

MedOne **TO** One

THINKING OUT OF THE BOX

Letter From The Owners p7

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NEW YEAR, NEW *MED ONE TO ONE* p1

» ISSUE 59

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MED ONE GROUP

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JUST A LITTLE CHANGE

*In 2019 Med One To One will move forward with a three-times-a-year distribution. (Triannual) These issues will include **Jan-Apr** (Winter/Spring) **May-Aug** (Spring/Summer) **Sep-Dec** (Fall/Winter). This change will allow Med One to focus on creating good content while making the publication bigger and better.*

About Med One To One

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. Three seasonal issues are produced each year. Issues include the most recent and exciting news from Med One. If you are reading this edition of Med One To One, you are a part of our team. Med One owes all our success to our valued customers and supporters.

change



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NATHAN SCOTT DAVIS

SEPTEMBER 11, 1979 - FEBRUARY 5, 2019

CARING
INTELLIGENT
HONEST
GENUINE
FRIENDLY
HELPFUL
SPIRITUAL



In the 57th Issue of Med One to One (Jul, Aug, Sep, - 2018), I wrote about some changes happening in our IT department. Nate Davis, who had been with the Med One for 15 years was leaving to fulfill a lifetime dream of running his own business. Nate was a great employee and played a significant role in the growth of Med One. While it was hard to see him leave, there was no way we would try and convince him to put aside his dreams and spare us the inconvenience his departure would create.

His last official day at Med One was August 17th, 2018. He agreed to help us out with the transition and work as a consultant as time would permit. For the next two weeks we would see him on a pretty regular basis as he helped us make the transition. Everything was going great and it was fun to see Nate living his dream. He would come in and share his excitement for the new opportunity he was taking on. Each day brought new challenges for his start-up business, but he welcomed each one with a strong commitment to use that obstacle as a stepping stone and opportunity to learn. Unfortunately, things took a turn for the worst.

On Tuesday, September 18th, Nate came to my office and told me he was just diagnosed with cancer. He said he was feeling really tired but thought it was because of all the changes that were going on. Then on the 20th, after a CT Scan and a few other tests, the diagnosis was confirmed. Nate had stage 4 renal cell carcinoma better known as kidney cancer. At first, things looked pretty good and the outlook was positive. Surgery to remove the kidney occurred on October 2nd. The doctors were able to remove all of the cancerous tumor and planned that the small portion which had spread into his lungs would be treated with chemotherapy. Then came another downturn. On October 10th Nate was admitted to the hospital with sepsis. One day later on the 11th, he went through another surgery to remove his colon. While the surgery was a success, it was another draining experience on his body.

Over the course of the next four months, Nate would have many good days and many difficult days. He would make weekly trips to the hospital to have fluid drained from his lungs. While going through this difficult and challenging time, Nate always remained positive. He was still doing all he could to get his business up and running. He was bound and determined to beat cancer and continue doing the things he loved. His greatest passion was his wife and 4 children - and they continued to give him the strength to keep fighting. It was inspiring to watch him keep moving forward during this difficult time.

After a valiant effort, Nate lost his battle against cancer. His mind and heart were strong, but his body just

couldn't keep up. He passed away on Tuesday, February 5th surrounded by his family and friends.

At his funeral a question was asked of the congregation - "If Nate fixed a computer or electronic device for you, please stand." About 95% of the people in attendance (over 800 people) stood up. He loved technology, and more importantly love helping other people with their technology. Nate was a person who genuinely cared about others and did all he could to make sure people knew just how much he cared about them. A "Gofundme" account was set up after Nate passed away to help support his family. (www.gofundme.com/xp2da-cancer-sucks) Within 24 hours, the goal was met. A few days later, the amount doubled. I was fortunate to be able to read the comments of those who contributed. It was very clear that people knew how much Nate cared about them, and it was now their turn to return the favor. It wasn't about the dollar amount donated; it was all about the person behind the contribution and how their life had been blessed by knowing Nate.

I am a better person because I had the chance to know Nate Davis. He has touched many lives and done so much for so many people. I am happy that he had a chance to fulfill one of his dreams by building his own business, and I am grateful he was able to be a part of the Med One Team. The following is a quote from Steve Jobs. It was one of Nate's favorites and a quote that he lived by.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of others opinions drown out your inner voice. And most important, have the courage to follow your heart and intuition."

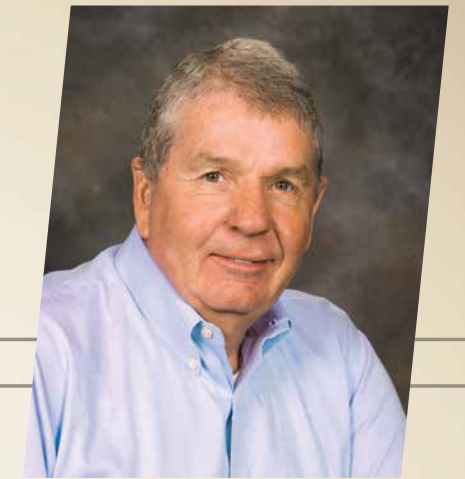


Written By **Troy Tait**
SVP Customer Care

THINKING OUT OF THE BOX

Letter From The Owners

Written By **Larry R. Stevens**
President / CEO



In a small Italian town, hundreds of years ago, a small business owner owed a large sum of money to a loan-shark. The loan-shark was a very old, unattractive looking guy that just so happened to fancy the business owner's daughter. He decided to offer the businessman a deal that would completely wipe out the debt he owed him. However, the catch was that he would only wipe out the debt if he could marry the businessman's daughter.

Needless to say, this proposal was met with a look of disgust.

The loan-shark said that he would place two pebbles into a bag, one white and one black.

The daughter would then have to reach into the bag and pick out a pebble. If it was black, the debt would be wiped, but the loan-shark would then marry her. If it was white, the debt would also be wiped, but the daughter wouldn't have to marry the loan-shark.

Standing on a pebble-strewn path in the businessman's garden, the loan-shark bent over and picked up two pebbles.

While he was picking them up, the daughter noticed that he'd picked up two black pebbles and placed them both into the bag. He then asked the daughter to reach into the bag and pick one.

The daughter naturally had three choices as to what she could have done:

- 1) Refuse to pick a pebble from the bag.
- 2) Take both pebbles out of the bag and expose the loan-shark for cheating.
- 3) Pick a pebble from the bag fully well knowing it was black and sacrifice herself for her father's freedom.

She drew out a pebble from the bag, and before looking at it 'accidentally' dropped it into the midst of the other pebbles. She said to the loan-shark, "OH, how clumsy of me. Never mind, if you look into the bag for the one that is left, you will be able to tell which pebble I picked."

The pebble left in the bag is obviously black, and seeing as the loan-shark didn't want to be exposed, he had to play along as if the pebble the daughter dropped was white and clear her father's debt.

Moral of the Story:

It's possible to overcome a tough situation through "out of the box thinking," and not giving in to the 'only options' you think you have to pick from.

One of the most overused phrases in all of business conversation is, "We need to think outside of the box." As popular and fashionable as it may be to inflict this phrase upon your co-workers or subordinates, it is neither easy to do, nor is it in reality done very often. Seldom do those in a business setting have the creativity or the courage to actually come up with solutions that reflect "out of the box thinking." Notwithstanding how difficult it is and how seldom most of us have the creativity to pull it off. There are always risks in every company or industry for those who come up with solutions, answers, policies, procedures or practices that stray very far from conventional wisdom or predetermined norms.

When "outside the box" thinking is successfully employed in business and society, it has the capacity to produce marvelous and often disruptive results. Successful "out of the box" thinking has had the power to significantly change much of how our society functions in many, many ways. Consider two simple aspects of our lives that have been drastically altered as unique solutions have been applied to elements of business and leisure travel that have heretofore seemed to be unalterable.

We no longer say, "I'll get a taxi and meet you there." Now we say, "Let me get an Uber and I'll be right there." The advent of Uber and subsequent other customer centric methods of acquiring local transportation have significantly changed how we get around - for the better - due to "out of box thinking." Someone thought of a better way to get from point A to point B without the inconvenience, expense and unpleasantness of riding in a cab. Imagine the disruption that has been inflicted in the centuries old taxi cab industry. Uber introduces a disruptive change; others follow with even more unique offerings and before you know it a whole new way of thinking about transportation options has evolved.

Think about how Air B&B and other direct booking alternatives have challenged the hotel industry. Today you can rent a comfortable luxury home in a quiet residential neighborhood with numerous amenities for a temporary short term stay for about the same price that you would pay for a very nice hotel room. This has created significant disruption in the lodging industry, and a wide range of possibilities for travelers, particularly as it relates to leisure travel.

These are only a few ways in which creative or out of the box approaches have totally revolutionized the

way our society works. It has also put many of our long held and accepted ways of doing business in our society in grievous danger of going away completely. We'll leave the debate about whether this is good or bad to another format. Suffice it to say, the power of creative, out of box thinking is a powerful force in shaping our society.

Out of the box, or disruptive thinking does not come naturally to organizations or individuals. It is risky to leave well-worn paths and go against conventional thinking. This type of thinking is most often applied to finding solutions to isolate problems, but (as noted above) often it has the power to bring significant change, improvement, and even disruption to large portions of society or entire industries.

At Med One we have often been faced with challenging situations. Often, we can deal with the situation by staying "safe" and utilizing tried and true solutions. However, it is not uncommon for us to have to stick our necks out and take a risk by choosing a course of action that doesn't quite fit an accepted narrative. As I look back over our 28 year history as a company, I think that the things that are most memorable to me and that have made the experience of building a business most enjoyable have been the times that we have had to think "outside the box" to come up with solutions to problems or to address unique customer issues.

In our business, we do strive for the economies of scale by developing sound processes and rational analysis which are meant to take care of most situations. We recognize that it is unwise and unprofitable to create a new solution or a new process for every different situation that comes along. But the one thing we value more than almost anything else is the relationship we have with our customers and the commitment we have made to serve them and to earn their loyalty. We have a high expectation that each of our employees will always personally project the value we place on each of our customer relationships.

Med One competes within an industry that is highly regulated, highly institutionalized, and the antithesis out of the box thinking. In fact, straying too far out

of the box in our industry can often lead to dire consequences. However, we have been very successful in setting our selves apart in a business that has become commoditized and reduced by many to competing solely on price. We are at a disadvantage in many cases when it comes to competing only on price, because we don't have

access to funding in the same way that many of our larger competitors do. We have been forced to find ways to further distinguish ourselves beyond the question of pricing. We look for ways of structuring transactions that more closely fit the actual needs of our customers. This creates a much higher probability that we can win the transaction, because we have anticipated the roadblocks already facing the customer and tried to remove them proactively. In many cases, this challenges us to take on risks that we know others would never accept. After 28 years our track record in approaching our customer experience in this manner has been most satisfying, and very successful.

In our rental business, we place a very high premium on the quality and the appearance of the equipment we rent to our customers. We also place a high premium on responding to their needs quickly and efficiently.

We are never comfortable with the fact that if we might not have a particular item of equipment near the customer's location it should result in having to turn down business. We could cite many, many stories of how our employees have gone out of their way and worked extra hours in order to make a successful fulfillment of a customer's request.

We are very proud of the culture that has been created by Med One's devoted team members that always puts us in a customer centric position and demonstrates our willingness to never settle only for the obvious options that seem to be available. We are proud of how deeply this culture has been embedded in our organization and how it has made us successful as a company.

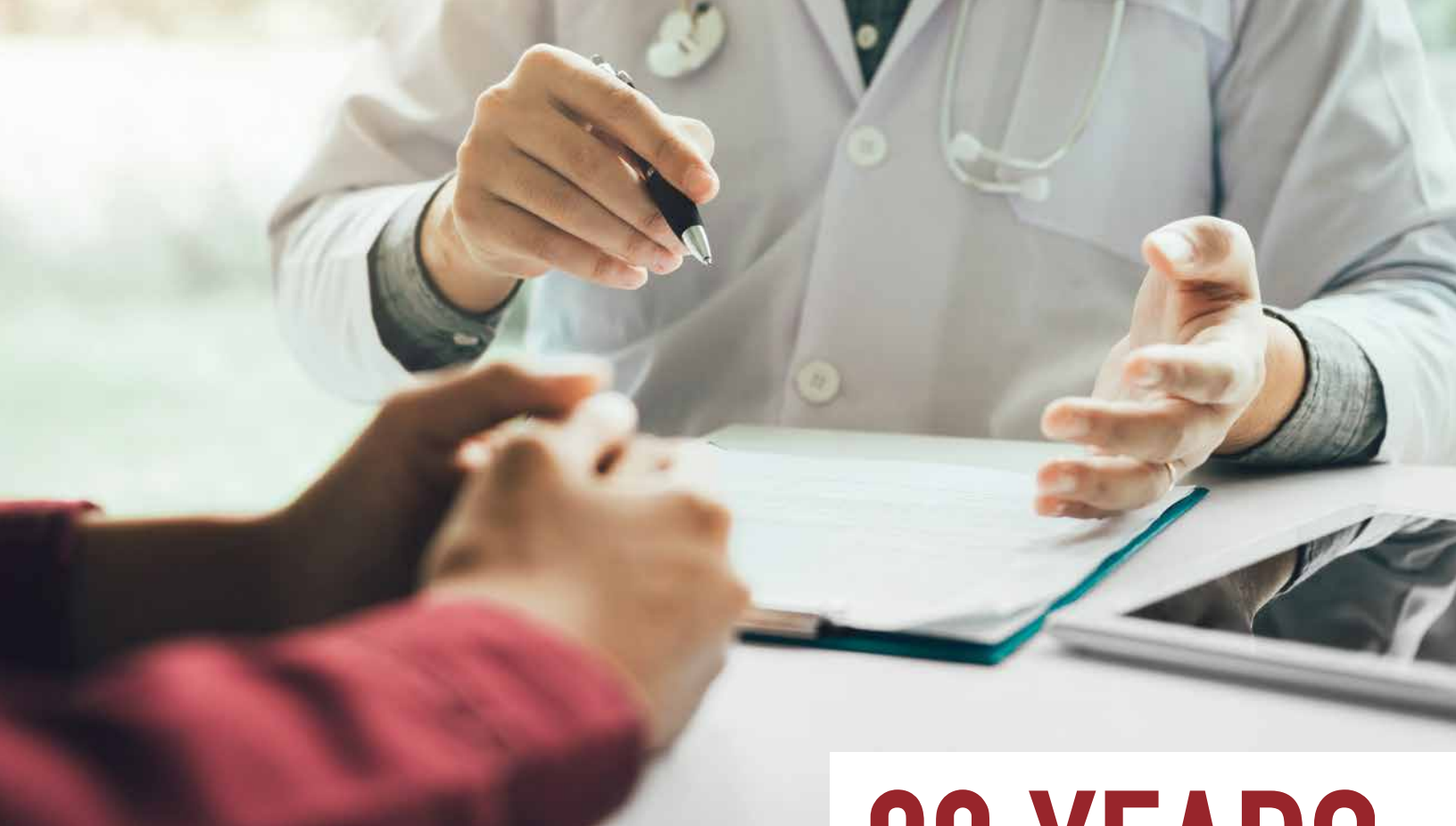
Our mission statement which is: "We make medical equipment available" and our motto which is: "At Med One we do one thing very well... whatever it takes" are two very powerful and empowering elements of the Med One culture which is embodied in never settling for the obvious solution and always looking for a way to get the job done. We never take lightly the challenge to truly serve our customers. This drives us every day.

"At Med One we do one thing very well... whatever it takes" are two very powerful and empowering elements of the Med One culture which is embodied in never settling for the obvious solution and always looking for a way to get the job done.

EXECUTIVE TEAM



PICTURED: (TOP ROW) BRAD JOHNSON, BRENT ALLEN, LARRY STEVENS, BRYCE RAY, GRADY BROWN
(BOTTOM ROW) JEFF EASTON, CARTER ALLEN, ROBB STEVENS, MARK STEVENS, TROY TAIT
NOT PICTURED DOUG GREEN



28 YEARS IN HEALTHCARE

For the last 28 years, (since the opening of Med One on April 1, 1991) Med One has done a good job of demonstrating how we bring value to our market place and has allowed us to stay in the niche that has been created. I have now been with Med One for nearly 12 years and it has been a great experience. We have been able to adapt, understand the market, and what our vendor partners and customers need. We have developed fantastic capital partners who allow us to do what

we do best and that is "Making Medical Equipment Available." We have worked to grow our vendor and customer base in the leasing Company as well as grow our Medical Equipment Rental business, this has been very successful.

The first 28 years of Med One have been fantastic we have gone from a company that started with just a few transactions on the books to one that

now has thousands; a company that started by servicing just a couple of customers, to a company

that has and does service thousands; a company that started with only a couple of vendors, to one that now does transactions with many different vendors on a yearly basis. A company that has seen the need

and opportunity to greatly expand our rental operations; and a company that has great capital partner relationships.

The next 28 years, and how we react, will become even more important than the first 28 years as we will not be allowed to rest and become content. We will continue to generate new transactions, develop new customer relationships, and continue to improve our current customer relationships, develop new vendor relationships and continue to fortify our existing vendor relationships. We will need to develop new capital partners as well as strengthen our existing capital partner relationships. Over the past few years we have evolved from a technological standpoint as well. We have already put in place the ability to even transact more business than we currently do without affecting the flow of our normal business process.

Med One has put and will continue to put key customer, vendor, and capital partner relationships in place. This along with internal personnel, systems, and processes we are able to serve the niche market that we work in. As we

have grown and increased our customer, vendor, and capital partner relationships have become a stronger partner for everyone that we work with, this is advantageous for everyone. It is now more important than ever that Med One stays in tuned to the market and what is needed by our customers and vendors so the next 28 years will be even more successful than the first 28 years.

We are dedicated to listening to our customers and vendors while working with them to become improved partners. I am so grateful to be part of a wonderful company that truly does care about all of our customers, vendors, capital partners, and employees. It is refreshing to come to work every day and it makes you want to work even more diligently to service the needs of all of those whom we have the privilege of working with. May the next 28 years be a time where Med One makes an even larger impact on the niche in which we service through "Making Medical Equipment Available."

Recently I attended a great conference that dealt with family businesses and entrepreneurial thinking across generations. Med One is family business, (I personally am not part of the family) this makes Med One a different company that incorporates different values. Med One exists not just to make a profit but for so many different reasons that make me truly enjoy Med One and want to work as hard as I can. We are doing everything that we can to continue this wonderful culture even with the tripling of our workforce since I started nearly 12 years ago.

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

Equipment Financing

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

Equipment Rentals

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

Equipment Sales

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

Equipment Service and Repair

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

Med One will continue to be the leader of companies in America who offer as a whole the different services mentioned above. We will continue to evaluate and work with our vendors, customers, and capital partners to develop different products and solutions that will enable healthcare professionals to provide the best patient care available.

Med One conducts business under the guiding values of dedication, accessibility, accuracy, loyalty and expertise. Med One guarantees exceptional customer service, speed in the completion of transactions, and appropriate follow-up.

Innovative:

We have the experience to understand the needs of our customers. With this in mind, our innovative funding solutions are designed to adapt to those needs.

Creative:

We will customize a solution that will work for you. Each transaction we process has the personal and unique Med One touch to make sure you're taken care of.

Responsive:

We generally will complete a proposal in 30 minutes or less. When you call Med One, you become a top priority.

Flexible:

Our simple and timely processes allow us to create the solution that will work for you.

If you have questions regarding the new leasing standard and how it may affect your equipment acquisitions or if you have any other equipment acquisition needs, please contact our experts here at Med One. We're more than happy to help answer your question and provide you with the best possible solutions to acquire the equipment that you need for your operations.

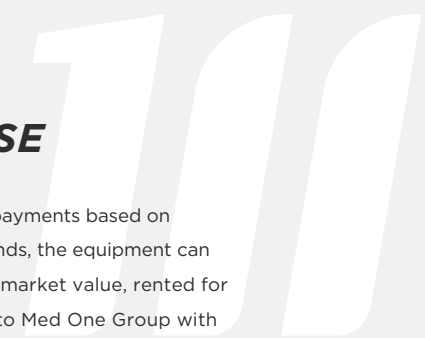
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Written By **Jeff Easton**
SVP Chief Financial Officer



Leasing & Finance



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 just 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.

EQUITY RENTAL

Simply issue a renewable purchase order (typically 1-12 months) 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 toward 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 Group with no further obligation. Completing an operating lease through Med One is just 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.

CUSTOM LEASE STRUCTURES

DEFERRED PAYMENTS

Deferred payments allow purchase-minded customers to get their equipment now and pay for it later. Many deals are completed on the basis of a 12-month deferral.

STEP-UP PAYMENTS

A step-up payment scenario provides a customer with a very low initial payment which increases over time to match the increased flow of revenue generated from the new technology.

EQUIPMENT ACQUISITION

WE MAKE MEDICAL EQUIPMENT AVAILABLE



Rental, Sales, & Services

EQUIPMENT RENTAL

Our Equipment Rental division 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: Pumps: (Infusion, Syringe, Feeding, Suction) Patient Monitors, Pulse Oximeters, Beds and Support Surfaces, SCDs, Ventilators, Bi-pap Machines and much more.

EQUIPMENT SALES / 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, Support Surfaces and more.

FOR QUOTE REQUESTS PLEASE VISIT

WWW.MEDONEGROUP.COM

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EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF A SPECIFIC CUSTOMER. CONTACT US TODAY TO LEARN HOW WE CAN HELP YOUR FACILITY ACQUIRE THE EQUIPMENT IT NEEDS. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME, AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.

Sales

EQUIPMENT RENTAL



Brad Johnson SVP General Manager / Equipment Rental

Brad Johnson is the Senior Vice President of Equipment Rental and has been working at Med One Group since 1994. He works closely with various companies and hospitals in the effort of achieving the highest utilization of our rental equipment as possible. 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.



Tom Lindsey SVP / Director of Rental Sales

Tom Lindsey has over 35 years of experience in the medical sales and rental industry, allowing him to successfully and professionally represent and value products, services, and manufacturers. He graduated from Brigham Young University with a degree in microbiology, was a former EMT, and is CBEST certified. Tom has been involved with Med One since 2001 and continues to be a valuable part of the team.



Mike Daniels District Manager / Southern California

Mike Daniels has over 25 years experience in sales and marketing and started in the medical rental arena in 1985. Over his career, Mike has worked with everything from movable medical equipment to specialty support surfaces—both rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



Bryan Dabney Territory Manager / Georgia

Bryan Dabney has over 25 years of experience as a respiratory therapist and comes from Respironics where he worked as a Traveling Clinical Specialist and an Account Manager. Bryan was born in Livermore, California and lived there until advancing his schooling in Rexburg, Idaho at Ricks College. Bryan finished his schooling at Weber State University and graduated with his bachelor's degree in respiratory therapy.



Lisa Woods Territory Manager / Southern California

Lisa Woods graduated from the University of Laverne 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 and responsible for the product development, purchasing, packaging, product safety testing, and licensing contracts before switching industries into the medical equipment rental field. She likes to spend her free time with friends and vacationing.

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.



Bill Varley Regional Sales Manager / West Coast

Bill Varley has over 30 years of experience in marketing and sales. Prior to working at Med One, he worked at several different medical device companies in management positions specializing in imaging applications, cardiology and infusion. Bill has worked all over the U.S. and internationally to provide better solutions to hospitals and healthcare facilities.



Scott Wooster District Manager / Northern California

Scott Wooster has over 27 years of experience in medical equipment sales. His specialty is in equipment rentals, asset management, and medical device sales. Scott has also held management positions in several medical companies. Scott enjoys being a customer advocate, helping hospitals find solutions to fulfill their equipment needs, and helping facilities provide the best care possible.



Skip Horton Territory 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 with his customers and making sure that they have the equipment they need to care for their patients.



Braden Mackay Territory Manager / Northern California

Braden Mackay joined the Med One team in August of 2018. He has over a decade of experience in Sales and Marketing in a variety of industries, most recently in a blend of Non-Profits, Pharmaceuticals and Tech. Born in Johannesburg South Africa, he moved to California at the age of 11. He completed his education in Sacramento before moving to the Bay Area in 2015. A golfer and motorsports fan, he often spends his weekends on the fairway or at a racetrack.

Meet The Sales Team

RENTAL / LEASING / SALES / SERVICE



Karen Raven Vice President - Eastern Region Sales Manager

Karen Raven is the leader of the Med One International Sales Team and has worked in the healthcare industry for over 30 years. Karen has worked in various roles including Direct Sales, National Accounts, and Regional Director. Karen has a background in infusion, vital signs monitors, and enjoys working in healthcare because the products sold save lives every day.



Max Iturriaga Client Services Executive / Orlando

Max joined Med One as a Client Services Executive in 2017. He started his career in the healthcare industry in 1995. He has background in many different positions including driver technician, trainer, sales executive, and president of a Freedom Medical distribution center. He enjoys knowing he is able to provide a better solution for his clients. Max enjoys spending time with his family, being involved in his church ministries and coaching/playing soccer.



Jay Matthaei Territory Manager / Georgia

Jay Matthaei graduated from Southampton College with a bachelor's degree in business. He has over 30 years' experience selling capital medical equipment. Jay joined the Med One team in January of 2019. Prior to Med One he most recently worked for Becton Dickinson, previously known as Carefusion. Outside of work he enjoys surfing, running, riding his bike, and spending time with his family.



Theresa Warren Territory Manager / Southern California

Theresa Warren earned her bachelor's degree in speech communication from California State University. From there she started her career in medical sales in 1997. She has ten plus years of pharmaceutical sales experience promoting various oncology, dermatology, cardiology, infectious disease, internal medicine and pain management drugs within offices, clinics, hospitals, pharmacies, and home healthcare settings. She currently serves as a Territory Sales Manager covering Orange County, California. She enjoys time spent with her husband and three children.



Brian Smiley Regional Sales Manager

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 watching football and spending time with his family, especially coaching his sons at football and soccer.



Jay Thorley Account Manager

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.



Mark Rogers Territory Manager / Southern California

Mark Rogers joined Med One in early 2017 as a Territory Sales Manager in Southern California. He has been in the healthcare industry for over 25 years. Mark has experience as a business owner manufacturing support surfaces, as well as an independent representative offering capital equipment to acute care facilities. In his spare time, Mark likes to ski in the winter and enjoys water sports in the summer.



Kyle Smelser Territory Manager / Southern California

Kyle Smelser joined Med One in 2018 as a Territory Sales Manager covering the Greater Los Angeles area. He brings eight years of sales experience in direct equipment sales and rental. Kyle graduated from Indiana University with a bachelor's degree in finance. Before Med One, he most recently worked at Sightpath Medical, providing hospitals and surgery centers rental solutions for cataract surgery. Kyle enjoys finding solutions that work best for hospitals and their patients.

Sales

CONT.

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.



Doug Green SVP / Director Of Corporate Development

Doug Green joined Med One in January 2002 as part of the leasing sales team. Prior to Med One, Doug worked in sales and business development at Boise Cascade and Franklin Covey. As Vice President of Leasing Sales, Doug leads a sales team dedicated to providing customer-friendly solutions that allow hospitals and healthcare providers a way to acquire the critical equipment they need.



Spence Tueller Account Manager / Equipment Leasing

Spence Tueller joined Med One as a Leasing Account Manager. He graduated from BYU with a degree in health science and business administration. Spence also has experience in lease sales as well as a background in general sales and business development.



Quin Campbell Account Manager / Equipment Leasing

Quin Campbell joined Med One as a Leasing Account Manager in 2015. He is a graduate of Utah State with a bachelor's degree in marketing. Quin brings 4 years of experience in management and enjoys being a problem solver and making sure customers have a great experience.



Amy Vizanko Equipment Finance Sales Executive

Amy Vizanko joins Med One as an Equipment Finance Sales Executive bringing 15+ years of medical sales knowledge. She graduated from Marquette University, in Milwaukee, Wisconsin with a bachelor's degree in biomedical engineering. Prior to her time at Med One she gained medical sales experience working with both Philips and CareFusion (now BD). She has extensive technical biomedical knowledge and understands the importance of solving complex customer problems. She enjoys being active, and spending time with her family.



Carter B. 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.



Tim Loftis Account Manager / Equipment Leasing

Tim Loftis joined Med One as a Leasing Account Manager with over 15 years in sales and business development with Morgan Stanley, JP Morgan Chase, and the Economic Development Corporation of Utah. Tim received his MBA from the University of Utah and a BA from Occidental College. He serves our partners in the medical community by providing effective solutions in a responsive and friendly manner.



Al Mugno Equipment Finance Sales Executive

Al joined Med One as an Equipment Finance Sales Executive in August 2017. 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 close to 25 years. He has a background in infusion, barcoding, hospital information systems, radiology, ultrasound and vital signs monitors.



Julie Harrison Equipment Finance Sales Executive

Julie Harrison joined Med One Group in September 2018 as an Equipment Finance Sales Executive. She brings with her 20 years of medical device experience, primarily in the anesthesia market, in the Chicago/Midwest region. Julie appreciates the challenges of being in sales while developing valuable relationships and continually working on personal growth. On a personal side, she enjoys her four kids and all of their activities.



Brian Nappi Equipment Finance Sales Executive

Brian Nappi joins Med One bringing more than 20 years of experience in medical equipment sales, finance, and business development. He earned his bachelor's degree in electrical engineering from Texas A&M University. Brian understands that his customers are busy and prides himself on quietly listening and accurately defining their needs to create simple, satisfying solutions that allow them to quickly acquire the equipment needed. Brian enjoys developing friendly, supportive, long-standing, and fun relationships with his clients.

EQUIPMENT SALES



Jeremy Quick National Sales Manager / Equipment Sales

Jeremy Quick joined Med One in August 2009 with an extensive background in sales and marketing. Jeremy's responsibilities include creating relationships in the non-acute care market to present Med One's products and services. This allows him to reach out to nursing schools, clinics, research facilities, and EMS companies. He enjoys helping these diverse customers acquire medical equipment to aid in the treatment or instruction of those in need.



Casie Woolston Account Manager / Equipment Sales

Casie Woolston brings with her over 15 years' 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 Dec 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.

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 and Gymnastics, and enjoys traveling and spending time with her family.

Creativity.
Simplicity.
Responsiveness.



Making Your Presence a

“Present”

“If your presence doesn’t make an impact, then your absence won’t make a difference.” So said Alan Stein Jr., a speaker, coach, consultant and author. I read this thought-provoking statement on LinkedIn recently and have been thinking about it ever since. A few days after I saw it, life gave me a powerful opportunity to understand what it truly means.



Written By **Robb Stevens**
SVP Equipment Leasing

In mid-March I had a business trip planned and at the last minute, unexpectedly had to cancel it. Instead, I went on with what turned out to be an intensely busy work day and the typical array of evening activities that always prevail with a family of six later that evening at home.

There are often times when we hear or even use the phrase: “I’d love to be a fly on the wall in _____ situation!” By missing the flight, I found myself unexpectedly in the unique and even surreal situation of being like a fly on the wall in my own life! Unlike that observing fly though, I did much more than simply observe, I deliberately did all of the things I needed to do and would have done had the business trip not ever been planned in the first place. Throughout the workday I mentally paused several times (due in part to my iPhone calendar reminders of flights and meetings I was missing) to reflect on where I was and what I was doing instead and further, what I would have missed in my office, versus what I would have been doing out of town.

At the office that day my presence mattered. I had been deeply entrenched all month in a typically hectic quarter-end of putting crucial finishing touches on many lease deals – all of which needed my personal involvement. This included things like: contract language negotiation, ongoing time-sensitive efforts to get a customer PO revised in time to fund a vendor partner for large lease by quarter end, helping a vendor partner identify and clarify some missing paperwork for another large lease, and working with yet another customer to finalize a corporate guaranty document we needed to complete their lease. Together, these projects represented nearly \$20 million in new lease originations that needed my attention. Certainly some of those matters could have been handled remotely and/or waited until my return later in the week, but each one of them were of such nature that my specific attention and guidance was needed, so my presence at the office on this particular day turned out to not just be important, but crucial!

At home that night after all was said and done, it was clear that my presence had mattered there too. The mental reflections on where I was, versus where I was going to be, continued as: I helped my wife make dinner for our family, worked together with the kids to do dishes, played basketball with my son in the backyard, helped my two youngest daughters get ready for bed, read with my 7-year old and tucked her in, picked up my 14-year old daughter from volleyball practice, administered medication to my 10-year old

daughter, read with my son, and said a nightly prayer with the family before bed.

My business career has included dozens of business trips. My family is used to it. Some are more burdensome than others depending on the length of time and/or the intensity of what is happening at home, but they go on without me in doing every single thing that needs to be done. In all of the things I did that night, I was keenly aware that had I been gone, I would not – no, could not, have done any of it. Instead, my wife would have done them, or my kids would have

“If your presence doesn’t make an impact, then your absence won’t make a difference.”

-Alan Stein Jr.

managed without me. Like any other instance, it would have worked out just fine. I was supposed to be gone and I wasn’t! On this day, I got to have a front row seat into this one moment in time in my own life that I would have missed. In being home I discovered what I intuitively already knew – that yes, my presence does matter. I do make an impact!

When we do more than simply “show up” in life, we can have a real influence for good on the people and situations around us. Active and proactive engagement in doing what we are supposed to do absolutely matters. Years ago I heard someone say: “You ought to be where you ought to be when you ought to be there.” Corporate trainer Alan Stein Jr. calls that “being present.” What that means to me among other things, is don’t just be physically where you are, be mentally and emotionally and even spiritually dialed into whatever you are doing. Being present means that when you are gone, you are missed because someone else has to pick up the slack, but when you ARE there, you can ease a burden, enrich a life, impact an outcome, or even make someone’s day.

“If your presence doesn’t make an impact, then your absence won’t make a difference.” That profound statement has profoundly influenced my thoughts and actions ever since I read it on LinkedIn and it certainly caused me to view this day I “got back” in which I was essentially a vicarious actor in my own life much differently than I would have otherwise.

THE 3 WHYS

View From The Board 



Written By **Andy D'Ascenzo**
Board Of Directors

At the Med One board meeting in February, I provided the "View from the Board." While my message was directed towards the senior leaders at Med One, this message is applicable to any organization large or small.

I asked the board to think about one word. I explained that this one word could transform a business. The word is "Why." Asking "Why?" is applicable to everything we do. It can help determine if we are focused on the right customer drivers in the functional areas we lead. It's a litmus test to determine if we are doing the things required to succeed, especially as we look to the future. It can create alignment between and within our teams. It can create continuity that allows cross-functional teams to work harmoniously together with urgency and purpose while aligning to our business initiatives and keeping the customer at the center.

After discussing the word "Why" I introduced the following concept.

The 3 Whys

When done well, the concept of "The 3 Whys" creates organizational synergy and focus to help a business grow by taking control of customer engagement. Growth is a frequent discussion at our Med One board meetings.

High performing organizations are aligned on this concept called "The 3 Whys" They create a focused business model that is customer-centric and disruptive in how customers perceive the company, in our case, Med One. This disruption forces customers to re-think how they are conducting business and their urgency to change. Skillful organizational execution of "The 3 Whys" provides the opportunity for growth in a manner that's more under our control.

So what are The 3 Whys?

1. Why Do Something?
2. Why Now?
3. Why Med One?

Every consumer and customer ask these 3 questions before they make a purchase decision? Med One customers ask, "Why should I do something different than what I am currently doing?" They may be asking "Why should I rent?" "Why should I lease?" "Why don't we just purchase what we need?" To reach more customers or reluctant customers, we need to generate and create the "Why Do Something?" before we can expect an opportunity to be possible. This is about defining the need for the customer. It is fundamental, but you may be surprised how those throughout your organization would respond. What would you say if asked, "Why should a customer do something with Med One?" Would the responses be consistent across our organization?

If a customer concludes that they need to "Do something," they then ask "Why should I do it now?"

Can it wait another month, another quarter, or another year? Many times a sales person is asking for the order and the customer or business partner is unresponsive, slow to respond, and not motivated to move the process forward. This is because there is no urgency or in other words, there is no "Why Now?" I asked this of Med One. Have we created a business case for our customers so they can speak to it as credibly and compellingly as we can? If your case is compelling enough, the customer will be motivated to act now. In regard to Med One, If we can build the case that we help our customers make money, save money and mitigate risks, we will be creating a compelling business case to motivate our customers to act now. Are you developing compelling business cases that motivate and inspire customers to act now?

Once a customer concludes that they need to "Do Something" and that they need to "Do Something Now," they have to determine "Who" to do it with, which leads to the final "Why" Our customers would ask "Why Med One?"

How does this apply to Med One? Med One is a business focused on our customers. We believe that our customer focused business model will serve our clients and business well, which it has. The question we challenge ourselves with is how to leverage our current business practices to assure continued growth.

Can the adoption of "The 3 Whys" model put us in a position to take better control of our deals, accelerate deal closure, and grow our business? It has been a winning tool for many successful medical device companies.

In business, if we can help our customers and partners answer "The 3 Whys" we have the opportunity to take greater control of our company in a less transactional way. Using "The 3 Whys" is not just a sales function; it is a function of every team in business because "WE ARE ALL IN SALES." I ask that you think about

In business, if we can help our customers and partners answer "The 3 Whys" we have the opportunity to take greater control of our company in a less transactional way.

applying this concept of "The 3 Whys" in each of your organizations as a mechanism to align with your customer's buying drivers in a persuasive and urgent way.

Every functional team in business can ask these questions as they look at how they support their business. We can ask ourselves in our daily work, how does what I do help

a customer conclude that they need to do something different than what they are currently doing? How does what I do help create urgency for customers, so they move forward with us now instead of later? How does what I do help create a compelling business case for our services? What do I do every day to help customers conclude they have no other choice than to do business with my company?

Let's consider reviewing our customer facing messaging to evaluate if we can help our teams answers these "Whys" for our partners and customers. We can review our financing vehicles to see how they support "The 3 Whys" Do our service offerings support the "Whys" We can ask ourselves if our answers are compelling and disruptive and if they will generate more business. Do we have harmony on these 3 fundamental customer buying behaviors and drivers between our teams? Everyone can achieve this with the pursuit of "The 3 Whys."

CORPORATE OFFICES



The Med One Group Corporate Offices are located in Sandy, UT. The architecture of these buildings is very unique and recognizable within the city. The first building was completed in December 2005 and was the cornerstone for Med One's growth for many years. The completion of our second building in April 2016 provided opportunities to expand while having new space for company meetings.

SANDY, UT

Julie Harrison Territory Sales Manager

My first introduction to Med One was back in the day when I lived in San Diego, California. I had lived there for 12 years and engaged in my first medical position with Alaris Medical Systems (now BD). Ibby Smith Stofer took a chance on me and I'm grateful for her launching me onto such a great career path. I often called on Med One with quotes for my customers, and Troy Tait and Larry Stevens would work with me to close the deals.



My 3 children were born in San Diego - Sydney (17), Jenna (15) and Joey (13). I also have a stepdaughter, Brittany (29). In 2008, we packed up the family and returned to my roots in Evanston, Illinois. This is where I was born and raised, and my immediate family currently lives there. My parents and two sisters live nearby, while my brother lives in New York. Family is very important to me. After our move, I continued working in the medical field in the Midwest.

I was happy to return to Evanston so that my kids could experience the same upbringing that I had - they are going through the same Catholic K-8 school I attended, and my girls are at the same high school I attended. They enjoy the 5 beaches I lounged at during the summers, and they cheer for the Northwestern Wildcats, while vowing not to go to school there because it's too close to home. That's alright with me, I'm pushing them to go to Marquette University where I attended 4 years and received my bachelor's degree in business administration.

In my free time I enjoy running, biking, and paddling on Lake Michigan and in the summer. Each year the kids and I venture out for annual camping trips... yes, in tents! I'm a perpetual spectator of sports, I watch my kids play softball, volleyball, soccer, and basketball.

I was hired in the fall of last year to join the Med One leasing team, and I am thrilled to be part of such a wonderful and experienced group. My territory covers a good portion of the Midwest and I am looking forward to making a difference for this region and Med One. My goal is to take the different relationships I currently have and convert them into powerful partnerships for Med One. I am appreciative of the "family" culture that Med One offers.



Larae Roldan Delivery Driver

I was born in the Philippines and migrated to the United States when I was eleven years old. I have lived in San Francisco, California ever since. My family is very important to me. They are my biggest supporters, my motivation and my heartbeat. I'm blessed to have them in my life. My hobbies include traveling and going on road trips. I love seeing new places and learning about others. It helps me appreciate the little things about life.

In my spare time I enjoy going out to eat with my friends and spending time walking my dog. I love to sit at the beach and listen to the sounds of the waves. I find it very relaxing.

I currently work at Med One as a delivery driver. My favorite part of my job is the people I get to work with each day. They make the environment peaceful and comfortable. Med One has become a second home and a sanctuary for me.



Randy Smith Director Of I.T.

I was born in Ogden, Utah but grew up in Kaysville, Utah. I come from a family where I am one of seven children. My wife, Sena and I, have four of our own children. We have three sons and one daughter. The youngest son and our daughter are twins. I really enjoy the time I get to spend with my children and our seven grandchildren.

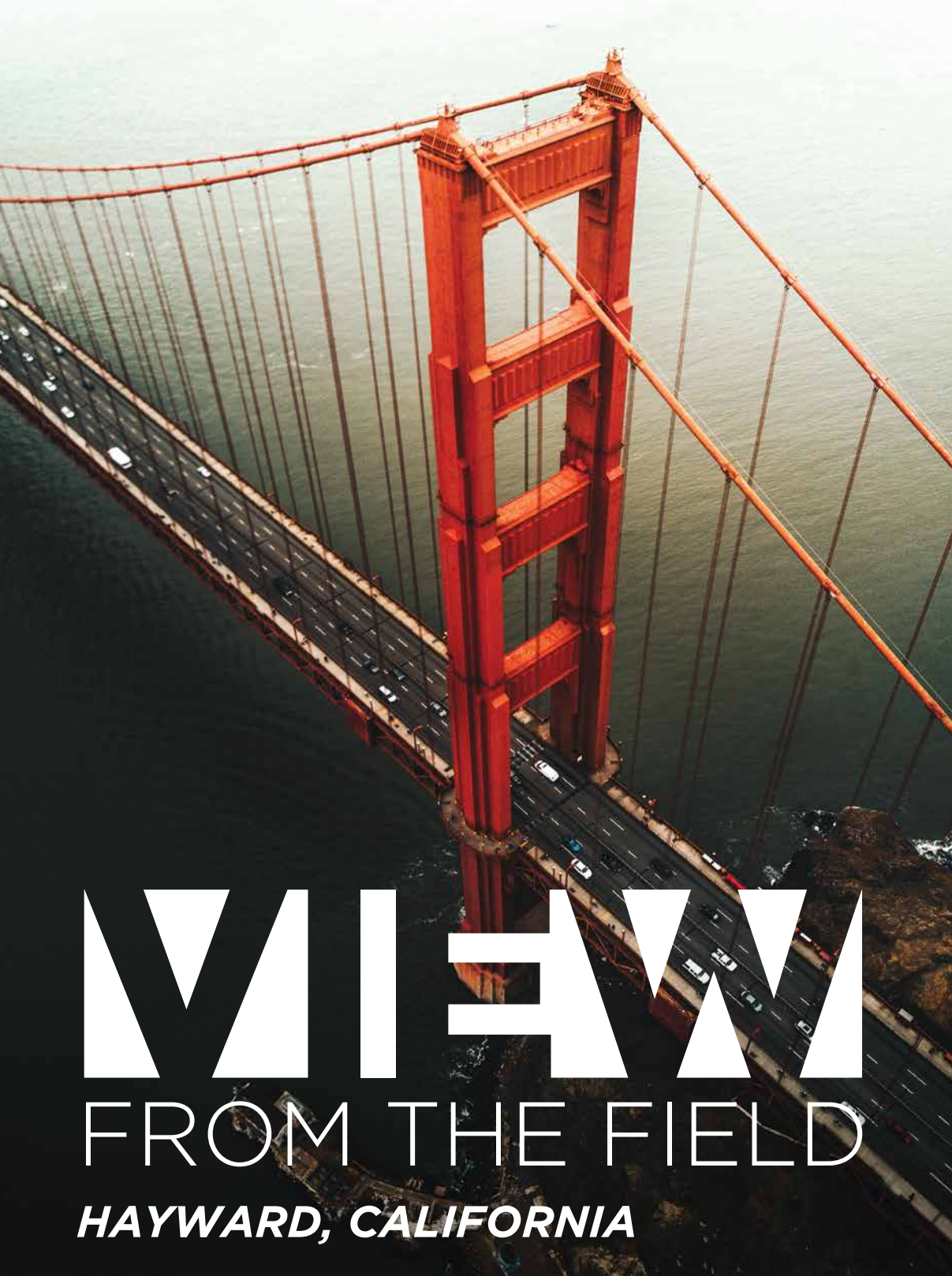
I earned a Bachelor of Science degree in Information Systems from Brigham Young University and an MBA from the University of Utah. I have also completed the Air Command and Staff College program while working as a civilian at Hill Air Force Base.

Together my wife and I enjoy traveling both locally, nationally, and internationally. Since all four of our children live far away, we get to see a lot of the country as we visit them. We have been able to travel to Chile, Peru, Brazil, Mexico, Canada (various parts), some Caribbean islands, and Australia. We have also visited several US locations including Alaska, New York, Texas, Ohio, Kentucky, and California. I especially enjoy visiting ancient ruins, and Machu Picchu is on my bucket list.

I don't have much spare time, but if I do you can find me working in my yard or remodeling parts of our home. I enjoy most sports and activities. Although I have played many different sports in the past, volleyball is a favorite, and golf has been a favorite more recently. I'm not too good, but I enjoy being out and relaxing while I play.

Here at Med One I am the Director of Information Technology. The best part about my job at Med One is the people I work with. The people at Med One are great! Secondly, I love the variety of experiences and challenges my job brings. No two days are alike, and some challenges can be very difficult but are rewarding when completed.





Written By **Benny Tran**
Operations Manager / Hayward, CA

“What do you know about Med One and what we do here?” This is one question I make sure to ask each of the equipment delivery drivers I interview to

test and gauge their interest in Med One. Sometimes I get lucky and get someone that has really done their research. It is rare for me to interview a candidate with experience in the medical rental industry. There are a few things I like to explain about what we do in our medical equipment rental office in Hayward.

Here at Med One no day is the same. Every day is something different. Our services are on demand all of the time, so we don't have the luxury of planning our days around the events of our schedule because we really don't know what's on the docket next. If you like surprises, this job will never leave you empty handed.

A typical day for a delivery driver in Hayward, California starts with several deliveries and pickups in multiple directions already pending by the time they get into the office. In an effort to be prepared we plan routes and load vehicles with equipment in anticipation of fulfilling possible orders that may come throughout the day while we are already out, in order to reduce delivery times. We can't plan for every situation that may arise, but we do the best we can.

Often times, we'll receive an order with a driver just around the corner from an account. There may be 10 minutes from the time the order is placed to the time the driver arrives with the equipment. These are the types of preparations that really impress our customers and distinguish us from other services.

Then there are the times when we're right around the corner or even at the account when they request something that isn't on the vehicle. In these instances, we utilize our central location in Hayward to get to the account as soon as possible. In the off chance that everyone is already out making deliveries, it may fall on that same person already at the account to make that round trip to the office and get right back out to the same account to complete the order. These are the days that require



“Often times, we'll receive an order with a driver just around the corner from an account. There may be 10 minutes from the time the order is placed to the time the driver arrives with the equipment. These are the types of preparations that really impress our customers and distinguish us from other services.”

many hours and a lot of patience, but when we get word from a satisfied customer it makes everything worth it.

There are a lot of moving parts behind the scenes of the rental operations in Hayward California that many people are not aware of, including those that interact with us daily. These include the potential candidates I interview, our customers, and even employees outside of the rental offices. Our team is able to provide exceptional service efficiently in a manner that hides all of the complicated nuances that are actually required to complete a single transaction, and in the end, we hope to provide our customers with that seamless transaction. They call. We deliver. It's as simple as that.



LEADERS.

What Makes Them Great?

Written By **Brittani Esplin**
Marketing Assistant



I have always loved learning about and studying leadership. While in college I was fortunate to have the opportunity to study leadership development along with my degree in Public Relations. One thing I learned through that process was that leadership qualities

are important and applicable to everyone whether or not you are in a leadership position. Most often great followers have strong leadership skills. Tim Elmore, president of the nonprofit organization 'Growing Leaders' once said, "More and more researchers agree that leadership is a 360-degree proposition. We influence all around us. In fact, most of the people who influence their team, their corporation, their non-profit organization—in fact, their nation—are not the Chief Executives of those organizations. We lead up, we lead around, and

we lead down in organizations." There is value in working on improving your leadership qualities regardless of where you are in your life. Everyone has influence, and leadership skills can help give that influence direction.

Research has found the following three leadership qualities to be critical in positively influencing others. Having a foundation of these qualities and skills ensures that when a situation arises that requires particular leadership skills, and knowledge, you'll be ready to step in, lead, and make the path better for everyone. There is always more that can be done to improve in these areas as we strive to be better leaders. Each of these skills highlight the fundamentals of navigating difficult situations as an effective leader,

1. Passion

Passionate leaders are willing to make changes and take action with a vision to make things better. Steve Job, founder and chairman of Apple Inc. once said, "You have to be burning with an idea, or a

problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out." Every organization needs people that make things happen. Good leaders have a passion for the work they do and feel that it is important. Passion is extremely contagious. As an effective leader shares authentic enthusiasm, the people around them will be more productive and get more satisfaction from their work. One way to implement passion in your work is by sharing praise. Praising those you work with can be a natural extension of passion.

2. Empathy

There are many skills that lead to becoming a great leader and empathy is one of the most important. If you can gain the trust of the people around you and can empathize with their challenges, you will be better equipped to help them become the best versions of themselves. There is the old saying, "We have two ears and one mouth so that we can listen twice as much as we speak." Empathy is developed as you picture yourself in someone else's situation and do your best to relate to their struggle. The best way to do this is by fully listening to those you work with. Learn about them and what truly motivates them. The more empathy that is expressed on a team the more goals can be accomplished. Empathy invites vulnerability which in turn invites free thinking and innovative ideas. What happens when empathy is left out of leadership? Instead of being built up, those around you end up being discouraged and often misunderstood.



good and bad news. It can be tricky to give negative feedback without negatively affecting productivity. In communication theory, it is explained that those being spoken to often match or emulate the tone, and style used in their conversations. Commonly, an employee will match the body language and emotion that their boss uses to speak with them. If employees see their leader using an active listening style and empathetic tone with customers, they are likely to follow suit. When speaking, leaders should consider whether they would want their employees to speak in the same way to other audiences. If not, the leader should consider adjusting their communication style. This is a skill that can be learned with practice and applied in almost every situation.

I recently came across the quote from Simon Sinek, author, motivational speaker and organizational consultant that states, "A boss has the title. A leader has the people." When leading, it is less about the title you hold and more about the influence you have. Everyone directly influences the people around them on a regular basis. These people could

A boss has the title.

A leader has the people.

- Simon Sinek

be family members, co-workers, friends or maybe people they supervise. Passion, empathy, and good communication are three tools that can help improve your ability to be a positive influence of the people around you regardless of the position you hold.



3. Good Communication

Good communication skills are important for everyone and critical in leadership. Effective communication skills do not typically come naturally to people. It is a skill that needs to be continually worked on and even practiced. In leadership roles, it is important that the vision and goals are effectively explained. Imagine working under a leader that can't convey the goals of the team. It is incredibly frustrating to be trying to move forward without a clear direction. In a leadership position, you are often required to communicate both

A.N.T. Problems?

Change your self talk to change your experiences, your emotions and your thoughts. Don't let Ants control your life!

When we were young nothing seemed impossible or out of our reach. We were going to be the best, we were going to conquer mountains and let the world know what we can, could and did do! I am invincible! We frequently told ourselves that was our destiny.

Remember those days or perhaps you are still young enough to believe strongly in yourself and what you can achieve. Unfortunately, for many of us life has interfered not only with our plans but with our self-talk. We no longer feel so invincible and lack the desire to follow our dreams or achieve what we now think of as impossible.

It's funny how we allow life experiences to change our self-perception and too often our motivations and reactions. The way we interpret and react to things can have radically different outcomes. Believe it or not, you have control over the outcome. You choose how things will affect you through something as simple as the words you use to describe your emotions.

Tony Robbins, a world renown speaker, in several of his blogs uses several events to illustrate how the choice of words affects the way we react and ultimately feel about life events. For example, he tells of a meeting where he chose to share his company's perspective to move along a difficult negotiation, just to have the other party turn the message against them. He and his two partners were frustrated and disappointed. Following the meeting, each chose to describe their reaction differently.

Tony said he was frustrated and angry at the turn of events as well as disappointed. One of his partners stated that he was enraged and furious. He turned

Written By **Ibby Smith Stofer**
Market Research Director

beet red and was so agitated that he said he felt that they had held a gun to their head. The third partner seemed unconcerned and when challenged about this lack of concern, admitted he was little peeved and that the whole thing wasn't worth getting upset.



As you reflect on their reaction to the event, can you see how their choice of words impacted their emotional and personal reactions. One

expressed disappointment and frustration, one was over the top with anger and more and one simply let it go.

Try to think of a situation where you have felt betrayed or perhaps deceived. As you told the story to others what words did you choose to use to describe your emotions? Now think about how you usually describe your emotional reactions. Are you enthusiastic and excited when things are going great? Or do you think, I can't believe it happened to me, they must have made a mistake.

When things don't go so well, do you become disappointed and sullen? Are you unwilling to talk about it with others but tell yourself that you knew what was going to happen, telling yourself that you can never win?

According to Compton's Encyclopedia, the English language contains some 500,000 words. Yet the average person's working vocabulary consists of 2,000 - 0.5% of the entire language. And the number of words we use most frequently - the words that make up our habitual vocabulary? For most people, it averages 200-300 words. Isn't that unbelievable? Of those 500,000 words total, as much as 3,000 are used to describe emotions - two-thirds of which are used to describe negative emotions.

Ask yourself and then write down the words you use to describe emotions over the next few days. Do you see a pattern? Is your list mostly positive or negative? Our minds react to the words we choose to describe things that we experience. Some words provide us with a release of good chemicals and others not so good.

In one of the articles I read when thinking about this piece, they use the acronym ANT! That little creature who can and does so much. However, ANT in the article referred to how our little inner voice too often spouting "Automatic Negative Thoughts." These thoughts are like the pesky little creature that invades homes, picnics and yard without an invitation.

I chose to name this article for a combination of the two most impactful articles I found on how to control our emotions and change our lives.

It is worth taking the time to read the full articles if you want to reprogram your inner voice and change the words, behaviors and thoughts that have habitually allowed ANTs to control us. They mention that the brain is willing to adopt changes that we bring to our thinking. Imagine your world with less negativity and emotional disruptions.

By changing our emotional words, as expressed in the blog by Robbins, and retraining our brains to silence the ANTs we may have a more fulfilling and joyful life. It is worth a try. The articles are listed below. Give them a read and see if Norman Vincent Peale's quote rings true for you. "Change your thoughts and you change your world."

<https://www.tonyrobbins.com/mind-meaning/change-your-words-change-your-life/>

<https://bebloggerofficial.com/category/change-your-thoughts-and-you-change-your-world/>

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