

# MedOne



Letter From The Owners p7

## COMPANY CULTURE



Achieving Loyalty Takes Heart



## Message

From The Board

p23

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## 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 of our success to our valued customers and supporters.*





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Thank you for your support of Med One To One. We are grateful to associate with so many amazing customers and equipment vendors.



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# SLEEP SMART. DRIVE SMART.

*DROWSY DRIVING KILLS*

**DROWSY DRIVING WARNING SIGNS**

- Difficulty focusing, frequent blinking or heavy eyelids
- Daydreaming or wandering thoughts
- Trouble remembering the last few miles driven
- Yawning repeatedly or rubbing your eyes
- Trouble keeping your head up
- Drifting from your lane, tailgating, or hitting a shoulder rumble strip
- Feeling restless and irritable

*If you experience any of these warning signs, please pull over and take proper action.*



Written By **Troy Tait**  
SVP Customer Care

In July of this year, Med One surpassed the 15-year mark of involvement with the Sleep Smart Drive Smart campaign. In April of 2004, Med One approached the Utah Department of Transportation

with an idea to create awareness around the

dangers of driving drowsy. We organized a committee with representation from Med One, the Utah Highway Patrol, the Utah Department of Transportation, and the Department of Public Safety. The first event was in July of that year. It was a press conference to announce the program and discuss the purpose of the campaign. Over the years, Med One has been able to participate in several media events and even received an award for the campaign from the National Highway Safety Administration.

Today, the campaign is incorporated with the Zero Fatalities campaign - which is a statewide campaign throughout Utah to eliminate fatalities on our roadways. They focus on the following driving behaviors: distracted driving, impaired driving, aggressive driving, the importance of seatbelts, and of course, drowsy driving. The hope is that by creating awareness, we can eliminate the loss of life and damage that is associated with crashes caused by these behaviors. While "zero fatalities" is a very lofty goal, it is definitely one worth the effort.

Throughout this campaign, there has been a decrease in deaths and overall loss attributed to this area of emphasis.

In our last press event, held in July 2019, we had a trauma surgeon speak about the effects that sleep deprivation has on a body. It was very informative and gave a compelling reason to think about our driving habits. He explained the importance of considering travel plans. Making sure we are well rested before making a long drive is critical. We learned that a tired brain is similar to an intoxicated brain. At the event, we heard from an individual who survived a crash that occurred when he fell asleep on a highway in Nevada. He talked about the details of the collision and how fortunate he was to "walk away." Looking at the pictures, he was lucky. He talked about all of the life events that have happened in years since the accident - marriage, four daughters, a job, college, and more. All things that were almost taken from him because he thought he could fight through the sleep deprivation and make it another hour.

Med One is not only committed to making a difference in the medical field but also in our communities. I am always impressed when owners of a company recognize the great need for businesses to be involved in strengthening the community, and not just in their field of expertise. The Sleep Smart campaign/Zero Fatalities is only one of many organizations that Med One proudly supports. It has been great to be involved in this campaign for the last 15 years, and I look forward to the next 15.

[www.sleepsmartdrivesmart.com](http://www.sleepsmartdrivesmart.com)





# COMPANY CULTURE



Written By **Brent Allen**  
Senior Executive Vice President

**A** hunter tracked a set of prints through the mountains. He eventually came upon the largest looking grizzly bear he had ever seen. The animal was recently killed, and a small man stood beside it. Amazed, the hunter asked, "Did you kill that grizzly?" "Yes," he replied. "How could a little guy like you put down a huge beast like that?" "I killed it with my club," the man replied. "Wow!" the astonished hunter exclaimed. "How big is your club?" The man thought for a moment. "Oh...I guess there are about 30 of us."

This little story is an accurate depiction of Med One. Rather than 30 strong...we are over 100 strong - and we are much more than a club, we are a family. We are a family striving for "shared success." WE ARE MED ONE! We are not out hunting

grizzlies, but we are united in a common purpose. We focus on "MAKING MEDICAL EQUIPMENT AVAILABLE."

I sincerely believe that the secret to accomplishing this objective lies in creating a unique company culture. But what is culture? For me, it is very challenging to define. I think that it has a lot to do with an organization's people, values, and practices. I am proud of the people we have hired. I am proud of the values and practices that Med One has embraced. I am also proud of the very special culture we have here at Med One.

Someone once said, "I don't believe that culture is just one aspect of the game... I believe that it is the game." I completely embrace this concept. I think maintaining

a positive culture is so important, in my opinion, it even trumps strategy. I believe that the shaping of our Med One culture was put into place when we hired our team. Mahatma Gandhi said it best, "A company's culture resides in the hearts and the souls of its people." At Med One, our culture is our people. Med One is defined by the capacity of our employees to create value. We are a family. WE ARE MED ONE.

We recently held our annual meeting, an event where the company gathers together from across the country. During a session of the meeting, we were asked to write down our definition of the Med One culture. I reviewed many of the responses and was impressed with what I saw.



## “The Med One culture is people working together and helping one another. It is called teamwork - this is how we achieve our objectives.”

The following is my response to the question. “The Med One culture is people working together and helping one another. It is called teamwork - this is how we achieve our objectives.”

I was also interested in Larry’s (my business partner and the CEO of Med One) response. He wrote, “Our uniqueness is sitting here in this room. We give them the power to solve problems and then provide the tools and permission to implement the solutions.”

I find it interesting that both of our perspectives pointed to our people. There must be some truth in the statement, “At Med One, our culture is our people.”

### PEOPLE WORKING TOGETHER AND HELPING ONE ANOTHER

## TEAMWORK!

I believe that the real competitive advantage of Med One is one word and one word only. It is our people. No company can ultimately win without energized employees who believe in the mission and understand how to achieve it. Our competitive edge is having exceptional people. A single person doesn’t change an organization, but a team of good people will. No matter how brilliant our minds might be or how thoughtful our strategy is, if we are playing a solo game we will always lose out to a team. Teamwork rules! People helping people is what Med One is all about. We focus both on helping our customers as well as helping one another.

I love the story about Charlie Plumb. He was a Navy pilot in Vietnam. After 75 combat missions, he was shot down by a surface to air missile. He ejected and parachuted into the jungle. The Viet Cong captured him and held him prisoner for six

years in North Vietnam. Today, he lectures about his experiences.

He tells a story of him and his wife sitting in a restaurant, and a man from another table approached them. “You’re Plumb,” the man said. “You flew jet fighters in Vietnam from the aircraft carrier Kitty Hawk. You were shot down.”

“How in the world did you know that?” asked Plumb.

“I packed your parachute,” he said. Plumb gasped in surprise. The man pumped his hand and continued, “I guess it worked.”

Plumb couldn’t sleep that night thinking about the stranger. He wondered how many times he might have seen him on the ship and not spoken because he was a fighter pilot and the man who packed his chute was “just a sailor.” He thought of the many hours the sailor had spent on a long wooden table in the bowels of the carrier, carefully weaving the shrouds and folding the silks of each chute, holding in his hands each time the fate of someone he didn’t even know.

This powerful example of Charlie Plumb prompts me to ask a few thought-provoking questions:

- **Who is packing OUR parachute?**
- **Who is making certain that OUR landing is soft and safe?**
- **Who is giving US encouragement and support?**
- **Who out there has OUR back?**

At Med One, we don’t need to look very far for the answers to these questions. We merely need to look around us. Who is packing our parachute? Our co-workers. Who is making certain that our landing is soft and safe? Our co-workers. Who is giving us encouragement and support? Our co-workers. Who out there has our backs? Our co-workers. We are a team, and we

are packing each other’s parachutes. I am convinced that a team aligned behind a vision can move mountains. But it only happens when the team is focused on the vision and willing to help one another achieve their objectives.

### GIVING PEOPLE POWER TO SOLVE PROBLEMS AND THEN PROVIDING TOOLS AND PERMISSION TO IMPLEMENT THE SOLUTIONS

What a refreshing perspective! I think this suggests that we have been successful in developing a positive culture at Med One. We have hired people in whom we have complete confidence. As leaders, we respect our employee’s ideas and suggestions, and we have sincerely tried to be empathetic to their concerns. Creative leaders do not need to have all the ideas or answers. Everyone must express ideas without fear of retaliation. I believe we have been successful in creating such an environment.

A perfect example of this occurred a couple of years ago in Southern California. A group of our delivery drivers got together and coined the phrase, “Sick babies should not have to wait.” It was their commitment to delivering equipment day or night to make certain that we did our part in saving lives. It was a commitment to customer service. Customer service is a critical part of Med One culture.

Over the years, we have tried to determine what our employees want. Someone once said, “If you are lucky enough to be someone’s employer, then you have a moral obligation to make sure that people look forward to coming to work in the morning.” There is nothing quite like having happy employees! But how do we discover what really makes them happy?

Harper Lee, in her book *To Kill a Mockingbird*, offered a palatable suggestion. In this story, an inexperienced teacher punishes Jean Louise (Scout) unfairly on the first day of school. That evening, Scout’s father explains empathy to her:

“If you can learn a simple trick, Scout, you’ll get along a lot better with all kinds of folks. You never

really understand a person until you consider things from his point of view until you climb into his skin and walk around in it.”

Whenever any of us engage in conversation with another person, what do we see? Sometimes we pay more attention to the background that surrounds them. Often, we focus on the clothing they are wearing. Other times, we notice their facial expressions or the way they comb their hair. Sometimes, we try imagining what the person might be thinking. But rarely do we “climb into their skin and walk around in it.” Too often, we fall short when it comes to showing empathy. Empathy is looking on the heart – gaining a deep understanding of their feelings.

What a challenge – looking at things from another’s point of view. As we have worked to develop the Med One culture, we have tried looking at things from the perspective of our employees. We hope that we have not missed the mark. We know that culture has a huge impact on their happiness and success.

In conclusion, I’d like to make one additional observation about culture. Culture defines our behavior. It picks up where the employee handbook leaves off. Culture dictates how we respond in unique and uncommon situations. It determines whether we choose to surface or hide problems. It tells us whether to risk telling our bosses about new ideas and suggestions. When employees need to make decisions on their own, culture is their guide.

With the right culture, the right people, and the right values, we can accomplish great things. This is why I am so optimistic about the future of Med One. Over the past 29 years, I have learned three measurements that tell us nearly everything we need to know about Med One’s overall performance and health.

1. **EMPLOYEE ENGAGEMENT**
2. **CUSTOMER SATISFACTION**
3. **CASH FLOW**

In these areas, I believe we can proudly hold our heads high. I believe Med One is very healthy and positioned for a bright future. Med One will never be successful in hunting and killing grizzly bears. However, because of our culture, we will continue to achieve our lofty goals and remain focused on our mission, **“MAKING MEDICAL EQUIPMENT AVAILABLE.”**



| WE ARE |





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

# UPGRADING Medical Equipment

## THE BENEFITS AND RISKS

Are you a hospital utilizing old or outdated medical equipment? Here are some risks that a hospital might encounter by not upgrading to better technology:

- 1) **Equipment issues**
- 2) **Medical negligence**
- 3) **Decreased productivity & inefficiencies**
- 4) **Compliance**
- 5) **Security gaps**
- 6) **The potential reputational risk of not creating the very best outcome for patients**

Above, I outlined six high-level hospital risks for utilizing old and outdated medical equipment. Each hospital must evaluate the risks mentioned above and find a balance of the amount of risk they can tolerate and/or mitigate.

There is not a one-size-fits-all winning formula for upgrading medical equipment. Among hospitals and care facilities safety is the priority, but supply chain managers must also consider the age and serviceability of the equipment, the costs to service, the cost to repair and the cost to replace. There are obvious benefits to buying and using the newest equipment in the market. Newer equipment is created with extra safety features in mind. For example, the upgrade from an infusion pump to a smart infusion pump can help ensure the appropriate amount of medication

is administered. There are checks and balances built into the new technology. The real question is, if hospitals know they have dated equipment, why are they not upgrading?

Based on my many years of healthcare lending experience, the answer is generally funding. Many hospitals do not consider the many creative and simple options available to them to upgrade. At Med One Group, we provide solutions for hospitals to upgrade to new medical equipment of the hospital's choice. With nearly 30 years in business, Med One has served over half of the nation's acute care hospitals and many other healthcare facilities with leasing, rental, sales, and service solutions. Because Med One provides both financing and rentals for medical equipment, we are an excellent resource for materials management and supply chain professionals. With multiple locations across the country, Med One Group offers custom leasing and rental solutions that work best within any facility's budget. Bottom line, if you're a hospital, medical practice, or a medical device vendor let Med One Group help you and your customers upgrade. You have options to mitigate old and outdated equipment and improve patient care.



Bottom line, if you're a hospital, medical practice, or a medical device vendor let Med One Group help you and your customers upgrade.



**\$3 TRILLION**  
*is the amount the United States spends on Healthcare each year. Medical supplies and equipment account for the biggest spike in healthcare spending.*



**70%**  
*of physicians and staff members are initially resistant to change due to perceived impact on workflow and unwillingness to learn new skills.*



**71%**  
*of decision makers in hospitals and healthcare facilities initiate purchasing decisions when replacing used or outdated technology.*

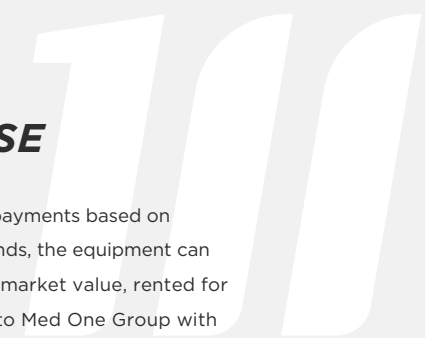
Sources: The Doctor will See You Now: How Hospital Administrators Make Purchase Decisions  
Modern Healthcare | Medical supplies, equipment account for biggest spike in healthcare spending  
Workflow Design, Strong Leaders Key to Improving Health Care IT Quality: ASQ Survey







# 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

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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.*

# Meet The Sales Team

## 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 Respronics 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.



**Jay Cantiberos** Territory Manager / Southern California  
Jay Cantiberos graduated from the University of Arizona, with a Bachelorette of Sciences and an AA in Respiratory Therapy. Jay joined the Med One team in 2019. He brings 19 years of experience in the medical device industry as well as a clinical background. He enjoys that every day at Med One is new and exciting.



**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.

# Sales

RENTAL / LEASING / SALES / SERVICE



**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.



**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 as a 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.



**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.



**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.



**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.



### **Steve Roth** Equipment Finance Sales Executive

Steve Roth joined Med One in April 2019 as an Equipment Finance Sales Executive. He brings 21 years of experience in the medical device industry. Steve graduated from Pacific Lutheran University in Tacoma, WA, with a bachelor's degree in business administration. This experience taught him the complex issues faced by hospitals and healthcare systems. He serves our partners in the medical community by providing effective solutions with exceptional integrity, work ethic, and follow-through.



### **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** Equipment Finance Sales Executive

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 December 2018, she worked to transform a customer service team into a profitable inside sales team. Her energetic and happy attitude brightens the day of both customers and coworkers alike.

## 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.



## What Makes a Person Trustworthy?



Written By **Robb Stevens**  
SVP Equipment Leasing

In a previous Med One to One issue, I stated that “It is greater to be trusted than to be loved.” Trustworthy people make life more pleasant, more comfortable, and even lower risk. Most things in life are centered on relationships and trust is a vital building block in human relationships – especially the happiest and most successful ones. Conversely, a lack of trust can lead to unhappy, dysfunctional, or ultimately destroyed relationships.

Recently I visited my dentist for routine cleaning. I say “my” dentist because our family has tried out several over the years. All of the prior dentists we’ve tried were trained, credentialed, skilled, experienced, and qualified. So why didn’t they make the cut for us? In our estimation, they were not trustworthy, which was a big deal to us. The following is a simple example that shows why. I have crowns on a few of my front teeth that were done in my early 20’s by someone that has long since retired. When I would go for a routine checkup, the other dentists I’ve seen over the years would generally say something like, “How old are your crowns? I could put you in something much better if you’ll let me...” and then

proceed to inform me on all the reasons why I should swap them out. Dentists don’t get much enrichment from routine cleaning, but a crown replacement is a profitable procedure. We knew our current dentist was a keeper because he never attempted to up-sell me as the others did. Because of that, I trusted him enough to ask his opinion about the crowns. He then assured me that they shouldn’t need to be replaced for a good long time – and only when they either, clearly fail, or when I’m ready to upgrade them.

During my recent visit, the hygienist further confirmed this doctor’s honesty when she told me other dentists she had worked for, had told patients they had several cavities, when in fact, they really didn’t. They would just say this to get extra money out of them. Our doctor doesn’t work that way.

It is said that trust takes years to build, seconds to lose, and forever to rebuild. Being trustworthy can mean different things to different people, and certain factors may be weighted differently in the eye of the beholder, but as we think about our effort to be trustworthy to family, friends, co-workers, and customers, how do we measure up? Here are six contributing factors that stand out to me:

**Reliability**  
**Consistency**  
**Sincerity**  
**Commitment**  
**Competence**  
**Honesty**

► **Reliability:** I believe people want to see consistent, positive behavior in the people they put their trust. Affirmative actions and sound judgment make a difference: under-promise and over-deliver. Be punctual, and if for some reason, you cannot meet an expectation or commitment, communicate why and don’t make excuses.

► **Consistency:** A trustworthy person will use roughly the same behavior and language in any situation. If others know what they can expect based on our prior performance or delivery of results, it is much easier for them to put their trust in us.

► **Sincerity:** Say what you mean and mean what you say. Sincerity is free of pretense, deceit or hypocrisy. There is nothing wrong with charisma as long as it’s not phony or agenda-driven. Furthermore, authenticity

blended with charisma is possible and can be a powerful combination.

► **Commitment:** This could mean a commitment to the product, service, or idea you’re selling, which means you believe in it and stand behind it. More importantly, it should also mean dedication to a customer’s ultimate satisfaction with what you’ve sold to them.

► **Competence:** The ability to demonstrate and be articulate about a product, service, or idea improves a person’s credibility and thus makes them more trustworthy. Expertise and “a way with words” alone does not equal trust.

*“A culture in which people are honest by choice, not by compulsion is a healthy one.”*

► **Honesty:** As my dentist story showed, if you had none of the other above qualities, this might be enough to win trust – it is that important. People generally want to be around and interact with others who are truthful, stand up for what is right, and do so even when no one is watching.

A culture in which people are honest by choice not by compulsion is a healthy one. Trust based on morality has great advantages. It enables us to engage in a free market system where we wouldn’t be able to based on economic incentives alone. Honesty is essential not because of a grand unwritten moral code or societal expectation. It is essential because the alternative is to compromise who we are, what we believe, and even how we live.

One of the best things about being trustworthy is that people can easily count on you. They can give you the benefit of the doubt, let their guard down around you, and worry less about being taken advantage of. It may take constant conscious choices to earn trust, but the benefit of a relationship built on mutual trust is incalculable.

# Achieving Loyalty Takes Heart

Written By **Bill Brady**  
Member of the Board



A good friend of mine is a management consultant who has spent much of his career immersed in the pursuit of what he calls Extreme Customer Loyalty. At the beginning of his career, while serving as an executive for one of the world's largest consumer electronics companies, he was given a multi-million-dollar budget and commissioned to answer a question that every business owner has asked: "What creates loyalty?"

What he found through a multi-year study that encompassed data from many thousands of consumers was surprising: There is nearly no connection between customer satisfaction and customer loyalty. Put simply, merely being satisfied with the product or service one has received does not engender feelings of loyalty. Essentially, leaving a consumer to feel, "You gave me what I expected, thanks," has next to no impact on one's commitment to return or to repeat a purchase.

Rather, my friend's research found that loyalty—and especially extreme loyalty—is created only when a consumer receives something out of the ordinary, leaving them to feel, "Wow, I didn't expect that! Thank you!" Essentially, loyalty is created when organizations deliver a level of service that exceeds expectations in an emotional way—the kind of way that causes customers to feel, remember, and share the experience.

This was illustrated to me in a very personal way—and with a very poignant consequence—a few years ago when my three-year-old son, William, needed a simple but urgent surgery requiring general anesthesia. I was sick with dread as I drove my little boy to the hospital for a 6 AM check-in time for his outpatient procedure. As he was prepped by the nurses, I sat close to him, speaking softly and holding his hand in an effort to calm his nerves—and mine.

Once William was all set, we received a quick visit from the surgeon that I expected. He came into the room and said "hi" to my son but really turned his attention to me. He walked through the procedure and gave me a sense for how long it would take and provided some general

post-op instructions and discussed a timeline for a follow-up visit. He was there and gone in less than three minutes, but I appreciated the visit. I didn't think more about it.

But then, as we watched the clock and waited for William's turn, we received an unexpected visitor, also dressed in scrubs, who introduced herself as the anesthesiologist. She shook my hand but then sat down on the bed where my little guy was nervously waiting. It immediately became clear that she wasn't there to talk to me but had come to visit with him! She personally walked William through every step of how she would help him sleep and then wake him back up. She rested her hand on his tiny leg as she explained with a big, comforting smile that her only job that morning was to keep him safe and out of pain. She visited with us for nearly 15 minutes and talked to William about his hobbies, the stuffed animal in his arms and his favorite treats. Her compassion struck me to the core, and I was immensely grateful for the grin that replaced the anxiety on my son's face.

Up to that point I had been nearly holding my breath in an effort to be brave and be a pillar of confidence for William, but as he was wheeled out of the room and around corner, pent up emotion spilled out of me and I began to sob uncontrollably—the kind of crying that leaves one's clothes wet.

A nurse walked by but doubled back when she realized there was a grown man crying like a child in one of her surgery prep rooms. "Are you okay?" she asked as she came and sat down beside me. Doing my best to talk through

**"What if there were complications? What if I lose him?" I quickly found a box of tissues on my lap and this kind nurse's arm around my shoulders..."**

my blubbling, I tried to explain the stress and concern I felt about having such a young child go under anesthetic for an hour. "What if there were complications? What if I lose him?" I quickly found a box of tissues on my lap and this kind nurse's arm around my shoulders as she sat with me. She got me talking and assuaged my fear by expressing her respect and trust in the surgeon and anesthesiologist: "They're simply the best; your son is in great hands."



“So, what creates loyalty?  
Unexpected service and  
emotional connection.”

And everything did go smoothly. Two hours later William was back in the room, and by that afternoon was playing with his Legos and asking for cookies. But everything I felt at the hospital that morning lingered with me—I had never experienced anything like that in healthcare before. So astonished, I picked up the phone and called a long-time friend of my mine who happens to be a supply chain executive for that hospital system. I related every detail of the visit and let him know how much it meant to me.

What that anesthesiologist and nurse did not know that morning was that I own a company with 75 employees and buy our group health insurance from the provider aligned with their hospital. As I looked to renew our contract the following October, I was faced with an uncomfortable increase in cost for our plans. Our broker went to work to find other options and recommended a less expensive plan from another carrier whose network would not provide access to the hospital system where my son was treated. Despite a significant difference in cost that I had to absorb, I insisted on sticking with our provider. My loyalty to the hospital system had been cemented by an anesthesiologist who was personally invested in a frightened little boy and a special nurse who was personally invested in a frightened dad.

So, what creates loyalty? Unexpected service and emotional connection—that hospital system will have my business for as long as my employees and I need healthcare.

During my tenure as a member of the Board of Directors of Med One Group, I have seen this kind of service exemplified on a regular basis

by team members who personify the values of commitment, ownership, and accountability. My two favorite examples include a group of employees in Puerto Rico who completely gave up their personal lives and put themselves in harm’s way in the wake of Hurricane Maria to get medical equipment to the hospitals where it was needed most. When roads were impassable, crime was rampant, and water, food, and gas were scarcely available, these dedicated individuals literally worked 24/7 to make sure that equipment was where it needed to be to save lives. And I think of our rental equipment delivery drivers in Southern California who regularly drop everything they’re doing—even at the sacrifice of their personal time—because “sick babies shouldn’t have to wait,” a motto and creed they developed themselves when they decided that requests from NICUs should always have priority status.

In whatever you do, commit to pouring yourself into the service of those around you—do the unexpected. From colleagues to customers, you’ll find friendship and loyalty as you give of your heart to create memorable experiences that delight and lift those in your path. I believe that doing so makes great business sense, but I also believe it’s the greatest key to personal happiness.



**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.**



# EMPLOYEE SPOTLIGHTS

## DENECE COLEMAN Front Desk Receptionist



I have lived in the Salt Lake Valley all my life. I love being surrounded by the beautiful Utah mountains. Raised outside, learning to explore, discover, admire, and appreciate our amazing landscape.

I am from a family of five, I fall in the middle. I have two daughters and a son. Just the thought of them makes my heart smile. I have six grandchildren with one on the way. Together, they are my whole world!

When greeted with open arms and "Grandma!!" I know I have done something right. I have many facets to my personality and what I enjoy. I have many different avenues of interest, including learning new cultures, experiencing new things, and being physically active. My hobbies include getting creative. I enjoy painting with acrylics, using oil pencils, photography, crocheting, cooking, baking, hiking, volleyball, and snowshoeing. I also really loves rocks! I have earned a degree from the "School of Hard Knocks." Life has thrown many challenges my way, but I wouldn't trade it for the world. These things have helped develop me into the person I have become today.

I am very excited to be a part of Med One Group and to work for and be a part of a great company and team. I am excited to help give great care and service to our customers. Having a great passion for people (and animals), I enjoy greeting everyone that walks in our doors and calls our direct line. One of my favorite quotes that I aspire to each day is "When you change the way you look at things, the things you look at change." - Wayne Dyer

## KYLE SMELSER Territory Sales Manager



As a rental sales manager I cover the San Diego and the inland Empire of California. I graduated from Indiana University with a degree in Finance and have focused on medical sales since college. Previous to Med One, I rented cataract equipment to hospitals and surgery centers.

I was transferred to California (Orange County) about ten years ago for a job and stayed because I always feel like I'm on vacation. My whole family still lives in the Midwest, so it's very special when I go back during the holidays, I even hope for snow.

Last year, my brother, father, and I visited Tanzania with a group of family friends to climb Mt. Kilimanjaro. The trip was very challenging yet extremely rewarding. It was an amazing experience to share with family and close friends. I'd love to go back to Africa soon, the people there fully embrace the joys of life each day.

My primary hobbies include weight lifting, hiking, and basketball. I also have an annual pass to Disneyland - The water rides are unquestionably my favorites.

The opportunity to be a part of starting the San Diego office has filled me with excitement. Med One has expanded its reach, and I feel truly blessed to be part of the team. We are Med One!!

## CASIE WOOLSTON Account Manager

I was born in Cedar City UT, my family moved to Sandy when I was seven years old, and I have lived there ever since. My parents moved back to Cedar in 2007, and I bought my childhood home from them and lived there for seven more years. In 2014 I married my best friend, and we blended our families. We moved to a bigger home, also in Sandy, where we plan to stay until the kids are grown.

I have great parents and two younger brothers that I love very much. My greatest accomplishment though is my blended family. I met my husband when I was 18 years old. We married different people and moved into the same apartment complex living across the hall from each other. After 12 years of staying in touch and being great friends, life does what it does, and we found ourselves single at the same time. I had three sons and he had a baby girl. We got married in 2014, blending our families. A blended family is sometimes challenging, but I think that we are doing an amazing job.

My husband and I are dog people. I love my dog Titus, he is the kid that Tim and I don't have to share. He helps me get through tough times. I also love to cook. I like trying new dishes, some are more successful than others. I have brought a love of healthy and natural food options to my family, including my parents.

With four kids, one dog, and Tim and I both having full-time jobs, spare time is hard to come by. Most often, my spare



time is spent taking pleasure in doing things that need to be done or spending quality time with my kids. We like to watch Netflix together as a family, and sometimes I'll play X-box with my boys. On a good week, we can find some time to play a board game with the kids, Clue is the favorite right now. I like to garden and take care of my yard. I usually have at least one kid fighting me for the chance to water the flowers. We also enjoy going on walks with the kids and Titus.

At Med One, I am an Account Manager for Equipment Sales. I have worked here for about nine months and have loved every minute of it. Being able to provide equipment to nursing programs is so rewarding. I love the customers and the people I work with. Everyone has been so welcoming, and I feel like I have found the company I want to settle down with. I am here to stay.



## ANETTA VILLALOBOS Associate Corp. Counsel

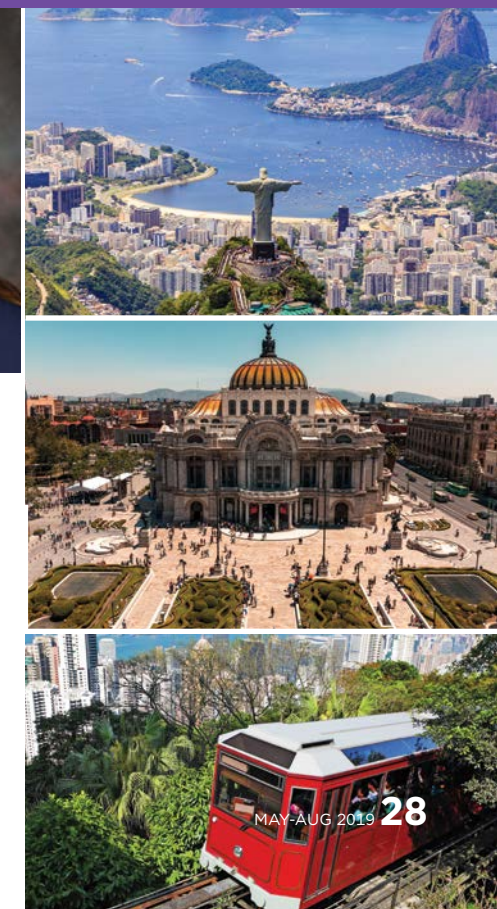
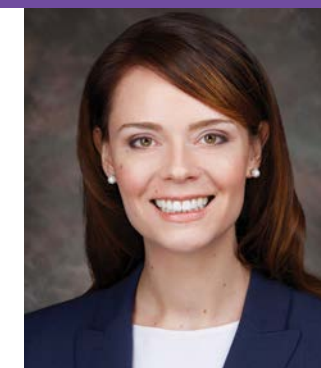
My family is originally from Poland. My parents left communist Poland in the 1980s and settled in New York City where I spent the first half of my childhood. Afterward, we moved to northern New Jersey.

I completed my undergraduate studies at Cornell University in Ithaca, New York. I double majored in History and American Studies. After graduating, I moved to Salt Lake City to attend the University of Utah, S.J. Quinney College of Law. After graduating law school, I worked as Counsel, Director of Select Portfolio Servicing, Inc. where I provided transactional, operational, and litigation support for six years.

I am currently Associate Corporate Counsel for Med One. I provide legal advice to members of senior management. I draft, review, and revise legal documents. I monitor for any new legislation, regulations, and

other legal developments that might affect Med One. I really enjoy my role because I help Med One achieve its business objectives.

My husband and I love to travel. Internationally, we have been to Poland, Spain, Iceland, Germany, Austria, Czechia, Mexico City, China, Hong Kong, Macau, and Brazil together. Domestically, we have traveled to New York, New Jersey, Las Vegas, Los Angeles, San Francisco, Chicago, and Philadelphia together. We also both traveled for our previous jobs and have been to various other states and cities around the United States. In our spare time, we regularly strength train, bike, run, swim, and hike together.





# VIEW FROM THE FIELD LA MIRADA, CALIFORNIA



Written By **Dathan Calvert**  
Southern CA District Operations Manager

There is no typical day at Med One La Mirada. Many things differ from day to day, depending on the needs of nearly 100 different hospitals in the LA area that we service. That being

said, there are some things that you can count on. Each day we complete around 40 face to face transactions with our customers. We bring them equipment, pick up their used rentals that are no longer needed, and provide field service for our rental equipment. We have drivers staffed 24 hours a day at our office, and collectively they travel nearly 600 miles each day to get this done.

In La Mirada, we have three shifts of drivers that work seven days a week. We have equipment cleaners, biomedical technicians, managers, customer service personnel, and sales reps all working together for one common goal. Our goal is to deliver the best service possible for our customers. For many of these hospitals, the equipment is the same no matter what company you call. The service we provide is what sets us apart from our competitors, and helps the hospitals determine who they will partner with for their rental needs. Our service starts with each phone call that is answered by a Med One employee no matter what time of day we are called.

At Med One, we have three pillars of success, Creativity, Simplicity, and Responsiveness, which make up a solid foundation for our culture. We use these pillars every day in La Mirada while focusing on and beyond our customers. The end-user of our equipment is a patient in need. We focus on this whenever our services are called on. It doesn't matter if it's a holiday or the middle of the night, we are prepared, and we deliver. We do whatever it takes to ensure sick babies don't have to wait for treatment, sore patients don't have to wait for therapy, and families are at ease knowing their loved ones have the equipment they need. We play an often-unknown role in serving and healing our communities, and we take pride in what we do every day.

Each day we pick up equipment. We start the process of cleaning the equipment in our designated decontamination area. Then, each unit is inspected by our factory-trained biomedical technicians and

Running a 24/7 operation, you are always planning for what might happen next. We do everything in our power to prepare as we learn our customers and their habits.



repaired and configured using OEM parts. This is another area that separates us from the competition. Some companies train their driving staff in house to perform inspections following their provided inspection checklist. In a hospital, these items may only be checked every 6-12 months, but we treat them the same every time they return. We may inspect the same piece of equipment multiple times in a single month. This results in the highest quality product hitting the door at the hospital to treat their patients. Being responsive in these areas ensures we have a healthy stock of patient-ready equipment to deliver to our customers right when they call.

Running a 24/7 operation, you are always planning for what might happen next. We do everything in our power to prepare as we learn our customers and their habits. We have customer and model-specific notes that are entered for each account to remind us of how they like the equipment configured. This helps us get the order right every time. There are many items that we stock spares of in our vehicles just in case. We also know that for certain customers, we should always load up extra bed frames, ventilators, monitors, or IV pumps, so we are prepared to help in case of an emergency.

The La Mirada office opened up three years ago with a goal to better serve our customers in the Los Angeles and Orange County areas. We are now looking to add an additional location to continue our mission of delivering the best service possible, partnering with our clients to help them secure the equipment they need so they can focus on their jobs - saving lives.





# The Power of a Review

Written By **Brittani Esplin**  
Marketing Assistant

With everchanging technology, we do more and more online. The 2019 NPR/Marist Poll explains that 69 percent of Americans have purchased an item online, and 25 percent of adults in the U.S. purchase an item online at least once a month. With each year that passes these numbers increase. People are online every day, whether it be for their businesses, their groceries, their clothing, their cars, and more. One of the benefits of shopping online is the availability of reviews. Honest original feedback from customer to customer is changing the way purchases are being made. Online reviews have created a new form of marketing and communication that bridges the gap from simple word-



of-mouth, to readily available customer feedback. Whether the company is a local grocer, a clothing store, a car rental service, or a medical equipment company like Med One, these reviews can affect business dramatically.

Many companies have review functions built into their website; an excellent example of this is Amazon. As you view an item you can clearly see how it has been reviewed by

the stars it has been given. There are companies created simply for the purpose of reviews. Yelp was designed to review restaurants, TripAdvisor created to review vacation accommodations and, Glassdoor to review companies from an employee standpoint.

According to BrightLocal, 92 percent of web users now read reviews, and 40 percent make a decision based on as few as one to three reviews. Customers spend 31 percent more

with a business that has excellent reviews, and only 14 percent of consumers consider investing in a business with a one or two-star average. These statistics show the power of reviews.

Good customer experiences happen every day. Unfortunately, potential customers and the general marketplace are not typically aware of these interactions. Reviews have changed that. Internet users trust and are influenced by online reviews. Today everyone has the opportunity to support companies they believe have a quality brand, service, or product by leaving honest reviews.

### Why Are Reviews Significant to Businesses?

There are a variety of different reasons reviews are essential to businesses. One apparent reason is that online reviews can directly increase sales. This applies to global companies or small local businesses. Positive reviews are a springboard for an increase in business. In fact, according to Planet Marketing, up to 31 percent of people are likely to spend more on a business that has positive reviews. Another reason online reviews are valuable is that the more engagement that is created on the businesses platform, i.e., a website or profile, the higher

**92%**  
of web users  
read reviews

the visibility to search engines like Google, Yahoo, or Bing. Google relies on signals to regulate whether a site is worth good rankings or not, one of these signals is customer reviews.

Brand loyalty is created when there is engagement with a brand. One way to engage with a company is through reviews. It allows customers to give direct feedback on what they enjoy or may not have enjoyed about the product or service. Companies get a clearer understanding of what their customers want. If a person takes the time to leave a positive review on a product, service, or brand, they are building loyalty towards it. If someone has left a positive review, they are likely to be a returning customer.

### What Can You Do?

Show support to companies you appreciate. Customers are often neglected when people talk about the importance of online reviews. However, customers receive the most significant benefit. They are getting feedback from people who have already used a particular product or service. Good customer experiences are happening every day. Internet users trust and are influenced by online reviews. Everyone has the opportunity to support companies they believe have quality service by leaving honest reviews.

Written By **Grady Brown**  
VP of Human Resources



## IT'S A MATTER OF FOCUS

Last May marked the conclusion of my 28th year as a Human Resource management professional. My experience has been that the pace of business life is most often fast, competitive, and demanding. The competing priorities of increasing revenue, delivering operational excellence, focusing on the customer, and guiding human capital can leave business leaders overwhelmed and defensively responding to daily demands. The pace of business life is relentless and requires the exercise of patience, a commitment to courage, and an eye toward strategy to be successful.

Years ago, a co-worker tentatively stepped into my office, asking for a minute to discuss a concern. She detailed the facts of a recent employee resignation in her group and pled for resources to provide more “nice things for employees.” That experience prompted me to create a list with two columns and headed by the titles: Nice Things to Offer Employees, and the other, Essential Things to Offer Employees. After some contemplation, my lists included the following.

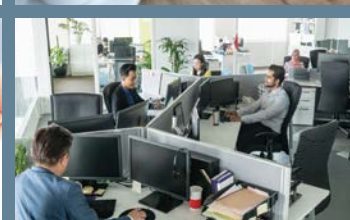
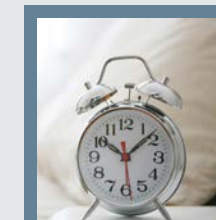
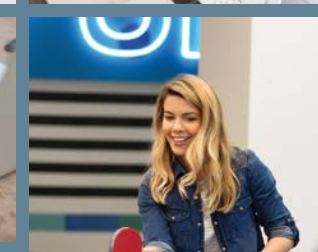
### Nice Things To Offer Employees:

- FREE SNACKS
- T-SHIRTS AND COFFEE MUGS
- CASUAL FRIDAY DRESS CODE
- FUN COMPANY EVENTS
- FOOSBALL, PING PONG, ETC.

### Essential Things To Offer Employees:

- APPROPRIATE PAY FOR THEIR WORK
- COMPETITIVE BENEFITS
- GENUINE APPRECIATION
- RESPECT FOR THEIR TIME AND TALENTS
- BOUNDARIES AROUND THEIR PERSONAL LIFE
- VISIBILITY INTO THE ORGANIZATION'S PLANS
- ETHICAL AND COMPETENT LEADERSHIP
- TOOLS AND EQUIPMENT TO DO THEIR JOBS

Over the years, I've tried to remember these lists and to use them as a filter when confronting requests for additional employee benefits. Making sure that employees have those items that are essential is a very high priority at Med One. Along the way, we've also added many “nice things” that employees appreciate. We must never be distracted by the glitter of nice things at the expense of being a quality employer and providing that which is essential.





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# BUSINESS ENABLING TECHNOLOGY

Written By **Randy Smith**  
Director Of Information Technology



Once saw a business strategy model that outlined how information technology teams can move from being very busy fighting fires to instead, becoming more of a boon to the company's business strategy. The following explains how the model addresses four areas where a support group can improve quality, frequency, and impact of support issues.

## Firefighting Model

Conscientious IT service support staff do all they can to resolve every issue as quickly as possible. This is termed "Firefighting," and refers to IT support staff addressing all of the many tasks that keep users functional as quickly as they come in. The IT support staff can often be overwhelmed with a large number of tasks that have very similar solutions. This is often "busy work" and, if not improved, it will require incremental increases in staff just to keep up with support tasks as the company grows and changes.

## Reactive Model

This model suggests that the support staff take a step back and look at the types of support requests that are coming in and group them with similar tasks. For example, if several users are having problems connecting or using a specific printer, various solutions, such as print services or static IP addressing, could be put in place to make it so the connectivity problem happens much less often. Most likely it won't make it so there are no more printer problems, but it will cut down on a lot of "firefighting" activities. The purpose of this model is to find a comprehensive solution and reduce the issues that prompted the original tasks.

## Proactive Model

The proactive model requires constant monitoring of technology, both current and upcoming. In this model, it is important to foresee potential issues. Think back to the printer example, as technology changes, older printer models tend to have more difficulty with connectivity to newer systems and capabilities for scanning to email, along with other protocols. By looking ahead at what the technology options are, solutions can be put in place to safeguard against and consolidate problem

tasks that are beginning to happen or are expected to occur. Although there may be solutions to every possible event, a rational analysis must be made on the costs versus the risk impacts the solution could resolve. Not all potential solutions make sense, no matter how exciting it sounds.

## Business Enabling Model

Understanding what is important to your business is very significant in having fully effective technology. Matching technologies with options that will enhance the business operations and services can have a very profound effect. With the elimination of significant technical challenges in the future, as well as having a proactive impact on the processes of the business, you can enable growth.

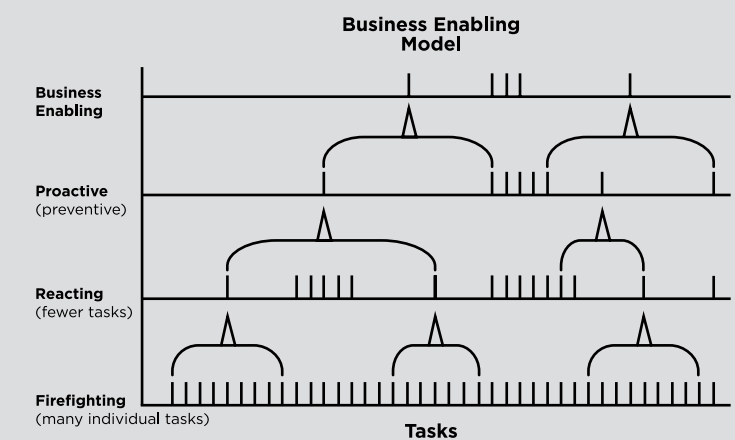
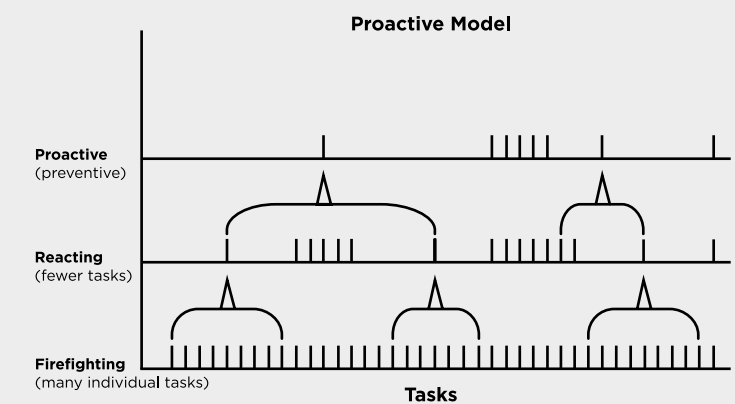
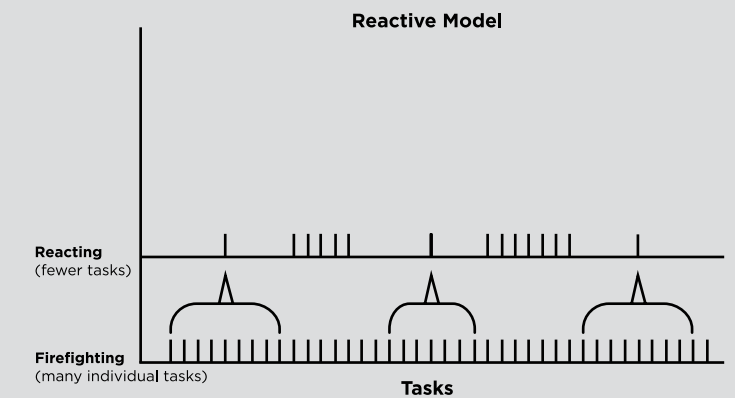
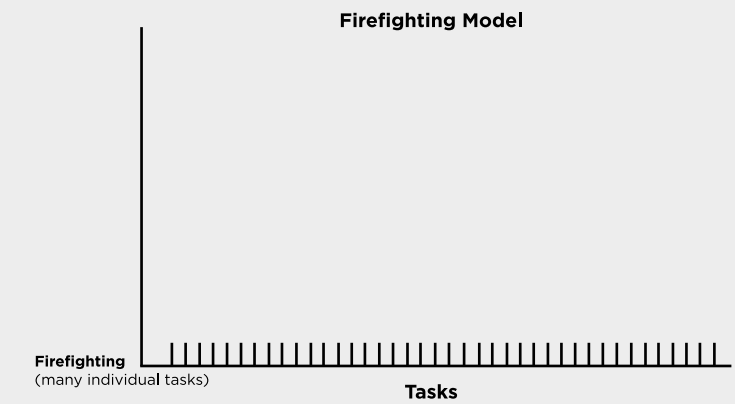
Traditionally, technology staff has focused on the basics of keeping current services active and solving problems as they occur. They don't often look ahead toward where the future is taking the company. This happens for several reasons, including a lack of communication from company decision-makers, or limited business experience by technology management and staff.

An excellent example of the business enabling model is that many companies and organizations are changing to cloud-based services to accommodate growth outside a central office facility. This may include satellite or branch offices, as well as telecommuting staff such as a sales force. Centralized services are great when the company is housed in one or two physical locations, but as the company starts to expand to multiple sites, access to services in the central facility can become a problem if the facility is offline or otherwise inaccessible by the users outside the central location. A constant review of the current and future company strategies allows technology to be truly business enabling.

**// A constant review of the current and future company strategies allows technology to be truly business enabling. //**

## Conclusion

The traditional assumption that the technical staff should be focused primarily on keeping what is already in place current is no longer adequate. Dynamic growth and evolution of businesses require that the technology group be allowed to be a part of the solution and contribute to future and current strategies.





# My Personal Journey

WITH MED ONE

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Everyone I know has a story around why they started their career. For me, the process of choosing my career was not all that unique. In a lot of ways, it made sense given my background. At a young age, I lost my dad due to an aneurysm, and my mom was a registered nurse. From these experiences, the



medical field was a natural draw, but experience 'candy striping' showed me that hands-on patient care was not for me. I still wanted to stay close to patient care. I spent 30 plus years working for the market-leading infusion company, Alaris Medical. While I was there, the company underwent multiple mergers, acquisitions, and name changes. Throughout those years, my passion for helping customers was foremost in all that I did. I

was often chided for always putting the customer first! Simultaneously, the company recognized my dedication to the customers and valued this as one of my strengths. The following is my story based off of my experiences with Med One.

Following the merger of IMED and IVAC, the first modular smart pump technology was introduced. It took our deal size at Alaris Medical (the average cost of acquisition for hospitals) from a few thousand dollars to seven figures. These purchases included software and implementation services. Customers loved the technology and knew it could help them prevent errors. Hospital finance departments understood the useful life of infusion pumps, but they had budgeted for similar replacement costs. New technology and its associated cost left most unprepared. The gap between traditional technology replacement budget and the new system was staggering and dramatically slowed the adoption due to lack of capital budgets.

The blended company was in the middle of a corporate merger, and the debt structure meant that we needed to receive cash at the time of sale. The rate we had to charge customers who required term payments was very unattractive to the hospital CFOs and our corporate finance department. How could we solve this conflict? It was critical to find an answer and to do it quickly.

A cross-functional team was created to find a solution. Our group included the CFO, VP of Sales, VP of Marketing, the VP of Customer Service, and myself. I led an initiative to find a financial service company with the following priorities.

- 1) They will offer our customers a way to pay for the system over time.**
- 2) They will provide us with the up front cash for the full system.**
- 3) They will have an interest rate than we could offer to customers.**

We reached out to our existing banking resources, national banks, and leasing companies. We, like our healthcare customers, used an extensive RFP process and narrowed our selection to the top five.

Sitting in presentations with well-known banks and leasing companies was an education. I learned a lot about how they viewed the opportunity and their method of qualifying customers. It was interesting to see their willingness to provide flexibility and fund not only the equipment but also the software and services that our smart pumps included. Most of the companies did not offer funding software or services since there were no assets to attach in the event of failure to pay. Additionally, discussions on sales support and training showed that most of the competitors were

unprepared to offer any of that. Rate cards, lengthy credit approvals, standard documents, and non-guaranteed rates were the norm. Our sales process and customer approvals were long, rates needed to be fixed for 60+ days.

Health/BD) sales representatives have changed employment over time and have taken Med One with them. No matter what technology or services they may be representing, they know the levels of support and flexibility Med One brings to the customer.

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Many team members saw name recognition in a partner as more important than the importance of flexibility, responsiveness, and creativity.

In the end, the customer and sales-based attributes won out, and the partnership with Med One began. During our RFP process, Med One did not come to our meetings with a PowerPoint. They came to learn about us, our customers, our sales force, and what we believed would make a difference. They questioned, they listened, and then they answered. Again, they listened to our reactions and responses and made changes when they received feedback. This approach, in my opinion, was what made them stand out and ultimately succeed in becoming not only a resource but also trusted advisors to us at Alaris Medical. That relationship has survived and continues to thrive.

As our relationship and technology progressed, the need to understand and learn how leasing could help our sales representatives overcome the "no budget" or "too expensive" objections increased. Med One allowed

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Personally, my career took a different twist and turn. After 30+ years, I found myself on the outside of yet another acquisition. I did independent consulting for hospitals and companies, but I was still hungry for corporate life and the sense of being part of a team that was making a difference in healthcare. Fortunately for me, Med One has allowed me to have a second career. I have had many roles and truly enjoyed them over the past nine years.

Med One continues to provide exceptional service to both hospitals and device companies while simultaneously appreciating their employees and providing them the opportunity to learn and grow.

I am immensely grateful for my journey with Med One. Our lease division, peak-need rental team, off-lease equipment sales, international representatives, and biomedical staff are all ready to extend the personal service and understand your business challenges. We are committed to making medical equipment available and are here to serve you as healthcare providers.

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