

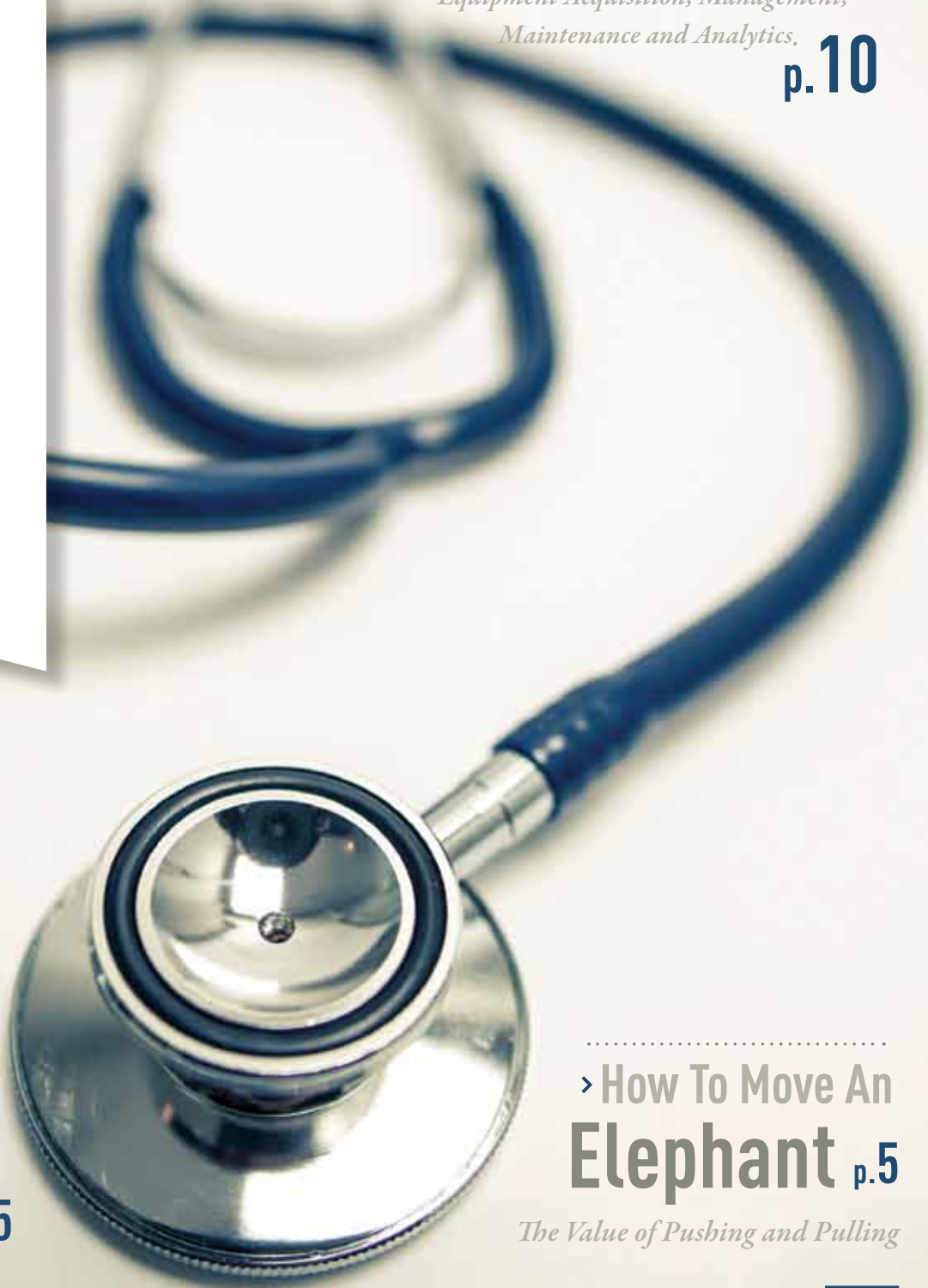
# MED ONE TO ONE

APR | MAY | JUN

## Introducing: Med One Hospital Services

*Equipment Acquisition, Management, Maintenance and Analytics.*

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.....  
**LISTEN. UNDERSTAND. IDENTIFY. SOLVE.**

*Equipment Solutions for Hospitals. Leasing. Rental. Purchase. Services.*

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SUCCESS

#### ABOUT MED ONE TO ONE

Med One To One consists of editorials, a message from our owners, testimonials, information regarding our financing solutions, employee spotlights and more. Quarterly issues are published and with each comes the most recent and exciting news of Med One Capital.

If you are reading this edition of *Med One To One* you are a part of our team. Med One owes our success to our valued customers and supporters. Please feel free to send suggestions, insights, or comments to [editor@medonecapital.com](mailto:editor@medonecapital.com).

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MED ONE CAPITAL HAS PROVIDED FINANCIAL SOLUTIONS FOR THE HEALTHCARE INDUSTRY SINCE 1991. WE HAVE DONE BUSINESS WITH MORE THAN 2,500 ACUTE CARE HOSPITALS IN THE UNITED STATES. OUR FOCUS IS ON MAKING MEDICAL EQUIPMENT AVAILABLE AND WE DO THAT BY CREATING THE BEST POSSIBLE EXPERIENCE FOR OUR CUSTOMERS. WHETHER YOU NEED A LONG OR SHORT-TERM SOLUTION, MED ONE CAN FIND AN OPTION THAT WILL FIT PERFECTLY IN YOUR BUDGET.

# “DOERS” AND “TALKERS”

WRITTEN BY: TROY TAIT



Taylor / age 9

extraordinary  
inspirational  
talented special  
strong  
“doer”

## Letter From The Editor



I recently had the opportunity to experience one of those “ah ha” moments and it came in one of the most unusual places. I had a conversation with an acquaintance about the difference between people who do and people who simply talk about doing. Those who “do” find out

what needs to be done and then they go about doing it. These people tend to quickly obtain the necessary details then go to work. Then there is the group of people who like to talk about doing. This usually involves a lot of excuses or explanations why something can’t happen. They will talk through every possible scenario and come up with a reason why something won’t work. While the “doers” are out “doing” the talkers are still talking about what they should be doing. These conversations occur when we are working as a group or simply working alone.

In our discussion, we determined that most people can be categorized as either a doer or a talker. Yet, the majority of people fluctuate between the two groups depending upon the situation. With this conversation on my mind, I attended my 9-year-old daughter’s dance recital. When we arrived the first person we saw was Taylor, one of Kenzie’s best friends. Taylor and Kenzie have been friends for several years. They attend school together and spend a lot of time playing at each other’s houses after school and on the weekends. I have talked with Taylor on many occasions. However, when I saw her this time (at the recital) my “ah ha” moment occurred.

I realized why it is we sometimes fall into the group of “talkers.” It is much easier to talk about doing something rather than going out and doing it. When we “do,” we take risks. We put ourselves out there for people to see and judge us. Sometimes it is much easier to simply talk about what we could do rather than assume the risks of actually doing.

At the end of the night, I saw what the reward of “doing” really is - a huge smile on Taylor’s face. She knew she had accomplished what she wanted to do. She didn’t sit around and find reasons why she couldn’t succeed - she simply went out and did it.

Now many of you may be thinking to yourself, “What about all the other dancers? Are they “doers” as



well?” The answer to that question is “yes.” They all did a great job and I was very proud of all of them - especially my daughter Kenzie. But let me tell you a little bit about Taylor. She was born with some serious birth defects. She is missing one leg and both arms. Her hands function but they attach at her shoulders. Would it be easy for her to say, I can’t do that? To sit around and talk about what could be done rather than simply do it? Absolutely. She could say she didn’t want to and no one would question her.

**“It’s not because things are difficult that we dare not venture. It’s because we dare not venture that they are difficult.” - Seneca**

I have watched her play at our house. When the kids want to jump on the trampoline, she is the first to get on. Jump rope, dancing, running, skipping - you name it - the list goes on and on.

I know the next time I am on the fence about being a “doer” or a “talker,” I will think about Taylor and her smile at the end of the dance recital. That should be enough motivation to get me going regardless of the project or challenge at hand. I challenge you to do the same. The next time you have a task at hand, think of Taylor and then get to work.

## FUN FACTS ABOUT ELEPHANTS

- African elephants are the largest land mammals on the planet.
- Females undergo the longest pregnancy of any mammal - 22 months.
- Asian elephants don't run. Running requires lifting all four feet at once; elephants filmed in Thailand always kept at least two on the ground at all times.
- Elephants don't like peanuts. They don't eat them in the wild, and zoos don't feed them to their captive elephants.
- Like human toddlers, great apes, magpies and dolphins, elephants have passed the mirror test - they recognize themselves in a mirror.
- Elephants can get sunburned, so they take care to protect themselves. Elephants will throw sand on their backs and on their head. They do this to keep from getting sunburned and to keep bugs off.
- The elephant's closest living relative is the rock hyrax, a small furry mammal that lives in rocky landscapes across sub-Saharan Africa and along the coast of the Arabian peninsula.

Continued on next page

# HOW TO MOVE AN ELEPHANT

## The Value of Pushing and Pulling



WRITTEN BY: BRENT ALLEN



► Brent Allen

Recently, the Med One employees convened for our traditional Annual Meeting. This year the meeting was held in the majesty of Deer Valley surrounded by the picturesque Wasatch Mountains. Most of us spent an evening or two at the newly constructed Montage Deer Valley Hotel which proved to be a refined mountain craftsman retreat. It was truly a memorable occasion as we joined together as a Med One family. We shared ideas, carved out future plans, established goals and defined objectives. We also introduced our 2012 company theme... PUSH AND PULL.

By way of introduction, the following story was related.

*One day a proud lion was strutting through the jungle. The lion came across a chimpanzee and asked, "Who is the king of the jungle?"*

*"Why of course, you are." The terrified chimpanzee trembled. With that, the lion gave a mighty roar.*

*Next he spotted a hyena. "Who is the king of the jungle?"*

*The hyena was quick to respond, "You are mighty one." She bounded away without looking back.*

*Then the lion came across an elephant drinking from the river. "Who is the king of the jungle?" he roared.*

*The elephant grabbed the lion with his trunk, whirled him around in the air and threw him far into the water. As the soggy and bedraggled beast struggled to shore he said, "Just because you don't know the answer is no reason to get upset."*

I have no idea who the undisputed "king of the jungle" might be. We certainly do not consider Med One to be king of the jungle by any stretch of the imagination. But we are a significant player who is rapidly becoming a respected competitor in our market. During our meeting, we compared Med One to an elephant... large in stature, expanding each year and very difficult to move. Herein lies our challenge: how do we keep Med One moving in a positive direction?

This question became paramount in our discussions. As we pondered the question we reflected on our past. Twenty one years ago we faced a daunting task: How do we build a solid and reputable company that will change the way hospitals acquire medical equipment? We struggled as we tried to think outside

the box. We wrestled with the exact direction we should take. We soon discovered that it would take time and wouldn't happen overnight. Through the years we were taught valuable lessons in patience. As we pondered our daunting challenge we frequently asked ourselves the question, how do we eat an elephant? The answer came quickly, one bite at a time. Today, we are asking a different question, how do we move an elephant? We have discovered the answer: everyone pushing and pulling. So this

**"The achievements of an organization are the results of the combined effort of each individual."**

- Vince Lombardi

## FUN FACTS ABOUT ELEPHANTS

- Despite the size of ears the elephant's hearing is poor.
- The name of an adult male is referred to as a bull and the name of an adult female is referred to as a cow. The name of offspring, or a baby Elephant, is a calf.
- Elephants spend about 16 hours a day eating, and they consume as much as 495 pounds of food per day.
- A fully grown adult reaches the height of 10 feet, and adult Indian elephants weigh about 11,000 pounds.

became the theme of our annual meeting; PUSH AND PULL at the same TIME and in the same DIRECTION. The road ahead remains a daunting challenge. How do we move this company to the next level? We know that difficult obstacles await us as we traverse through new and unfamiliar territory. We expect, because of increased government intervention, turbulent times are ahead. But we remain confident that if each of us will push and pull, we can embrace the future with optimism and enjoy more success than we have ever experienced.

I am reminded of an object lesson I was once taught by my parents. A story was told about a woman, who seeing one of her neighbor's children playing alone asked him where his brother was. "Oh," he said, "He's in the house playing a duet. I finished first."

We cannot afford to have anyone quit early. We must ALL push and pull at the same time and in the same direction. We MUST do this until the job is completed. There is no room for quitters. One of the greatest examples of persistence is Abraham Lincoln. If you want to learn about somebody who didn't quit, look no further. He was born into poverty and had to work to support his family. He wanted to go to law school, but he couldn't get in. He borrowed some money from a friend to begin a business and went bankrupt.

**“We remain confident that if each of us will push and pull, we can embrace the future with optimism and enjoy more success than we have ever experienced.”**

He spent the next 17 years of his life paying back the debt. He failed in business twice. He was engaged to be married but his sweetheart died. His heart was broken. He lost eight elections for public office. He had a nervous breakdown and spent six months in bed. He could have quit many times, but he didn't. Because he persisted and didn't quit, he became one of the greatest presidents in the history of our country.

At Med One quitting is not an option. We are committed to pushing and pulling together. Because of our united efforts, we will become even better at what we do. The entire Med One staff commits to our vendors and customers that we will intensify our efforts to PUSH and PULL together. Through this renewed commitment, we will enhance our abilities to do one thing very well... **WHATEVER IT TAKES.**



# PUSH & PULL

ANNUAL MEETING 2012

Med One Capital held its Annual Meeting April 19th and 20th at the Montage Deer Valley resort in Park City, Utah. This yearly meeting is a tradition at Med One to encourage teamwork, assess goals, and facilitate growth within the company. The meeting is centered on a theme or objective. Upper management and department managers all give presentations centered around this theme, and around their goals and progress for the year. The annual meeting provides a unique opportunity for employees to get away from the office and get to know each other in a different environment, also facilitating increased unity and camaraderie.

On April 19th managers and executives of the company gathered in an extended management meeting to discuss new initiatives, development of current programs, and talk about effective ways to implement new policies and procedures, and evaluate the overall direction of the company.

On April 20th the entire company was in attendance as one of the owners, Brent Allen started the day introducing the theme for the meeting. Through entertaining visuals and stories Brent presented *Push and Pull* as the 2012 meeting theme. He explained that some people in the

company push and some people pull, but everyone has to be moving in the same direction for the company to be successful. New employees were introduced as Med One Hospital Services was announced as a new company under the Med One Capital umbrella. Upper management and department managers each gave presentations drawing on the theme and outlining goals and current progress for the year. Video clips, interesting graphics and relevant examples provided everyone in the company with a clear picture of Med One's direction and growth. The incredible venue was a great place to re-focus and gear up to make the rest of 2012 successful. Thanks to everyone who made the meeting great!



**Collaboration** (*noun*) ~ something created by working jointly with another or others.

**Synergy** (*noun*) ~ the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements.



## Generating Positive Energy in the Workplace

**Leadership** can create an atmosphere of positive and creative energy. When people are contributing and can take pride in their accomplishments, they work harder and feel more satisfied about their job position. Here are some tips on how to generate more positive energy in the workplace through effective leadership.

### DEMONSTRATE COMPETENCE

Managers should remember they are being watched closely and sometimes scrutinized. The mandate on leadership at every level is to convey a sense of confidence and calm.

### COMMUNICATE TRUTHFULLY AND OFTEN

Keep people informed by providing continuous and accurate information. Establishing a forum for honest

two-way communication is a crucial step to creating a positive work environment. Management needs to invite questions.

### CREATE A SENSE OF PURPOSE

When people feel their input is valued and they are part of the solution, they are more likely to buy in and contribute their all. When an employee participates in the problem solving process, they have a sense of ownership.

### CREATE A SENSE OF COMMUNITY

When people feel connected to others around a common purpose, they are better able to focus, create and produce. Anything that reminds people they are part of a group and gives them a sense of identity with others is a powerful tool in bringing positive energy into the workplace and creating a sense of community.

# custom MADE

## Why Customization Matters

WRITTEN BY: JOHN LAUTI

After struggling through the economic recession of the late 2000s, the medical equipment leasing and rental industry was looking toward a recovery. According to the Equipment Leasing and Finance Association (ELFA) in November 2010, "We are beginning to see signs of growing pipelines and a strengthening in fourth quarter bookings that combine to foster increased optimism heading into 2011." Med One Capital enjoyed many successes during the year 2011 and we are now focused and looking forward to the remaining months of 2012.

A recent article in the Equipment Leasing and Finance Magazine showed that medical equipment was again the clear winner in this year's survey of equipment leasing. This has been the case for the past seven years. Though there are many factors that affect the results of this survey, it is clear that we cannot become content with past success and assume those same successes will continue into the future.

**"My experience with Med One has been great. I have found everyone there to be very cooperative and supportive but most importantly, having high integrity."**

I made a recent trip to visit with a potential client; a hospital health services company with multiple facilities that needed equipment upgrades and the ability to add and enhance their medical record systems. Upon my arrival I found myself in the familiar humid temperatures along with the warm and kind folks that are common in the south. That

night I had a dinner meeting scheduled with the President and owner of this health services company. We discussed their specific needs and some of the challenges they faced as a fast growing company.

The following morning I had the opportunity to meet with the CFO, Controller and other key officers of the company to continue discussions from the previous night. Over the next few hours I would learn more about their company, their needs and how Med One Capital might be able to help them achieve their goals. Like many medical facilities, the restraints on capital budgets and the ability to preserve cash flows play a critical role when approaching equipment purchasing. With the many traditional financing options found in the marketplace today, it would be important that we build a custom solution that would address their particular needs.

After much collaboration and several revisions, we were able to build a custom solution that would help them acquire the necessary capital equipment and upgrade the electronic medical record systems in many of their facilities. To preserve existing capital and maintain cash flows, this solution would provide a step up payment option for the first twelve months to help accomplish their goals. After we were finished with the process, one of the key officers of the company had this to say:

*"My experience with Med One has been great. I have found everyone there to be very cooperative and supportive but most importantly, having high integrity. In every situation Med One has done exactly what they said they would do, when they said they would do it and how they said they would do it. I have a great deal of respect for a company and group of people that do that. In almost every individual transaction, the process has been efficient and without material flaws."*

There are advantages to medical equipment leasing. There are more advantages to custom medical equipment leasing options. For many healthcare facilities, equipment leasing provides a time saving and cost effective way of bringing in improved equipment and making the advances in medical technology available.

Med One Capital has provided these custom leasing solutions to medical facilities across the country. Our offerings of both traditional and custom financial solutions allow flexibility and the capability for facilities to acquire the medical equipment needed to provide their patients the best care possible.

## ASSET MANAGEMENT

### Equipment Management Solutions

Guaranteed To **ENHANCE PATIENT CARE AND DRIVE OUT COSTS** In The Hospital



#### KEY BENEFITS

Improved Patient Safety

Lower Costs

Equipment Efficiency

Maintenance and Service

Infection Control

**med one**  
HOSPITAL SERVICES

#### Introducing Med One Hospital Services

Med One Hospital Services was introduced as a new company under the Med One Capital umbrella in April 2012. Hospital Services works to drive down costs and increase efficiency in hospitals through equipment management, maintenance and service. Med One Hospital Services is dedicated to improving patient care and providing the highest level of service to hospitals across the nation.

#### Acquisition / Management / Maintenance / Analytics

Our menu of options allows you to customize our asset management solution to best fit the needs of your facility. We offer creative equipment acquisition through purchase, leasing or rental. Our staff will provide in-house delivery of equipment to greatly improve efficiency. Management of all of your equipment will provide increased efficiency and better infection control options. We provide biomedical maintenance for all of your equipment as well as software analytics so you can see real-time statistics.



LEARN MORE AT [WWW.MEDONE-HS.COM](http://WWW.MEDONE-HS.COM)

## WHERE WE STAND

### COMPANY NUMBERS

QTR 1 2012

MED ONE CAPITAL	MAR 2012	2012 YTD
NEW EQUIPMENT PURCHASED	\$17,234,441	\$37,678,165
NUMBER OF NEW LEASES	70	
TOTAL CUSTOMERS		2534
TOTAL EQUIPMENT LEASED		\$425,986,526

MED ONE EQUIPMENT RENTAL	MAR 2012	2012 YTD
TOTAL RENTAL REVENUE	\$968,890	\$3,013,562

# MED ONE SOLUTIONS

## CUSTOM SOLUTIONS

Each solution offered by Med One can be customized to best fit the needs of the customers. We have over twenty years of experience working in the healthcare industry. Our simple documentation, quick turn around time and customer service have no comparison within the industry.

## TESTIMONIAL

### A CREATIVE EXAMPLE OF MED ONE'S ABILITY TO CUSTOMIZE SOLUTIONS AND OFFER OPTIONS THAT ARE UNIQUE WITHIN THE LEASING INDUSTRY.

A sales rep has recently used Med One to finance three rental system orders. The systems were priced between \$60,000 and \$130,000, and the sales margin was on the higher side with add-ons and software. All three accounts had limited or no budget, but all three were able to purchase systems with the Med One Rental Rewards program. The rep did a great job selling the product, but without creative financing all three orders would have been lost; not to competitors but just not placed. It wasn't so much a competitive sale as it was a financial sale. This rep is very good at what he does, but he also understands financing and selling on payments. He uses finance as sales tool, just like a feature. One deal we worked out with a customer for him was based on a minimum clinical usage monthly payment. Med One did not even offer the program, but we worked with the rep and customer until they were both satisfied with the outcome.

This rep is one of the best sales reps within the organization so let's say the rest are half as good. That would be one and a half more systems multiplied by 15 representatives over the last two months or over 22 more systems. Twenty-two systems may be an overstatement, so make it ten more systems over two months. It is still a big number and when projected over a year, it could be the difference between making the plan and getting a higher commission. Financing can be an extremely effective sales tool when understood and utilized in the correct situation.

## ACQUISITION SOLUTIONS FOR HEALTHCARE FACILITIES

### Capital Lease

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

### Rental Rewards

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

### Operating Lease

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

### 12 Month Renewable Option

Typically, an operating lease deal is done on a term of 36 - 60 months. At times, a customer may have difficulty committing for an extended length of time. If so, we can present a short-term renewable option. The intent is to provide a 3 - 5 year lease payment structure in which the customer is only committed for 12 months at a time and can renew after each 12 month period until the total lease term is met. After any 12 month period, the standard end of term options are also available, so this option will always qualify under the FASB-13 guidelines.

## ADDITIONAL SERVICES

### Equipment Services

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

### Equipment Rental

Med One Equipment Rental is an authorized rental dealer for Alaris Systems and Sigma Pumps. We carry equipment from leading manufacturers and our refurbished medical devices are patient-ready, include a full warranty, and are factory tested. Equipment Available to Rent: Modular Systems, Syringe Pumps, Infusion Pumps, Patient Monitoring Systems, Pulse Oximeters, Smart Pumps, SCD's, Ventilators, Bi-pap Machines and much more.

### Hospital Services

Med One Hospital Services works to drive down costs and increase efficiency in hospitals through People, Processes and Technology. We offer creative equipment acquisition options and provide in-house delivery of equipment. Management of equipment and biomedical maintenance provides increased efficiency and better infection control with software analytics that have real-time statistics. We can customize a solution to fit the specific needs of your facility. We are dedicated to reducing costs, maximizing efficiency and improving patient care.



**TEAM MED ONE**

> Sandy, Utah Office





“On behalf of a wonderful group of employees who come together every day to make our business work and serve our customers across the world, we thank you.” - Larry Stevens

Excerpt From 2012 Acceptance Speech



## Ernst & Young Entrepreneur Of The Year®

2012 Award Winner

### About Ernst & Young Entrepreneur Of The Year®

Ernst & Young Entrepreneur Of The Year® is the world’s most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year® celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

### Med One Capital Owners Awarded Entrepreneur Of The Year® Award

Larry Stevens and Brent Allen of Med One Capital received the Ernst & Young Entrepreneur Of The Year® 2012 Award in the Healthcare Services category in the Utah Region. The award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Larry and Brent were selected by an independent panel of judges, and the award was presented at a special gala on June 7, 2012 at The Grand America Hotel.

As a Utah Region award winner, Med One Capital is now eligible for consideration for the National Entrepreneur Of The Year® 2012 Award. Award winners in several national categories, as well as the National Entrepreneur Of The Year® Overall Award winner, will be announced at the annual awards gala in Palm Springs, California, on November 17, 2012. The awards are the culminating event of the Ernst & Young Strategic Growth Forum®, the nation’s most prestigious gathering of high-growth, market-leading companies.

Now in its 26th year, the Ernst & Young Entrepreneur Of The Year® Program has honored the inspirational leadership of such entrepreneurs as Jeff Bezos of Amazon.com, Michael Dell of Dell Inc., Herb Kelleher of Southwest Airlines, Fred Smith of FedEx, Larry Page and Sergey Brin of Google, Richard Schulze of Best Buy, Andrew Mason of Groupon, Mindy Grossman of HSN, Inc., Reid Hoffman and Jeff Weiner of LinkedIn, and many more.

“We measure our success not only by increased sales, but by the positive imprint we leave behind. When other companies leave you waiting, we speed up. When other companies complicate the process, we simplify. When other companies simply say no, we make it happen. We understand that behind the dollars and cents of each deal are people who need proper care. The lives that we touch continue to provide the greatest motivation to continue pushing forward.”

Excerpt From 2012 Submission Essay



# A Torrential Flow of Innovation

WRITTEN BY: ROBB STEVENS

“In my opinion, all previous advances in the various lines of invention will appear totally insignificant when compared with those which the present century will witness. I almost wish that I might live my life over again to see the wonders which are at the threshold.”

Charles H. Duell, commissioner of the U.S. Patent Office in 1900, has often been unfairly credited with saying, “Everything that can be invented has been invented.” I’ve seen that quote lampooned many times and thought what a myopic fool he was to say that! I’ve since discovered he never actually said those words, but he did say this, (which makes much more sense for his role at the time)

*“In my opinion, all previous advances in the various lines of invention will appear totally insignificant when compared with those which the present century will witness. I almost wish that I might live my life over again to see the wonders which are at the threshold.”*

At the turn of the 19th century, technology was just heating up. New methods of transportation and communication were evolving like crazy. The concepts of cars, electricity, telephones and even airplanes were knocking on the door of mainstream society. To look back on the past 100+ years, it is absolutely fascinating to think about all the great things that have been created to facilitate the technology that is now weaved into the fabric of our daily lives, giving us greater comfort, convenience and enjoyment. It seems everything we do is touched in some way by technology. And yet, the innovations that envelop the modern world have become almost routine and expected. When I started writing this article for example, I was sitting on an airplane 35,000 feet above the earth, writing on my iPhone while listening to music coming from the same device through noise canceling headphones! Sometimes it’s good to stop and think about the incredible things we have access to in our world, especially given how relatively recent that access has been when considered against the backdrop of human history.

The question of what the most important innovation ever created by man is has been considered and debated many times over the years. I’m sure if you were to ask 100 people their opinion, you may get 100 different answers and they may all be right. The “right” answer depends on each person’s frame of reference and what is most important to them. With so many technologies constantly impacting our lives, I think it’s difficult to come up with a definitive list of

the most important and influential technology or even a top ten list that everyone could agree on. The fascinating thing to me though, is not the inventions, but the torrential flow of ever improving and ever increasing technology and progress. Constantly and at a continuously increasing pace, good things are replaced by the next great thing.

As a child in the early 1980’s, things like cassette tapes, VCR’s, typewriters and film based cameras were important fixtures which at that time, I thought would never be replaced by anything more advanced. How funny is that now? I’m sure every generation could reflect on the technology of their own youth and feel the same way. In contrast, my kids (ages 8, 5, 3 and 6-months) will never see a typewriter, cassette tape or VCR (outside of a museum that is). At this

**“Sometimes it’s good to stop and think about the incredible things we have access to in our world, especially given how relatively recent that access has been when considered against the backdrop of human history.”**

point, they rarely even see CD’s anymore! To think of it another way, they will also never know a world that did not (at least at one time) include the Internet, iPhones, iPads, digital cameras, GPS devices or DVR. It will be interesting to see what will ultimately replace or enhance the core technologies of their childhood.

Technology is often tied closely to prosperity; prosperous nations often have greater access to technology than developing and poor countries do. It is also evident that since the mid 1800’s, each succeeding generation has been better off both economically and technologically than the one before it.

In his book, *The Birth of Plenty*, William J. Bernstein explained, “When we look at the [facts], it becomes crystal clear that something happened... in the early

nineteenth century. Before then, the rate of improvement in the lot of mankind was small and stuttering, and after, substantial and steady... Until approximately 1820, per capita world economic growth – the single best way of measuring human material progress – registered near zero... Then, not long after 1820, prosperity began flowing in an ever-increasing torrent; with each successive generation, the life of the son became observably more comfortable, informed, and predictable than that of the father” (Bernstein, 2).

It took centuries to set the stage for what became an explosion in economic progress that had its tipping point in the early 1800’s. By that point in time, the “American experiment” had fully taken hold, giving rise to a capitalistic environment the world had yet to experience.

The major factors that led to this phenomenon and that continue to drive it today, were first property rights (physical and intellectual). Second, scientific rationalism or intellectual curiosity. This second

sation, or get on an airplane and land at a destination thousands of miles away within hours. At the turn of the 19th century, the telegraph was the quickest way to communicate across long distances with the telephone just being invented and the Wright brothers still fine-tuning air travel. Stephen Ambrose said it well:

“A critical fact in the world of 1801 was that nothing moved faster than the speed of a horse. No human being, no manufactured item, no bushel of wheat, no side of beef, no letter, no information, no idea, order or instruction of any kind move faster. Nothing had moved any faster, and as far as Jefferson’s contemporaries were able to tell, nothing ever would” (Ambrose, 52).

Our company’s focus is in healthcare – specifically in making equipment available to hospitals. Every day, we get to be a part of the incredible impact technology has in the healthcare space. One of the many reasons Med One is focused in this area is it gives us an opportunity, even if indirectly, to participate in the ongoing progress in the way healthcare is administered.

**“Constant medical technology innovation enhances the quality and effectiveness of care. Billions of patients throughout the world depend on medical technology at home, at the doctor’s office, at hospitals and in long-term care facilities.”**

factor is what drives men to invent ways of working smarter rather than harder; a constant search for a “better way” to do things or in essence, entrepreneurship. The third prevailing factor is the presence of vigorous capital markets which provide financial means to create, and compensation for the creators of new innovations. And finally, improvements made to transportation and communication. We take for granted that we can pick up a phone and call someone on the other side of the world and have a live conver-

It is satisfying to know we assist in delivering life saving or life improving technologies that impact millions of people across the country.

Medical technology extends and improves life. It relieves pain, prevents and treats injuries, handicaps and illnesses. Its role in healthcare is vital. Constant medical technology innovation enhances the quality and effectiveness of care. Billions of patients throughout the world depend on medical technology at home, at

the doctor’s office, at hospitals and in long-term care facilities. There are over 500,000 individual health-care related products with 10,000 generic categories. What an awesome thing to be a part of!

The majority of my time spent inside hospitals for personal reasons has been related to the birth of my four children. In each instance, I couldn’t help paying very close attention to the medical equipment there. Very often, I recognized devices and company names on items that Med One has financed over the years. At those moments, it was thrilling to

know that I am a small part of putting such great technology to work inside hospitals. I guess it was pretty cool to see my children born too!

Charles Duell was absolutely right – the world HAS changed beyond recognition since his time in 1900 and the great innovators of this world will continue to create new and better “wonders” that will continue to impact humanity. We can resist and complain about the negativity that comes with innovation and progress, or instead like Mr. Duell, embrace all the great byproducts that result from these “wonders.” As someone once said, once a new technology rolls over you, if you’re not part of the steamroller, you’ll become part of the road.

Sources:

Bernstein, William J. *The Birth of Plenty: How the Prosperity of the Modern World Was Created*

Ambrose Stephen E. *Undaunted Courage. Simon & Schuster, 1996.*



# Giving Back PREVENTION DIMENSIONS KIDS DAY

On May 15, the Salt Lake Bees took on the Albuquerque Isotopes at the Spring Mobile Ballpark. What could be viewed as just another baseball game was actually an educational day for students across Utah. Over 12,500 fourth, fifth and sixth grade students came to watch the game as part of the Prevention Dimensions program which promotes alcohol and drug awareness. The opening ceremonies featured over 400 elementary school children who danced, sang and showed their commitment to live a drug free life. Utah’s First Lady Jeanette Herbert was in attendance as well as Verne Larsen from the Utah State Office of Education.

Kids cheered as a select number of students were chosen to race the Bees mascot and Utah Jazz bear around the bases. A few students also had the

opportunity to announce the hitters for each inning. The Bees won 4-1 against the Isotopes, completing the day on a high note and successfully closing out another year of the Prevention Dimensions program.

Prevention Dimensions is a part of Utah’s Safe and Drug Free Schools and Communities lesson set and educates children on the dangers of drug and alcohol use. This program was created in 1982 with collaboration from several organizations including the Utah State Division of Substance Abuse, Utah State Department of Health, Utah State Office of Education and the Utah State PTA. Med One has been involved with Prevention Dimensions for eight years now and is proud to support an event that educates and enriches the lives of children throughout Utah.

## Top Ten Medical Inventions in the last 50 Years

- 1 - Magnetic Resonance Imaging (MRI) and Computed Tomography (CT)
- 2 - The artificial heart
- 3 - Laser surgeries
- 4 - Minimally invasive robotic surgeries
- 5 - Functional Magnetic Resonance Imaging (fMRI)
- 6 - Highly Active Anti-Retroviral therapy (HAART)
- 8 - Molecular Breast Imaging (MBI)
- 7 - Modern Telehealth (Greater connection and access to doctors)
- 9 - Health IT (mobile and wireless devices)
- 10 - Active Bionic Prosthesis (Wearable Robotic Devices)

# SMART PUMPS = SMART PATIENT CARE

WRITTEN BY: SHAUN COVINGTON

The healthcare industry is an ever-changing industry as we align ourselves to provide the best patient care. Progress with regards to this idea means we must change and adapt to demonstrate our commitment to serving patients who need care. Many amazing strides have been made in the way we give care to patients and in ensuring their safety while we try to make those who are sick well. One of the most progressive ways to ensure patient safety and protect caregivers is in the Smart Pump infusion arena. Many facilities still use older infusion technologies and are subject to user error, which can result in patient safety issues and large financial setbacks. This can cause strain and discomfort to both staff and administration. By eliminating provider care issues facilities can concentrate their full efforts on best practices without the nagging worry of caregiver errors.

Our wonderful caregivers are often pulled in so many different directions that maintaining precise information and a laser-like focus is practically impossible. According to the Nurses handbook, "Many errors result from flaws in thinking that affect decision making. Ebright and colleagues assert that nurses' ability to make logical and accurate decisions and influence patient safety is associated with complex factors, including their knowledge base and systems factors (e.g., distractions and interruptions), availability of essential information, workload, and barriers to innovation. The effects of these factors are complicated by the increasingly complex nature of nursing's roles and responsibilities, the complex nature of

- *Standardize infusion pumps available in the organization to enhance user familiarity with a pump's operation.*
- *Limit the number of concentrations available for each infusion solution.*
- *Require pharmacy preparation of IV solutions, and limit nurse preparation of IV solutions to emergency situations, such as those in the emergency department and critical care unit (ECRI Institute).*

Aside from medication administration facilities also worry about the financial implication of "Never Events." An infusion Never Event is defined as "Patient death or serious disability associated with a medication error (e.g., errors involving the wrong drug, wrong dose, wrong patient, wrong time, wrong rate, wrong preparation, or wrong route of administration)" (pso.ahrq.gov).

While everyone makes mistakes on the job, caregiver errors that result in patient death or disability are devastating, and most of the time preventable. Facilities are under a tremendous amount of pressure to eliminate these events altogether. According to one source, "The Centers for Medicare and Medicaid Services (CMS) announced in August 2007 that Medicare would no longer pay for additional costs associated with many preventable errors, including those considered Never Events. Since then, many states and private insurers have adopted similar policies. Since February 2009, CMS has not paid for any costs associated with wrong-site surgeries. Never Events are also being publicly reported, with the goal of increasing

accountability and improving the quality of care. Since the NQF disseminated its original Never Events list in 2002, 11 states have mandated reporting of these incidents whenever they occur, and an additional 16 states mandate reporting of serious adverse events (including many of the NQF Never Events). Health care facilities are accountable for correcting systematic problems that contributed to the event, with some states mandating performance of a root cause analysis and reporting its results" (pso.ahrq.gov).

Everyone in the healthcare industry is concerned with patient care and safety with an emphasis on the individual. Switching to Smart Pump technology is one

of the prominent ways we can make a positive change to ensure ease of use for the caregiver and safety for the patient, while also reducing the events that can cause an extreme financial strain on the facility. At Med One we are committed to helping our clients accomplish this goal by Making Medical Equipment Available to the healthcare industry with innovative, creative, responsive and flexible equipment acquisition solutions.

Sources:

Ronda G. Hughes, Ph.D., M.H.S., R.N., Senior Health Scientist Administrator, Agency for Healthcare Research and Quality. Ebright, P, Patterson, E, Chalko, B, et al. Understanding the complexity of registered nurse work in acute care settings. ECRI Institute, Deep Dive Identifies Treasures to Prevent Medication Errors - PSO Monthly Brief May 2012. <http://www.pso.ahrq.gov/>

## HEALTHCARE A BUSY INDUSTRY

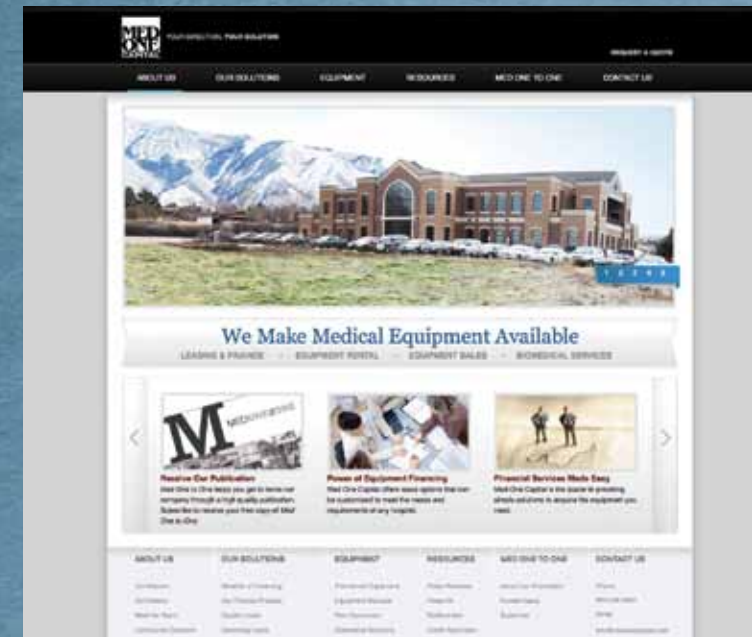
- There are 2,909,357 licensed RN's in the United States.
- Average age of the RN population in the US is 46.8 years.
- Nursing is the largest profession in the Healthcare industry.
- The global healthcare services market is forecast to reach \$3 trillion by 2015.
- Employment growth is expected to account for 3.6 million new jobs between 2004-2014.

“One of the most progressive ways to ensure patient safety and protect caregivers is in the Smart Pump infusion arena.”

preventing errors from harming patients, and the availability of resources" (Hughes, Ch. 2). The easier the job for those who are at the patient's bedside, the better the care will be. By reducing the risk of infusion errors with smart pump technology that has parameters set and guardrails in place, the patient has a higher level of safety and the caregiver has peace of mind knowing there are safety measures to help prevent them from harming the patient.

ECRI Institute Patient Safety Organization recommends strategies for the safety of medication administration, particularly with IV infusions. The following IV safety practices are recommended:

- *Purchase safer infusion pumps with dose error reduction systems to reduce infusion errors caused by misprogramming.*



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**BILL VARLEY**

DIRECTOR OF KEY ACCOUNTS

**VIETNAM WAR VETERAN**

Bill enlisted to serve in the United States Coast Guard after high school thinking he would be guarding the coast of the United States, hoping to end up in California. As luck would have it, he spent one year guarding the southern coast of Vietnam and Cambodia from the North Vietnamese and Chinese Communists.

**ACTUALLY HAS BEEN QUOTED IN THE BUSINESS SECTION OF THE NEW YORK TIMES AND THE MONEY SECTION OF USA TODAY**

His quote in the NY Times regarded the introduction of a new ultrasound technology that changed Cardiology Doppler Ultrasound applications. The USA Today quote highlighted Bill's experience as an employee for a high tech company in Silicon Valley.

**RAN WITH THE BULLS IN PAMPLONA, SPAIN!**

(Are you nuts?!) His adventurous spirit also led him to hitchhike across Europe with a couple of friends for one summer on \$5 a day.

**LOVES CONVERTIBLES**

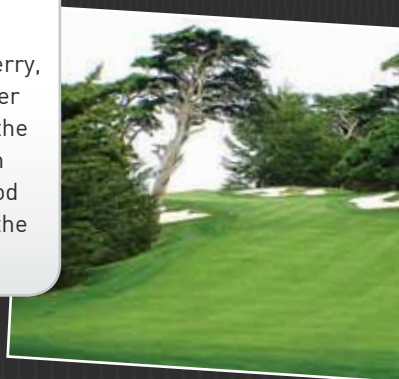
Bill's first convertible was a red VW bug with no muffler. His favorite was the one he brought home one Saturday afternoon to surprise his wife, a black Z4 BMW. Bill thinks everyone should have at least two or three convertibles in their life!

**ENJOYS GOLFING**

His love of golf has taken him to play all the courses in Scotland including St. Andrews and Muirfield. He has also played Shinnecock Hills, Baltusrol, Pebble Beach and Cypress Point. He attended the Masters Golf Tournament (watching, not playing) and his lowest round was a 73 at Old Mill Golf Course, right here in Salt Lake City.

**YEARLY, HE CONSIDERS JUNE 6TH THE BEST DAY OF HIS LIFE**

That is his anniversary to his wife Sherry, who Bill says is the best thing that ever happened to him. He and Sherry are the parents of four great children and ten wonderful grandchildren. Being a good husband and father has brought Bill the greatest joy of his life.

**IS A TRUE UTE FAN**

He graduated from the University of Utah with a Master's in Public Administration and a Bachelor's of Science degree. His love of the red, however, doesn't run completely deep because all four of his children graduated from BYU on a full-ride "Varley" scholarship.

**LIKES TO FLY FISH**

Bill ties his own flies and gets a thrill catching a big trout on his own fly. He caught 40 fish one day on the Green River during a Blue Wing Olive hatch.

**LIVED AND GREW UP IN SALT LAKE CITY, BUT HAS SPENT THE MAJORITY OF LIFE OUTSIDE OF UTAH**

Experienced Hurricane Gloria while in Connecticut, and was devastated as John Elway destroyed the Cleveland Browns and Bernie Kosar with "the drive" in Ohio. Cheered as Joe Montana and Steve Young led the 49ers to four Super Bowl titles; made it through the Loma Prieta Earthquake as the World Series was canceled in Northern California, and watched from Orange County as Kobe and Shaq won three World Championships for the Lakers.

**Alone, Together:  
The Growing Rift of Connectivity**

WRITTEN BY: NATE DAVIS

Isn't it interesting how in today's world we are so distracted with technology? We use it to communicate, but with its endless notifications and sounds, we become more and more isolated. We can't get away from it. We feel lonely when we are disconnected. Why is this? According to a psychologist from MIT, Sherry Turkle, these devices are ever changing the way we think. These mobile devices are competing for our time. They are changing the way our young children view us as parents. Our children are competing with these devices for our attention. In fact, because this has gone on for a few years the teenagers of today are now mimicking our newly formed habit of distracted listening.

In a recent TED talk Sherry said the following: *"People text or email during corporate board meetings. They text and shop and go on Facebook during classes, during presentations, actually during all meetings. People talk to me about the important new skill of making eye contact while you're texting. People explain to me that it's hard, but that it can be done. Parents text and do email at breakfast and at dinner while their children complain about not having their parents' full attention. But then these same children deny each other their full attention. And we even text at funerals. I study this. We remove ourselves from our grief or from our reverie and we go into our phones."*

*Why does this matter? It matters to me because I think we're setting ourselves up for trouble - trouble certainly in how we relate to each other, but also trouble in how we relate to ourselves and our capacity for self-reflection. We're getting used to a new way of being alone together. People want to be with each other, but also elsewhere - connected to all the different places they want to be. People want to customize their lives. They want to go in and out of all the places they are because the thing that matters most to them is control over where they put their attention. So you want to go to that board meeting, but you only want to pay attention to the bits that interest you. And some people think that's a good thing. But you can end up hiding from each other, even as we're all constantly connected to each other."*

This excerpt from Sherry Turkle's presentation really rang home to me. I am an addict. I will admit it. I want

to be wherever I want to be at any given moment. But I had never thought about it in this context. It really gave me cause for reflection: Am I taking in all I can, both the good and bad?

So, this past weekend I thought I would put this to the test. I would turn off my notifications (by putting my cell phone in the other room), and enjoy whatever I was doing in that moment. Saturday rolled around, and what a liberating experience for me. I felt a little anxious that maybe someone was trying to get a hold of me. However, that passed as I thought if someone needed to contact me in an emergency, they could call my home phone. Notifications could wait. I didn't need to be available 24/7. Whatever question anyone had for me could wait until I was done.

**"Why does this matter? It matters to me because I think we're setting ourselves up for trouble - trouble certainly in how we relate to each other, but also trouble in how we relate to ourselves and our capacity for self-reflection."**

Now comes the super hard part. How do I keep myself available, but not feel tethered all the time going forward? That is a tough question. As I pondered this a few ideas came to mind. When I know I might be unavailable for a time, I can notify others via Facebook, Twitter, or a text and let them know I will be unavailable for the next block of time. Then, I can safely unplug knowing that others who need me will just have to wait. I love to be available. I love to help people, and I love to feel wanted. Just like we all do. But it is all about balance; learning to make sure we are doing things for the right reasons and that there is moderation in all.

In your next meeting, work lunch, home with the kids time, or whatever activity that demands attention let's try to unplug, and listen to all the bits of information, both the boring and the interesting parts. We will then find there is a lot more to each other and the situation than we remembered when we were staring down at our phones.

Sources: TED: [http://www.ted.com/talks/sherry\\_turkle\\_alone\\_together.html](http://www.ted.com/talks/sherry_turkle_alone_together.html)



# Summertime



# Shine, Summer

## Sunshine, Summertime and Cancer?

WRITTEN BY: EMILY FLINDERS

In 1923 Coco Chanel, a French fashion designer, took a sailing trip to Cannes. With extended exposure to the sun, she returned with golden brown skin. This mishap turned into something to be admired by the general public, and the fashion and fad of tanning was born. What started out as an accidental sunburn has now turned into a multi billion dollar industry, and a major contributor to the most common type of cancer across the nation: skin cancer.

May is National Skin Cancer Awareness Month. With more than one million cases diagnosed in 2010, it seems the population would be well aware of the dangers and potential deadliness of skin cancer. But numbers continue to rise as people disregard hats and sunscreen and spend hours in tanning salons or sun bathing.

There are two different types of skin cancer: melanoma and non-melanoma. Melanoma is more dangerous and life threatening, but any type of skin cancer has a low mortality rate if detected and treated early. The risk of developing Melanoma (the most dangerous type of skin cancer) is now six times higher among young adults than it was forty years ago.

These rates are alarmingly high, but the habits and trends of the last forty years support the numbers. Tanning beds became popular in the 1970's with more and more people (especially women) wanting a bronze skin tone 12 months of the year. According to one study, "People who use indoor tanning beds frequently are 74% more likely to develop melanoma." Despite all the statistics and research, tanning is still widely popular, especially among teenage girls and young adult women. Nearly 30 million people tan indoors across the U.S. annually, and 2.3 million are teens. Of the people that use tanning salons, 71% of clients are girls and women ages 16-29.

With summer in full swing, taking control of your skin care may not be top priority. School is out, temperatures are up and everyone is ready to get out of the office and take a vacation to the beach or lake. It may not seem like a big deal to wear sunscreen, especially if your skin doesn't burn, it tans. Interestingly enough, the tan skin tone most people covet is the result of injury to the epidermis, the top layer of the skin. Continual damage to this layer of skin increases the risk for skin cancer and other skin problems. Pre-mature aging and wrinkles, uneven skin tone and blotchy skin can all be caused by excessive exposure to UV rays.

**"People who use indoor tanning beds frequently are 74% more likely to develop melanoma."**

Regardless if it looks like a sunburn or not, extended time in the sun unprotected can be harmful. Recognizing the symptoms and taking preventative measures can greatly decrease the risk of skin cancer. Before you go to the lake, beach or even just spend an afternoon at the park, here are a few things to keep in mind.

### TIPS:

- If possible, stay out of the sun during peak hours. (10 a.m. – 4 p.m.)
- Wear sunscreen. 30 SPF usually provides good protection.
- Cut back on tanning salon visits, and make sure the voltage of the bulbs isn't extremely high.
- Check your skin for changes to moles or new moles or growths.

### SYMPTOMS:

- A small lump, spot or mole that is waxy, pale or smooth in texture
- A sore or spot that bleeds and doesn't heal
- Any new growth that looks suspicious
- Flat or rough scaly areas of the skins that are red or brown

### THE NUMBERS:

- Treatment of skin cancer has increased 77% since 1992
- 90% of pediatric melanoma cases occur in girls ages 10-19
- Skin cancer is the most common type of cancer in men over 50
- Adults over 40 have the highest annual exposure to UV rays
- 90% of visible skin changes attributed to aging are caused by the sun
- On average a person is exposed to 28 hours of sunlight a month
- 1 in 5 Americans will be diagnosed with skin cancer in their lifetime
- The indoor tanning industry has an annual revenue of 5 billion dollars

### Sources:

[www.webmd.com](http://www.webmd.com), [www.cancer.gov/cancertopics/types/skin](http://www.cancer.gov/cancertopics/types/skin), [cancer.about.com/od/skincancermelanoma](http://cancer.about.com/od/skincancermelanoma), [www.cancer.org](http://www.cancer.org), [www.skincancer.org/skin-cancer-information](http://www.skincancer.org/skin-cancer-information), [www.cdc.gov/cancer/skin](http://www.cdc.gov/cancer/skin)

### Global Cancer Rates:

Ten Worst Countries  
(per 100,000 of the population)

- Denmark: 326.1
- Ireland: 317
- Australia: 314.1
- New Zealand: 309.2
- Belgium: 306.8
- France: 300.4
- USA: 300.2
- Norway: 299.1
- Canada: 296.6
- Czech Republic: 295

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