

MedOne

LETTER FROM THE OWNER P5

5 LESSONS I'VE
LEARNED FROM
BUILDING A BUSINESS

P29 EMPLOYEE
SPOTLIGHTS

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



TABLE OF CONTENTS

- | | | |
|--|---|--|
| 3 <i>Letter From The Editor</i>
All In
Written By: Troy Tait | 15 <i>View From The Board</i>
Lessons for Women from the Musical "Hamilton"
Written By: Leslie Snavelly | 35 <i>View From The Field,</i>
San Jose, CA
Written By: Jeremy Nepacena |
| 5 <i>Letter From The Owner</i>
5 Lessons I've Learned from Building a Business
Written By: Larry Stevens | 19 Meet The Sales Team | 37 Are You a Key Contributor to Your Company's Success?
Written By: Ibby Smith Stofer |
| 11 Open for Business Despite Economic Storms
Written By: Bryce Ray | 23 Peace of Mind
Written By: Robb Stevens | 39 Admit It
Written By: Jon Utley |
| 13 Outstanding Integrity
Written By: Chris Enger | 29 Employee Spotlights
Mark, Samuel, Anthony, and Chris | 41 What's Up With AI
Written By: Craig Burton |

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.

ALL IN



Written By **Troy Tait**
SVP Customer Care

In April, Med One held our Annual Meeting at the Montage Deer Valley Resort. I'm not a big fan of meetings, but this is one that I really look forward to. Each year, we get together and hear messages from a wide variety of employees as well as our owners Larry Stevens and Brent Allen. It is always a great opportunity to listen to the thoughts and insight of my coworkers and get their perspective on Med

One. I have to say, we have some great people at Med One and the messages were very inspiring. It made me really appreciate the importance of being part of the team.

I had the chance to provide the opening presentation of the general session. Part of my assignment was to introduce the theme—**All In**. To start, I provided a little history of the phrase All In and its meaning. As most already know, All In is a phrase typically associated with gambling. While it started out as a gambler who was down on his luck, going all in was his last effort to stay in the game. Over time it evolved into a strategic move used by a strong, savvy gambler who was looking for a way to take out the competition.

Through the years, the phrase gained more popularity and was being used as a marketing catch phrase, business strategy, and even as a motivational phrase for sports teams. I'm sure, many of you have heard or possibly used this phrase at some point in one of these examples.

As I continued with my presentation, I brought up one important element of going All In: mindset. This is not something that is easy to do and going All In might require a change of mindset due to the risk element. One of my favorite quotes about mindset reads, "Mindset is what separates the best from the rest." But changing a mindset is not easy. In fact, change in general isn't easy, but it really is the thing that can make us better.

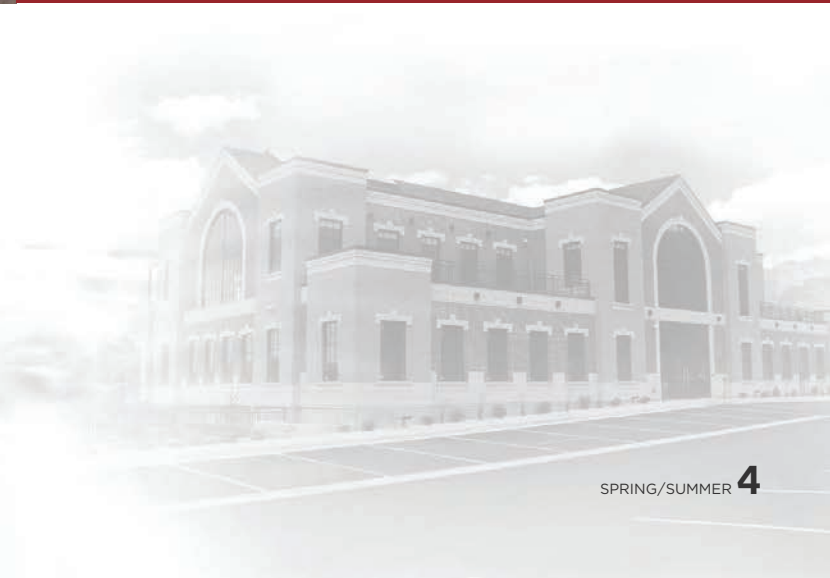
As I continued with my presentation about changing our mindset and going All In, I shared the following quote, "Don't let what you think you see, prevent you from achieving what you want." I think there are times when we perceive obstacles that may not really exist. We might over analyze or convince ourselves that something is not possible, based solely on "things that only appear to exist." When this happens, we are simply removing the opportunity for us to do something that could be very rewarding simply because we think we see obstacles that we can't overcome.

I have been with Med One for just over 28 years and have watched this company change from a small start up to an amazing organization with some of the best employees. I am grateful that our owners, very early on, had the mindset to keep going no matter what challenges came their way. Trust me when I say, they faced many challenges, and for most, it would have made sense to give up and try something else. But they didn't let these challenges—whether real or perceived—get in the way of achieving what they wanted. They changed their mindset and pushed through each obstacle that stood in their way.

Today, we still face many challenges and obstacles, but we have been well trained to avoid falling into the trap of letting something we think we see, prevent us from achieving what we want.



**"DON'T LET
WHAT YOU
THINK YOU
SEE, PREVENT
YOU FROM
ACHIEVING
WHAT YOU
WANT."**



Written By **LARRY STEVENS**
President and CEO

5 LESSONS

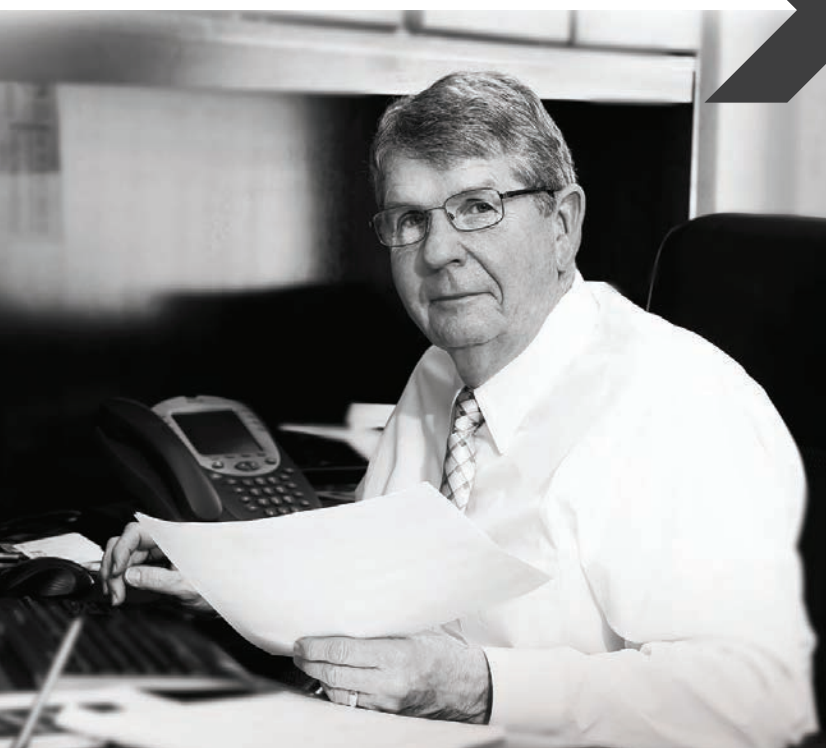
I'VE LEARNED FROM
BUILDING A BUSINESS



Back in 1991 when Brent and I and 2 other partners started Med One, it seems like we violated all of the rules of entrepreneurialism. Conventional wisdom about starting a business dictate that basically the rational steps would be:

- Determine a business concept.
- Conduct market research and research the competition.
- Write a business plan.
- Choose a business structure.
- Arrange for business funding.
- Choose a name for your business.
- Take care of all licensing and registrations.
- Open a bank account.
- Find customers.

We had been working for one of the premier medical equipment rental companies in the United States at which we were all doing very well with our concept of combining a





leasing capability with a short-term rental business focused entirely on serving acute care hospitals. Without much warning, our employers decided to sell their company to a much larger firm. The sale was very good for the owners, but it left many of us in a state of uncertainty about our own future opportunities. Because we were already doing for someone else what we believed we could do in a new venture, we sort of bypassed steps 1 through 4 and just forged ahead.

Having arranged for some funding, we quickly took care of steps 6 through 8 and were ready to focus on # 9 - finding customers. As it turns out, finding customers was much easier than finding enough of the right kind of funding. We basically "outran" our financial backer's capacity. It was at that point that we had to search our hearts, assess whether we had the courage and the passion to really embark on this journey.

Believing that we were basically sound with our business concepts, structure, and approach to the market, we took that dreaded step "off the plank" and into the exciting world entrepreneurialism.

For a few years we had to walk a tight rope trying to make a sound concept work without having sufficient funding. Those were very lean times. Every decision had to be considered from the dual position of—do we really need to do this, and how are we going to pay for it? During this time, personal compensation was uncertain and often unavailable.

I often think of Med One as a 30-year overnight success. It took at least 10 years for us to reach a level of profitability coupled with enough critical mass to give us the confidence that we were sitting on a strong enough foundation that we could legitimately begin planning to build for the future. By this time the other two founding partners had retired and been bought out, leaving the ownership of the company with Brent and myself. We made a fundamental decision to reinvest all our profits first into repaying the debts that had piled up during our lean times and then into making the company stronger and more self-sufficient.



This decision for us has proven to be monumental and providential. The result of maintaining this discipline for the past 20 years has placed us in an unbelievable situation. First, we have successfully repaid everyone who has ever believed in us and had the faith to extend credit. Second, we have built a substantial foundation of retained capital which has made it possible for Med One to weather many severe economic storms and unforeseen challenges. Both Brent and I take great comfort that we are at the helm of an organization that is not built upon the uncertainty of debt.



Today Med One is reviewing many opportunities from a position of strength and capability. We have created a strong team of managers and employees who share our vision of culture and have embraced the mission and goals of Med One. Our fundamental philosophy as a company is to do the right thing for our customers in every and all cases - at a fair price. We know that there are others in our business who have found a myriad of ways to take advantage of customers in a negative way. In every case, Med One has chosen to reject those types of methods in the spirit of being true partners who are trying to provide for the best interest of our customers. We are reliant upon our strong and committed work force to actually carryout and implement this vision. Our hope is, of course, that we will be rewarded for taking the high road and delivering long-term, real value to those with whom we are fortunate enough to do business.



When I reflect upon our 32 years of history as a company and my personal involvement, I realize that I have learned some important lessons along the way. Some of these are reinforcement of things I already knew, and others represent new understanding that has dawned on me through experience and time.

CUSTOMERS CONTROL YOUR DESTINY.

There is an old Jewish proverb that says, "Don't open a shop unless you know how to smile." To me that means that friendliness, responsiveness, and fairness are critical in building a customer centered business. That was (and continues to be) a bedrock principle when we founded Med One. Many, many of the relationships that we and our other team members have developed over the years with vendors and customers have turned into close and lasting friendships.

FOLLOW YOUR PASSION.

This is high on the list of almost everyone who has ever spent any time in the business world. As a Chinese philosopher famously said: "Choose a job you love, and you will never have to work a day of your life." I had the advantage of starting a business in the arena that I have always enjoyed and done well at throughout my entire working career. I didn't necessarily start out thinking that equipment leasing and rental were a passion, but over the years, as I've seen the way our business has helped so many people; as I get involved in the challenging opportunity to structure a unique solution for a customer; and as I witness the way that what we have done has blessed so many lives in so many different ways, I realize that this is indeed my passion.

TRUST YOURSELF.

At Med One, we have always been willing to act in a counter intuitive way. Much of our success has come from being prepared to do things that other people were not willing or able to do. Opportunities do not last forever, and we have tried not to lose those opportunities by being trapped by the dogma of living with the results of other people's thinking. We have tried to make our decision based on what was right, and what would solve the customer's problem at the time. To be sure, we have been criticized for this but, in reality, it has been one of the keys to our success.



➤ 5

DON'T BE IN A HURRY TO SPEND THE PROFITS.

The old adage is that entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life living like most people can't. In the beginnings of Med One, we certainly learned how to live like most people won't. They were lean and uncertain times for sure. As I stated above, we have chosen to, for the most part, invest our profits back into the company. This has proven to be a tremendous benefit to Med One and it has been the reason that so many of our employees have such great opportunities here at Med One. There is an Irish proverb that says, "If you buy what you don't need, you might have to sell what you do." I have observed that entrepreneurial based companies that get into trouble fail because the founders were too quick to start enjoying the "finer things of life."

I am grateful for the things I have learned as I have had the opportunity to help build this company from the modest beginnings of 1991. Life for us at Med One is much different now than it was then. The successes we've witnessed have in many ways astounded me - particularly with the benefit of hindsight. I am better indeed for having experienced the lessons of this growth. There is an Irish proverb that says, "The best things in life are the people we love, the places we have been and the memories we have made along the way." I would say without hesitation that the creation and building of Med One represents for me the best things in life in every respect.

I will end with one more Irish proverb, "A good friend is like a four-leaf clover: hard to find and lucky to have." I would say that the best thing that I have been able to achieve from all of this has been the opportunity that I have had to be able to build this amazing company alongside my partner Brent Allen. He is a good friend, and I am lucky to have him.

➤ 4

EXPECT FAILURES.

One of the down sides of operating in a counter intuitive way is that you get plenty of opportunity to experience failure. We have made plenty of decisions that have not worked out as we had planned. We've even had some abject failures that have cost us dearly. Bill Brady, one of our board members, often reminds us of the quote by Harry S. Truman - "Imperfect action always beats perfect inaction." While we have been able to

recover from our failures, we would never be able to recover from the losses of never trying. I've learned that failure is not the end of everything - but it is often a new beginning. An amazing revelation for me has been that over time, many of the failures that we thought we had have ultimately turned into solid successes and turned out much better than we could have ever planned.

"IMPERFECT ACTION ALWAYS BEATS PERFECT INACTION."

- HARRY S. TRUMAN



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

OPEN FOR BUSINESS

DESPITE ECONOMIC STORMS

Over the past year we have seen a lot of economic headlines: high/sticky inflation, geopolitical uncertainty, increasing interest rates, bank failures and disruption, mild recession, hard landing, soft landing, strong labor market, debt ceiling crisis, supply chain issues and many others. Despite economic storms, hospitals continue to keep their doors open and must find ways to successfully operate.

Periodically, I share hospital industry data facts with those who may not have the time or desire to do the research. The U.S. Hospital Count Chart shows the total hospital count in 2021 & 2022. As you will see from the chart in 2022 there was a slight increase in the number of total U.S. Hospitals. Top 10 Largest Health Systems by Number of Hospitals chart shows the total number of member hospitals by Health System in the United States. HCA Healthcare is the largest for-profit health system and CommonSpirit is the largest non-profit health system.

Despite the economic climate, these hospitals and health systems remain open and even grow in numbers, and many can do so because of financing, rental, and service options like the ones Med One offers. Regardless of economic storms, we continue to support our customers, vendors, and the marketplace with consistent reliable white glove service as we are open for business and looking to approve transactions. Below I outline the ways we are distinctive in helping health systems encountering various challenges presented by the current economy.

1. SPECIALTY IN LEASING, RENTAL AND SALE OF MEDICAL EQUIPMENT— PROVIDING FLEXIBLE ACQUISITION OPTIONS FOR CUSTOMERS

2. NON-BANK, PRIVATELY HELD INDEPENDENT FINANCE & RENTAL COMPANY

3. NIMBLE AND NICHE LENDER FOCUSED ON HOSPITALS WITH AN EXTREMELY HIGH TRANSACTION APPROVAL RATE

4. 100% FOCUSED ON PROVIDING VALUE AND CREATIVE OPTIONS FOR HOSPITALS TO OBTAIN ESSENTIAL USE MEDICAL EQUIPMENT (SHORT-TERM, PEAK NEED RENTALS THRU LONG TERM FINANCING)

5. SIGNIFICANT INVESTMENT IN INFRASTRUCTURE THAT DEALS WITH 'OFF LEASE' EQUIPMENT, INCLUDING A FOCUSED RENTAL & SALES GROUP THAT RE-DEPLOYS EQUIPMENT INTO SECONDARY USE

We understand the challenges facilities are facing today, and value working together to create solutions that fit the needs of everyone. As health systems and facilities continue to operate and grow, Med One will continue to offer support and solutions that fit the requirements and address the challenges of today's conditions.

U.S. HOSPITAL COUNT CHART

(2 YEAR TREND)

	2022	2021
TOTAL NUMBER OF ALL US HOSPITALS	6,093	6,090
NUMBER OF US COMMUNITY HOSPITALS	5,139	5,141
NUMBER OF NONGOVERNMENT NOT-FOR-PROFIT COMMUNITY HOSPITALS	2,960	2,946
NUMBER OF INVESTOR-OWNED (FOR-PROFIT) COMMUNITY HOSPITALS	1,228	1,233
NUMBER OF STATE & LOCAL GOVERNMENT COMMUNITY HOSPITALS	951	962
NUMBER OF FEDERAL GOVERNMENT HOSPITALS	207	208
NUMBER OF NONFEDERAL PSYCHIATRIC HOSPITALS	635	625
OTHER HOSPITALS	112	116

10 LARGEST HOSPITAL HEALTH SYSTEMS

2022 - BY NUMBER OF HOSPITALS

HEALTH SYSTEM	#
1. HCA HEALTHCARE	210
2. UNIVERSAL HEALTH SERVICES	180
3. COMMONSPIRIT HEALTH	164
4. DEPARTMENT OF VETERANS AFFAIRS (VA HOSPITALS)	160
5. ENCOMPASS HEALTH CORPORATION	149
6. ASCENSION HEALTH	129
7. SELECT MEDICAL CORPORATION	116
8. TRINITY HEALTH	105
9. SCIONHEALTH	94
10. LIFEPOINT HEALTH	89



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

OUTSTANDING INTEGRITY



I was outside one recent Saturday, and I was checking on my sprinklers. As I

went from station to station checking to see if the sprinklers worked, I realized that one of my sprinklers didn't work in zone 3 while another zone 3 sprinkler was now working in zone 4. I immediately think about the work that I now have to add to my day in trying to get these sprinklers fixed. I was also confused how a sprinkler shifted zones over the winter. Nothing made sense. Work was being done on the property next door, so I thought maybe that affected my sprinklers.

The next day I started digging to try and uncover the issue. As I was digging, I noticed the sprinkler pipes were leading outside of my property. Sprinklers crossing closely to the property line next door are pretty normal in a new neighborhood. If work is being done in that other property, your pipes could get in the way. Maybe the work next door is what caused my sprinkler issues. Maybe the other landscaping company cut up a pipe and tried to repair it the best they knew how.

As I kept digging, I discovered the sprinkler pipe from my yard ran into the property next door by 10 feet. Clearly the issue.

I contacted our builder, and he had the landscaping crew out the next day to fix the whole issue. I was a bit frustrated though for a couple of reasons.

When the original work was done and it was discovered they were outside the property lines, why wasn't the work corrected then? Why didn't the company working in the next yard who dug up my sprinklers immediately tell me about the situation instead of trying to fix the issue causing it to be worse?

When it comes to outstanding integrity, we focus so much on telling truths versus telling lies. What about the lies of omission? Leaving out valuable information? The issue with my sprinklers could have been resolved easily if the original company had corrected their error in the beginning. It could have also been easily remedied if the company doing work on the property next door reached out to me about cutting my pipes instead of trying to fix it on their own without knowledge of the setup.

Sometimes it feels easier to blame others or to not say anything at all instead of acknowledging our errors. In reality, the "cover-up" is always worse than the error.

When working with our co-workers or our business partners it is always better to be forthright and direct up front. If an issue is discovered, take care of it right away instead of trying to hide it or wish it away. All we own is our word and our integrity. We should be known for that quality.

**ALL WE OWN IS OUR WORD AND OUR INTEGRITY.
WE SHOULD BE KNOWN FOR THAT QUALITY.**

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

LESSONS FOR WOMEN FROM THE MUSICAL 'HAMILTON'

ESS, SMILE MORE THERE IS
LL DON'T THROW AWAY YO
ALK LESS, SMILE MORE THI
OR ALL DON'T THROW AW
HOT TALK LESS, SMILE MO
ROOM FOR ALL DON'T TH
WAY YOUR SHOT TALK LES
ORE THERE IS ROOM FOR
HROW AWAY DON'T THRO
OUR SHOT TALK LESS, SMIL
HERE IS ROOM F L DO

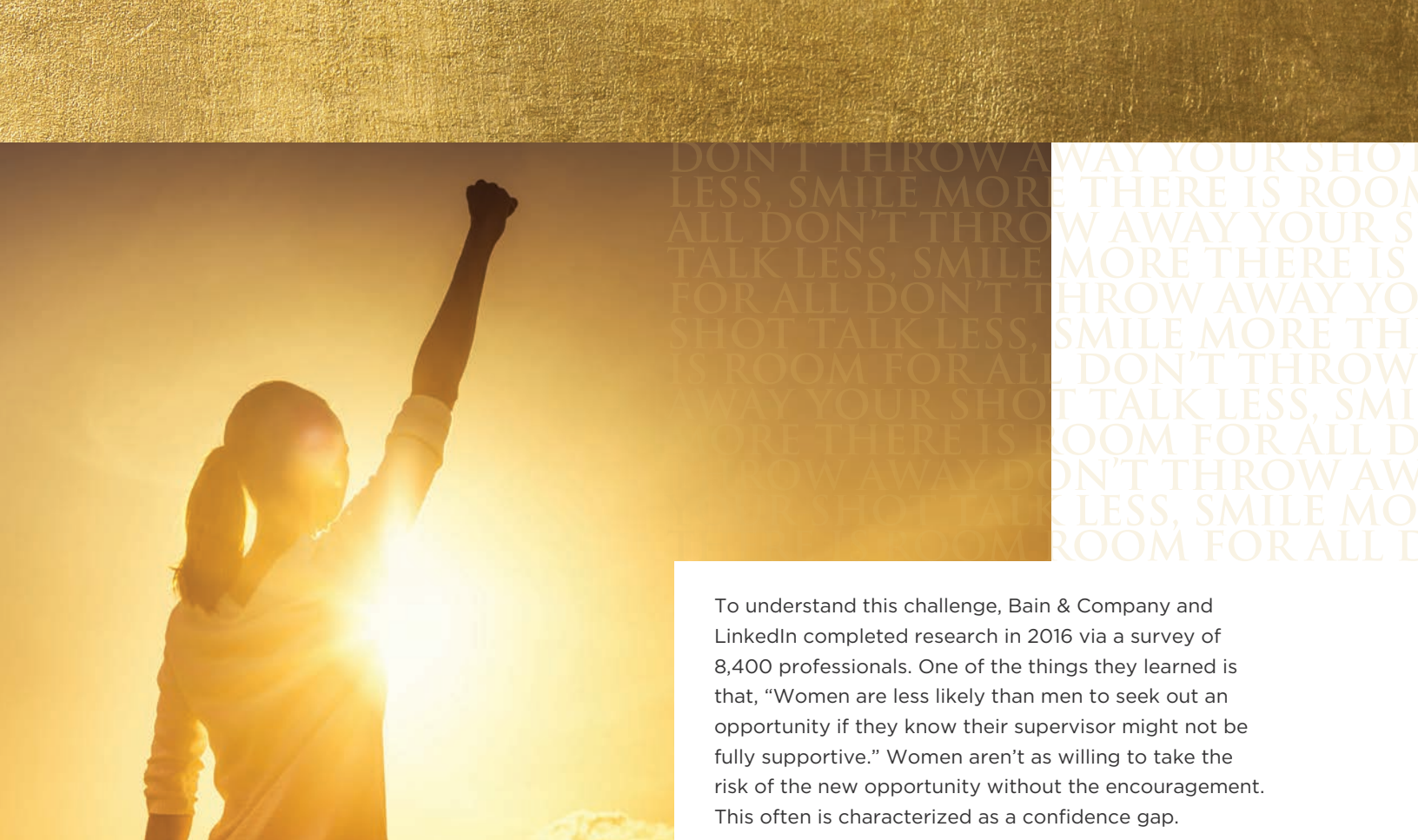
Written By **Leslie Snavelly**
Board of Directors



I am an avid fan of the musical *Hamilton*, seeing it for the first time locally at the amazing Eccles Theater in Salt Lake City. Since then, I have seen it another two times including a memorable trip to New York to see it on Broadway with my family.

I found myself captivated from the opening scene, where all the characters were introduced through the opening song “Alexander Hamilton,” to the closing scene where Eliza Hamilton sang about telling her husband’s story in “Who Lives, Who Dies, Who Tells Your Story.” The artistic demonstration was on point as well as the actors, dancers, and of course Lin Manuel Miranda’s writing and vision.

Beyond the artistic demonstration, I am captivated by the story and the lessons that can be learned from this history. I believe that ‘Hamilton’ the musical has 3 lessons that we can learn as women in leadership.



★ **DON'T THROW AWAY YOUR SHOT**

This theme is present throughout the entire musical. Early in the show, Hamilton commits to not throw away his shot through one of my favorite songs. His commitment is instead to take his shot— to make a difference and to shape the future of our country. It is this commitment that leads to the decisions that ultimately lead to his death in a duel with Aaron Burr.

The lesson for women (and probably for everyone!) is to 'take the shot' and commit to making a difference. As you listen to the song, you hear Hamilton's confidence in what he can do to drive change. In real life, for most professional women, taking the shot you have sounds easier than it feels in the situation.

As I work with up-and-coming professionals within my team, I often see women who are highly skilled not raising their hand for new opportunities, whether it be new projects, positions, or promotions. This behavior, amongst other things, has led to the gender diversity challenges in more senior positions in corporate America.

To understand this challenge, Bain & Company and LinkedIn completed research in 2016 via a survey of 8,400 professionals. One of the things they learned is that, "Women are less likely than men to seek out an opportunity if they know their supervisor might not be fully supportive." Women aren't as willing to take the risk of the new opportunity without the encouragement. This often is characterized as a confidence gap.

This concept is particularly important early in life/career. Jack Zenger, an inspiring author and researcher, and CEO of Zenger Folkman, has shared in his research that this confidence gap early in a career is particularly stark between men and women, and thus early opportunities for growth may be missed by women not "taking their shot." This early career gap shows up as missed opportunity to make a difference as their careers continue.

Hamilton would have advised differently to women in their careers. His advice was to 'not throwaway your shot' when you have it. In the musical, he encouraged the audience to know what you stand for, to recognize that you have a gift to give, and to jump in even if there is risk in the move.

★ **TALK LESS, SMILE MORE**

In the song "Aaron Burr, Sir," Aaron Burr gives Hamilton the advice "to talk less, smile more." He proceeds to sing, "don't let them know what you are against or what you are for." Hamilton doesn't agree. He sees this as Burr's weakness. As the musical continues, this misguided philosophy from Burr drives Hamilton to support Jefferson for President versus supporting

Burr whom he believes stands for nothing.

Although smiling (and listening more) is a good thing as it enables you to gain perspective from others, I am with Hamilton here. It is critical to take a stand for what you believe and to communicate your point of view (talk more). Often, I see women in business struggling to bring their unique perspective to the table and sometimes even to form their unique perspective.

The lesson in leadership is to find the balance. Listen to learn from others, form your point of view, and communicate it clearly—even if the position isn't popular. For women, if a confidence gap is already a challenge, it is hard to do. Our work is to take Hamilton's advice. Maintain your unique perspective and approach, and share it within your team.

Diversity of perspective is critical in decision making. For organizations to make the best decisions, differing perspectives need to be valued and encouraged. If I could write the lesson in leadership in the spirit of Hamilton, it would be "talk less, listen more, but take a stand for what you believe."

★ **THERE IS ROOM FOR ALL**

In "The World Was Wide Enough," Aaron Burr sings about his duel with Hamilton. The song begins with an emotion-fueled countdown to the shot, and Burr closes with a somber ballad about how he, "Should've known the world was wide enough for both Hamilton and me." In Lin-Manuel Miranda's visionary scene, you feel the emotion in Burr's voice. Fear first, regret second.

As I think about becoming an executive leader, I remember moments long ago in my career where I felt like it was either me getting the opportunity or someone else, and I found myself thinking of it competitively. Often this created internal storytelling, me thinking about it as "her/him" OR "me." This competitive energy, although good when it comes to business challenges, is ineffective when directed towards people. The stories in my head got particularly bad when it was two women vying for the same opportunity. I had a feeling that only one of us would be allowed at the table, as our styles and perspective were so different from what was "valued." I have learned over time how ridiculous this was, that there isn't a scarcity of opportunity. It hurt my effectiveness.

There is so much room, so much opportunity for everyone. Instead of being competitive with each other, my job is to support and help strong, confident, smart, resilient women (and men) up the ladder with me. No fear, no regrets. Thank you, Alexander Hamilton, and Lin-Manuel Miranda for these leadership lessons. Happy upcoming birthday America.



**'TAKE THE SHOT'
AND COMMIT
TO MAKING A
DIFFERENCE.**

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 Regional Sales Director

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 Regional Sales Director

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 Regional Sales Director

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 Regional Sales Director

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 Regional Sales Director

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.



Shannon Bowen Regional Sales Director

With a degree in Finance and over 20 years of experience in the medical industry, Shannon Bowen joined Med One in 2023. Previously she was a Senior Sales Executive and Regional Sales Director selling capital equipment. Her favorite part of her job is taking care of caregivers and patients and her hobbies include traveling, tennis, and spending time with family.



Kim Glotzbach Regional Sales Director

Kim Glotzbach graduated from IU in Indiana and became a part of the Med One team in 2023. She has been in the Medical Technology Healthcare Industry for more than 25 years, and her favorite part of working in the industry is providing effective and efficient solutions for customers. Outside of work, Kim enjoys time with family and friends, attending sporting events, and spending time on the water.

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.

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.



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.



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.



Tyler Lawrence Territory Sales Manager

After attending Southern Utah University, Tyler Lawrence joined the Med One Team in March of 2023. With over 9 years of sales experience and 3 years in medical sales, he has a passion for working and communicating with people. He finds solutions and creates value in anything he does. In his spare time, Tyler enjoys sports, hunting, coaching high school basketball, and spending time with family.



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.



Andres Regalado Territory Sales Manager / Northern California

Andres Regalado attended DeAnza Community College and then began at Med One in April of 2023. He has over eight years of sales experience, with a recent focus in the medical field. Although the industry is relatively new to Andres, he is excited to learn more and gain experience while helping customers obtain the equipment they need. Outside of Med One, his interests include ultra-running, power lifting, and studying nutrition.



Gary McKee Territory Sales Manager / Florida

Gary McKee is a graduate of FAU with a degree in Business Administration and joined Med One in March 2023. With over 21 years of sales experience including real estate investments, medical device sales, and work with Johnson & Johnson and Stryker Orthopedics, Gary is excited to continue to build relationships with accounts and improve lives in the healthcare space. His hobbies include riding dirt bikes and spending time with his family outdoors.

PEACE OF MIND

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



No worries. That's ultimately the goal of all customer service efforts. No company should ever be okay with their customers worrying or stressing about what's going to happen next. Unfortunately, worries cannot always be completely eliminated in a health care setting. There are so many unknowns that can take people far away from the peace of mind they deserve. The best that anyone in health care can do is take on the challenge to try and eliminate as many sources of worry and concern as possible and to provide reassurance and predictability.

At hospitals, patients and caregivers alike may experience many different emotions like frustration, stress, unease, pain, worry, hopelessness, despair, and uncertainty just to name a few. One thing that is too often in short supply in the world of health care is peace of mind. Every time Med One delivers a piece of equipment aiding in patient care, we are also delivering a little peace of mind.

Put simply, anything short of peace of mind means people are not at their best. When people are not at their best, outcomes will be less than optimal.

Peace of mind is not just a critical need, it is the most critical need. In a world filled with anxiety, rancor, insecurity, and despair, peace of mind is of paramount importance. It may be a tall order to think lasting peace of mind is even achievable. It may be, but it is nevertheless worth aspiring to.

The best companies achieve excellence in three key areas: People, Product and Purpose. We believe in our people who do an excellent job of

making life saving medical equipment available to caregivers who can then more effectively care for their patients. The product Med One sells then, has essentially become our purpose as well. The overarching purpose is to positively impact human lives as a participant in the delivery of health care.

When a company can unify around its purpose, the people buy-into it and find themselves not simply selling a product, but working toward a cause that gives them a sense of individual purpose as well. In Med One's case, providing peace of mind through what we offer has become a large part of our purpose.

Our Rental Equipment gets high marks from customers for being clean, in good working order, and for the timely manner in which it is delivered. By ensuring our equipment is top-notch, providers can rest assured that at least this aspect of their caregiving is predictable, reliable, and consistent which then allows them to focus more fully on caring for their patients.

From origination to lease maturity, customers that lease through Med One can likewise be confident that they're getting a fair and honest deal every single time they choose to work with us.

Concerned loved ones and those being treated, have no idea that Med One is contributing to their treatment solution, but upstream or not,



transactional or process-oriented, but delivering peace of mind requires overcoming this tendency and focusing on the impact we have on those we will never meet.

Simon Sinek said: "Great companies don't offer us something to buy. Great companies offer us something to buy into." (Simon Sinek)

PROVIDING PEACE OF MIND THROUGH WHAT WE OFFER HAS BECOME A LARGE PART OF OUR PURPOSE.

we do help deliver peace of mind. Whether our customers realize it, whether we even fully understand it, peace of mind for our customers matters and speaks to the heart of our mission.

The role that Med One plays in the delivery of healthcare is vital but indirect. With rare exceptions, none of us at Med One actually see our rented or leased equipment in person or being used by/for a person! This indirect involvement could lead to a business approach that is

With a strong focus on quality experiences that bring peace of mind to our customers, our excellent people certainly buy into the good that we are doing and will continue to sell and deliver outstanding equipment that has a tremendous impact on human lives.

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

MARK CABRERA

BIOMED REPAIR TECHNICIAN

I am originally from Anaheim, California, but grew up in Marietta, GA. So, I guess you can call me a southern baby, and that's just peaches. Get it? Because Georgia....peaches? I crack myself up. I love spending time with my family every chance I get. I have three siblings named Chuy, Roger, and Nadeline. They all have their own quirks which make up our goofy family, and I for one love that. I have a fiancée named Bianca, but we all call her Queen B. Man, is she beautiful. I'm glad that she's my partner, because even at my worst. She is still by my side.

We recently went to Hawaii and loved it. I can't wait to go back. The food and views were phenomenal. We love to play golf in our free time at our local country club and do multiple activities. We recently became new homeowners! It took a lot of hard work, but well worth it! We hosted Thanksgiving and Christmas at our place. I even

got to chop down our Christmas tree myself this past year and can't wait to do it all again this year!

My upbringing is all thanks to my parents. They are some of the hardest working and nicest people I have ever known. My dad would give you his shirt off his back literally, and my mother would cook you up a hot meal with the last bit of her groceries. For where I am in life, and my accomplishments. I give high thanks to my parents. I love eating and trying new foods and love all types of music. From Frank Ocean to My Chemical Romance, shoot even some Ice Spice. I don't like going to concerts, but I love going to an improv show. The only hobby I have is collecting video games and toys like Funko Pops and action figures. Also, hanging out with my friends.

I went to Georgia Highlands for my Associate in General Studies and Kennesaw State for my Bachelors in Mechanical Engineering. At Med One I service equipment as a Biomed Repair Technician. Which is awesome, because I get to dive deep not in one or two, but several other medical equipment. Which always keeps the job fun and interesting, but there is one huge selling point for my job. Which is the culture of our team here at the Woodstock location in Med One. It's like having a second family, and I think that's awesome.



SAMUEL KULITEA

BIOMED REPAIR TECHNICIAN

I was born in Stockton, California as number 7 of what later became 11 children. At the age of 9 my parents decided to move to Clearwater, FL where we lived with our uncle for 2 years. In 2003, we took a road trip from Florida to Arizona to visit family and loved it here so much that we decided to stay. It was here that I met my wife of 8.5 years, bought a house, started a business, and began my Biomed career.

My spare time is usually spent with my wife and family either camping, having a cookout, game nights, or just simply hanging out. Hobbies that I enjoy most are road trips with my wife and dogs, learning new sports (specifically golf), target shooting, and building things.

A talent that I have is singing and playing guitar. I come from a family of musicians, so being able to hold a note is a must! When we were younger, our family joined a church choir in every state we lived in.

I completed some college courses in Automotive Technology and Drafting and Design. Currently I'm studying for the CBET certification (Certified Biomedical Equipment Technician).

I've been in Healthcare for 5 and half years, 3 as a Surgical Equipment Technician, 2 and a half as a Biomedical technician.

I'm grateful to have been working for Med One as a Biomedical Equipment Tech for the past six months. What I like most about my job is learning how to repair, maintenance and calibrate equipment that is new to me. In order to keep up with the ever-growing technology in Healthcare, I believe continuous education and development is crucial as a Biomed Technician.

ANTHONY DIAZ

LEAD DRIVER

I was born in Salt Lake City and raised in Kearns, Utah. I am half Cuban and half Puerto Rican, and I have one brother and one sister. Although my whole family is great, my favorite family member is my 2 year old nephew. He is my world, and I love to spend time with him.

I graduated from Paradigm High School which is a liberal arts school here in Utah. When in school, I loved English and writing. I even used to write screenplays and short stories because I loved movies so much.

Although I don't write a lot anymore, I still love movies and am a huge cinephile. I especially love

to watch Korean films or Wes Anderson films. I also love anything from Studio Ghibli. I could watch or talk about movies all day.

Other than movies, I really enjoy sports. I like to play basketball, and I like to follow along and watch just about any other sport as well.

At Med One, I work as the Lead Medical Equipment Driver in Sandy. I have been here for a year, and I have had a lot of good times here. My favorite part about working here is the people I work with. We get a lot of work done, but I am happy to say we still laugh together and have fun while working hard.



CHRIS CALL

LEAD HELP DESK TECHNICIAN

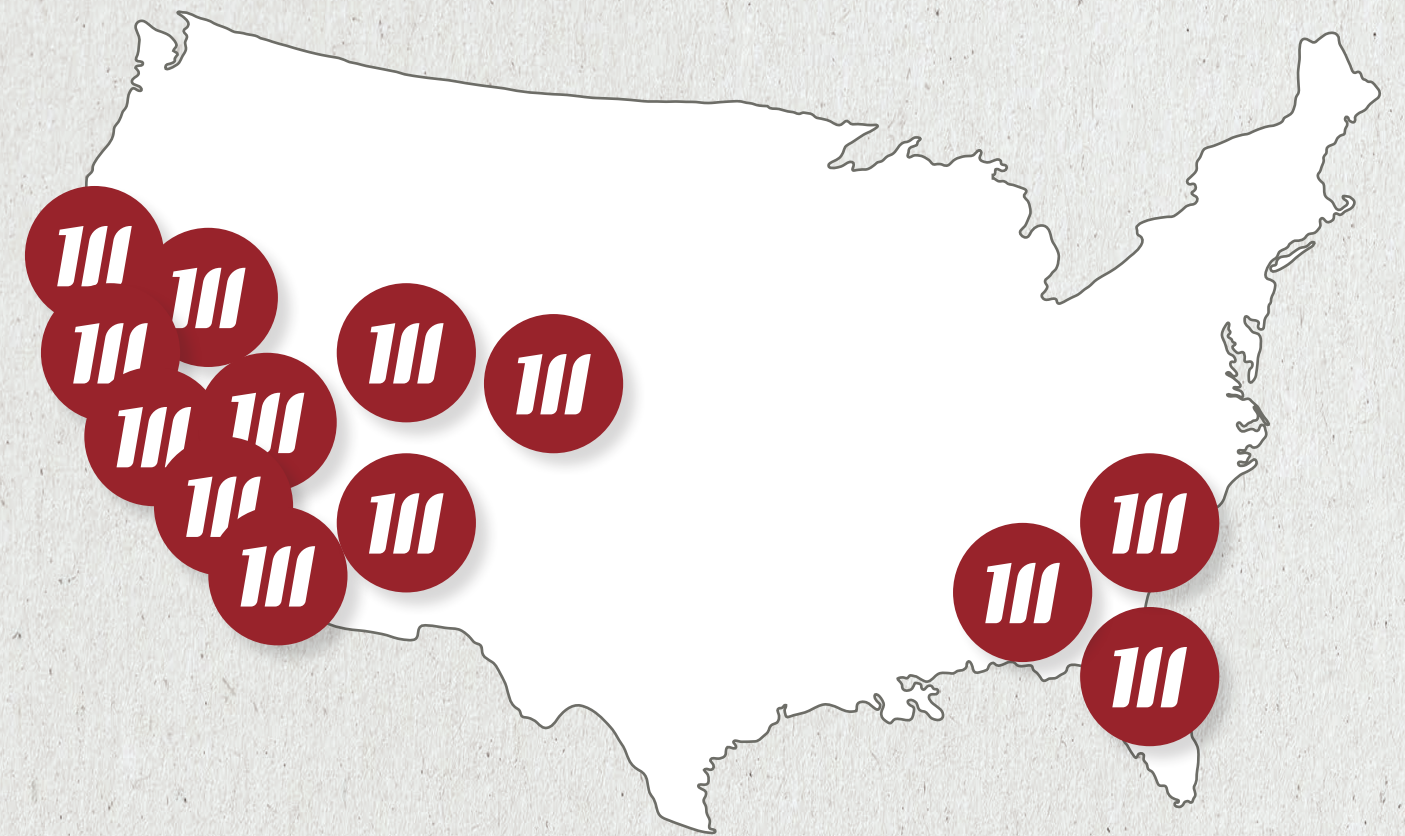
I grew up in West Jordan, Utah. I am the youngest in a family of 8 kids. I am married to a wonderful woman named Char (pronounced SHAR) who stays at home with my two wonderful boys Ethan (5) and Andy (2).

My wife and I are both into classical music and always enjoy going to symphonies and the Utah Opera. My wife was a Middle School Choir Teacher, and I grew up being in all the top choirs throughout my high school years. My wife and I have joined multiple singing groups throughout the years as well, one of which was This is the Place Park in Salt Lake City caroling for guests that come to the park. I also am fluent in American Sign Language and have been involved in the deaf community here in Utah and Arizona.

I love playing volleyball and video games. I host video game LAN Parties with friends often and have ever since I was a kid. If you have a video game question, I'm the one to ask!



I went to school at Utah Valley University and received my associate degree in information technology. I work here in the IT Help Desk as the Lead Help Desk position, making sure the help desk is running smoothly under my boss Jon Utley. I love working at Med One and with this specific team because we all feel like we can be ourselves with each other and we enjoy each other's company which always makes it easy to come into work.



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.



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

CORONA, CA
 210 Lewis Court
 Corona, CA 92882

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

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

SANDY, UT (Corporate)
 10712 South 1300 East
 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
 2521 North Ontario Street
 Burbank, CA 91504

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

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

SAN JOSE, CA

VIEW FROM THE FIELD

Written By **Jeremy Nepacena**
Operations Manager



Here at Med One in San Jose, teamwork is a vital part of how we function, which aligns with "United Teamwork" from The Med One Way. Effective communication between all team members is the

foundation of our day-to-day operations. When multiple orders are requested at the same time, I know I can count on Lisa, our Operations Specialist, to gather detailed information for each order. Torrance, our Lead Driver, uses this information to coordinate the team so items are delivered efficiently to each customer.

We also have the support of Anthony, the lead Biomed based out of Hayward, who ensures equipment is patient ready and meets Med One standards. He also mentors our new Biomed, Marcel.

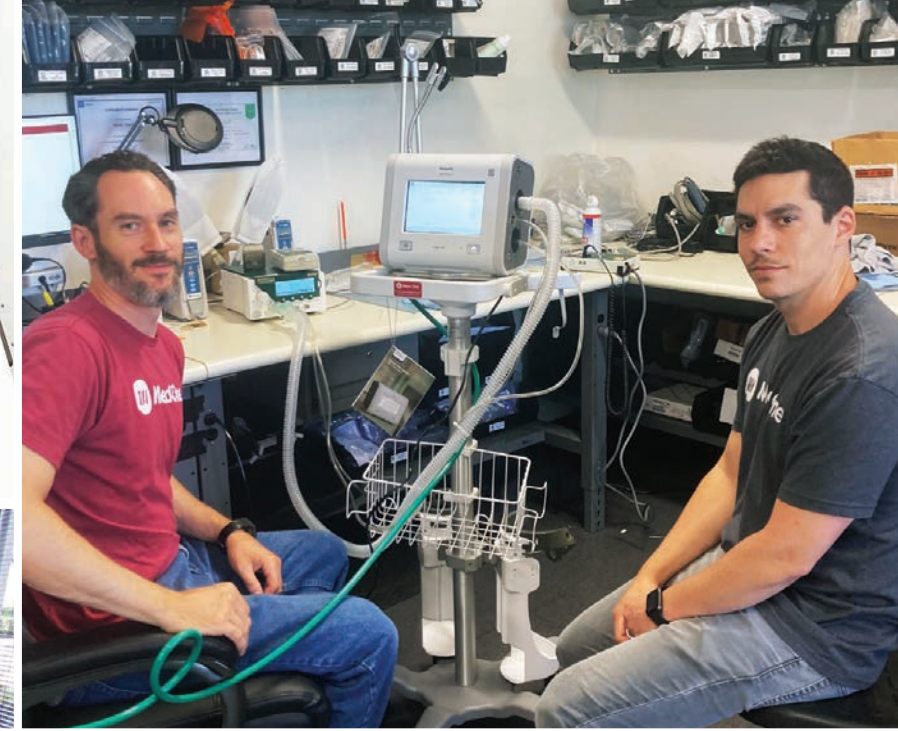
We recently acquired another account based on customer referrals. We seek to provide excellent customer service, so these referrals continue to

grow. Last Wednesday, I was pleasantly surprised by our first Google review that provided great feedback from a customer!

February this year, we hired a new driver named Iven. He helped decrease the overall workload for the team and tackled sanitization tasks. Our equipment rented out assists people who often are in a battle with serious medical problems. The San Jose team, which includes Lisa, Torrance, Iven, Francisco, Marcel, and me all deeply understand the impact our rental equipment has on the lives of people who use them. We treat every delivery with the same support and compassion we would use for our own loved ones. This support transfers

across all team members to our customers so they feel the care we provide through our services.

We understand that our customers are often dealing with stressful and time-sensitive situations. We strive to make the rental process simple and as seamless as possible. From delivery and setup to maintenance and support, the San Jose team is committed to our customers. We make sure every customer has what they need to provide the best possible care to patients. Working at Med One is both challenging and rewarding. The satisfaction of knowing we help healthcare providers save lives and improve patient outcomes makes it all worthwhile.



Are you a KEY CONTRIBUTOR to your COMPANY'S SUCCESS?



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

If you were interviewing for a new position regardless of the future job title, or if your boss asked you to answer a question like this, how would you respond?

To begin to understand the significance of the question we should dissect the question a bit.

Key Contributor can be defined in many ways and for a variety of purposes. Here we are focused on a self-awareness checklist. This is intended to provide insight into how what we do and the ways in which we do it affect not only us but our coworkers, management, and perhaps most importantly, the customer.

We all want to think of ourselves and what we do as important, yet putting words to it is rarely done. Literature on what being a key contributor often includes words or phrases that describe how others view our actions and reactions.

There are many articles and differing lists, but all contain some of those above. Read through the list and answer the question are you a key contributor to your company's success? Do you possess some of those traits and qualities?

It does not matter whether you are the top sales rep, collect the most, have the most on time deliveries or customer comments. What matters is how you relate, what you do, and the ways in which you do it.

Try to see yourself through the eyes of others. Key contributors are not flawless. They are a source of strength and the path to success for companies. At a recent annual meeting at Med One Group the theme was centered on all employees being ALL IN. Many speakers spoke of how their colleagues demonstrated the characteristics of key contributor and were therefore ALL IN.

Ask yourself if you routinely display behaviors and skills that demonstrate that you are a key contributor. Write down examples of what you did and how you did it. Create a score card if you will and assign points on a 1-5 scale of how well you see yourself demonstrating that strength. Ask others to do the same for you. From that you can discover areas that are strengths and others where you can do more.

Why do this you may be asking? Simply to be the best at what you do and to do it in ways that

have positive impact on you, your coworkers, your company, and customers. Self-assessments can be tough, and we rarely embrace the idea but if we take the time to evaluate and develop plans for improvement we are often rewarded with greater personal and career satisfaction. Being ALL IN with your family, your job and even yourself may surprise you in ways you had never considered. Put away your phone, close your laptop and spend time demonstrating that you are a key contributor to all things important in your life.

WORDS OR PHRASES THAT DESCRIBE HOW OTHERS VIEW OUR ACTIONS AND REACTIONS

- † Personal & Professional Demeanor
- † Entrepreneurial Spirit
- † A Drive to Excel
- † Process Oriented
- † Multitasker
- † Strategic Thinker
- † Detailed Oriented
- † Strong intuition
- † People Orienter
- † Leadership
- † Problem-Solver
- † Has integrity & Acts With Honesty
- † Self-Confident & Self-Motivated Work Style
- † Open-Minded & Always Willing to Learn
- † Enthusiastic & High Energy
- † Team Player
- † Trustworthy



ADMIT IT

AT THE END OF THE DAY, ADMITTING FAULT IS BETTER THAN AVOIDING TROUBLE OR CRITIQUE.



When I was very young, my younger brother and I were fascinated by fireworks. One summer day we decided to take a couple sparklers left over from the 4th of July. We went to the street and proceeded to light them. It was fun watching the sparks fly—then my brother decided to throw the sparkler into a vacant field nearby. The tall weeds took to flame in seconds flat. I ran to our house and announced to my mom that the field was on fire, then quickly added, “*I don’t know how it started.*” Long story short, I was grounded for a month, and Mom and Dad decided not to allow me to finish my little league baseball season. That was painful, especially for a kid trying to become the star pitcher.

It’s very normal for children to resort to lying to avoid getting into trouble. In a 2018 study, researchers at McGill University in Montreal tested kids’ tendency to lie. Kids ranging from four to eight years old were placed in a room and instructed not to peek at a specific toy. The researchers then left the room and observed the kids’ behavior. Two thirds of the kids peeked at the toy. The kids were then divided into two groups—one group was told they would be punished if they had peeked, while the other was told they would not be punished. As you might guess, the children who were threatened with punishment were more likely to lie about having peeked. The fear of getting into trouble can be a strong motivator to lie.



Written By **Jon Utley**
Director of IT

Even as adults, too many people revert to that childhood defense of lying to avoid trouble. But the benefits of admitting fault can be much greater than simply escaping conflict. I recall many times that a friend, family member, coworker, or supervisor earned my trust by admitting fault. I gained a deeper appreciation and respect for them because of their transparency. Had they lied to cover up a mistake or bad move, I might never have found out about their dishonesty, and perhaps they would have avoided getting into trouble. But at the same time, they lost an opportunity to gain my respect and appreciation by being honest and transparent—not to mention their loss of self-respect. Self-respect is often underrated; even though you may have avoided conflict with others, deep down you know you were dishonest. At the end of the day, admitting fault is better than avoiding trouble or critique.

Let me tell you a story about a professional golfer named Brian Davis. In 2010, he found himself in contention at the Verizon Heritage Classic on the PGA Tour—a rare moment for him, as he was not even ranked in the top 100 at the time. On this particular Sunday, however, he made it all the way to a sudden death playoff with Jim Furyk. On the first playoff hole, Davis took an approach shot that bounced off the putting green and into some weeds. When he tried to punch the ball up onto the green, his club made contact with a stray weed during his backswing. What’s the big deal? Well, hitting anything around you during the backswing before making contact with the ball was a two-stroke penalty. But nobody else saw his club hit the

weed: no one on television, no one in the gallery, and not his opponent. So what did Brian Davis do? He called the penalty on himself! “*It was one of those things, I thought I saw movement out of the corner of my eye,*” he said later. On a slow-motion video replay, the officials verified he had indeed made contact. Brian Davis had lost his first ever chance at winning a PGA Tour event. He could easily have kept this information to himself and potentially won the playoff. Instead, he told the truth. Yes, he lost ranking points and he lost money, but ultimately tens of thousands of people—maybe more—were impressed and influenced by the integrity shown that day on the course. Many of those people likely reflected on how they themselves could be more honest in their dealings at home, work, school, or in the community. Thirteen years later, the domino effect of Davis’ decision could still be playing a positive role in today’s society.

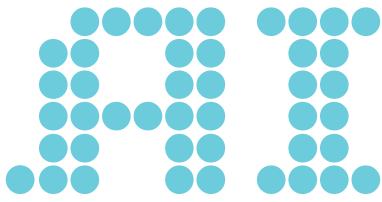
By admitting his error, Brian Davis demonstrated that he cared deeply about the game of golf—that the game itself was more important than winning. Ultimately, that’s what owning up to our mistakes indicates: that we care about our work and our colleagues enough to make ourselves vulnerable. And when we do, it shows other people that they can be vulnerable as well. The more we demonstrate humility to admit when we’re wrong, the more those around us feel safe to do the same.

So, consider owning up more often, consider saying “*My bad,*” or “*That was my fault,*” to your family, friends, coworkers, or even strangers. It’ll bring you greater happiness and self-respect—and you may even start a domino effect of your own.

The fear of getting into trouble can be a strong motivator to lie ... but the benefits of admitting fault can be much greater than simply escaping conflict.



WHAT'S UP WITH



Artificial Intelligence (AI) has become a hot button topic in the past year. With ChatGPT—a natural language processing chatbot—starting the recent buzz around AI advancements, many have turned their attention to other new AI tools that have rolled out or are in development. Although AI has gained in popularity in more recent years, AI actually has its roots in the mid-twentieth century and the idea of intelligent machines dates back to ancient times. It has been around for quite a while and doesn't seem to be going anywhere anytime soon. Today, AI has numerous uses including, but certainly not limited to, chatbots, self-driving cars, and is even used for diagnosis systems in the medical field.

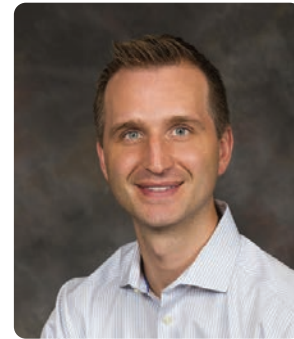
● GENERATIVE AI

Chances are, you've used AI many times over the years. Most have probably at least heard of chatbots like ChatGPT. It is what's called "Generative AI." Generative AI is a field of artificial intelligence (AI) that focuses on creating or generating new data, such as text, images, or music, that is similar to the input data it was trained on. Tools like these are changing the way that we work and produce content. Simply type in a prompt—the more specific the better—and get the content you request in return. Midjourney and Adobe Firefly are AI tools used for image generation and text effects. They will generate four images customizable with style, size, and even lighting.

These tools can be used in tandem to create products that can be used for financial gain. Users can even do things like producing children's books. ChatGPT is used for the text content and Midjourney is asked to create illustrations. The book can then be self-published through digital storefronts such as Amazon Kindle with little time and effort.

● ADDITIONAL USES

There are tools targeted for sales and marketing, customer service, answering open-ended



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questions, and you've probably encountered a chatbot on any number of websites or apps. If you've used Alexa, Google Assistant, Siri, etc., you are familiar with virtual agents. These bots generally help by answering questions, conducting web searches, organizing appointments or meetings, and so much more. Those are just tiny fractions of the AI realm, and they already promise the convenience so many of us seek when using technology.

● CONCERNS WITH AI

As much as AI has generated buzz and interest, it has generated just as much distrust and concern throughout the world. Many worry about the negative ramifications that could result from developing and using artificial intelligence. A common concern

is the possibility of AI replacing people in jobs typically occupied by humans. It can be scary to see an application able to produce what a human can, and it does make one wonder whether their future employment status is safe or not. Will people be replaced by technology that can perform the same tasks?

Another major concern is privacy. While most of us love the convenience of facial recognition or data saving features on our various accounts, there is a higher risk of falling victim to hacking, security breaches, or of data becoming available to companies or governments without user permission.

There is also an issue with this in schooling. Students use artificial intelligence to generate papers and do their homework for them. Teachers now must worry about cheating students using AI.

As you can see, there is excitement and there are concerns with AI. Overall, ChatGPT sums it up best. When prompted to provide a paragraph about AI, the following paragraph is a portion

of what it produced. Most would agree that while useful, AI has the potential to completely reshape the way we live. Its full impact is yet to be known, but it will most definitely result in both opportunities and challenges.

With its ability to process and analyze vast amounts of data quickly, AI has the potential to unlock new insights, improve efficiency, and enhance decision-making processes. From self-driving cars to virtual personal assistants, AI is reshaping the way we live and work, offering new possibilities and transforming industries across the globe. However, along with its immense potential, AI also raises ethical and societal concerns, prompting ongoing discussions about privacy, bias, and the future of work. As AI continues to evolve, its impact on society is expected to grow, leading to both exciting opportunities and challenges that require careful navigation and ethical considerations.



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