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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, 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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SVP Customer Care

LETTER FROM THE EDITOR

FREE FROZEN YOGURT

During a recent trip with my wife, I had an experience that caused me to do some serious thinking about customer service and what it really means. We were in an airport waiting for our flight home when we decided it was a good time for some frozen yogurt. When we arrived, we received some disappointing news from the worker. She said she had just clocked out for lunch and would not be able to help us for 30 minutes. Apparently, once she clocks out, she can't accept any form of payment. Well, that wasn't going to work for us since we had a flight to catch. She could sense our disappointment and tried to come up with a solution. She talked to a cashier at a business next door to see if they would accept our payment. They were not able to help, so she was on to her next idea - free yogurt. She gave us a cup and said it was on her this time. We again offered to pay - leaving enough cash to cover the cost easily - but she wouldn't accept it. She simply said, "help yourself" and went off on her lunch break.

As I ate my yogurt, I couldn't help but wonder if this action was company policy or if it was just a decision the employee made. I also wondered if the other patrons - who had arrived a few minutes before us and had to pay for their yogurt - felt this was a fair solution. Regardless of what anyone thought, my experience with this business was positive, and the next time I am in the area, I will make sure I stop by and this time make a purchase.

Customer service is a pretty strong concept in the world of business. Many companies claim to offer the best possible service; some even claim to have the gold standard. But how many of these companies really understand what it means? I would say most only measure customer service when something goes wrong, and a decision needs to be made on how best to resolve the issue. While that is true, I feel companies who really embrace customer service strive every day to create the best possible customer experience. When things go wrong, they are quick to resolve, but the real goal is to create a memorable experience - without issues - that will keep customers coming back.

Companies with a strong focus on customer service spend countless hours evaluating their process to prevent errors or mistakes that might lead to a negative experience. Think about that, if I were to ask you right now to think of a company or place of business that offers exceptional customer service, I bet your answer would not be based on something negative that happened. It would most likely be based on a positive experience. For example, you may have a favorite restaurant that you visit regularly. While the food may be good, you probably go again and again because the service is really good - in fact, you might even have a

favorite table or server. Excellent customer service - in addition to a quality product - is what makes the customer experience truly memorable.

I also think it is safe to say that the car you choose to drive is one you feel is safe and reliable. I have never heard anyone say, "I chose this car because it constantly breaks down and leaves me stranded, but at least they take good care of me and get it fixed quickly." We make choices every day that provide interactions with a wide range of businesses. If our experience is positive, we generally go back. If it isn't great, we usually stay away, and more importantly, we tell others about it.

I have been at Med One for over 25 years. During that time, I have watched our company evolve and grow. Providing our customers with the best possible experience has always been a top priority. We strive every day to improve our daily processes to ensure our customers have a positive experience. If something doesn't go as planned, we work together with



"Excellent customer service - in addition to a quality product - is what makes the customer experience truly memorable."

the customer to find an equitable solution that will remedy the situation. One thing that is important to point out, in my opinion - great customer service doesn't necessarily mean the customer is always right; however, the customer does deserve to be treated fairly, respectfully, and with a listening ear. It is incredible how issues can find positive resolution when all parties are actively involved. When this occurs, everyone wins.

I still wonder about my experience at the airport frozen yogurt stand. Was that solution something that came from the company, or did the employee just decide that was the best way to go under those circumstances? Either way, in this case, my wife and I definitely came out ahead at the cost of the company. Looking at the big picture, my experience on this trip has absolutely caused me to plan future frozen yogurt stops when I travel through that airport again, giving me the chance to pay them back and make it a win-win situation.

Building Relationships

That Endure



Written By **Larry Stevens**
President / CEO

In the Long Island, New York area, there is an extended care hospital that Med One first encountered in 1999. The facility is a well-established extended care facility that serves long-term patients, most of whom need to be on ventilator therapy. Many of the patients have health conditions that make it impossible to live without the assistance of a ventilator. Most of the ventilators in the facility are in operation 365 days a year, 24 hours a day. When we first became acquainted with this hospital, the facility was not highly capitalized, and funding was not available to improve the equipment they were using to care for their patients. They were renting ventilators from one of the few independent medical equipment rental providers in the Long Island area. Generally, the equipment that they were renting was older technology equipment, and given the high usage, the facility was experiencing significant downtime and expensive rental due to high repair costs.



"...we are privileged to have active leases with approximately 40 percent of the acute care hospitals in the United States through our leasing division. Our lease portfolio consists of many, many customers who have come back to us time after time to let us help them with their equipment needs."

We met the people who operate this facility when we were invited to provide a competitive proposal for their ventilator rental. We discovered that their incumbent rental provider had extended them year after year with annual price increases and never any upgrade to the technology. In our assessment, we knew that ventilator technology had been introduced to the market, which was much more efficient in the care of ventilator patients and much more cost-effective for the provider.

Our offer to them was that if they switched to Med One with a longer rental term commitment, we would provide new technology, provide regular and emergency call service, and reduce their rental pricing. These provisions would allow them to provide better patient care with no downtime due to equipment failure and to save money in addition. We further agreed to provide a small inventory of onsite backup equipment for them to use in case of increased census or equipment failure. Thus, began a working relationship that has now lasted for over 20 years. We have rented the very best technology for them to care for their patients, and we provide for the ongoing servicing of the equipment to ensure that they can always give the very best of patient care.

Med One has been blessed to have had the contract re-awarded at the end of the five-year rental term for four consecutive renewals. Along the way, we have always been able to keep them current with the most up to date technology. Our relationship with this customer has been a very rewarding experience for Med One, and we take great pride in the fact that we have been able to provide what we promised for all this time. It has been our blessing to have developed and maintained this strong relationship with a very important customer.

Many years ago, when Med One was established, we identified that our target customer base would be acute care hospitals; this created a "built-in" problem for us. There are only approximately 6,000 acute hospitals located in the United States. That is a very limited prospective customer base upon which to build a business. We knew that it had to be part of our culture to encourage, nourish, and cultivate a relationship with our customers that would encourage them to return to us many times as repeat customers. Were we to do only one single transaction with each customer, we knew that we would be "one and done" very quickly!

Fast forward to today (almost 30 years later), and we are privileged to have active leases with approximately 40 percent of the acute care hospitals in the United States through our leasing division. Our lease portfolio consists of many, many customers who have come back to us time after time to let us help them with their equipment needs. In addition, we provide short term rental of equipment to upwards of 500 hospitals throughout the United States. These customers come back to us month after month to provide for their peak census equipment needs.

Med One is privileged to count as customers many of the top tier and most prominent medical centers and healthcare systems in the United States as well as many, many small or rural hospitals. We are also blessed to be able to have as business partners many of the leading manufacturers of medical equipment in the world.

We recently completed a new lease agreement with a nationally prominent university medical center in the South Eastern United States. Twenty years ago, we provided the leasing service for them when they

acquired their first smart technology infusion system. To satisfy some of the requirements that the university had, we made some significant modifications to our underlying lease documentation. As part of the transaction, we offered them a simple and efficient way to add additional equipment during the term of their lease. We have now been their leasing partner for three upgrades of their infusion system - more than 18 years. They have appreciated our simplicity, responsiveness, and creativity in helping to provide for their needs. This is a continuing relationship about which I feel very gratified -- particularly since the university has reached out to Med One several times and requested that we lease them other types of equipment as well. During 2019, we completed a total "refresh" of their infusion system. In consideration of a five-year extension to

"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 progressed, the need to understand and learn how leasing could help our sales representatives overcome the "no budget" or "too expensive" objections



their present lease agreement, our customer received all new equipment with the very latest released operating platform. They were also able to acquire equipment to provide for some very strategic and vital expansion projects.

When I reflect upon the power of the long-term relationships that we have with our customers, it makes me feel very positive about the direction of our business. Our long-standing relationships with many of our customers is one of the elements that make me feel the proudest about the company Med One has become.

In her recent article published in the last issue of Med One to One, (www.medonegroup.com/medonetoone/60/my-personal-journey-with-med-one) Ibbey Smith Stofer shared some of her journey that brought her into the Med One Family. Speaking of our initial beginnings with ALARIS Medical, the company for whom she worked for over 31 years, she talked about a meeting at which several finance and leasing companies were invited to come in and present their "story." Med One was invited, along with several high-profile national competitors.

increased. Med One allowed us to... serve the needs of the financial decision-makers. Med One was there with personalized service that included asking questions, guidance on how to select the right options for our customer's needs, and they even joined us on calls with customers. Simply stated, Med One became an integral part of the Alaris solution.

We didn't win every time, but we did build long-lasting relationships based on how we worked with the customers. Many of Alaris (IVAC/CareFusion/Cardinal 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."

Our relationship with Ibbey's former company has endured for the entire 28-year history of Med One. It has survived numerous mergers and management changes within their company along the way. Today we continue to support their business to the tune of tens of millions of dollars per year.

We have never been a company that relied heavily upon "canned" presentations, flashy power points, or pre-packaged programs. With each equipment manufacturer

with whom we have a partnering arrangement, we have created solutions and programs to fit their specific needs and the needs of their customers. Our primary goal has always been to help those manufacturers that we serve to sell more equipment.

Med One operates on the “three-legged stool” philosophy. In everything we do, we want to give equal and significant emphasis to benefit each of our essential constituencies – we want everything we do to be good for our customers, our employees, and Med One (the company). I believe that our success has come from faithfully trying to adhere to this philosophy.

It is much more efficient and cost-effective to sell to existing customers than to have to find, attract, and sell to new ones. It is very expensive to add new customers to the “fold.” I can’t imagine how difficult it would be if we were only able to do one transaction with each customer. Keeping long term relationships is hard work, it takes focus and commitment, but it is the only way to build a successful business.

One of the distinguishing benefits of leasing equipment from Med One is our customer-friendly approach to documentation. Many companies in our industry use documentation that contains highly technical language, heavily weighted to the benefit of the lessor, and is, in many cases, purposely confusing in order to enable the lessor to charge more than the customer might understand. Using rigid and hard to understand end of lease term options is a typical way that our competitors enhance what they can charge their customers. Med One’s end of term options, however, are straightforward, uncomplicated, and customer friendly. One competitor company that I know personally is involved constantly in lawsuits with their customers over this issue. They are either suing their customers to enforce their lease end

position or being sued by their customers because their provisions are unconscionable. In 28 years, Med One has never had a dispute regarding the provisions in our lease documentation that had to be resolved in court.

We have a limited pool of possible customers, and we work very hard to get them to do business with us. The cornerstone of our cultural foundation is that we work just as hard or harder to retain our existing customers and encourage them to return to us for repeat business as we did to attract them in the first place. Some of the specific principles that we follow are:

- 1. We put ourselves in the shoes of our customer. We try to determine what their needs are and how to meet those needs to their satisfaction. This is our key component in building long-term relationships.**
- 2. We work continuously to improve our customer relationship philosophy. We understand that nothing can be perfect, but we continually try to stay up to date on understanding what our customers want and what they are thinking.**
- 3. We don't expect to sell them something at our first contact or at every contact we have with them. We understand the benefit of building a long-term relationship, and we don't make every contact about making a sale.**
- 4. We don't provide static offers or “canned” programs. We always give options based on input from our customers. We try to keep things flexible and simple.**
- 5. We are very patient when it comes to building long-term customer relationships. Often the relationship will require more than we anticipated. We try to stay flexible and understanding of our customer's point of view.**

6. Honesty and integrity are the hallmarks of our long-term relationship culture. Anything less would be meaningless and hypocritical. When it comes to integrity, you either have it, or you don't. There are no shades of gray when it comes to honesty and integrity. Operating from a position of integrity is a core value of our team members, and we maintain a zero-tolerance policy when it comes to dishonesty.

7. We believe in two-way communication with customers. Not only do we have a policy of listening, we try to place the “human element” at the forefront of our communication. While we have available to us all the technology needed to operate efficiently, we never sacrifice the need to communicate person-to-person. When you call Med One on the phone, you will always talk to a real person.

8. We have a highly advanced social media platform to enable us to speak with current and potential customers. We understand the power of social media in telling our story and helping customers know us better.

9. We invite the best people to join our team. Our business needs the best people. Our customers want to be served by the best, most confident, best informed, and most responsive people. In short, we don't consider it business-to-business; we consider it person-to-person. Our most loyal and most important customers come back to us with repeat business because they have developed a relationship (and often a friendship) with someone from our company.

10. We educate our customers about the differences between Med One and our competitors. We try to do this without being braggadocios or condescending. Often the differences seem small and hard to distinguish in the beginning, but they often “grow up” to have a significant impact on every transaction. Providing education about how our industry should work has been a special mission of ours for many years. The subtle differences can have significant consequences.

As I reflect upon the pleasure that it has been for me to be able to serve at the helm of this company for the past 28 years, my greatest happiness in business comes from the relationships that we have been able to create and maintain. Some of these relationships are with major medical centers, and we consider it an honor and a sacred trust that we have been able to serve them. Others are with manufacturers of medical equipment who rely on us to help them sell their products. But many, many of these long-term relationships are with people who have become friends. These friendships seem not to depend upon the actual company that they might work for, but they depend upon the person-to-person interaction that we always try to maintain. Although these friends often move from company to company, our friendships seem to endure.

It is important for every one of us who comprise the Med One Family to understand that not one of our customers owes us anything in terms of ongoing loyalty. We have to create value for them, so it is in their best interest to deal with us. And that “WE” means every one of us. Quality long-term customer relationships do not materialize out of thin air. They require a solid foundation built on giving service that is better than expected, person-to-person interaction, and ultimately trust. Building the long-term trust of anyone and particularly a customer is the key to our long-term success, and it can't be faked. I am not sure if it can even be taught -- it has to be real.

Every member of the Med One team needs to understand that savvy businesspeople, regardless of their specific individual role in the business, understand the role excellent customer service plays in the success of their business. They understand that winning customers and building loyalty doesn't happen overnight and that building strong customer relationships requires a consistent and ongoing team effort to retain their customer's hard-won loyalty. They know that while pricing is important, loyalty earned through delivering on promises and taking care of customers will often win the sale and keep the customer, even where pricing may be a bit higher. Savvy businesspeople also understand how fragile customer relationships are and how easily hard-won loyalty can be lost through poor customer service and issues not quickly resolved to the customer's satisfaction.

This, to me, is what I envision as the “Med One Culture,” and I sincerely hope that each member of our Med One family will continue to join me in truly achieving that key element as the driving force within our company.



"One of the distinguishing benefits of leasing equipment from Med One is our customer-friendly approach to documentation. Med One's end of term options are straightforward, uncomplicated, and customer friendly."



THE BOARD



PICTURED: (LEFT TO RIGHT) MARK OLIGSCHLAEGER, RICH MADSEN, LANE SUMMERHAYS, SHERI THOMAS, BRENT ALLEN, LARRY STEVENS, LESLIE SNAVELY, ROBERT GROSS, RANDY EMERY, BILL BRADY

Sales

Meet The Sales Team

RENTAL / LEASING / SALES / SERVICE

Our Sales Team is comprised of experienced professionals for the specific purpose of Making Medical Equipment Available for hospitals and healthcare facilities across the U.S. We also work with the largest equipment manufacturers in the healthcare industry. Our sales reps are experts in equipment finance, rental, and sales.

EQUIPMENT LEASING



Robb Stevens SVP / Director of Equipment Leasing

Robb Stevens began his career at Med One in January 2002 as part of the leasing sales group and was appointed as SVP and Director of Equipment Leasing in 2012. He has been a top contributor to lease originations, vendor development, creating strong relationships with customers, and successfully blending all aspects of the leasing sales process to maximize returns.



Carter 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.



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.



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.



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.



Dal Holman Equipment Finance Sales Executive

Dal Holman joined Med One in 2019 as part of our equipment leasing team. He graduated from Weber State with a BS in Technical Service and Sales. Dal has 15 years of experience in sales and finance and has worked for companies like Wells Fargo Bank and the Utah Jazz. Dal enjoys developing meaningful relationships and providing solutions to his clients needs.



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.



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.



Nate Farnsworth Equipment Finance Sales Executive

Nate Farnsworth joined Med One Group in 2019 as part of the Equipment Finance Sales Team, although he has worked extensively with Med One as one of their funding partners since 2010. Nate has an extensive background in finance and banking, including healthcare finance. He is a graduate of the University of Michigan.



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.



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.



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.

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.



Joshua Lampropoulos Account Manager / Equipment Sales

Joshua Lampropoulos has excellent experience in taking new products to market. Joshua worked as a medical device sales representative for Merit Medical, where he gained knowledge and experience in the clinical setting. Joshua specialized in Percutaneous Interventional Medical Devices in the OEM division. In this position, he helped other medical device companies achieve their product goals by offering them customized products. In his free time, Joshua enjoys spending time with his wife and dogs.

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.

Sales

CONT.

Creativity.
Simplicity.
Responsiveness.

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.



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.



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.



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.



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.



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.



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.



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.



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.



Ben Erickson Territory Manager / East

Ben Erickson joined Med One in 2019 as a Territory Sales Manager covering the Northeastern United States region. He brings six years of sales experience focused on financial services. Ben graduated from the University of Utah with a bachelor's degree in English. Before Med One, he most recently worked at Fidelity Investments as a Workplace Planning Consultant. Ben enjoys working out, volleyball, and playing with his kids.



Kyle Smelser Territory Manager / Southern California

Kyle Smelser joined Med One in 2018 as a Territory Sales Manager in Southern California. 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.



Jay Cantiberos Territory Manager / Northern 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.



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.



Mark Hansen Territory Manager / Central

Mark Hansen joined the Med One Rental Division as a Territory Sales Manager in 2019. He brings over 15 years of experience to Med One, with previous experience at Wasatch Installations, Sizewise, and STERIS Corporation. Mark graduated from the University of Phoenix with a bachelor's degree in Business Administration. Mark enjoys camping and spending time with his grandchildren.



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.



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.

| WE ARE |



BEING EXCEPTIONAL

LESSONS FROM MY SON

STRENGTH

INSPIRE

ATTITUDE

OPTIMISM

POSITIVITY

COMMITMENT

NO EXCUSES

LOVE



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

I once sat in an office with a gentleman, and I listened as he laid out his life and talked to me about the different choices he wished he would have made in his life. We shared tears, laughter, and life experiences together; it was a surreal experience and something I will never forget. He talked about it being time for him to stop being **MEDIOCRE** and time for him to start being **EXCEPTIONAL**. As I have watched him and stayed in contact with him, it has been inspiring for me to watch him stop “getting by” by merely being mediocre to becoming **EXCEPTIONAL** in his choices, what he wants, and what he wants to become in his life.

I know this experience I witnessed and continue to witness can apply to each of us. I invite each of us to improve and to have a desire to become a “healthier” person. I invite each of us to become **EXCEPTIONAL** in whatever we are doing in our lives, to stop being mediocre and just “getting by.” I invite each of us to seriously reflect on what that means to become **EXCEPTIONAL** – stop blaming others, start taking ownership for our own choices, accept the consequences for the choices that we make, and stop “getting by.” As we each begin to become **EXCEPTIONAL** as employees in our chosen occupations, students, fathers, mothers, friends, siblings, wives, husbands, providers, grandparents or whatever we choose to become **EXCEPTIONAL** in, don’t hold back, be all in, give 100% and make no excuses.

In my own personal life, there are some areas where I don’t hold back, I am all in, I give 100%, I don’t make excuses, I don’t blame others for me not being and becoming **EXCEPTIONAL**. This applies to me as a husband to my wonderful and beautiful wife, the religion I participate in, and as the CFO of the Med One entities (Med One Group). I don’t and won’t accept mediocrity, I am truly all in, I don’t hold back, I give 100% and accept the consequences of my choices, there are no



excuses. In other parts of my life, I am striving to become **EXCEPTIONAL** and frankly need to stop being mediocre and "getting by." I need to become **EXCEPTIONAL**, stop making excuses, and accept nothing less.

My son Tyler is a great example of being **EXCEPTIONAL** and not accepting mediocrity in his life. He is all in, he gives 100%, does not make excuses and does not blame others, he is **EXCEPTIONAL**. As a father, I need to improve and become **EXCEPTIONAL**, to stop being mediocre, "getting by," and learn from the example of my inspiring son. Tyler is a unique and special young man. If you were to look at Tyler or see a picture of him, he would look like many other 17-year-old teenage boys.

Tyler is also very different than perhaps every other 17-year-old teenager in the United States, as well as possibly throughout the world. Tyler has an extremely rare cancer called pheochromocytoma. Shortly after Tyler's 11th birthday, we found his first pheochromocytoma tumor located on his adrenal gland as he was experiencing severe headaches and extremely high blood pressure. Thanks to a wonderful pediatrician he was diagnosed correctly, the tumor was removed along with his adrenal gland. Another tumor and symptoms did not appear again until a little bit before his 13th birthday. Shortly after his 13th birthday, primary care for his condition was moved from the Huntsman Cancer Institute and Primary Children's Hospital in Salt Lake City to the National Institutes of Health (NIH) in Bethesda, Maryland. In the summer of his 13th birthday, Tyler's tumors became metastatic (which only happens 10% of the time with these types of tumors); he had tumors on his lungs, liver, kidney, and in his abdominal cavity.

Over the last 4 ½ years Tyler has made roughly 15 different trips across the country to the NIH, had two additional surgeries of over 16 hours, had roughly 40 tumors removed, been to the University of Iowa to confer with the doctors there, has taken more blood pressure medication than I can comprehend (and still does on a daily basis), has blood drawn monthly, has more MRI's and CT scans than I have dreamt possible, and yet you would NEVER know by looking at Tyler. Tyler is **EXCEPTIONAL**. He does not settle for mediocrity.

As a freshman in high school, he tried out for and made the freshman basketball team and then had to retire two months into the season as his cancer would not allow him to continue to play. Later that spring, he had surgery (at

the NIH) for over 9 hours, removing over 30 tumors and took 3 months for him to recover from. I will never forget what the surgeon said to my wife coming out of the surgery, "I did everything I could in there, I operated as if I was operating on my 12-year-old daughter." He could not believe what he saw inside of Tyler. We have learned since this time in meeting with doctors at the NIH and University of Iowa, that another surgery for Tyler could be catastrophic to him.

Tyler, during his sophomore year, received his Eagle Scout, completing each and every requirement just as every other young man does, no exceptions, no excuses, just being **EXCEPTIONAL** and having great leaders around him. As he could no longer play basketball at a competitive level, Tyler then decided to try out for the tennis team. Tyler made the varsity team as a sophomore and played #3 singles, he made it to the semifinals of state - he had not played tennis since he was 10 years old. As a junior, he again made the varsity team and played #2 doubles, where he again made it to the semifinals of state and helped his team to an overall 3rd place finish at the state championship. Tyler is **EXCEPTIONAL** and does not accept mediocrity.

At the end of his junior year, Tyler decided that running for a student body officer position was something he would like to do. Tyler wanted to serve, help, and inspire others. He ran for a student body position for his senior year and was elected by the student body. Tyler was **EXCEPTIONAL** before, but he has taken being **EXCEPTIONAL** to a whole other level in this new role. Tyler was selected to be the student body president for the entire school for his senior year. Myself and my wife (Tyler's mom) were nervous about this as we knew the expectation, commitment, effort, and time this would require. Why is Tyler able to do this? I submit it is because he is **EXCEPTIONAL** and does not accept mediocrity.

There are over 2,400 students in the high school that Tyler attends, and I would imagine most of those kids feel loved, cared for, and important by Tyler. Everyone he sees, he says "hi" to and connects with them, he looks them in the eye, he gives them a hug, he knows many, many of their names, from the freshmen to the seniors. The theme that Tyler and the other student body and class officers came up with this year is "Stand Together," no matter what race, sex, sexual orientation, or how you view the world, he has encouraged everyone to be kind and to "Stand Together." How do I know and feel this? It is strictly from watching his example and what others have said to my wife and me. The administration and parents at the school have commented on how there is a different feel at the school this year. The other day, I was picking up my dry cleaning when the girl working there asked

STAND TOGETHER

The theme that Tyler and the other student body and class officers came up with this year is "Stand Together," no matter what race, sex, sexual orientation, or how you view the world, he has encouraged everyone to be kind and to "Stand Together."

if "I was Ty Easton's dad" (our mannerisms are eerily similar), and I said "yes." She then said, "he is so nice, he probably doesn't even know who I am, but he is always so nice and says 'hi' to me in the hallways." I have had countless parents reach out and comment on how kind Tyler is to each of their kids, no matter their age, sport they play, or extra-curricular activity they are in, he truly is kind and cares about everyone, he is **EXCEPTIONAL**.

Tyler currently has tumors on his spine, liver, kidney, one lung, and throughout his body. Over the past couple of months, his cancer has gotten worse. No one (adult or pediatric) has ever been cured of this type of cancer, 66% of the patients pass away within the first 5 years of being diagnosed, Tyler was diagnosed with the tumors going metastatic (cancer) in the summer of 2015, he is roughly 4 ½ years in. Each day his body hurts and aches; each day, he deals with unbearable headaches, blood pressure that is very high, and many days, he deals with shaking and profuse sweating. It is hard for Tyler to get up and be **EXCEPTIONAL**, but he won't accept mediocrity, and he does everything he can to the best of his ability, no excuses.

This November 11 - December 20, was "Charity Month" at Corner Canyon High School, and this year the charity chosen by Tyler and his team was Make-A-Wish Utah.

They raised tens of thousands of dollars during the month for charity. This is a charity that hits home as it provides wishes to children with cancer. Tyler and many others went out on a daily basis, raising funds for Charity Month. To be honest, as his parents, his mom and I, at times, wish he would just relax and let his wonderful team around him take care of much of this and not have the wear and tear on his body. However, Tyler is **EXCEPTIONAL** and wants to be fully involved in this. Tyler is extremely unselfish and truly wants to help and serve others, he just wants to be a normal teenage boy.

As Tyler's parents, it is humbling for his mom and me to watch our son be in pain and struggle on a daily basis as he deals with what is his reality, which he has not chosen in any way. The cancer that Tyler has is simply caused by a gene in his body, a gene that his maternal grandmother, mother, and oldest sister have as well, but no tumors have ever occurred or manifested themselves in any of them. However, it is even more humbling, inspiring, and amazing to see the faith that Tyler has and how he treats others, inspires others, and conducts himself. Tyler is **EXCEPTIONAL**.

Tyler has not had radiation or chemotherapy to this point in time, as none of these treatments have had success on Tyler's type of cancer. There is a new radiation therapy trial that has had some success in preventing further growth of neuroendocrine tumors (the family of tumors of which Tyler has). As a pediatric patient (under 18 years old) there is no study currently open (University of Iowa has been trying to get one open for over 7 months now, we met with them in June in Iowa), when he turns 18 on April 9, 2020, he will then be able to participate in the radiation therapy at the NIH where a study is ongoing. We can't wait for Tyler to get to the age of 18 and begin treatment.

Tyler is inspiring, he is amazing, he is loved by everyone, he is kind, and he is simply **EXCEPTIONAL**. I invite all of us to follow Tyler's example and be **EXCEPTIONAL!**

EMPLOYEE SPOTLIGHTS

IAN

Ian Black Biomed Technician Manager

I have had the amazing opportunity to work for Med One Group for the past nine years now in the Biomedical Department. I feel so blessed to be in the position I am in and to work for such a great, family-friendly company. My Biomedical background all started working in a dialysis clinic where I maintained all the dialysis machines, the reverse osmosis water plant, as well as working as a hemodialysis technician when patients were coming in for their treatments.

I have been married to my wife Riki for ten years, together we have three kids: Milo, who is seven; Finch, who is three; and Rainy, who is almost one year old. As a family, we love anything to do with the outdoors, we love hiking, fishing, and mostly enjoy camping in the high country. Every year my wife and I really enjoy going out bow hunting and trying to harvest a mule deer. She is the real-life Katniss Everdeen and was able to harvest a deer with her traditional recurve bow two years ago. The thing I enjoy most about hunting is hiking and just seeing where your feet can take you. I have been to some of the most desolate and high places with no one else in sight for days, being out there is very relaxing.

My primary hobbies are woodworking and videography. I have a little side business that I get commissioned to make custom furniture for some really awesome clients. I also have a YouTube channel where I will post build-a-longs and tutorials. My two favorite commission pieces I ever built were for a family that had cut down their grandpa's walnut tree 20 years ago when the tree had died. This tree was very sentimental to them as this was the tree they would climb every time they went to visit their grandparents. The family had kept the wood in their family barn for the two decades while the wood air-dried. I was able to take this wood and make two custom desks, one in a modern design, and the other was a mid-century modern style design.



I cannot wait to continue to grow Med One. I have seen so much growth in the nine years that I have been here, and I can only imagine what good things will come with nine more.



THERESA

Theresa Warren Territory Sales Manager

I was born and raised in Orange, California. I come from a large Italian family with five brothers and sisters! My parents have been married for 58 years!

I have a Bachelor of Arts degree in Speech Communications and an Associate of Arts degree in Liberal Arts. I graduated from California State University in Long Beach. I have worked in the pharmaceutical and medical industry for 20 years. I really enjoy this industry because I can help people as well as make an excellent living!

I am a territory sales manager, and I cover Los Angeles and parts of Orange County for my position. I have been working at Med One for close to 1 1/2 years. I plan on working at Med One for the rest of my career! I love working at Med One! I love the company culture, the owners, the managers, and all of my colleagues. It's a very fun, fast-paced, and challenging position. Every day is different, so there's never a dull moment! I enjoy identifying problems and trying to find ways to solve them. I love the fact that my job involves saving lives every day!

I love ballet dancing! I've been studying it since I was a little girl, and I still do ballet regularly to keep in shape. I love to travel with my husband, Thomas Warren, and I love to bowl as well as play pool! I love spending time with our children Daniel, Eric, and Jennifer. I'm very proud of them! We also have a Jack Russell Terrier whom we have named Biggie Smalls after the famous rapper! I speak English, Spanish, Italian, and I can read French!

I love to garden with my husband, and I like to ride my scooter around the neighborhood! I love to network with my friends and colleagues to help people find jobs and potential life partners! I like to go antique shopping with my sister Lisa and find treasures! I like to tell jokes with my son Daniel, I love to go shopping with my daughter Jennifer, and I especially like to watch my son Eric umpire on the weekends!

I was born in a small town in Mexico, and at the age of 3 1/2, my parents made the great move to the U.S. I'm very thankful and appreciative of my parents for changing our lives for the better. I am the second oldest of five children and grew up in the beautiful city of Santa Barbara. I had lived my entire life there up until five years ago when I moved to Riverside. I am an aunt to two nieces and two nephews. I only have one nephew that lives near me, who I used to babysit; he just turned three years old this year, and every time I see him, I make sure to treasure every moment.

In my spare time, what I enjoy the most, is going out to special events such as concerts and sporting events, walking my dog to the park, going to the beach, and of course, going shopping.

I attended Santa Barbara City College and received my Associate's degree. I then transferred to Cal-State Channel Islands in Camarillo, to pursue being an elementary school teacher.

Working for Med One as an equipment tech/driver for over a year has allowed me to learn so much about the medical field that otherwise I would never have known. With this job, I familiarize myself with so many different types of equipment and have even learned to test a few units myself. One thing that I can say about this job is that I enjoy the people that I work with because I always tend to leave knowing I had a good laugh throughout the day.

ANGELICA

Angelica Escareno Equipment Delivery Driver



SURPRISES,

MYTHS, &

OPPORTUNITIES

Written By **Robb Stevens**
SVP Equipment Leasing



Med One's team of leasing

sales professionals now numbers 12. Of that number, six are based in our Sandy, Utah headquarters and mainly manage relationships with our vendor partners

who sell to hospitals. The other six are field-based – managing and building relationships directly with hospitals and other healthcare-related customers acquiring equipment. Currently we have field coverage in the following areas: California (CA, HI), Pacific Northwest (AL, WA, OR, MT, ID), Rocky Mountain (UT, CO, NV, AZ), Upper Midwest (IL, WI, MI, IA, IN, MN), Southeast (FL, GA, AL, TN, NC, SC), and Northeast (NY, NJ, PA, MA, NH, CT, VT, ME).

With strategic field coverage now in over half of the United States, our leasing sales force is positioned and equipped to serve our customers and influence our marketplace much more effectively and expansively than ever before. Med One has a great story to tell its current and potential customers. The telling of the story and the impact it can have is sometimes the easy part. The oft-times more difficult part though is in securing consistent opportunities to actually tell it. Our customers are understandably busy, and we certainly respect their time, but we also feel strongly that our services can have a tremendous impact on their equipment acquisition strategies, and in some cases, might even save them time in the long run. For this issue of Med One To One, I decided to give my associates an opportunity to share their thoughts relating to a couple of simple questions that I asked of them. Their answers here may be insightful to readers that may be interested in hearing more about what Med One can do for them. Here are the questions:

1. As a leasing professional, what has surprised you most about working at Med One?

2. If you had all your customers and potential customers in one room ready to listen to you, what would you share with them, or what misconceptions would you dispel?

Dal Holman

Sandy Office – Vendor Management Team

1. I think the biggest surprise so far has been that a lot of vendor reps I've talked to don't quite understand how financing works and how easy it is to add it to their sales pitch.

2. I would share just how easy it is to offer a finance option. I would dispel the notion that financing is confusing and hard to pitch. I would also want to make them aware that not every leasing company is the same. I've worked with and for other leasing companies, and we are definitely not the same.

Amy Vizanko

Southeast Region

1. I would say the amount of education I do for my customers on 'who Med One is' and all the products/services we offer, not only for leasing but for rentals and sales as well. What surprised me most is the lack of customer awareness of our company offerings. Specifically, from a leasing standpoint, I educate our customers to help them better understand all the types of finance offerings we have, equity rental, step-up, and payment deferral.

2. The fact that Med One is completely different than any other leasing organization. I would want to express how we are different, creative, flexible, have zero to minimal fees, and are truly fair and ethical in the way we administer operating leases. Earlier in my sales career, I worked for one of Med One's vendor partners and got to experience first-hand the way they take care of customers and their straightforward way of doing business. We did several deals together.

In terms of misconceptions, what I hear the most is questions around FMV. Many of my customers have shared with me their bad experiences around this with other lessors. The one thing I try to get across is that Med One is not in the business of losing customers from lack of transparency in our agreements. We work hard to keep our customers by providing the right solution to the customer and educate them about our end of term options.

Tim Loftis

Rocky Mountain Region

1. Best surprise: How many hospitals we've worked with across the country.

Worst surprise: We need to do more to increase our number of repeat customers – keep building relationships and consistency in all of our leasing sales efforts.

Key Benefits of Med One Operating Leases

- 1 Simple agreement
- 2 Fixed term
- 3 Utilizes customer's operating budget
- 4 Gives customer the absolute lowest possible monthly payment
- 5 Customer can purchase equipment at end of term at fair market value
- 6 Can return equipment at end of term with no further obligation

2. You may not need us very often, but there's a good chance that, at some point, we can be of value to you. Maybe your organization has a policy where you don't use leasing at the moment, but those things can change. And maybe one day you change jobs and go somewhere that uses equipment finance. Maybe you got all of your capital equipment needs covered in this year's budget, but maybe something unexpected arises. Things change. The one thing you should remember is that no one is better equipped to help you when you have capital financing or rental needs, so let's develop a good relationship, and when something does come up, make me your first call.

Julie Harrison

Upper Midwest Region

1. What has surprised me about being a representative with Med One Group are a couple of things:

The "we don't lease" comment from healthcare facilities surprises me. A majority of healthcare facilities do indeed lease, depending on their situation, maybe some more than others.

When I do get time with customers, and they realize I'm not a specific financial arm for any one company, they are a bit more open with their projects. As a former device rep, this information has always been held close to the vest.

2. What I would love to tell all my customers at once:

Convey the pillars of Med One Group – creativity, simplicity, and responsiveness – as they speak to our value.

Submitting a quote to explore options doesn't cost them anything, but only provides further opportunity to continue with projects, especially if they are urgent.

Med One wants to help the customer and align with their priorities. We are not in it to take advantage of anyone.

Technology is always changing; competition is ongoing; let us help you keep up.

Healthcare facilities work to improve lives; Med One's services complement that effort while also striving to improve lives by making medical care equipment available.

Hospitals lose money when using old equipment – always fixing, costs associated with an adverse event; hospitals lose money when they start evaluating new products – in-servicing, costs of evaluating equipment, and time. Let Med One Group help you buy equipment sooner than later and recognize revenue for procedures, avoid fixing equipment, etc. Let Med One Group help you close on your new equipment purchases from an evaluation, no delays, so that the costs associated are recognized as opportunity costs. Don't put decisions on the back burner.

Al Mugno

Northeastern Region

1. An issue that has surprised me is the lack of knowledge that many of our call points have when it comes to finance and the different types of solutions that we provide. One would think that a Director of Purchasing/Materials Management would know just as much, if not more (when it comes to finance), and this simply has not been the case. Many times, it creates an opportunity to educate the customer (if they allow it) and show them value as an expert in the field of equipment acquisition. My goal is always to help them turn their limited information or experience

with financing into an opportunity to shine and become a trusted advisor. By so doing, a great partnership can be built.

2. I would tastefully and simply instruct them to read the fine print and not let rate drive their decisions. The misconception that I work hard to dispel is that the rate the competition initially offers is typically offered prior to full approval. I would work hard to educate them to not "take the bait."

Brian Nappi

California Region

1. I assumed coming into this role that most, if not all, of our target customers, would know much more than they do about financing solutions given how empowering they truly can be for those acquiring equipment. Much of my time is spent educating decision-makers at many hospitals on the simplicity of our process, the simple options we have available, and ways that Med One truly does stand out in an industry that is too often viewed as a "commodity." Additionally, it feels too often like egos and preconceived biases can get in the way

"Med One is completely different than any other leasing organization. I would want to express how we are different, creative, flexible, have zero to minimal fees, and are truly fair and ethical in the way we administer operating leases."

of understanding and slows the process down. We stand ready to inform, educate, and assist and never want to come across as threatening or intrusive.

2. At any level of the decision-making process, I am always glad to offer a free, no-obligation "crash course" on how leasing works, how it can benefit

them, what options are available, and how very easy it truly is. I would also love for customers to better understand how much smoother things can go when they have a high-level understanding of which budget they intend to tap into with their lease payment, exactly which equipment and supplier they are interested in, and the type of solution they are interested in. It's good also for people to realize that in order to review and approve them for credit approval, we need financial statements or other items in the initial review phase; it is not something to feel threatened about. All of this is intended to help us help them rather than penalize or frustrate them. I want customers to realize that with Med One, the whole process can be painless, smooth, efficient, less time consuming, and they will feel confident with the process.

Robb Stevens (Me)

Sandy Office - SVP Equipment Leasing

1. I think what surprises me the most about this business is how far and wide the opportunities are for us to truly have an impact. Here in our 28 years in business, we have worked with some of the most

renowned hospitals in the country while at the same time some of the most obscure. That has always been fun to me that we can serve such a wide variety of medical providers. With that, though, it's interesting just how varied each hospital is in the way they do business, the ways they acquire equipment and the things that affect their decision making.

2. If I had every hospital decision-maker in one place, open-minded and willing to listen to us, even for a few minutes, I would tell them that leasing is a powerful tool rather than a "necessary evil." There are so many ways to utilize financing solutions and benefit from them. Understandably, customers at times may get burned by a bad experience, but I would also emphatically tell them that not all lessors are the same. It's easy when you have a bad experience with something/someone to simply turn away from it, but there is so much to be gained

from being open-minded about the solutions Med One has to offer. Hear us out, give us an opportunity to assist you. It costs you absolutely nothing for us to provide a financing quote on any given equipment item, and that quote may just become the difference for your facility in the long run.



VIEW FROM THE BOARD

Most importantly, “how can “I” bring value without interference?”

From everyone’s perspective, it’s a lot of questions, a lot. On the other hand, joining an existing board is a bit like starting a book in the middle. A lot of those questions are ground that has long since been plowed, and you need to catch up. So, a new board can be daunting for both the board members as well as the management team. “How much detail do we provide?” “How much do we ask for?” “What’s reasonable, and what’s unreasonable?” “Why all the questions?”

It’s a significant learning curve for all, on operational details, company history, as well as the personalities of each player. At a conference on corporate governance, a seasoned board executive astutely suggested that it’s a board member’s job to; “stick their nose in but keep their hands off.” A board member wants to know what, where, why, and how, but it is not their company to run, only to advise.

So how does this get done? One key is excellent communication. For a board to be effective, it is critical that there be open dialogue and exchange of thoughts and ideas in a manner that no one feels threatened by probing questions or embarrassed by random thoughts or ideas. Inside the board room, we question and challenge ideas, not individuals. The board is a forum to explore, probe, propose, and inquire as to how we cannot just protect what we have, but do even better with it. The better a board can do this, the more productive and effective a board can be.

It’s been about four years since our first meeting, and we have come a long way. I use “we” because I am referring to all of us, both the management team as well as the individual board members. We have gotten to know and understand the company and its players, both on a professional and personal basis. It has been a needed four years to not just learn about the company, but to also develop a relationship and an understanding of more than the facts, but the culture of the company. It’s been an opportunity to develop a system and routine that makes a board productive. And it’s an ongoing process.

When you think of what a board oversees, you tend to think about; leadership development, marketing, competition, profits, margins, and balance sheet management — it is all of these metrics along with the decisions and actions around managing them. As to Med One specifically, I came into this with extensive experience in the banking and leasing industry. I spent most of my career doing financial analysis and studying the metrics of what makes a company successful. I like to say, “We see the world through a set of filters that are made up of our own individual experiences.” Mine drive

me to those metrics that measure a company and how to improve on them. Frankly, if it can’t be measured, I’m not sure what to do with it.

But Med One and its management team have taught me a lot beyond my previous experiences. Over these four years, I have personally come to appreciate many things about Med One, not the least of which are:

1. Just how much Larry and Brent value, respect, and care about every single employee in the company.

2. How culture, employees, and relationships are more important and valuable than just the economics.

3. How dedicated, intelligent, and hardworking each member of the management team is.

4. Just how effective and committed each executive officer runs their areas of responsibility.

5. But most impressive is how unselfish and sharing two owners can be.

Sure, we talk about financial performance, marketing and succession planning, etc. But we also spend a lot of time on customer service and the amazing work that Med One does. Most individuals think Med One is in the leasing business, as I did, but when you ask them, any of them, they will tell you something different – they make critical care medical equipment available to hospitals and clinics. They will lease it, they will rent it, they will sell it, and they will find it. But most importantly, they will make it available in some manner that is most cost-efficient to the hospital or clinic.

I’m constantly hearing stories about midnight deliveries, or cross-country treks to get equipment where it needs to be when it needs to be there. I’m constantly hearing about culture, attitude, commitment, and examples of above and beyond customer service. It’s these things that are the decisions and actions behind all those other measures of success.

I know a lot of companies can claim these things, and I suspect it may be true for them as well. But what I have learned about Med One by having an inside view is just how much culture, attitude, and commitment are a part of, and the measure of, Med One’s success. Med One is a family of dedicated individuals whose primary focus is to make available critical care medical equipment to improve better outcomes for patients. Everything else is just a byproduct.

I have had the pleasure of sitting on a number of corporate and non-profit boards during my 46-year career, 11 if my memory is correct. While the idea is to be an advisor to management and fiduciary guard for the shareholders, it’s also an amazing learning experience. It’s an in-depth look into the management and operation of the respective company. You get to learn and understand the inside details of what works and what doesn’t. While each entity is different in nature and industry, there is a lot of common ground among all businesses.

And if you’re a student and pay attention, you will also learn a lot from your associate board members and management team. These are bright, well educated, and knowledgeable individuals with a whole host of experiences and backgrounds that are different from your own. Working with them is an inside opportunity to capitalize on their knowledge and insight into different situations.

What I want to share with you is not what a board member provides, but what they learn from the experience and come to appreciate about every company.

Written By **Randy Emery**
Member of the Board



In 2015, Med One Group organized its first board of directors with outside members. Five of us were initially invited, and two have subsequently been added. We are well diversified and come from different backgrounds but also have a reasonable amount of similar

experiences. Although we tend to see things from different angles, our end objective is to provide the best advice and counsel we can. It can be our different perspectives on similar situations or circumstances that really add value to a board discussion. It’s an opportunity for each of us to see through the eyes of others and collaborate on well-thought-out solutions, action plans, and strategies.

It’s also very different joining an existing board that has been functioning for several years, than to be part of the make-up of an entirely new board, as was the case with Med One. Imagine being part of the management team of a successful operation: “Who are these guys, and why do we need them?” What about being the new board member: “What is it they exactly do, and how do they do it, and why does it, or doesn’t it work?”



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

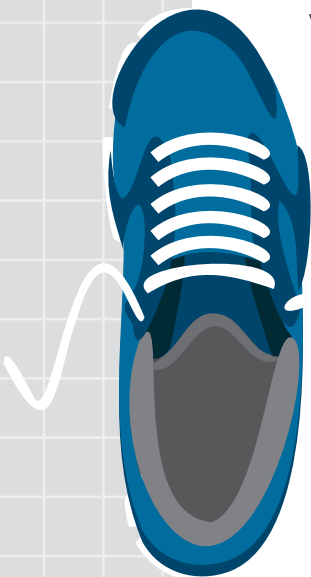
Get Your FEET RIGHT

Many years ago, as a young high school student, I was introduced to the game of racquetball by two friends. Soon after, we were playing a modified version of the game with each other, where three players participate together, called "cutthroat." There were three open-air courts at our high school that consisted of a front wall, two partial sidewalls, and a short back wall. (A normal court is an enclosed room with a small door which allows the players to use the full height of all four walls and the ceiling). The three of us played at similar skill levels and would rush to meet each other at the courts after getting off the bus and before class started. We would meet again during our lunch period, and often we would stay after school to play one of several teachers who also liked to play. On one of those warm Arizona afternoons, the teacher I was playing paused the play of the game and took a moment to give me some advice. He said, "get your feet right" and demonstrated how to position my feet in relation to the front wall. This simple instruction had a very dramatic, positive impact on my game. As I made the consistent effort to move my body, including my feet, into the correct position, my ability to score points improved. As I've grown older, the principle behind "getting your feet right" seems to have greater and greater application.

Getting in the correct physical position is a fundamental requirement for success in most athletics. Obtaining the necessary balance between work, family, and play is also essential for meaningful relationships. The senior leadership group at Med One has made very important plans for 2020. To be successful in this work, we've needed to be thoughtful and review our most basic business objectives - i.e., "getting our feet right." One of these most basic positions is: We view our role as a stewardship, always seeking to balance what is right and best for our company, employees, and customers.

We liken these three constituencies (Company, Employees, and Customers) as a three-legged stool, which functions best when it is balanced. We are striving to consider each of these important legs in all of our planning and decision making. We believe that this view is more sustainable and fairer to all parties involved.

One illustration of this balance is when Med One signs a rental, lease, or product purchase agreement with one of our customers. When the agreement is finalized, the Med One team must execute operationally to deliver the medical equipment or approved lease documents. Employees must then work to accomplish the many transactional duties associated with preparation, cleaning, shipping, and delivery. Customers are then responsible for returning payment, as defined in the agreement. When the three parties perform their respective obligations, all three are served well and prosper. The Med One management and Med One employees are grateful for customers who partner with us, place their trust in us, and who faithfully pay for our products and services.



EQUIPMENT ACQUISITION

WE MAKE MEDICAL EQUIPMENT AVAILABLE

INFUSION, RESPIRATORY, MONITORING, OXIMETRY, IMAGING, THERAPY, BEDS, & MORE



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.

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

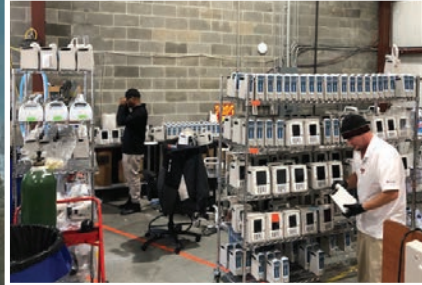
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EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF A SPECIFIC CUSTOMER. CONTACT US TODAY TO LEARN HOW WE CAN HELP YOUR FACILITY ACQUIRE THE EQUIPMENT IT NEEDS. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME, AND CUSTOMER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



VIEW FROM THE FIELD ALPHARETTA, GEORGIA



Written By **Chad Agliam**
Alpharetta Operations Manager

What does a day at Med One Alpharetta entail? Days here are anything but boring, each day brings new challenges that you must undertake. For starters, one minute you're on your way to busy downtown Atlanta and the next minute, you'll get a call to deliver ventilators all the way up in North Carolina. You never know what your daily schedule will be. Every day is different, and that's what makes our jobs so much fun. We have serviced hospitals in Georgia, South Carolina, North Carolina, Alabama, and even Virginia. Making our customers happy is our number one goal. Knowing that the piece of equipment you're delivering is going to help someone's family member or friend is the best feeling in the world.

My drivers are an essential part of the success here at our office. They cover a lot of ground and are asked to do things that not everyone can do. The most recent trip my driver Nick took was a tall order. I sent him to South Carolina at 8:00 AM to retrieve some of our equipment coming off rent. He got back to our office at about 3:30 PM. Then we got an order for 10 Stryker beds that same day. No questions asked, Nick jumped into a 26-foot Penske truck and headed to our Sanford office at 5:00 PM (an eight-hour drive) to pick up nine beds that were needed to complete this order. At 2:30 AM, Nick and Edgar Galan, the Sanford operations manager, finished loading up all nine beds into the truck. After a night's rest, Nick headed back to Georgia (another eight-hour drive) to get the beds

prepped and ready for delivery. This is just one of countless examples of the lengths our drivers go to to support our customers.

We work very closely with our office in Sanford, Florida. Edgar Galan and I frequently communicate to discuss potential halfway meets to swap equipment. We like to discuss



Knowing that the piece of equipment you're delivering is going to help someone's family member or friend is the best feeling in the world.

upcoming orders, equipment that is being frequently rented, and anything else that is going on at our locations. Our Biomed technicians, Rodney and Dave, always have equipment ready to go on rent. They also have all the parts stocked for potential repairs. Many times, the Biomed techs are asked to help decontaminate the equipment. This is another small example of the things we do every day to help each other out at Med One.

We do things that aren't expected of us to get the job done and keep our customers satisfied. Day in and day out, everyone is going above and beyond to make Med One on the East Coast successful.



WHAT IS THE *secret sauce* OF EXCEPTIONAL CUSTOMER SERVICE?



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

outstanding customer service and from whom. The responses should be your choices, not what Google answers. Now take it a step further, why do they make **your** list? What are the things they did, or do that make you select them?

Customer service is a personal experience, and it happens to each of us many times over the course of interacting with a business or individual. You had an

"Med One not only empowers its employees but truly embraces the concept of under-promising and over-delivering on every opportunity. These behaviors may be their secret that has created customer loyalty among healthcare providers and suppliers for nearly three decades."

interaction that made you believe that the company you identified heard you, appreciated you, and was willing to go above and beyond your expectations. That is how companies stand out in customer service and satisfaction.

I find myself almost obsessed with what makes the employee or whole team feel that providing that exceptional customer care should be the norm. In my experience, Med One is one of those companies that believes this. Med One not only empowers its

When someone asks you what company or companies offer the best customer service, how would you respond? Don't take the time to check the web. Think about how you have experienced exceptional or

employees but truly embraces the concept of under-promising and over-delivering on every opportunity. These behaviors may be their secret that has created customer loyalty among healthcare providers and suppliers for nearly three decades. Is there more to it? My inquisitive mind wanted to know what is the *secret sauce* that makes Med One believe and act this way.

Jack in the Box (a Southern California fast-food chain) introduced the term "secret sauce" several decades ago during the height of its rivalry with McDonald's. While a relatively small player when compared to larger chains like McDonald's, they developed a loyal following, who became addicted to the secret sauce served with every Jack in the Box hamburger. What is Med One's secret sauce that has kept customers coming back again and again? As I pondered this, it became clear that to provide exceptional customer service, it had to involve every employee at all levels. During my early research, I read an article on developing a customer service culture that reinforced this requirement. It read, "To truly have a customer-focused culture, a company must first focus on its employees."

Other articles on developing a customer service culture all reinforced that the leaders had to believe in, reinforce, and recognize going above and beyond to meet and exceed customer expectations. Therefore, I began my search for Med One's *secret sauce* with the two owners of Med One. What did the leaders do that created the desire in every employee to excel in customer service?

In the company publication (Med One to One), owner Larry Stevens spoke extensively on the importance of customer service to the sustainability and growth



of the company. He shared his response to Southern California's staff, embracing and living each day based on the belief that "sick babies shouldn't have to wait." He said that he firmly believes that the culture of people being empowered to do whatever it takes to meet the customers' needs is critical to success. It is what has and continues to keep customers and manufacturers becoming loyal and repeat users of the services Med One offers.

Also, when the company receives customer feedback, Larry often publishes it in a company-wide email, all Med One employees know it as "Larry's Roundup." Here he shares the customer's words, recognizes the individuals or departments, and encourages others to create and share more customer feedback. Through small acts of recognition like this, the leaders of Med One promote excitement and desire in each employee to excel in customer service.

Brent Allen, the co-owner of Med One, shared the following on why vendor relations are so crucial to the business: "If we become partners with a vendor, they become our sales team and our way into the

hospitals throughout the country. We can do it much more efficiently. The secret is to become innovative so that the vendor doesn't want to use anyone but us. It is challenging, but we have found success with many vendors."

By treating each vendor opportunity with a serving of the *secret sauce* each time and with every interaction, Med One builds relationships that can carry on for many years.

No company can deliver exceptional customer service if it is merely a company motto and only seen as a departmental or senior leadership responsibility. Each customer interaction and every employee must embody the belief that meeting and exceeding the customer's needs is their job. When you don't have a product to sell, this mindset and behavior are even more critical. You are selling yourselves, your reputation, and your services. Those assets are what allow you to win without the sole consideration being price.

What about the rest of the employees? Do they share this commitment to excel in service? Do they demonstrate the belief that each call, visit, or correspondence is an opportunity to stand out in the eyes of the customer?



I asked several employees how they would describe Med One's approach to customer service. There is a definite theme and belief that what they do each day matters and impacts the lives of others. Patient care may seem a stretch when you think of a company that provides lease, rental, and sale of medical equipment, but not here. All respondents are proud of the culture and commitment to excel. Here are a few examples of their responses:

- * Med One's customer service is driven at least in part by the fact that we realize the impact on human life that all of our business deals have. Our quick response removes hurdles from end-users so they can more quickly deploy the technology we are leasing/renting/selling.*
- * Customer service is the lifeblood of our company. It's what keeps our customers and vendors coming back to us. Every company preaches customer service, but few deliver. I consistently hear that when a customer is open to a new leasing relationship, it's often due to a lack of customer service from previous providers.*
- * Our market can become very commoditized. Customer service stands out as a differentiator. It has to be part of our culture and who we are as a company. We may not always be able to win on price, but we should never lose to customer service.*
- * Customer service means that I am available to answer questions and can direct them to others if I can't answer their questions. It means that I serve them first.*

** Service means that you treat every customer with the same level of respect and attention. You do not categorize by labeling them as Gold, Silver, or Bronze by how much money they spend with your organization.*

** I don't completely agree with the belief that the customer is always right. I think that the customer always deserves to be treated fairly and with respect. At Med One, I feel we do an outstanding job of trying to meet the needs of our customers and provide them with a positive experience.*

** We believe that we do one thing right at Med One. We do whatever it takes!*

** There is nothing more rewarding than knowing that we are in a business that "saves lives."*

** Making a difference in healthcare is why we do what we do and how we do it!*

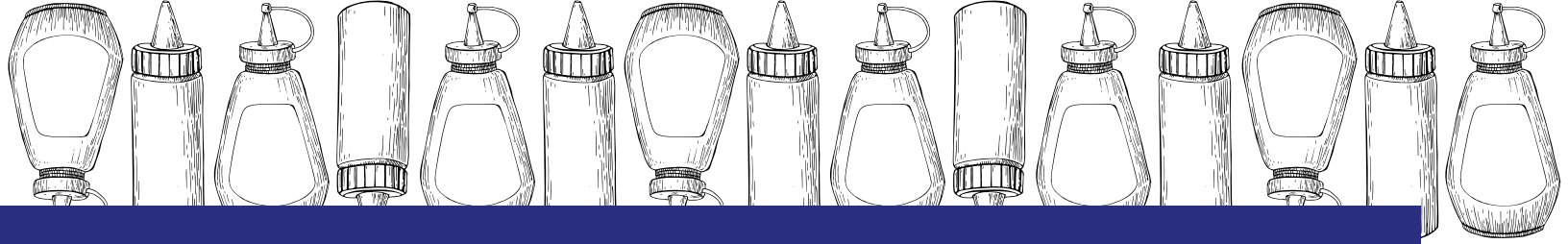
Med One, please continue to invest in customer service and empowering employees, customers, and vendors to speak together and differentiate your company. The value of personal touch from caring employees and leaders alike have allowed you to stand out as an industry leader. Keep serving customers with your secret sauce, it has and hopefully will continue to set you apart.



111

Join our Team

www.medonegroup.com/resources/employment



"No company can deliver exceptional customer service if it is merely a company motto and only seen as a departmental or senior leadership responsibility. Each customer interaction and every employee must embody the belief that meeting and exceeding the customer's needs is their job."

What the What?



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

A friend has a young, preschool-age grandson, who, when things don't go as expected, uses the phrase, "What the what?". He then follows it with, "at least I didn't say hell."

Strong organizations, like Med One, are constantly monitoring the business climate so they can grow and change to meet the needs of the industry

and look for additional, related opportunities. It can sometimes be difficult for employees and staff to adjust to the changes. Some are caught off guard and, if not said verbally, often think, "What the what?"

Some time ago, I read a short, easy to read book titled "Who Moved My Cheese" by Dr. Spencer Johnson.

The book features four characters, mice named Sniff and Scurry, and little people named Hem and Haw that live in a maze. The characters all love their specific kinds of cheese. Inside the maze, there is a specific location with lots of cheese. The mice sniff and scurry around until they find the cheese. Hem and Haw follow the existing manuals and documents that lead them to the cheese. Every morning they all return to the location with the cheese.

The mice are constantly watching to see if there are changes in the cheese. Hem and Haw are content to enjoy the cheese they have always enjoyed. One day, they all went to the location with the cheese, but it was all gone. The mice immediately set out sniffing out a new location for the cheese. Hem convinced Haw that, if they were patient, the cheese would return.

Every morning, the mice went to the new cheese location, always expecting they would eventually need to find the next spot. Hem and Haw continued to return to the original location of the cheese because that was where it originally was, and of course, the cheese would eventually return.

As time went on, Haw realized the cheese probably wouldn't return, but Hem was convinced things would return the way they were. Even though he was very nervous about the unknown, Haw decided to set out in search of the cheese. He found that he began to enjoy the search just as much as finding the cheese. Eventually, Haw found the new cheese location and began to measure and watch for changes in the cheese. When the cheese ran out, he went in search of the new cheese.

Haw went back to convince Hem he should come with him to the new cheese location, but Hem refused to believe that the cheese would not return to where it had originally been. He would exclaim, "Who moved my cheese?!!!" Disappointed, Haw went on to enjoy

the new cheese and visit the new cheese locations when he needed to, but Hem kept going back to what he had been comfortable with and missed the opportunity to enjoy the cheese.

Pretty much every business follows this same pattern. Change is going to happen, and the "cheese" will be moved. Although changes can be scary, they are going to happen whether we want it or not. It is up to us to determine what we are going to do about it. We can run off like the mice and move with the change, we can watch for changes and move as Haw did, or we can dig in our heels and wait for things to go back to the way they were.

How do we know what to do?

- *Constantly watch for changes around you.*

- *Be willing to measure what you are doing to see if your old practices are continuing to meet the needs of those you work with, your team, the company, customers, etc. These are often measured through metrics.*

- *When things start to change, be willing to move.*

- *Look ahead to what is happening in the world around you and make changes before "the cheese" is already gone.*

Change is going to happen. There is nothing we can do about it. Either we recognize that we need to move along and even control the change, or we get left behind. Some major businesses have held on to the idea that they were beyond the impact of changes around them. Kodak is one of the best examples of the results of resisting change. They were once one of the largest companies in the country and now no longer exist.

"Although changes can be scary, they are going to happen whether we want it or not. It is up to us to determine what we are going to do about it."

If you are hanging on to old ideals, including processes, policies, practices, or outdated software, you will most likely find yourself left behind while others embrace the new opportunities and capabilities that change brings.

To quote Larry Stevens (Med One President/Chief Executive Officer) during the Med One 2019 National Sales meetings, "Change is not your enemy."

Embrace the opportunities to change, so you are not left exclaiming, "What the what?"



AHRMM IN ARM



Written By **Bryson Cutler & Tim Loftis**

Healthcare associations provide a wide variety of services for both healthcare providers and the companies that offer products and services to them. One organization that Med One has been proud to ally with is the Association for Health Care Resource & Materials Management (AHRMM). Since 2014, we have had an association with AHRMM and have exhibited at their annual conference each year. During these conferences we have developed many great relationships with those attending the show.

The AHRMM group is a professional membership organization affiliated with the American Hospital Association. It is the leading membership group for health care supply chain professionals and has thousands of active members. The group provides education, leadership, and advocacy to supply chain professionals across the country. They have nine regions and have over 30 chapters who conduct meetings, conferences, and share best practices. All chapters are committed to improving how the supply chain impacts cost, quality, and outcomes.

Supply chain leaders and materials managers are key decision-makers within most hospitals. Therefore, the AHRMM and its membership of supply chain personnel fit our niche perfectly. We viewed attending their events as an excellent opportunity for Med One to

showcase our medical equipment and services. As Med One has established distribution centers across the country, there has been an increasing interest to be an exhibiting vendor at many of the local AHRMM chapter events. Members of our rental and leasing sales teams have exhibited at these events in California, Georgia, North Carolina, and South Carolina. At our corporate office in Utah, Tim Loftis, an Equipment Finance Sales Executive, became especially involved in the creation of the Rocky Mountain AHRMM (RM-AHRMM). Tim shares about his contribution and experience with the organization.

Since I attended my first national AHRMM conference five years ago, I have been fortunate to learn about AHRMM and the value it provides to the healthcare industry. I recognized that as one of the leading healthcare finance companies in the country everything we do is aligned with the efforts of supply chain and materials management professionals and there is much that we could do to support them.



After that first national conference I reached out to the board of the Rocky Mountain AHRMM to see what I could do to help the industry in our region. Four years later, I now serve as Co-President of the Chapter after serving as the Communications Director and the Secretary.

Med One has become an integral part of the Rocky Mountain AHRMM and we are proud to be members and Gold Sponsors of the organization.

We host events and board meetings, encourage the support and participation of our associates and vendors; we are also leading efforts to launch a new University Outreach program for RM-AHRMM by providing scholarship resources for the program. But the greatest service we provide to our chapter is the creation, development, maintenance and management of the RM-AHRMM website. www.rockymtnahrmm.com.

The RM-AHRMM website is visually stunning, building off of the natural beauty of Utah. But more importantly it is a robust and effective site that allows us to provide content about our organization and events, manage the member databases, collect dues and sponsorship contributions and give our supply chain community a central place for information.

The friendships and relationships I have developed through AHRMM have been invaluable. I have learned so much about the supply chain industry and how they are critical to providing excellence in healthcare. Med One and I look forward to many more years working with the Rocky Mountain AHRMM, the national AHRMM and other chapters across the country to do all we can to support the great people in healthcare supply chain and the AHRMM principles.





CYBERSECURITY THREATS TO PROVIDERS AND PATIENTS

Written By **Madeline Cheney**
Marketing Assistant



Cybersecurity is a growing concern in an ever-advancing technological world. Many people are aware of some cybersecurity basics, such as being cautious about sharing personal information online and making sure to use strong passwords to protect their various internet

accounts. However, they don't realize how much of their personal information is actually at risk – including at the hospital.

It is easy to see why financial institutions like banks have such high levels of security – we are trusting them to protect our hard-earned money. People won't bank with an institution they feel is untrustworthy. Knowing this, financial institutions take great effort to always utilize the most

advanced security available. In order to maintain a positive reputation and keep their customers, banks want to make sure that customers can feel confident in their financial investment.

It might seem less important for healthcare providers to maintain high levels of cybersecurity than for a financial institution, but security in medical institutions is just as vital. Your medical records contain a wealth of sensitive information, including your social security number and previous medical diagnoses. If your medical records are compromised, this information could be sold by criminals on the black market; this can result in identity theft and abuse of the healthcare system due to fraudulent individuals receiving medical procedures and medications under your name. Medical records sold on the dark web are more valuable than you might think; medical records can sell for \$50 dollars, whereas a social security or credit card number can sell for only \$1 dollar.

Criminals may also attack healthcare institutions more actively. They could remotely shut down a hospital until a ransom is paid or infect devices on the hospital network with malware.

There are an incredible number of devices linked to the hospital network, including patient health monitors, desktop computers, tablets, and mobile phones. Because hospitals have such a vast network, it is difficult to protect all linked devices from an attack as well as preventing

form of cyber vulnerability. The more easily accessible patient information is, the more vulnerable hospitals and, ultimately, patients are to cyber-attacks. In the event of a cyber-attack, patient information may not only be compromised but can become unavailable to providers, resulting in a severe decline in the quality of patient care.

Healthcare providers can take steps toward being more cybersecure by advancing their networks. Rather than storing complete copies of patient information on each

The more easily accessible patient information is, the more vulnerable hospitals and, ultimately, patients are to cyber-attacks.

a tampered-with hospital device from damaging the network. Cyber-attacks in hospitals are often left unnoticed for months if caught at all; however, hacking is the leading cause of healthcare data breaches. Limited hospital budgets and a general unawareness of the wide-ranging and severe repercussions of a security breach are two key factors preventing increased cybersecurity in medical institutions. Additionally, increasing hospital cybersecurity can seem like an insignificant venture when compared to providing current patients with much-needed immediate care.

Despite the risks associated with poor cybersecurity, the use of technology in hospitals is vital. The incorporation of technology into modern medicine has dramatically increased provider productivity and accuracy of diagnosis and treatment; however, providers now need to proceed with caution in their technology usage because of the risks associated with poor cybersecurity. Many hospitals have adopted the use of tablets and other devices to log patient information, which have saved time and improved efficiency. With these advances come drawbacks in the

device in a hospital, hospitals can utilize a virtual network, which would allow providers to view patient data without needing to store it directly on the device they are using. This simple change adds a layer of security without a reduction in usability.

Hospitals and other healthcare providers need to take an active approach in updating their cybersecurity as well as consistently finding and fixing vulnerabilities in their systems. Constant maintenance of the network, as well as finding creative solutions to security weaknesses, will make a tremendous difference in the overall security of patient information. Although patient care must always come first, healthcare providers must also focus on maintaining secure networks. A robust and secure network will ensure the productivity of doctors and nurses without losing access to patient information or allowing it to be compromised. It will prevent damage to the network by the installation of malware. Overall, cybersecurity in medical institutions is necessary and beneficial to both the institution and the patient.

89%

of healthcare organizations had medical records lost or stolen in the last two years.

\$1.4 MILLION

is the amount the average healthcare organization spends to recover from a cyberattack.

59%

of the population had their medical records stolen as a result of data breaches between 2009-2018.

Sources: HIPPA Journal | Healthcare Data Breach Statistics
Reuters | Your Medical Record is Worth More to Hackers Than Your Credit Card

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