honest communications. Several years ago, this advertisement was found in a Utah newspaper. It was written by a man trying to sell his motorcycle. "2006 Suzuki 1000. This bike is perfect! It has 1000 miles and has had its 500-mile dealer service (Expensive Service). It's been adult ridden; all wheels have always been on the ground. I use it as a cruiser / commuter. I'm selling it because it was purchased without proper consent of a loving wife! Apparently, "do whatever the heck you want" doesn't mean what I thought! Call me, Steve (phone number)." Trust was clearly lacking in this relationship. Open and honest communications were absent. Building genuine relationships becomes a full-time job. At Med One, when it comes to relationships, we are comfortable in saying we can relax when the wind blows.

EVERY DAY = DO IT RIGHT

If we don't do it right...every day, we are training our customers to leave us alone. At Med One, we have a slogan that is backed by personal commitments...Every Day - Do it Right. I recall the story of a pharmacist who comes back from his break and sees a man leaning against the wall, his face strained and nervous. He asks his assistant, "What's wrong with that man over there?" "He came in looking for cough medicine," she replies. "I couldn't find any, so I gave him a whole bottle

of laxatives." "Oh great," steamed the pharmacist. "He is going to sue us now. You don't give laxatives to a person with a cough!" "Well," said the clerk defensively. "We cured him. Look at him. He's afraid to cough!"

Perhaps this was a solution, but not the right solution. Sometimes it is better to lose and do the right thing than to win and do the wrong thing. At Med One, we have focused on doing things right and we feel comfortable in relaxing when the wind blows. We have given it our very best efforts.

OUTSTANDING INTEGRITY



Lack of integrity means we are training our customers to leave us alone. Integrity is doing the right thing even if nobody is watching. A man came home from work one night exhausted. He told his wife that he needed his glasses checked. He said that he was so nearsighted that he nearly worked himself to death. Perplexed, his wife asked what being nearsighted had to do with working himself to death. He responded by saying that he couldn't tell whether his boss was watching him or not... so he had to work the whole time. Integrity has nothing to do with ability, but everything to do with choices. We choose to act with integrity. Right is right...even if no one is doing it; wrong is wrong even if everyone is doing it. This defines integrity. At Med One, our integrity has a sign that reads in bold red letters "Not for sale at any price." As the Med One team, we are deeply committed to integrity. We know that we can never sleep, but we feel comfortable knowing that we can relax when the wind blows. At Med One...Integrity is job ONE!



"AT MED ONE, OUR INTEGRITY HAS A SIGN THAT READS IN BOLD RED LETTERS **NOT FOR SALE AT ANY PRICE.**"





UNIQUE PATIENCE

If we don't always exercise patience, we are training our customers to leave us alone. Gandhi said, "to lose patience is to lose the battle." At Med One, we are not accustomed to losing the battle. I love this little story. A young pastor moved into a new neighborhood. One day, as he drove around, he noticed a young boy selling a lawn mower. Needing one for his new home, the pastor stopped, negotiated a fair price, and purchased the lawn mower. The next day, the pastor tried getting the mower started, but it wouldn't turn over. Just then, the young boy rode past on his bike. "Hey," called the pastor. "How do you get this thing started?" The young boy responded, "Sometimes you need to cuss at it as you pull on the rope." "I don't cuss," said the pastor. "In fact, I've forgotten all the cuss words I once knew." The boy replied, "Keep pulling! They'll come back to you quickly." As Med One employees, we keep pulling and we do so with patience. Patience is when you're supposed to get mad, but you choose to understand. Our patience has prepared us for the unknown future. We are comfortable in knowing that we can relax when the wind blows.



SIMPLICITY

If we don't keep things simple, we are training our customers to leave us alone. Life is simple! But the world insists on making it complicated. At Med One, we believe that knowledge comes when we gather facts; wisdom comes when we simplify them. This is one of our secrets to success—simple documentation, simple processes, and simple communications. We are committed to keeping things simple. And for this reason, we are comfortable in knowing we can relax when the wind blows.

We do not want our customers leaving us alone. Therefore, we have embraced the Med One Way and we are committed to it. We are constantly striving to be adequately prepared, and because of the Med One Way we sincerely hope that we can at least relax when the wind blows.

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



LOYALTY DEFINING WHO WE ARE

On April 1st, 2023 Med One will celebrate 32 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 over 15 years and have had the privilege of seeing this great company mature and become what it is today. I was employee #37, and now we have over 210 employees.

Today, I'm writing about loyalty. What is loyalty? Loyalty signifies a person's devotion or sentiment of attachment to a particular object, which may be another person or group of persons, an ideal, a duty or a cause. Some characteristics of a loyal person to me are faithfulness, dedication, honesty, trust, and support. I believe immensely in loyalty, and loyalty plays a huge part in my life. Even one of my dearest friends, if not my closest, has said

to me, *"Your willingness to be loyal and the loyalty you have is going to kill you."* I have thought a lot about this, and I have thought a lot about what the wisest person who ever lived on this earth once said, *"No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to the one, and despise the other."*

In an article written by Peter Economy (The Leadership Guy), he said, *"Loyalty may be hard sometimes, but loyalty defines who we are. It guarantees a clean conscience and a positive transparent life."* I love this idea of loyalty guaranteeing a clean conscience and a positive transparent life. There is no faking—you are confident in who you are.

I am a person who is transparent. Sometimes that may be smart of me, and sometimes it may not be. Loyalty provides transparency, and it allows people to see who you truly are. There is



Loyalty may be hard sometimes, but it defines who we are. It guarantees a clean conscience and a positive transparent life.

- Peter Economy (The Leadership Guy)

Written By **Jeff Easton**
Chief Financial Officer

no guessing just right there in front of them, and they can then choose to admire or not admire the loyalty you have. *Being loyal is being devoted and vulnerable, but never naive. Loyalty demands integrity and consistency.* A person who is erratic in their behavior and decision making will lack loyalty.

Loyalty to our customers and from our customers is imperative for our business to continue to thrive. We have been in business for 32 years and have built an a very loyal base of customers for whom we are very grateful for. Our amazing customers consist of banking partners, vendors, and of course medical providers to whom we provide service to by making medical equipment available in any form that they may need. My team and I deal with all these very important customers, and we are grateful for them and their loyalty to Med One.

With my position as CFO, it has been a privilege to work with our wonderful banking partners and to have the loyal relationship we have. The character, integrity, and consistency that exists between all parties is amazing and vitally important.

In the same article, the following is said, *"Gratitude compels us to be loyal and vice versa. Who should you never trust? Those who betray guiltlessly, out of habit or because of petty reasons. To cover their betrayals, these people fall into a web of lies and slander that they cannot get out of and that shows who they really are."*

With its sole LOYAL emphasis to 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 32 years to really understand and make it part of our culture to provide outstanding LOYAL customer service, even if it means saying no or is far less beneficial to Med One.

One of my favorite quotes of all time is from a gentleman named Jeffrey R. Holland, he says, **"The crowning characteristic of LOVE is ALWAYS LOYALTY."** In our relationships if we don't truly love someone, it is impossible to then be loyal in that relationship. At Med One we are grateful for, sincerely care for, and love all our different types of customers as you have helped make Med One who we are today.



Written By **Rich Madsen**
Corporate Secretary / Board of Directors



VIEW FROM THE BOARD

THE RACE TRACK OF OUR INDUSTRY

When well-bred, immaculately groomed, professionally trained racehorses

step up to the starting line for a competition, their eyes are shielded with blinders. The blinders are proved to keep

the horses focused on what is in front, encouraging them to pay attention to the race rather than to distractions such as crowd noise or other horses. Once the race starts, the horses forge ahead toward their goal. Although the blinders

keep the competing horses largely out of their view, experienced racehorses have a keen sense of what is going on around them. While not focusing on outside influences, or becoming distracted, they can feel the movement and positioning of the other horses and use that information to navigate the track more accurately.

At Med One, we are not racehorses. However, every day, our organization lines up at the starting line with our competitors. It would be quite simple to say that we should just put on the blinders, focus on our goals, and ignore everything going on around us. After all, we have a talented and highly motivated team that is capable of “outrunning” the others in our race. Unfortunately, our strategy cannot be this simple. We, like the racehorses, must find ways to be aware of the movement around us without letting that awareness be a distraction. Jimmy Lovine, co-founder of Beats and record executive said, “You try to do the best with what you’ve got and ignore everything else. That’s why horses get blinders in racing: You look at the horse next to you, and you lose a step.” While Lovine’s statement is certainly true, it is not a comprehensive plan for an organization’s success.

It has been observed that comparison is the ultimate performance killer. If a racehorse looks from side to side, comparing his performance with the other horses, he will eventually fall behind. However, even with blinders on, an experienced racehorse does not entirely ignore the competition. Instead, he uses his senses (other than sight) to create an awareness, instead of a comparison, of his surroundings. To be competitive in a market, a company must find a way to focus on the goals ahead while still sensing the movement and energy being created by the



other companies in their arena. Just as the speed and intensity on a racetrack is enhanced by the competition between the horses, so is the speed and intensity of development and innovation enhanced by competition between organizations in a certain market.

To understand how to navigate the racetrack of our industry, we must understand the real reason behind putting blinders on a horse. John Brubaker, a hunting expert, gave this explanation of the concept of prey vs. predator; “*Eyes on the front, born to hunt. Eyes on the side, born to hide.*” If we observe the placement of the eyes on various animals, we can tell whether they fill the role of predator or prey. For example, a lion’s eyes are on the front of its head. This indicates that lions are designed, by nature, to hunt and chase the animals in front of them. They are most definitely predators. On the other hand, a horse has eyes on the side of its head. The horse is considered potential prey to other animals. The placement of their eyes gives them 350 degrees of sight. Their wide viewing range allows them to see predators approaching from all sides. When an unexpected motion is detected in their peripheral field, the horses’ first reaction is to run. Running from perceived dangers is a horse’s primary defensive mechanism.

This brings us to the real reason to put blinders on a horse. The blinders are not intended to block out all awareness of a horses’ surroundings. Instead, they are intended to help avoid the natural panic that occurs when a horse sees a perceived threat. With the consistent use of blinders in a race, a

horse learns to use his eyes to focus on the goal ahead and use other senses to keep track of his competition without getting spooked. To be industry leaders, an organization must learn to sense, or understand, the competition without insecurity or panic.

Robert Frost said, “A definitive purpose, like blinders on a horse, inevitably narrows its possessor’s point of view.” This statement should not diminish the value of having a clear purpose, or vision, for an organization. Instead, it is a warning against allowing that purpose to consume all the energy of the company, leaving no room for the growth and learning that can come from broadening our point of view. In business, and in life, our blinders should help prevent unnecessary comparison and panic, but not leave us blind.



YOU TRY TO DO THE BEST WITH WHAT YOU’VE GOT AND IGNORE EVERYTHING ELSE. THAT’S WHY HORSES GET BLINDERS IN RACING: YOU LOOK AT THE HORSE NEXT TO YOU, AND YOU LOSE A STEP.



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

LEASING / RENTAL / SALES / SERVICE

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 District 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

TRUST THE SPECIALISTS



Written By **Spence Tueller**
Vendor Portfolio Manager

The Human body is amazing, and the longer I live, the more I marvel at its ability to function, adapt and heal. Did you know the average heart will beat about 115,000 times and pump about 2,000 gallons of blood a day?

The fastest muscle in your body is the eye, the orbicularis oculi, which is capable of contracting in less than 1/100th of a second.

The human brain has a memory capacity which is equivalent of more than four terabytes on a hard drive. Every second, your body produces 25 million cells, reproduced from the template of our DNA.

As I get a little older, I appreciate my health more and more, and give thanks for the incredible capacity of the human body.

This past year I learned quite a lot about the appendix. It is a small organ that stores and releases good bacteria into our digestive system and becomes a big pain in your side when inflamed. After a grueling night of stomach pain, I reluctantly decided to go to the hospital for some testing.

It was determined by the medical team that my appendix was inflamed and needed to be removed. Several hours later, I was wheeled into surgery where laparoscopically, a General Surgeon removed my appendix. Unfortunately, for me that wasn't the end of it. I continued to have issues with my digestive system and more complications surfaced. More appointments with some doctors and the surgeon created more questions and uncertainty.

About a month after my appendectomy, I was feeling awful and was advised to go back into the ER for evaluations. The results from another CT scan showed a perforation in my colon and high levels of infection in my digestive system. The concern grew more serious. I was directed by the medical team to go to a larger more capable hospital where I would be under the care of a doctor and his staff that specialized in my condition.

The specialized doctors carefully reviewed all my info and test results and decided on a treatment plan for me and my condition. This is when things began to change for the better. These doctors were specialists, experts in their field. They asked good questions, listened more acutely, confident in knowing what to do and doing it right, and with their expertise put me back on a path to healing.

From this personal experience, I have come to better appreciate a Specialist! Someone who can really understand the problem or issue at hand and based on their experience and expertise provide effective solutions and ultimately desired results.

Like other industries, the medical equipment rental and finance industry needs specialists. Healthcare

THESE DOCTORS WERE SPECIALISTS, EXPERTS IN THEIR FIELD. THEY ASKED GOOD QUESTIONS, LISTENED MORE ACUTELY, CONFIDENT IN KNOWING WHAT TO DO AND DOING IT RIGHT, AND WITH THEIR EXPERTISE PUT ME BACK ON A PATH TO HEALING.

and hospital end-users looking to utilize creative equipment acquisition options need specialists to help them navigate a course to the right solution. They need someone who knows what questions to ask, what budget to use, what exceptions can be made, how to negotiate an agreement, etc.

Likewise, equipment manufacturers trying to identify additional paths to selling their equipment and services for those customers that do not have capital/cash need a specialist to work with to help them develop the right solution. Internally, at Med One we spend a lot of time and effort working



We enjoy making medical equipment available in creative, simple, and responsive ways. In 2023, it will be essential to provide finance solutions that align with the customer's budget needs and equipment acquisition strategies. If you have an opportunity you are working on where a creative, flexible finance solution may help close the deal, please reach out to me or one of my associates here at Med One to discuss. We would love the opportunity to work with you!

Specialist in our Field
=
Trusted Advisor to our Customers and Vendors
=
Closed Deals
=
Business Growth and Business Objectives Accomplished

to become a certain type of specialist that we call trusted advisors. By earning that title, we can be trusted to help facilities acquire necessary equipment with creative and thoughtful solutions. We have a specialized interest in the needs of vendors, customers, and facilities while also having the knowledge and dedication it takes to call ourselves specialists and get necessary equipment into the hands of those who need it most.

HEALTHCARE AND HOSPITAL END-USERS LOOKING TO UTILIZE CREATIVE EQUIPMENT ACQUISITION OPTIONS NEED SPECIALISTS TO HELP THEM NAVIGATE A COURSE TO THE RIGHT SOLUTION.

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.

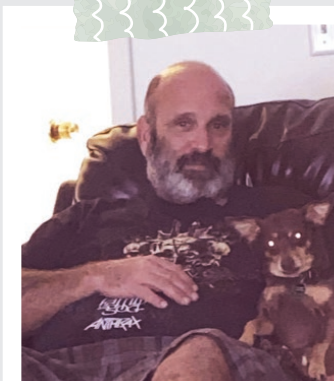
EMPLOYEE SPOTLIGHTS

CHRIS EBERT

DELIVERY DRIVER

My name is Christopher Ebert, and I was born and raised in Painsville, OH. I have one sister named Debbie, and my wife and I have one son, Devin who is 24 years old. My hobbies include riding motorcycles and attending various heavy metal concerts and festivals. In my spare time, my wife and I enjoy going camping with our two dogs we rescued, Jake and Dexter.

I am a driver for Med One in the Sanford, Florida office. I really enjoy traveling to the different hospitals in the area and meeting new people. I also enjoy learning about the equipment Med One provides to its customers and how it is used to assist them in their care of patients.



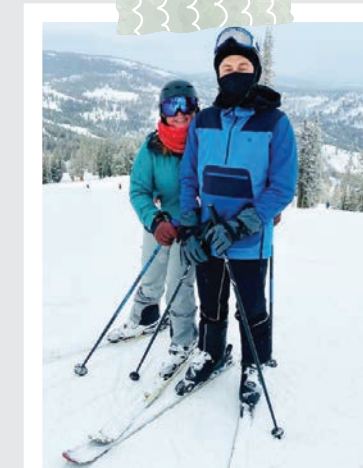
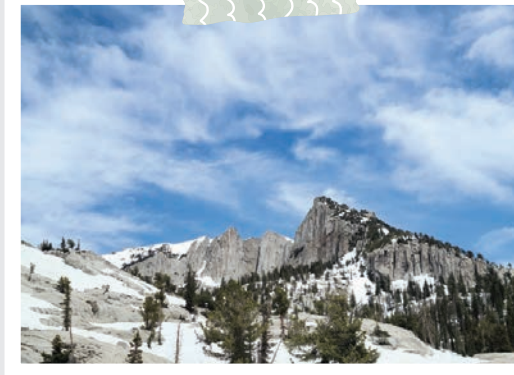
ALISON LINTON

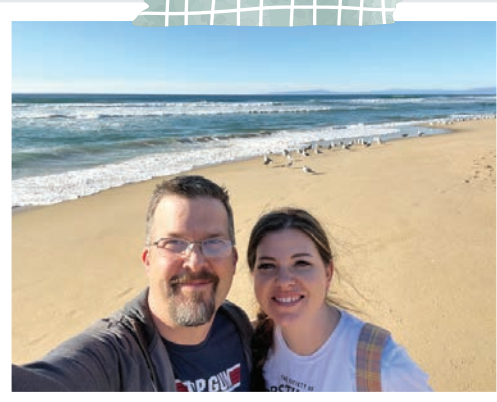
HR ASSISTANT

I was born in Spokane, Washington and lived there for the first 8 years of my life. Following that, I moved to Colorado and lived there for another 8 years. Then I moved to Utah and have lived here ever since. I am the oldest of three girls, and I love my two little sisters! I have been married to my husband Austin for soon to be 4 years. He is my better half and my best friend!

My hobbies consist of all things outdoors! Living in Utah I am very fortunate to be close to a diverse number of outdoor activities. Some of my favorite activities consist of rock climbing, backpacking/hiking, canyoneering, and mountaineering. Whether it's in the hot desert or the cold mountains, I love it either way. Due to the exposure you have while doing intense outdoor activities, it's common to have accidents. I have been a part of some scary mountaineering and climbing accidents while doing the things I love outdoors. At times it has made me hesitant to want to continue my hobbies. But I think it is important to not let fear take over and to continue to do the things you love. Throughout the week in these winter months my time outside of work has been spent at the climbing gym as well as the normal gym. I really enjoy living an active lifestyle and getting to do all this with my husband. I find it rewarding spending that time with him as we push each other to be stronger and achieve our physical goals. But my spare time has not always looked like that. Last year I graduated from college with a bachelor's degree in Human Resources Management. I am incredibly happy to have gone to school and completed a degree. I value my time working towards my education and career. But I am happy to be out of school and enjoy more free time (school is stressful!).

I have worked at Med One Group since May of 2022 as the HR Assistant. I have absolutely loved it. Even though I don't speak to everyone face to face, I love the fact that I get to talk with everyone. I have seen so much growth in just these past months and look forward to seeing the growth and development in the future. My goal is to be an advocate for the employees and to have a part in Med Ones overall success!





JON UTLEY

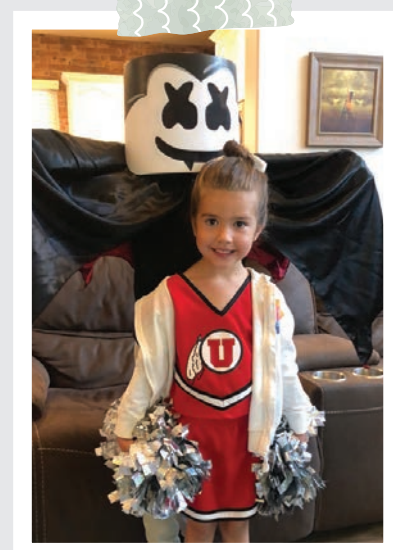
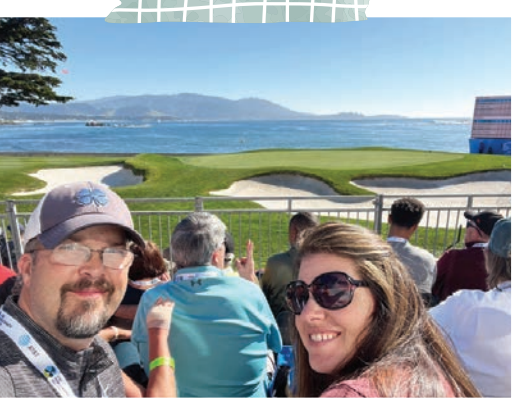
DIRECTOR OF IT

I moved to the great state of Utah when I was 8 years old and was raised in Farmington, Utah. A few years later when I got married, I suddenly had the urge to see the world. I have lived in Sydney, Australia; Munich, Germany; Alameda, California; Bristol, Tennessee, and now have settled back in Utah. I have five children ranging from 5 to 28! My wife and children are my greatest joy!

On the hobby front, I have been doing flight simulation on a computer since 1986 and have quite the cockpit in the man cave at home. I fly anything from a Cessna 172 all the way to a Boeing 747 and numerous aircraft in between. My other main hobby is Ham Radio. I rather enjoy using Morse Code, and since 1988, I have contacted 327 different countries or territories. Another hobby of mine is Golf. I am not a great golfer, but I really enjoy the occasional birdie.

My favorite course that I have played is Coeur d'Alene Golf Resort in Idaho. I will soon play my dream course Pebble Beach. I also enjoy playing fantasy football and fantasy golf. If you work at Med One and are interested in joining our golf or football fantasy league, please let me know.

At Med One I am the Director of Information Technology. My team and I take great care of the technology our company uses. We take pride in being a part of the mission to provide medical equipment to those that need it. What I like most about my job are the relationships I get to develop each day at work.

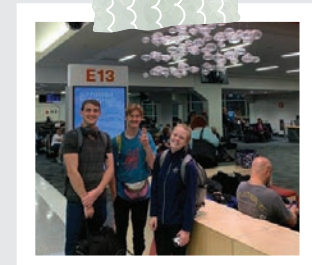
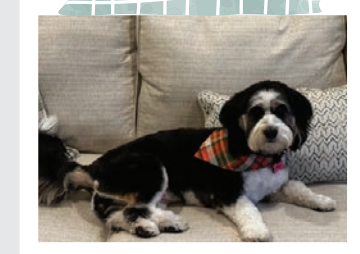
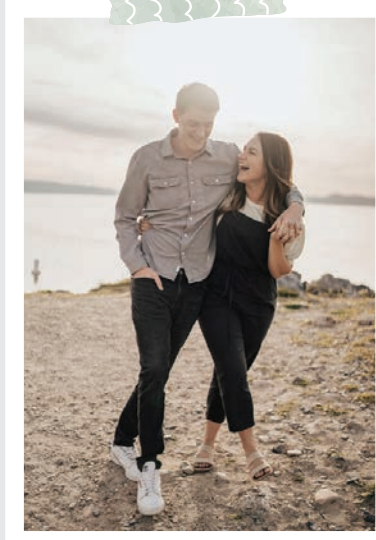


SAGE PARKER

DIGITAL MARKETING SPECIALIST

I was born in Great Falls, Montana, but was raised in West Yellowstone, Montana. I come from a family of five, and I have two younger sisters. My wife and I have been married for almost three years now.

I attended Utah State University, where I graduated with a degree in Marketing. At Med One, I am a Digital Marketing Specialist, and it is my responsibility to help promote the company via digital marketing. This means I play a part in running the company's social media channels, analyzing the company's SEO and Google Ad reports, and making suggestions to improve those, as well as making and putting into place other means to promote Med One digitally. I appreciate the creative freedom I have to develop unique ways to help promote the company. I also appreciate my coworkers and the knowledge and guidance they provide me.



BURBANK, CA

VIEW

FROM THE FIELD



Written By **Daniel Moreno**
Operations Manager



What is a typical day like at Med One Burbank? Well, no day is the same. With that said, what you will find every day in the office is culture, laughter, and passion. The team here in Burbank is made from different individuals from all paths of life, but all with one thing in mind: to be ready when the call comes—the call for a vital piece of medical equipment that will help save and preserve human life. The camaraderie we all share here in Burbank is quite special in my opinion, from the UPS driver to the local Fire Department, we've gotten compliments on our camaraderie for one another. Med One Burbank is a special place to be. Communication is a big part of our success, not just for the Burbank office but for Med One as a whole, One Team, One Mission. Whether here in Southern California, or in Sanford, Florida, transferring equipment, working in unison is one of the many things that makes Med One special.

Having a caring staff, passion, and responsiveness are stellar! Being one of the top offices in Southern California in response times wouldn't be possible without the team that we have in Burbank. I feel that this also has a lot to do with myself since I tell my team, "If you fail, I fail. When you succeed, we all succeed."

Our response times are great and continue to improve day in and day out, but it all starts in the warehouse. Once

that piece of equipment, may it be an Alaris 8100 or an Oscillator 3100A, starts in the decontamination area, the team processes every piece of equipment in a timely manner. They know that every piece of equipment is vital. The Biomed team here consists of four technicians. They repair, test, and get equipment patient-ready in a short amount of time. The Biomed team is one of the keys as to why response times are what they are. Having equipment available is something that sets Med One apart.

In the first quarter of 2021 with Burbank officially operational, we made an impact practically immediately, serving Los Angeles, Kern, Ventura, Santa Barbara, and

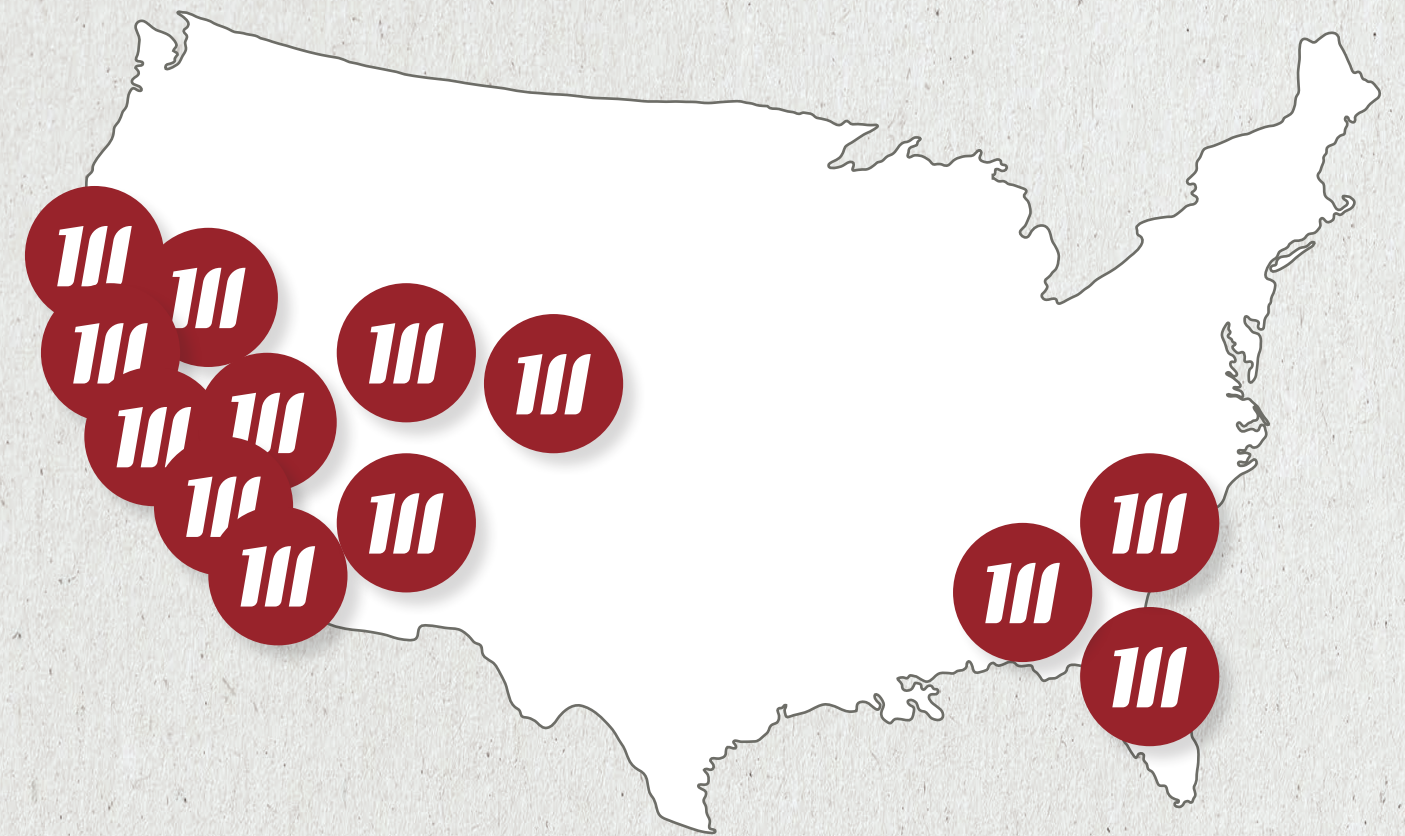
MED ONE BURBANK IS A SPECIAL PLACE TO BE. COMMUNICATION IS A BIG PART OF OUR SUCCESS, NOT JUST FOR THE BURBANK OFFICE BUT FOR MED ONE AS A WHOLE, ONE TEAM, ONE MISSION.

San Luis Obispo counties. Serving all of these counties has come with some challenges, from being short staffed to having vehicle issues. Not to mention weather conditions, snow, rain and even wildfires. During the COVID-19 pandemic, we were still there providing great service to our customers. We strive to deliver the best service possible. Given the challenges Burbank faced, we were able to accomplish this with the support from our local offices, La Mirada, Corona, and San Diego, teamwork—it's a beautiful thing.

We don't only do our part in the medical field but as well as in the Burbank community. The past two years we've held a toy drive with Toys for Tots and the local Burbank Fire Department. Bringing joy and smiles to kids is not just a great act, but a humbling experience as well. Everyone in the office enjoys it and we have a great time doing so. We are there for people in what could be their worst times, why not be there to provide good times as well. The culture is like no other, not just in Burbank, but in Med One.

At Med One we don't just do the expected, we do the unexpected. Med One, we go above and beyond.





MEDICAL EQUIPMENT
FINANCING / RENTAL / SALES / SERVICE

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**

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.



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

CORONA, CA
 210 Lewis Court
 Corona, CA 92882

LA MIRADA, CA
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 La Mirada, CA 90638

SACRAMENTO, CA
 4045 N Freeway Blvd.
 Sacramento, CA 95834

SANDY, UT (Corporate)
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 Sandy, UT 84094

HAYWARD, CA
 1766 Sabre Street
 Hayward, CA 94545

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

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

SANFORD, FL
 576 Monroe Rd., Ste 1336
 Sanford, FL 32771

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

BURBANK, CA
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 Burbank, CA 91504

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

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

The Triple Storm Affecting Healthcare

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



There is a triple storm affecting healthcare right now. Many may think it is the ever-growing presence of COVID, RSV, and Flu!

But there may be other considerations. Although that threat is real and causing devastation as patients and care givers alike fear the potentially deadly consequences of it, another storm is also wreaking havoc on our healthcare system.

The impact of challenges outside of direct patient illness are staff shortages, reimbursement reductions by Medicare, inflation impacts, investment income, declining inpatient admissions and increased labor and supplies costs.

No matter if you are the lowest paid employee in a healthcare setting, or the CEO, CNO, CFO or any other C suite person, these forces are combining and contributing to an environment ripe for closures,

mergers, and reduction in services. Will you get the care you need? Will you lose your job due to reductions? Will your facility survive, be bought, merged, or closed? This combined with the impact of COVID 19 and RSV infections is leaving many areas of healthcare struggling. It is not unheard of to spend hours in an ER waiting room or to have your surgery postponed due to staff or bed related conflicts.

Research indicates that there are no easy answers, just as currently there is no prevention of the diseases that are in the daily news. On November 1, 2022, Becker's Hospital Review announced that CMS was reducing reimbursement rate to over half of the US hospitals due to readmission rates.

In October the National Association for Healthcare Quality included this projection: "The United States Bureau of Labor Statistics is projecting that 500,000 nurses will leave the profession this year, resulting in a shortage of over one million nurses across the continuum of care."

Nursing is not the only profession being impacted. Physicians, radiologist, and others are also reporting significant shortages. Rural and Critical Care hospitals continue to close or transition to emergency only sites.

While it appears to be a doom and gloom outlook, there are many organizations and governmental agencies working to find relief, not only for the healthcare providers, but for the patients in need of care.

Medical device companies as well as financial service companies that work with only healthcare are offering new technology and acquisition options that are also designed to offer ways to relieve staff and patient dissatisfaction. Robots are cleaning floors and performing routine deliveries to free clinical staff and others from these tasks. Imaging companies are offering technology that does not require radiologists to take an x-ray and can be done at the initial point of care. Telehealth providers, remote monitoring technology, as well as electronic health record systems have allowed more patients and services to be provided in the home or community settings.

Healthcare's top concerns follow one of the most disruptive events of my lifetime. 2020's impact of COVID 19 redefined so many of the things in our lives. Today inflation, staff shortages, and funding sources are creating a different surge that will further redefine how we see traditional or alternate methods of patient care.

Each of us needs to consider how the events of today are impacting both the providers and us or family. It requires greater patience and creative solutions, some of which are already here and others that will follow.

Having spent my entire career of over 40 years supporting healthcare providers in a variety of positions, I think now is one of the hardest challenges facing all who may not be directly providing care but need to understand how we can help. Med One Group is my current employer, and we believe we will make a difference through our work with providers, suppliers, and innovators.

Each of us and our respective employers need to be understanding of the current environment and stress that all healthcare providers are living under on a daily basis. The days of having a family physician who could see you within hours or come to your home are only distant memories.

Appointments and consults are being conducted virtually or telephonically. Things look and feel different because they are different and because they must be different!

Each of us need to be understanding of the current environment and stress that all healthcare providers are living under.

Let us all hope that this triple storm affecting the healthcare industry passes quickly and swiftly. In the meantime, let's show greater patience, acceptance, and understanding of not only healthcare, but all businesses that are struggling to survive today's changing and turbulent economic reality.

THE SECRETS TO BETTER SLEEP



Written By **LuLu Mecham**
Marketing Specialist

I recently had a coworker vent about their lack of sleep, and I was surprised by how excited I was to share some sleeping tips I've discovered over my lifetime. While achieving healthy sleeping patterns is something I've worked toward with the help of medical professionals, I've also integrated some personal habits that I believe have helped. The mixture of professional help and changes in behavior patterns have made a world of difference in my life, and I think getting better sleep is definitely something we can all benefit from.

To provide some background, I have been a bad sleeper since I was young. As a child, I was easily awoken, it took hours to fall asleep, and there were several nights I just didn't find sleep at all. I still have the dark circles to prove it! My parents tried everything, and despite trying over the counter and prescription medications, meditation, rigorous exercise, etc., there never seemed to be any respite from my lack of sleep. It wasn't until I was well into adulthood that I dove deep and discovered the secrets to sleeping better. Of course, these are not fix-alls for everyone, but they are either backed by scientific research to aid in sleeping, or they are habits I personally think helped me reach that elusive REM cycle.

routine Creating a nighttime routine will play a huge role in your quality of sleep. I would say this made the biggest difference in helping to fall asleep faster, but it takes a lot of time and

consistency. Try developing a routine that you can do each night, starting at the same time. Your routine should be around 30-60 minutes and can include anything that helps you relax.

I've found that many effective routines revolve around senses and may contain some element of cleansing (brushing teeth, skin care, a warm bath, etc.), quiet, slow sounds or complete lack of sounds, no phones or other screens, dim lights or darkness, breathing or meditative exercises, and a light beverage or snack. Choose whatever you'd like, but experiment with what calms you, and create a simple routine to complete before you close your eyes for bed, and do that same routine every night. My favorite part of my bedtime routine is the very last step before I sleep. I use a heated eye mask for ten minutes, and a lot of the time I will be asleep before the ten minutes is over. You can find heated eye masks at your optometrist's office (be sure to check with your optometrist before using). These are especially helpful if you use screens throughout the day or if you have dry eyes.

"BETTER SLEEP IS SOMETHING WE CAN ALL BENEFIT FROM."

health Although I had met with doctors for decades, one doctor I met with a few years ago was able to stumble upon a very slight imbalance in my blood tests. A few weeks after beginning treatment for the imbalance, I went from a very, very light sleeper to someone who can experience normal noises or interruptions and remain sleeping. While it was still a struggle to fall asleep (the routine helped the most with that part), I could stay asleep much better.

If sleep is something that eludes you, meet with your doctor and discuss symptoms and possible tests to determine if an anomaly in your health

could be a factor. If you feel like something is wrong, seek second opinions and advocate for yourself when meeting with your medical provider.

diet If you have an unknown sensitivity or allergy to a certain food, this could be what is keeping you awake. Many list symptoms such as heartburn, indigestion, nausea, stomachache, irregular bowel movements, and other digestive health issues as interrupters of sleep. Take an inventory of the kinds of foods you're eating and consider an allergy test. There may be a pattern to restless nights depending on the food you're eating during the day—especially if you are experiencing digestion-related symptoms.

activity Get your body tired. I used to overcomplicate this and dreaded rigorous exercise or going to the gym. Although those are great habits for healthy living in general, for sleep, it can be much simpler. Simple habits like going on a short walk each day or spending more time standing rather than sitting can make falling asleep much faster. I recently made the career change from a high school teacher to the mostly desk-job I have now. I began to notice a few small changes, and one of them was that I wasn't falling asleep as quickly. It wasn't a huge difference, but it was noticeable. I realized that I went from a fairly active job with lots of standing, to a sedentary day. I now have a standing desk and have lengthened my walks a little, and it's already made a difference in my sleep.

listen to your body When you get tired at night, go to sleep! Many of us get caught up in a TV show or FOMO with friends and avoid going to sleep even when we are struggling to keep our eyelids open. Having a routine will make listening to your body a lot easier, but it's also important to learn to prioritize a healthy schedule that includes rest and sleep. Learn to listen to your body when you are tired, and just hit the sack. Fighting through your exhaustion can make for more sleepless nights in the future.

These tips may all be easier said than done, especially with work and family demands. But when you consider that healthy sleep habits help boost your immune system, regulate emotions, assist in weight management, prevent diseases, reduce anxiety, and many more benefits, it's worth it to work on getting the rest you need.



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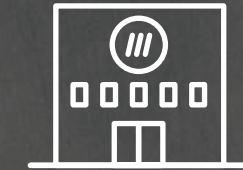
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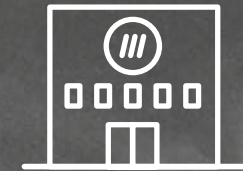
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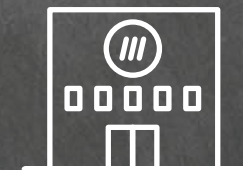
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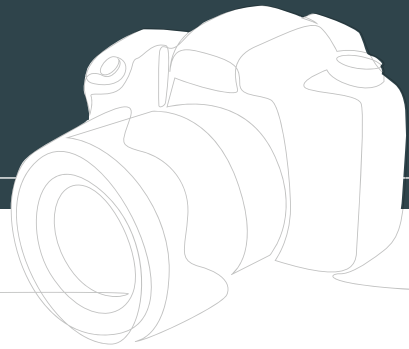


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5 Tips For New Photographers

From a Self-Taught Photographer



Written By **Dani Vaughan**
Digital Content Coordinator

Photography has become such an accessible hobby for people to enjoy. Each year, technology that goes into cameras continues to become more and more advanced. While the bells and whistles of the newest camera are a great tool, you still must have a base of some key components when it comes to photography.

I started learning photography right as the era of film cameras was coming to an end and digital cameras were more and more prominent. A lot has changed since then. Now most cameras in cell phones are at least 5x that sensor size of the digital cameras from 15 years ago. Modern digital cameras also now have a plethora of newer features.

Many of the tricks that I have learned when it comes to photography are things that I learned along the way. I have had a few great mentors who have also helped steer my journey, but ultimately it is up to YOU to decide your final path. I have 5 tips that I want to share that have helped me on my journey and continue to help me today.

1. FIGURE OUT YOUR AREA OF FOCUS

When I say this, I am talking about your subject. Do you want to take photos of landscapes? Portraits? Action? Weddings? Etc. While every photographer has almost always had experience in each of these fields, it is a good idea to pick the one you like the best and make it your focus. This is not to say you will never take photos of the rest, but become an expert in your chosen area or two. You want people to come to you for those specific types of photos. Pick the one that brings you the most enjoyment. I have personally found the greatest enjoyment in action and portrait photography but will still take a photo of a landscape when the moment arises.

2. ALWAYS MAKE THE PHOTOS YOUR OWN, NEVER COPY 100%

As creatives, we get very protective of our own work. We pour our souls into our work and are proud of the outcomes when we are finished. Take inspiration from other creators since there are tons of photographers out there and they produce AMAZING work. Learn from them and take inspiration, then make it your own.

3. THE MOST EXPENSIVE GEAR DOESN'T MEAN THE BEST RESULTS

While new gear and technology is a great tool, it does not mean you will be successful just because of that. If you hand a painter a paint brush and paint, they can create something amazing. Hand those same tools to someone that may not have the same knowledge and experience, and the results are going to be very different and probably not as good. Learn how to best use the gear that you have access to and become a master with it. Upgrade your gear when it can pay for itself.

4. NEVER STOP LEARNING

I encourage you to never lose the desire to learn more and avoid thinking that you have everything figured out. There are always changes and improvements that can be made. Learn from other photographers, continually read about new techniques, and just try new things.

5. REMEMBER THE JOY

On those long shoot days, endless nights of editing, or questioning the amount of money that you have spent on gear, always remember what got you into photography in the first place. Whether you are trying to be a full time professional or a hobbyist, there will be hard days. Remembering what made you start in the first place can sometimes really help you through those heavy workloads.

I have been a hobbyist photography for about 10 years and didn't really get my chance to work professionally in the space until about 6 years ago. I still considered myself to be a beginner and am working to continually improve my craft. This list of 5 things are pieces of advice that I would have liked to hear when I was just starting out.

You never know if you like something until you try. If you are wanting to get into photography professionally or just wanting to get better with taking photos with your phone, just get out there and see what you can create.



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