

Med TO One

P3

LETTER FROM THE EDITOR

TAKE A CHANCE
ON CHANGE

P5

MED ONE
Culture

LETTER FROM
THE OWNERS

— **10** —
BENEFITS

*Of Leasing
For Your
Company
Today*

P15

ISSUE 65

FALL / WINTER 2020

MED ONE GROUP

800.248.5882

WWW.MEDONEGROUP.COM

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. Four quarterly 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.

Thank You for your support of Med One To One. We are grateful to associate with so many amazing customers and equipment vendors. At Med One, the health and well-being of our customers and employees is our highest priority. We would like to assure our customers and vendors that we are taking all necessary precautions to keep everyone as safe as possible during the pandemic.

Editor

Troy Tait

Creative

Brian Gates / Madeline Cheney

Craig Burton / Bryson Cutler

Dani Vaughan

Contributors

Larry Stevens / Troy Tait / Jeff Easton / Robb Stevens

Julie Harrison / Mike Schmitt / Braden Mackay

Nick Abdulkarim / Jay Swanigan / Josh Valentine

Rich Madsen / Dal Holman / Tim Loftis / Kyle Smelser

Jeremy Quick / Theresa Warren / Craig Burton / Zack Poray

Elaina M. Maragakis / Madeline Cheney



3 Letter From The Editor
Take A Chance On Change
Written By: Troy Tait

5 Letter From The Owners
Med One Culture
Written By: Larry Stevens

15 **10 Benefits Of Leasing For Your Company Today**
Written By: Jeff Easton

17 **Capitalism: The Essence Of American Exceptionalism**
Written By: Robb Stevens

20 **Med One Panel**
Employee COVID-19 Experiences

25 **Employee Spotlights**
Nick Abdulkarim / Jay Swanigan / Josh Valentine

27 View From The Board
Innovate To Accelerate
Written By: Rich Madsen

31 **Success Stories**
See What People Are Saying

33 **Forward Thinking: Med One's Rental Customer Portal**
Written By: Craig Burton

37 View From The Field
Morrisville, NC
Written By: Zack Poray

39 **COVID-19 Requires New Emphasis On Cybersecurity In Healthcare**
Written By: Elaina M. Maragakis

42 **Focus On The 20%**
Written By: Madeline Cheney



TAKE A CHANCE ON CHANGE

LETTER FROM THE EDITOR

At the time of writing this article, my wife and I are about to experience a change in life. This isn't a big moment or something of great magnitude, and it doesn't have anything to do with COVID, but it is representative of the small events that happen throughout life that create change. In our particular case, we attended the final high school football game for our kids. We have five children, and our youngest are twins – a boy and a girl. For the last 12 years, we have been attending high school football games to watch our sons play, or our daughters perform at halftime. I even got into the action by becoming the announcer for the games. On a cool fall night in October, we watched for the last time as our youngest took the field for their last high school game.

Not only was this the last time they would participate in these events as high school students, it was also the beginning of a new stage in our lives as parents. It was the first of many “lasts” that will occur over the next few months. At the conclusion of this school year, my wife and I will enter a new season of life – empty nesters.

The interesting thing about change is it comes and goes whether we like it or not. It doesn't wait around for us to prepare or be ready – it just happens. Sometimes it is very subtle; other times, it is dramatic and impactful. Sometimes it brings great joy and happiness; other times, it can cause great pain and sadness. Change is not easily challenged, and, in some cases, there is nothing we can do to stop it from happening. In every sense, change is guaranteed to happen each and every day. There are times when we can control change or make it happen. The first week of each new year seems to be one of the greatest times when change is actively promoted, but soon the excitement of change fades off as the scale continues to display results we weren't looking for.

Thanks to COVID-19, 2020 has been a year full of change. In addition to the “normal” changes that we would experience, we had a whole new type of change introduced as we all faced this pandemic. As things slowly get back to normal, it will be interesting to see which of the changes that have impacted our lives over the last several months will stick. There are a few that I can't wait to see go

"The interesting thing about change is it comes and goes whether we like it or not."

away and others that I think should become part of our normal life. For example, airlines now board from the back of the plane to the front. Ever since my first flight, I have never been able to figure out why it has been from the front to the back. Talk about an inefficient way to get on. In the couple of times I have been able to fly since the boarding changes, I have been amazed at how quickly everyone is able to get on.

I have also been impressed with how quickly some businesses have been able to adapt. It seems those



Written By **Troy Tait**
SVP Customer Care

that were a little more technologically advanced seemed to pivot a little quicker than others. For example, I saw several restaurants that had mobile apps well in advance of COVID. These companies were able to take advantage of online ordering

and curbside pick-up in a fairly quick matter of time. Other companies who had previously implemented video conferencing seemed to be a step ahead of companies who did not have that technology in place. As I watched this transpire, I was reminded of a 2015 quote by John Chambers, Executive Chairman of CISCO Systems. He said,

“At least 40% of all businesses will die in the next ten years if they don't figure out how to change their entire company to accommodate new technologies.”

When Mr. Chambers made this comment, I'm sure he didn't think there would be a pandemic halfway through those ten years, but it definitely helped emphasize his point. For many companies, they were already on their way out, and the pandemic simply helped speed up the process. Some are still struggling to stay afloat, and for others, they were able to quickly make the necessary changes to help them adapt. Hopefully, this event has caused all businesses to stop and take a look at how they are doing when it comes to technology, so they don't become one of the 40%.

Change is inevitable – it is going to happen in every aspect of our lives. From a business perspective, we need to make sure we embrace change and look for opportunities to improve. Ask any business advisor what the most dangerous words are in business, and I bet they will say, “we've always done it that way.” In my opinion, it is better to do everything you can to control your own destiny rather than have outside influences take control. I know nothing is guaranteed, but it is best to embrace change and use it to our benefit rather than let it dictate our future.

Culture

Written By **Larry Stevens**
President / CEO



Not long ago, I attended the funeral service for a young man named Nate Davis, who had served Med One as our Director of Information Technology for over 16 years. Nate passed away unexpectedly at an early age. His funeral was held in a church, and I estimate the capacity of the chapel and overflow area was 1,500 to 2,000 people. When I walked into the building, I was astonished to find the chapel and overflow area filled to capacity. Furthermore, there was a line out of the building with people waiting to get in.

During the service, one of the speakers who knew Nate very well asked those of us who were assembled, “would everyone who has ever had Nate help them with a computer problem, please stand up?” I was astounded when over two-thirds of the audience stood.

Nate was a very knowledgeable and personable young man. He was passionate about technology and finding solutions to problems. On a personal level, I looked to him often to help me with technology issues here in our office, but also at my home. He was always quick to be there for me, and he always fixed the problem or taught me what I needed to know to utilize an application. I had mistakenly assumed that Nate was always totally responsive to me because he worked for Med One, and he was astute enough to “take good care of the boss.”

Imagine my surprise that morning when I learned that assembled in that room were over 1,000 people who had firsthand experience receiving the benefit of Nate’s technology skills and infectious personality just like I had. Indeed, he had treated me as if I was the most





important person he needed to serve, but I shared the room that day with many, many people who had received the same efficient response and customized expertise. Not because he was obligated, but because that is just the kind of person he was.

I've been thinking about Med One's culture and the experiences that Brent and I have shared over the past 30 years as we have worked to build a business and a legacy that could outlive us and still reflect the important principles that we both believe to be paramount in business and in life.

Brent wrote in the last issue of this publication about the importance of doing what is expected of you – “And Then Some.” I recently reached out to several of our

in California to a customer in Atlanta, Georgia, in record time in order to fulfill a critical need. I learned that our entire biomed crew at our headquarters location had worked overtime and through their weekends for three consecutive weeks in order to prepare 3,000 infusion pumps for a delivery to a hospital in Chicago in order to solve a dire emergency situation for our customer. I learned that our credit, sales, and finance team had collaborated to quickly customize lease documentation in order to meet the needs of a customer. This quick collaboration accelerated the closing of a major lease that allowed one of our manufacturer partners to complete an eight-figure lease transaction, which enabled them to recognize significant revenue in the desired quarter. I learned that the entire service team in one of our offices in California had coined the phrase, “sick babies shouldn't have to wait,” and then they unitedly committed themselves to fast track every order for neonatal equipment to ensure almost instant delivery to the requesting customer.

After reviewing the details of each of these experiences as well as many others, I asked a follow-up question. “Do your customers recognize what you have had to do in order to accomplish this for them?” In almost every case, the answer was, “no, our customer was not aware of what we had to go through to do this.” It would sound self-serving at best for us to provide exceptional service for a customer and then bludgeon them with the details of what we had just gone through to meet their needs. The reality is that our customers have learned to expect and count on the fact that when they call Med One, they will likely get a solution to a problem, and often, it is a solution that they hoped for – “And Then Some.” They can almost take for granted that when Med One makes a commitment to them, they can plan on not just being satisfied but being pleased with the result. And they are never going to appreciate what we might have to go through behind the scenes in order to serve them.

In reality, one of the critical pillars of our success during the past 30 years has been that we have consciously tried to shield our customers from any of the behind the scenes drama that often takes place in order for us to do what we do in serving them. It is, to me, an unforgivable sin for any of our employees to ever say to a customer, “I'm

more experienced employees, who regularly interface directly with our customers, to ask them to tell me about experiences they had in exceeding normal expectations to help our customers. I was pleased and impressed at the many, many different ways our employees had found to serve their customers and find solutions to problems by going above and beyond what would normally be expected of them in a typical business interaction.

I learned that we had employees working after hours and driving long distances to quickly deliver equipment that was desperately needed by a hospital. I learned that our employees throughout the country had united to quickly move a scarce piece of equipment from an office



It is, to me, an unforgivable sin for any of our employees to ever say to a customer, “I'm sorry, we can't do that; it is against our company policy.” We know that our customers do not care about our company policies! We know that they do care about finding solutions to the problem that they are having now.

sorry, we can't do that; it is against our company policy.” We know that our customers do not care about our company policies! We know that they do care about finding solutions to the problem that they are having now. We have made it a rule to keep all our background drama about how we can do what we do out of the view of the customer so that they can have a seamless experience with Med One.

For example, many people are amazed that we will routinely provide a brand new, unique piece of equipment for a customer at a very reasonable monthly rental price based only upon a 12-month term commitment (rather than the standard 36 – 60-month commitment which is normally required in the equipment leasing industry). They are further amazed that our options at the end of that minimum commitment term are so simple, straightforward, and customer-friendly. Our customers who take advantage of these types of programs only know how simple and transparent the transaction is. They are generally not aware of the time, energy, and capital we have employed behind

the scenes to create a separate “peak need rental” option or the sales structure and the biomed capability we have built in order to efficiently deal with equipment if it is returned to us after that 12-month minimum lease term. We have built this capability so that we can reasonably offer an option to our customers that will allow them to maximize their use of their own capital budgets. We are not aware of another equipment leasing company that has the internal structure that we have, which provides real value to our customers. We provide that value to them without fanfare and without the drama of forcing them to commit to unreasonable, hard to understand documentation language.

When we move a piece of critically needed rental equipment across the United States in record time, the customer is not aware of the logistics involved in sending sensitive medical devices in our own trucks, using our own employees across the country in order to get it there in working condition for immediate use. They only need to know that when we commit to get it to them, it will be there.

In this day and age, it seems more and more difficult to find people who have a natural desire to provide exceptional service as a baseline expectation. We are blessed. We have some remarkable examples of people who do this naturally and seemingly without effort. These are the backbone of the culture of Med One.

During last year’s devastating fires in California, our outstanding delivery personnel spent hours plotting out safe routes to get to our customers when traditional routes had been closed off by the fires - in order to deliver needed equipment when most of our competitors simply refused to show up. What mattered to our customers is that we showed up on time as promised. We choose not to bother them with the extraordinary logistic efforts that made a delivery like that possible.

I would really like to say that this is all due to our flawless hiring practices and our exceptional employee training in the fine art of customer service. However, the fact is that we have been very blessed along the way to have found people to work at Med One who have the personal integrity that drives them to want to serve and to be willing to go above and beyond in order to take care of Med One’s most important asset – our loyal customers. These experiences and many others are a tribute to the outstanding individuals who make up the Med One team.

Med One has grown from four employees at our founding to over 150 people employed in a large variety of job functions. We recently learned that we have more employees located outside of our home office in Utah than we do at the home office. This realization was sobering to me. I never really anticipated that kind of growth. Long ago, we coined the slogan – “At Med One, we want to be really good at one thing – WHATEVER IT TAKES.” This is the culture that we strive to impress upon our employees. We sincerely want each person who works for us to have the same commitment to providing excellent service to our customers that we have always had since there were only four of us. Satisfaction is the lowest level of acceptable service that we expect from our employees.

With so many employees with whom we do not have direct contact – it becomes harder and harder. In this day and age, it seems more and more difficult to find people who have a natural desire to provide exceptional service as a baseline expectation. We are blessed. We have some remarkable examples of people who do this naturally and seemingly without effort. These are the backbone of the culture of Med One. They set the trend and provide an admirable example of friendliness, commitment, and caring. Their actions not only create satisfaction for those we serve, but they create loyalty and exceed expectations. Med One is so very fortunate to have attracted so many people who have taken pride in the mission of the company. We see the results of their work throughout the company. Whether it is a salesperson who truly treats her customers as friends with an eye toward solving problems; a tech who recognizes that his work is a representation of whether or not Med One can be counted on for excellence; a driver who delivers equipment with the friendly understanding that he or she may be the only Med One representative that customer will ever meet; or an accountant who understands the tremendous ability they have to help facilitate and expedite successful transactions.

In our perfect world, every employee would internalize and make a commitment to act COURAGEOUSLY in every situation:

- Creativity***
- Observant Listening***
- United Teamwork***
- Responsiveness***
- Above and Beyond***
- Genuine Relationships***
- Everyday – Do it Right***
- Outstanding Integrity***
- Unique Patience***
- Simplicity***

That is the Med One way.



THE Med One WAY



CREATIVITY*
Doing one thing very well - “whatever it takes”



OBSERVANT LISTENING
A unique philosophy - what does our customer really need?



UNITED TEAMWORK
It takes all of us to make a happy customer



RESPONSIVENESS*
Unprecedented service builds customer loyalty



ABOVE AND BEYOND
Taking pride in going the extra mile



GENUINE RELATIONSHIPS
A huge secret to getting repeat business



EVERYDAY - DO IT RIGHT
The first time, and every time



OUTSTANDING INTEGRITY
The principle upon which Med One was built



UNIQUE PATIENCE
Perseverance - we will never give up



SIMPLICITY*
Making it easy for a customer to do business with us

Meet The Sales Team

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.

**Doug Green** SVP / Director Of Corporate Development

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

**Spence Tueller** Account Manager / Equipment Leasing

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

**Richard Hedderman** Equipment Finance Sales Executive

Richard Hedderman joined Med One Group bringing over 20 years of experience in medical equipment sales, business development, and sales management. Richard graduated from Texas Tech University with a bachelor's degree in business administration majoring in marketing. He has a background in infusion therapy, radiology, and vital signs monitors. He enjoys the occasional round of golf and spending time with his family.

**Amy Vizanko** Equipment Finance Sales Executive

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

**Carter B. Allen** SVP / Strategic Account Manager

Carter Allen has been in the financial industry for more than 20 years and has been with Med One Group since 2002. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter manages strategic accounts that are essential to Med One's success. His experience with healthcare leasing provides customers with valued solutions.

**Tim Loftis** Equipment Finance Sales Executive

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

**Al Mugno** Equipment Finance Sales Executive

Al joined Med One as an Equipment Finance Sales Executive in August 2017. Al graduated from Iona College with a bachelor's degree in business administration majoring in marketing. Al has worked as a sales executive in the healthcare industry for close to 25 years. He has a background in infusion, barcoding, hospital information systems, radioscopy, ultrasound and vital signs monitors.

**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.

**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.

**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.

**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.

**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 / Northwest Region

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 Sales 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.



Braden Mackay Territory Sales Manager / Northern California

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



Karen Raven Vice President / Eastern Region Sales Manager

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



Jay Thorley Territory Sales Manager

Jay Thorley joined the Med One Team in 2015. Prior to Med One, Jay worked in the mortgage industry for 12 years. He enjoys working with customers to make sure that they have the equipment they need to care for their patients. Jay enjoys spending his time with his wife, son and two boxers.



Kyle Smelser Territory Sales 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 Sales 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.



Skip Horton Territory Sales Manager / Carolinas

Skip Horton joined the Med One Rental Division as a Territory Sales Manager in June 2017. He brings over 30 years of experience in the healthcare industry, with previous experience at Eli Lilly, DuPont, and BD. Skip graduated from East Carolina University with a bachelor's degree in life science. Skip enjoys working with his customers and making sure that they have the equipment they need to care for their patients.



Ben Erickson Territory Sales Manager

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.



Lisa Woods Territory Sales Manager / Southern California

Lisa Woods graduated from the University of La Verne with a degree in business accounting. Prior to Med One, she worked in sales and marketing for about 25 years traveling all over the world as an international buyer. Lisa was the Director of Sales and Merchandise overseeing 3 sales divisions before switching industries into the medical equipment rental field. She likes to spend her free time with friends and vacationing.



Michael Schmitt Territory Sales Manager / Northern Florida

Mike Schmitt has over 20 years of experience in sales and marketing in the healthcare and logistics industries. Mike joins Med One as a Rental Territory Sales Manager bringing significant knowledge in healthcare sales. He enjoys working with hospitals and healthcare facilities to make sure that they have the equipment they need to care for their patients. Mike has a bachelor's degree from the University of Central Florida and enjoys spending his time with his wife, four sons, and three dogs.



Bryan Dabney Territory Sales 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.



Garrett Jensen Territory Sales Manager / Central

Garrett attended BYU-Idaho, where he studied Business Management and Finance. He has worked extensively in sales for over five years and believes above all else that serving the client is the highest priority. Before Med One, Garrett worked for Lincare, where he was a Territory Sales Rep and sold various medical equipment to hospitals and clinics in the Salt Lake area. Garrett is a proud husband and father; he loves nothing more than spending his time with his family. He's a top-notch skier, and he also enjoys hunting, fishing, and riding his motorcycle.



Victor Garcia Territory Sales Manager / Southern California

Victor graduated from the University of Southern California, where he received a bachelor's degree in Global Business. Prior to working at Med One, he spent five years working in medical device sales, focusing on orthopedic trauma, total joint replacements, and pain management. Victor enjoys being part of the healthcare industry and being able to facilitate solutions to the issues our health care professionals face every day. During his time off, he enjoys being out in nature and spending time with his family.



Theresa Warren Territory Sales 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.

10 BENEFITS

Of Leasing For Your Company Today



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

Leasing offers many different benefits, especially in today's ever-changing economic climate. Leasing is a viable option for many companies and allows them to focus their energy on caring for patients. There are many reasons why your company should choose to lease, and here are ten.

“

THE MED ONE PHILOSOPHY
IS SIMPLE: DETERMINE
AND EXCEED THE NEEDS
OF OUR CUSTOMERS.

”

1. FINANCING YOUR ENTIRE INVOICE COST

There are many different programs/leasing products where you would have zero out of pocket costs to obtain the equipment you need. At Med One, we don't charge processing and administrative fees. At the time of signature, you can truly have a lease with no costs due upfront and 100% of your invoice paid for.

2. REDUCED RISK OF OBSOLESCENCE

Leasing is an effective hedge against technology obsolescence and decreases both technology and financial risks. Companies need to be intelligent and careful when entering into leases with the intention of refreshing their equipment at the end of the lease. A key step in evaluating how leasing might reduce cost and technology obsolescence risk is to evaluate the all-in cost of existing and past lease programs. Depending on the type of lease structure you enter into, the lessor will assume the risk of obsolescence.

3. SIMPLICITY

At Med One, our documents are as simple and straightforward as you will find in the leasing industry. The lease documents are easy to understand, and we are not looking to try and "catch" someone on the back end. We want a customer to fully understand all terms and conditions that they are signing up for. Med One does a great job with our customers on the back end.

4. ALTERNATIVE USE OF FUNDS

By going the leasing route versus a loan or straight out purchase, you are able to use funds not used in the lease on other operating expenditures or investment in the company that is needed. Depending on the type of lease product used, it may decrease the amount of funds used and will definitely reduce upfront costs.

5. CONTROL OVER ASSETS

For the term that you are using the assets, you will have control to use the assets as needed by your entity to be as productive as possible.

6. SPEED AND CONVENIENCE

We generally will complete a proposal in 30 minutes or less. When you call Med One, you become a top priority. We are experts in the field of healthcare equipment and can service all of your needs.

7. FLEXIBILITY

Our simple and timely processes allow us to create solutions that will work for you. We have the experience to understand the needs of our customers.

8. MANAGE CASH FLOW

There may be nothing more important to the health and wellbeing of a business than managing cash flow. Being able to lease equipment without making a large down payment allows you to keep more of your cash in the bank. You can use the cash to make additional purchases or use it for operating expenses. Leasing can reduce your upfront costs of expansion and provide you with the cash flow you need. In today's unstable economic environment, it will also allow you to obtain the equipment you need immediately and be able to conserve a portion of your cash for other needs that may arise.

9. CONSERVE YOUR CAPITAL RESOURCES

There are so many things in today's business world tugging at your available capital. Through leasing, you will be able to spread out your capital in a broader way and be able to accomplish much more of what is being required of your capital.

10. TAX BENEFITS

Depending on the type of lease product you use, there will be different tax benefits that are derived. Consulting with your tax advisor will be prudent and helpful as you decide on the lease product that is best for your business.

The Med One philosophy is simple: determine and exceed the needs of our customers. With every deal, our focus is to provide for our customers' needs and do so in a manner that ensures the customer has a pain-free experience. Whether it's equipment financing, rental, sales, or services, Med One has solutions that work.



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

CAPITALISM

THE ESSENCE OF AMERICAN EXCEPTIONALISM

As a new year begins, I find myself reflecting a bit on so many wonderful blessings. Among the greatest of blessings is the opportunity to live here in the United States of America. This country was founded on some timeless ideals, which the Declaration of Independence calls self-evident truths. The reality that life, liberty, and the pursuit of happiness are unalienable human rights was indeed a powerful foundation on which to build a country. I feel a tremendous sense of gratitude to live in the USA.

Over the years, many have upheld the mindset that the United States of America is an exceptional country, different from all others on earth. This has been generally known and understood to some degree or another since the country's founding. The term American Exceptionalism was likely first referenced by French writer Alexis de Tocqueville in the mid 1800's. Both the term and indeed the mindset have been commonly upheld over the years – especially since the presidency of Ronald Reagan, who often quoted the Puritan leader John Winthrop's description of America as a shining "city on a hill," an example for other countries to follow.

There are no-doubt varied views across the world and within this country about American Exceptionalism. Does it matter? Is it real? If so, what is it that makes it so?

To me, there are plenty of reasons why this notion is true, but among the most important is the free market economic system under which this country was established and largely still prevails. Utah Congressional Representative Chris Stewart recently commenting on our economic system had this to say:

"Though imperfect, free market capitalism has been an incredibly powerful force for good in the world. The combination of liberal democracy and free market economics has lifted billions of people out of poverty and offered more hope to the hopeless than any other economic system in the world. No other economic system even comes close." (Chris Stewart, Deseret News, September 28, 2020)

Since humans are imperfect, of course, capitalism is by no means without its flaws, but it has done more good for more people than any economic system in the history of the world. Capitalism gives ordinary people opportunities to do extraordinary things. There is a strong link between capitalism and the exceptionalism that makes America such a unique and wonderful place.

Since the arrival of the first settlers on American shores, millions more have also come here to find a new and better life. For many generations, this country has been a place to take advantage of opportunities not available where they came from. Over the years, the U.S. grew from a collection of ragged startup colonies to the world's richest superpower. In prosperous times there is a tendency to criticize all that is wrong in our country. An old adage suggests that when you're starving, you only have one problem, but when your belly is full, you have many. For most of human history, survival, food, and shelter were the major things that humans had to worry about. When those worries are put to rest, suddenly people start to worry about myriad other things, which may, in part, explain the aversion that some seem to have for American Capitalism in present times. Maybe we spend so little time worrying about simple survival that we now have the luxury of focusing on the flaws in the free market system that provided our freedom and prosperity in the first place!

In this country, regardless of birth circumstances, any person has an opportunity to chart their own course in a chosen field or create something new on their own. This land of opportunity, as we call it, has given rise to many American dreams for many generations and continues to do so. Importantly though, the right to pursue opportunities

Though imperfect, free market capitalism has been an incredibly powerful force for good in the world. ”

and realize dreams denotes effort and work, not just karma or accidental good fortune. Anyone that has set out in pursuit of their own American dream quickly realizes that luck becomes a by-product of their own efforts.

Prior to America's founding, the world had largely been controlled by dictators and tyrants. America really became the first nation on earth to be founded on and defined by a new kind of law and economic system. The United States Constitution was the first of its kind to declare that the citizens are sovereign and the government subservient to them. That concept had never been tried before, but the founders believed it was possible to build a new kind of system that would allow the human spirit to reach its greatest potential. Such a system would lead to exploration, innovation, and entrepreneurship, all driven by free market principles. With people free to pursue happiness and seek their own self-interest, prosperity was sure to follow, and it did. Over 240 years later, the

grand experiment of America has become the most powerful and prosperous country on earth.

Has the American experiment been flawless? Not even close. But the economic system it was built upon has stood the test of time. Winston Churchill famously said: *"Many forms of Government have been tried and will be tried in this world of sin and woe. No one pretends that democracy is perfect or all-wise. Indeed, it has been said that democracy is the worst form of Government except for all those other forms that have been tried..."*

Capitalism, unlike other systems, rewards the individual for their work ethic and innovation. In a free market system, anyone has the opportunity to improve their station in life, and many have done so. Rarely in world history has such an opportunity existed, and in too many countries, such opportunities still do not exist.

A fundamental element that drives the success of a free market system is the right to own property. Economist Milton Friedman pointed out that *"you cannot have a free society without private property."* The right to property is the right that guarantees all other rights. Those without property are vulnerable to

oppression and control by governments and simply do not have a means or a motivation to progress and succeed. A major reason why poverty exists is because property rights are lacking. In America, the opportunity to own land, own what you produce, and largely own your ideas -- and thus own your innovation -- have been highly motivating and empowering to the human spirit.

So many positive fruits have come from capitalism:

greater access to education, the rise of economic mobility, and the value of labor are constantly improving over time. On average, people work far fewer hours and in much better conditions than those in prior centuries and enjoy a much higher standard of living. From capitalism has come innovations in healthcare, energy, technology, industry, communication, and transportation that have changed the world in dramatic ways that most of us take for granted. Such advancements will continue to happen. Innovation leads to better quality of life but also better quantity of life. Author William Bernstein has pointed out that since the early 1800's *"with each successive generation, the life of the son became observably more comfortable, informed, and predictable than that of the father."* (The Birth of Plenty, William J Bernstein).

There are countless examples of entrepreneurial success stories large and small. Many have come and gone; others have evolved and adapted and stood the test of time. Importantly though, in this country, the conditions exist for individuals to have the opportunity to try. Med One Group is one of those great success stories. We are approaching our 30th year as a company, and the years have mostly been kind to us. Like most companies, the early years especially were filled with uncertainties, but with perseverance and courage, we have built a strong and thriving business. The opportunity to try led to the power to succeed.

Motivational speaker Jim Rohn once said: *"America is unique because it offers you an economic ladder to climb. And here's what's exciting: It's the bottom of the ladder that's crowded, not the top."*

Like so many other companies, Med One has been able to climb the economic ladder and has found this to be true. We are by no means at the top, but the climb has been (and still is) a privilege and blessing.

How has COVID-19 impacted your job?

PANEL



MIKE SCHMITT
Territory Sales Manager - Rental
Sanford, FL

"COVID-19 has posed a lot of obstacles and challenges for most businesses throughout the world, including Med One. The way that I perform my role has been completely impacted because of limitations implemented by most, if not all, hospitals.

Instead of meeting face-to-face, technology has played a critical role in allowing me to meet our customers' needs. From Zoom to conference calls, I've had to change my strategy, all the while meeting our customers' demands. There's an old Zen proverb that says, "Obstacles don't block the path; they are the path." COVID-19 has certainly proven that for me this year."



JULIE HARRISON
Equipment Finance Sales Executive
Chicago, IL

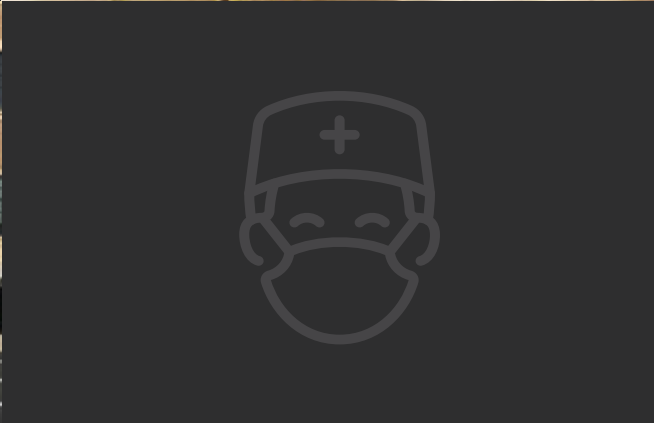
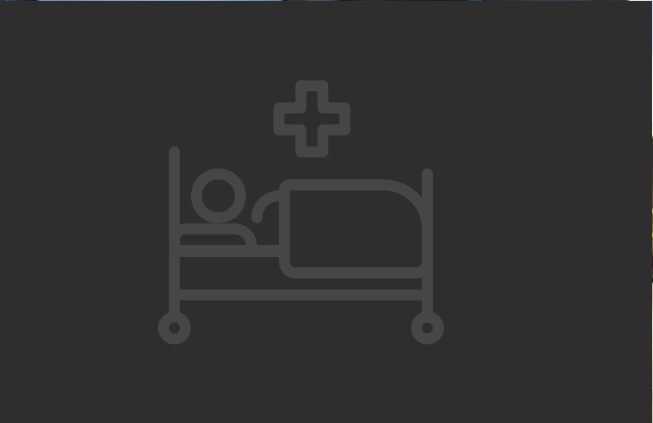
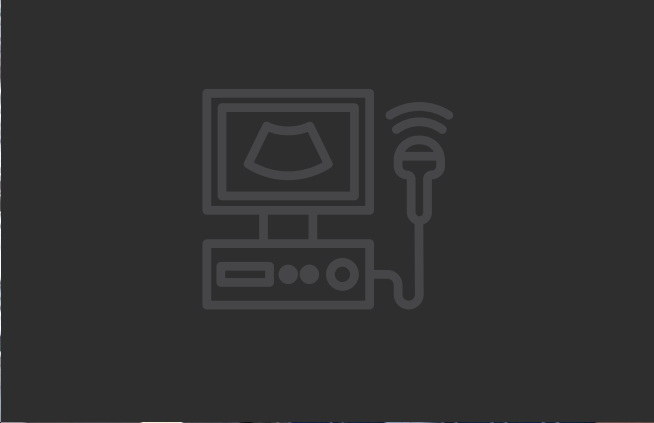
"When asked the question of how has COVID-19 impacted my job, I immediately think of my daily routine - heading out early to meet with several hospitals a day to discuss their needs and how Med One Group could be a fit for them. Upon reflection, the "impact" of COVID-19 is nothing more than the physical part of my role, as our access to hospitals is very limited, and in turn, in-person meetings are unobtainable. Yes, this is difficult because the in-person connection is the best and most valuable part. Perhaps this is a reset button we've all needed in order to strengthen our message, get creative, and dig deep to fulfill our roles. Our message hasn't changed, only our delivery: we fuel patient care by contributing to the common goal of providing the best patient care possible in the Med One way, which is making equipment available."



BRADEN MACKAY
Territory Sales Manager - Rental
Hayward, CA

"COVID-19 has impacted my position here at Med One in a multitude of ways. Our customers' needs are endlessly changing. Although our access to the account has been affected, our ability to address these ever-changing needs has become ever more agile. Phone, email, and text are an increasingly essential aspect of our solution creation for these customers, and we are constantly finding ways to create meaningful interactions on a daily basis."





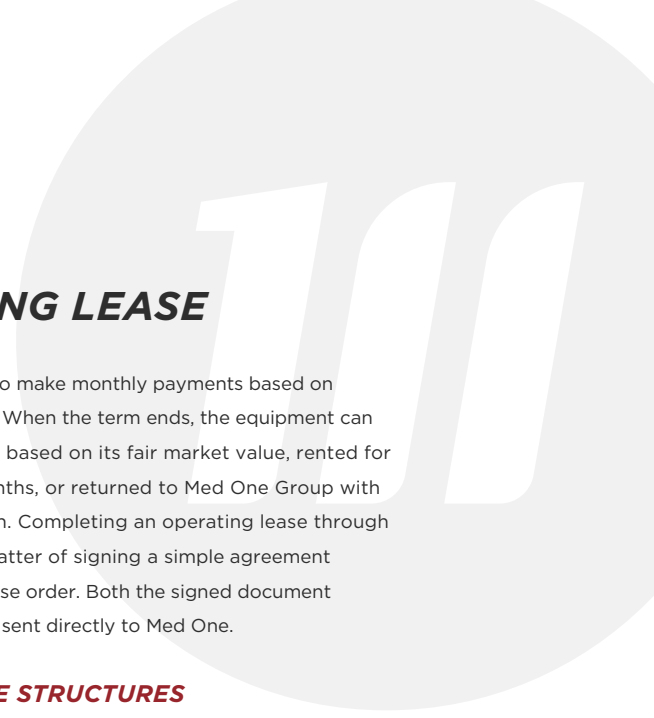


EQUIPMENT ACQUISITION

WE MAKE MEDICAL EQUIPMENT AVAILABLE



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

WWW.MEDONEGROUP.COM

PHONE 800.248.5882 EMAIL info@medonegroup.com

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.



JAY SWANIGAN Biomed Equipment Cleaner / Corporate Office in Sandy, UT

I was born and raised in Ogden, Utah, 34 years ago. I grew up on the mountainside of East Canyon at the top of 21st street. I am highly family-oriented. I am very close with my mother, brother, and sister. I graduated from Northridge High and never attended college, but I can say that I am self-taught in many things. I love to learn! I've always found art, music, and business to be my biggest curiosities!

I am a single man thriving to not only understand life from all walks and ends but to make the most of my successes as well. I enjoy nature and all its beautiful animals as well as composing music, inventing new concepts to help the world, drawing, and painting. I am a highly experienced drummer and founder/CEO of my own business.

I enjoy studying the supernatural. I'm big into learning about many new subjects/ documentaries. I enjoy attending fun meetups when I can. I also enjoy reading meaningful books on business, life, science, technology, etc. I love to do arts and crafts, build things, and help others with their inventive ideas.

I am an experienced equipment cleaner here at Med One Group. I also make sure that the quality of our pumps is in the best shape before we send them out. I love the fact that not only can I clean the pumps, but I can also be a quality inspector as well! I also come up with new ideas to help make the warehouse and the cleaning functions within it better.



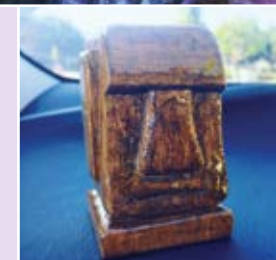
JOSH VALANTINE Warehouse Manager / San Diego, CA Office

I was born and raised in the San Fernando Valley just north of Los Angeles. I have one older brother who lives in Texas. After high school, I went to a trade school in Phoenix to study studio recording and live sound. I moved to San Diego after school and worked for an entertainment production company doing live sound mixing for bands. I have traveled extensively through the US and Europe for work and was able to work with some amazing bands.

In 2005 I met my wife, Leslie, and we got married in 2007. We have two children, Olivia (8) and Ben (5). They both keep us pretty busy. We like playing board games and Lego Star Wars video games. I enjoy

spending time with my family. We like to go camping and go on road trips. I recently picked up a hobby of wood carving. I've made little carvings of birds, people, and tiki theme statues. My wife has her own at-home company selling hand-dyed yarn. She has grown her business over the last eight years and has built a great following in the crafting world.

At Med One, I work as the warehouse manager in the San Diego office. I enjoy the job and being able to help hospitals. I work with great people that make coming into work fun and enjoyable. Working for Med One has been a big career change for me, but it has been a great experience.



EMPLOYEE Spotlights



NICK ABDULKARIM Lead Delivery Driver / Alpharetta, GA Office

I was born in Pakistan but was raised here in GA for 20+ years. My family means everything to me, especially my parents. I am truly blessed to have them. We came to the US when I was a toddler, and I can still remember all the struggles they faced, not just financially, but as immigrants as well. I remember the long shifts they would work in order to simply make ends meet. If it weren't for my parents, I wouldn't be the person I am today. I am the only child, so even while struggling, I think it's safe to say I was still spoiled.

I have one 3-year-old daughter whose name is Maira. She's my little angel and has changed my life! That child is full of wonders. She's the main reason behind everything I do; I do it all for her and to make sure she has and will have everything she wants! Realistic and reasonable, of course.

My hobbies are music and everything about cars! I personally like vehicles such as the Ford Crown Victoria, Mercury Marauder, and Dodge Charger – pretty much big sedans with big V8 engines! In my spare time, I like to look at vehicles that I am not financially capable of getting LOL!

I started off with Med One as a driver in December 2017 – since then, I felt like I have found something long term, something that will help me succeed not only at work but in life as well. We have many stressful & overwhelming situations, especially the fact that it was only Chad and me here for a while. I believe he saw potential in me to grow right alongside this great company – and not too long afterward, I was very honored to have been

promoted by Chad & Mr. Ken Dohnal to Lead Driver. Med One has changed my life for the better!

I admire everything about my job! Learning new things is always an opportunity, and we have a GREAT support system; everyone is kind-hearted and easy to work with – I really enjoy working here with the fellas (Chad & Brandon). I also love to drive, so that worked out perfectly. We all work together to ensure that each and every one of our customers – no matter where/how/when – will have everything they need, while at the same time, providing our exceptional customer service!



INNOVATE *to* ACCELERATE



Written By **Rich Madsen**
Member of the Board

Prominently placed on my antique roll-top desk in my home office is a plaque given to me by my father, displaying the words, *if you always do what you have always done, you will always get what you have always got.*

These golden words of wisdom have been attributed to various entrepreneurs, scientists, philosophers, and life and business strategists, including Henry Ford, the founder of Ford Motor Company and the first moving assembly line; Albert Einstein, famous for his theory of relativity that revolutionized our understanding of space, time, gravity, and the universe; Mark Twain, the American writer, humorist, and entrepreneur; and even Tony Robbins, the motivational speaker and author of *Unlimited Power* and *Awaken the Giant Within*. Notwithstanding such attributions, the earliest reference to authorship of these words is to Jessie Potter, an educator and author on relationships.

Regardless of the origin of this quote, the point it makes is what matters most – if you want to change the end result, you need to change the way you do things. This applies to individuals in their personal lives, as well as to businesses. We should be constantly evaluating why we do the things we do. What makes our company unique? Why do certain customers seek out our goods or services? What do we offer that sets us apart from our competition?

I recently listened to a motivational discourse entitled *Eyes to See* by Michelle D. Craig, a literacy tutor and school support volunteer for a national education foundation. Craig quoted

David Brooks, a New York Times columnist, who said, “Many of society’s great problems flow from people not feeling seen and known . . . [There is a] core . . . trait that we all have to get . . . better at[, and that] is the trait of seeing each other deeply and being deeply seen.” This quote came from a David Brooks address entitled *Finding the Road to Character*. In that address, Brooks presents his ideas on the “lies of meritocracy.” Meritocracy is a system, organization, or

— “ —
If you always do
what you have always
done, you will always
get what you have
always got.

society that is based on success through ‘individual’ power, influence, demonstrated abilities, and merit. Brooks suggests that the societal lies associated with meritocracy are such things as “career success makes you happy,” “life is an individual journey,” “you can create your own truth,” and “people who have achieved more are worth more than other people.”

Perhaps he is right when he says that paying too much attention to the lies of meritocracy throughout our lives and careers creates misguided desires of reputation, power, time idolization, or the value of productivity over people.

— // —
Complacency in
business and in life,
while comfortable,
guarantees no shift, no
change, no increase,
and no growth.

Med One's mission of *making medical equipment available* to save lives moves beyond the lies of meritocracy and instead creates a community. This is done through the "eyes of seeing each other deeply and being deeply seen," as so many of the COVID-19 healthcare providers have done and continue to do. Many of our societal problems, which have become increasingly evident during this global pandemic, are rooted in an inability to really see and know people or to truly understand each other. I have had the opportunity to personally witness story after story of Med One employees knowing their customers deeply, knowing the importance of critical care equipment, and seeing, hearing, and understanding their customers. Ultimately, the healthcare industry is made up of people and entities, manufacturers, vendors, distributors, suppliers, providers of urgent and critical healthcare, hospitals, and patients in need of life-saving equipment and care. This is our community – a community where we strive to know and understand each other deeply.

Now, what will the post-COVID-19 paradigm look like? There simply is no going back to normal, and this certainly is not the new normal. So, will we be able to do things differently and, therefore, get different results? How will the healthcare industry recover and redesign their businesses?

An Einstein quote, which is typically attributed to him and no other, is that *insanity is doing the same thing over and over again and expecting a different result*. When confronted with a problem, or when dissatisfied with an outcome, what do you do? What have you always done? Every business wants to be better, to be more effective, more productive,

and more profitable. Nevertheless, many of us who want to improve simply continue to do the same things we've always done and just hope for a different result – pure insanity. Complacency in business and in life, while comfortable, guarantees no shift, no change, no increase, and no growth.

If you want to improve your business, you can't continue to operate as you have in the past. You need to innovate and move beyond just the fundamentals. Don't get stuck. The world is constantly changing, continually evolving, and opportunities are always appearing. Einstein's outstanding creativity and ability to see the world differently made him one of the greatest thinkers of all time. Question your assumptions and dare to see the world differently – use your Einstein *Eyes to See*. He is credited with saying *Knowledge is limited. Imagination encircles the world*. Perhaps we just need to make sufficient change to find our successful element. Einstein is also quoted as saying that *everybody is a genius, but if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid*.

Without organizational culture shifts, we find stagnation – or complacent mediocrity. I suppose we all find some comfort in knowing what to expect and the proven processes to reach those expectations. It is comfortable to know what is always waiting for us at the end of the path. And, while there may be safety in predictability – the same income, the same expenses, the same returns for the same line of work – in order to reach new heights, the proverbial next level, to

— // —
What am I doing
that I should stop
doing? And, what
am I not doing
that I should
start doing?

be able to see what is over the horizon, sometimes you simply have to switch it up, innovate, and get out of the rut. Innovation can be game-changing, yet some of the largest roadblocks are cultural roadblocks to change.

Sometimes, behaviors, values, and unwritten rules within an organization are no longer the so-called best practices. Eliminating boundaries, breaking through obstacles, taking calculated risks, and stepping out of your comfort zone leads to innovation. How do we improve the end result without a change in the process? The answer is, quite simply, we can't. Changing the process is not easy, but with careful and sustained planning that allows for change and adaptation, the implementation of innovative and successful processes takes place. If we want to see and understand more deeply, achieve greater successes and profitability, we need to get out of our comfort zones. I encourage you to embrace change, to set goals, to take time to plan, to communicate frequently during the process, to welcome

feedback, to adjust the plan when necessary, and to have eyes to see both the obstacle and the required change to break through and see success.

In her *Eyes to See* discourse, Craig suggests that we frequently consider asking ourselves, and our organizations, the following two questions: *What am I doing that I should stop doing? And, what am I not doing that I should start doing?* Is there something you should start doing or even stop doing in order to achieve different results? You can't continue in the same complacent way and expect change to surreptitiously come. Get to know those around you deeply, see people, allow them to see you, strive to understand their obstacles, and allow each other to break through with successful change. Take the measures that must be taken to evolve, to change, to add a new variable to the equation, and to get un-stuck.

A common Med One value is that Med One does one thing very well – whatever it takes. This is innovation, an adaptable, flexible, and nimble discipline – a scientific management style of being open to change and modification, of seeing and knowing deeply, being open to doing what works for a given situation, to reviewing and evaluating processes, to implementing change, and to seeing the results of courageous change. Remember, *if you always do what you have always done, you will always get what you have always got*.



In April of 2020, America was in the early stages of the COVID-19 Pandemic. One area that was hit particularly hard was the state of New York. In the years leading up to 2020, Med One had helped a hospital in the New York area acquire some medical equipment that they desperately needed but did not have the capital funds available to make the purchase.

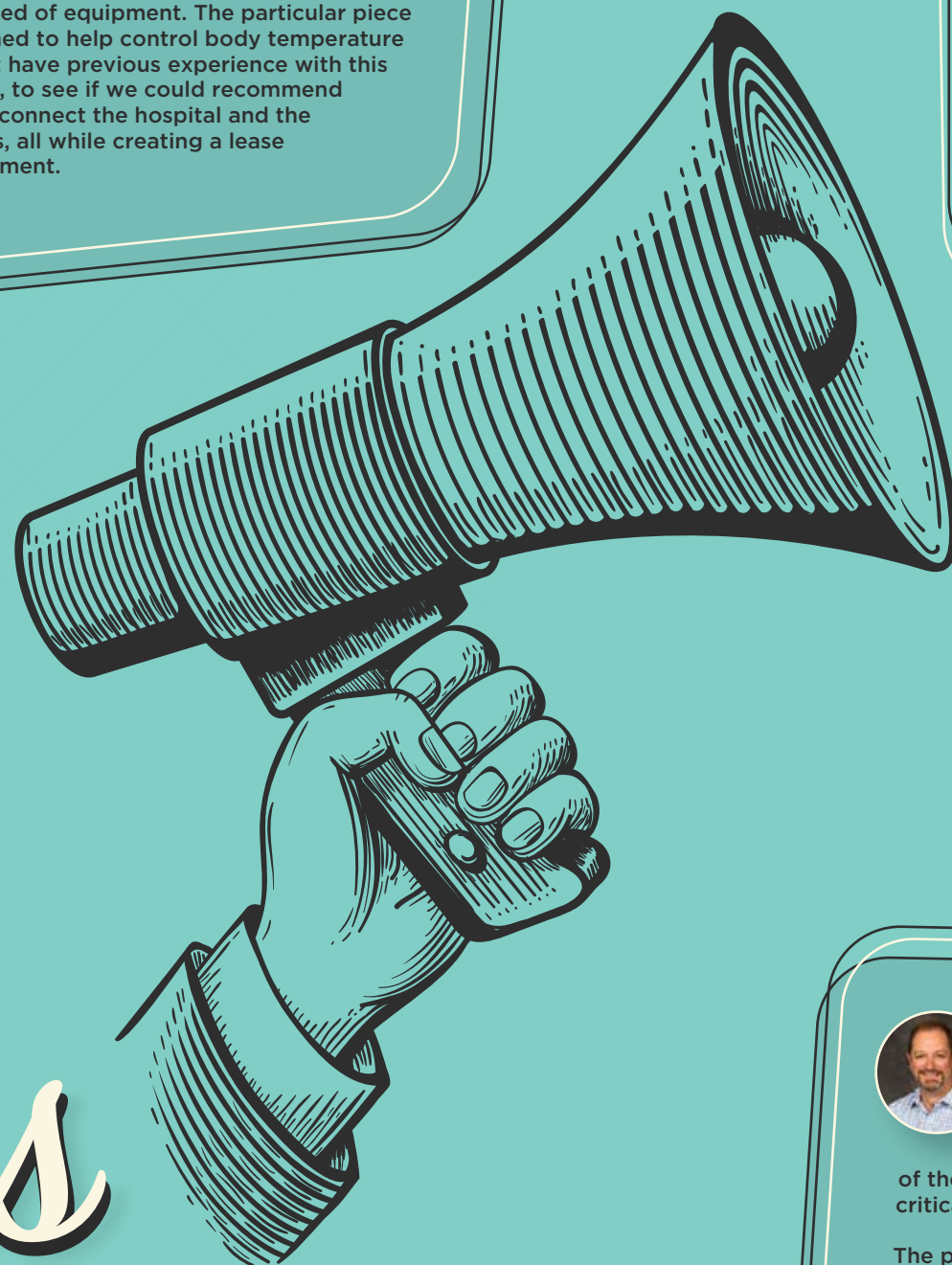
Med One structured a lease that would fit within their budget and allow them to get the much-needed equipment. When this hospital found themselves in a frantic situation due to COVID-19, they once again found themselves in desperate need of equipment. The particular piece of medical equipment the hospital was interested in is designed to help control body temperature in patients with dangerously high fevers. The hospital did not have previous experience with this equipment and reached out to Med One, as a trusted partner, to see if we could recommend a manufacturer of the equipment. Med One was able to help connect the hospital and the manufacturer, who happens to be one of our vendor partners, all while creating a lease option that allowed them to acquire the much-needed equipment.

Dal Holman - Equipment Finance Sales Executive



Med One recently replaced another provider on low air loss mattress rentals at a skilled nursing facility in Vista, California. The admissions director of that facility has been able to increase patient intake due to Med One's ability to deliver rental items 24 hours, every day. The group appreciates Med One's quality products and their new ability to increase admissions and revenue.

Kyle Smelser - Territory Sales Manager



Success Stories



At Med One, we have the advantage of being able to offer quality single-use, off-lease medical equipment to our customers who either aren't able to afford or have access to brand new equipment. With the higher demand this year for infusion pumps due to COVID-19 and numerous pump vendors currently on FDA recall, Med One has assisted numerous hospitals to purchase quality refurbished infusion pumps to meet their needs. Our in-house biomed department fully refurbishes these pumps, so the hospitals get the equipment they need that allows them to care for their patients. We have also been helping EMS companies, nursing schools, research facilities, and clinics nationwide who need access to this very same equipment. Through our equipment sales department, we have helped a number of customers this year get the complete infusion pump solution to meet their immediate needs. We also use Med One's united teamwork of biomed, rental, and leasing reps that listen to their customers' needs to make sure we provide them the appropriate complete solution and make sure customer and patient needs are met correctly and efficiently.

Jeremy Quick - National Sales Manager - Equipment Sales



My work here at Med One is extremely rewarding as I am able to help my hospitals and skilled care nursing facilities help their patients with medical equipment they need. One particular example was a patient (a younger man) who had part of his foot amputated due to complications from diabetes. My skilled nursing facility was at their wit's end with his case to help him heal and control the infection. I offered a clinically proven negative pressure device that we have available to assist in the healing of this patient. It was extremely successful, and they were very grateful to know that Med One always works with them as a team finding solutions on a case-by-case basis! The customer was so happy because the patient was so despondent because he's young and he's in this condition. Now we offered a healing solution! Every time I see them, he's getting better, plus has a more positive outlook on life now!

Theresa Warren - Territory Sales Manager



Recently, I completed a complex leasing project in the West Region, involving a nine-hospital group within a large IDN. The process involved coordination with Directors of Clinical Resources, Contracting, Materials Management, Pharma, and CFOs at each hospital as well as approvals at the divisional and corporate levels. In addition, we worked as a team with the representatives and regional leadership for the vendor. As is often the case, third party leasing can be unfamiliar territory to many of the individuals in this type of complex project, so communication, education, and clarity are critical to a smooth and seamless process.

The project progressed over several months as we worked as a team through several iterations of equipment changes to pinpoint and fulfill the exact needs of each hospital. When the project was finally complete, I asked the Clinical Resource Director who was leading the project how she felt the process went and if there were any areas we could improve.

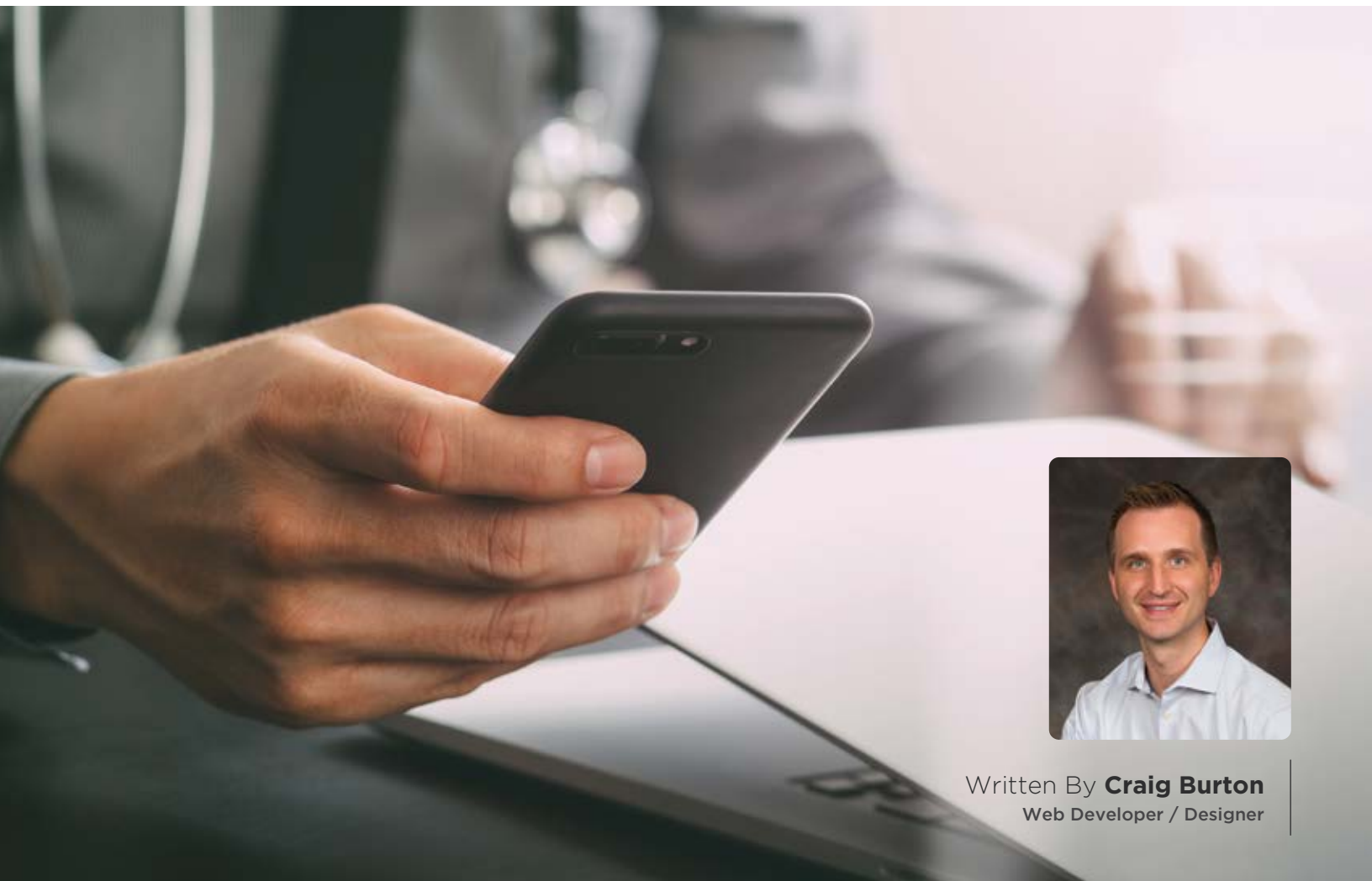
She replied, "I did not hear much at all – so that means it went great! Thanks for all of your help and stepping us through what needed to be done."

There's great satisfaction in knowing that Med One is so competent and attentive that our customers don't notice that we're doing our job so they can keep focused on theirs.

Tim Loftis - Equipment Finance Sales Executive

Forward Thinking

>> MED ONE'S RENTAL CUSTOMER PORTAL



Written By **Craig Burton**
Web Developer / Designer

A

lthough Med One started as a leasing and finance company, it has grown its rental business into a key element of our success. One of the things that Med One does differently is providing exceptional customer support. One component that has become a big part of the support we offer is our Rental Customer Portal. As the web developer that created the portal, I want to talk about it's features and why it is an important tool.

There are many different rental providers out there. Our portal is one way that we differentiate ourselves from our competitors. Even though other companies have rental portals, we have spent the time to make sure ours is done in a way that is easy to use but powerful and elegant.

Our rental customers are given a login that allows them to go onto our website and view details about all of the equipment they have out on rent, make additional equipment requests, and more. This doesn't replace human interaction but gives our customers an additional user-friendly way to get the information they need and manage their rental equipment.

The entire application is built to be mobile-friendly. This allows customers to access the portal from anywhere. With the widespread use and power of cell phones, it is more important than ever to cater to mobile phone users. This also saves time for customers and Med One employees. Customers don't have to call in or email Med One every time they require details about their rental equipment or need to make requests.

>> RENTAL PORTAL OVERVIEW

There are multiple useful pages of the rental customer portal. The home page provides an overview of all the equipment that the facility has out on rent. They can see quantities of each model on rent and details for each individual piece such as serial numbers, transfer dates, PM due dates, and safety sheets.

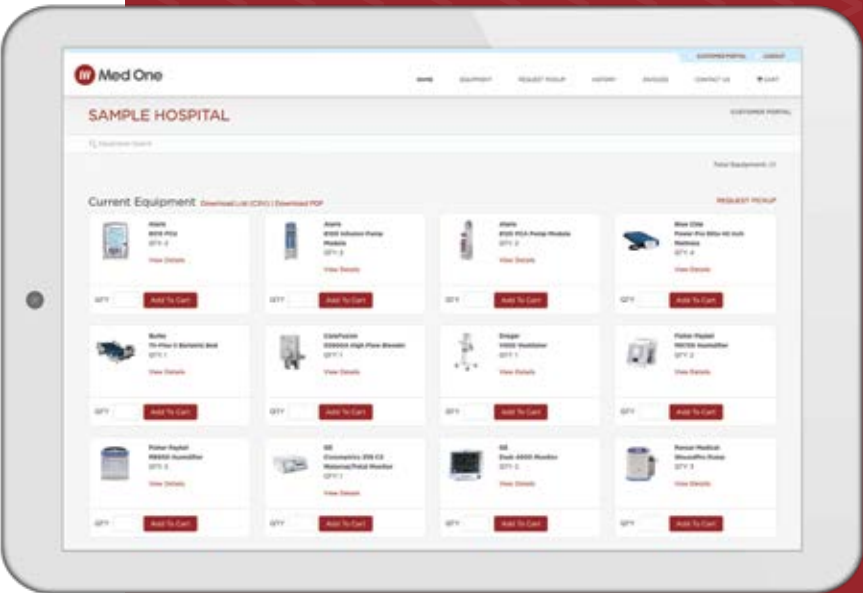
Another section on the home page shows additional commonly rented models that the customer either has rented in the past or could be something they are interested in renting based on their rental history. Pieces of equipment can be added to a cart directly from the home page to request a delivery. This is an easy way to request more pieces of equipment from a customer's existing pool of rentals and others that are commonly rented. A search bar is also available on the home page to search through our entire inventory of equipment.

You can also browse our entire inventory of equipment by category in the equipment inventory section. If the equipment you need isn't on your home page, you can dig deeper into our large pool of available equipment. We have everything from infusion pumps, ventilators, monitors, humidifiers, beds, and many other types of equipment.

An easy-to-use page has been created to facilitate pick-up requests. Just select the devices you want to be picked up, enter a pick-up location, and quantity. Our responsive drivers will be on their way to pick up the rental equipment you no longer need. The history section shows a list of when pick-ups and deliveries occur. This allows facilities to track the status of all of their rental equipment, so they know exactly when things have arrived and left their facility. Another tab shows a history of requests made through the portal.

The next section gives users access to a history of their invoices. They are broken out by month. A pdf copy can be downloaded for reference as well. The next page shows relevant contact info should customers need to get in touch with a Med One rep.

With the current trend of everything transitioning online, it is more important than ever to offer a robust online experience to customers. The many useful features of Med One's rental customer portal give customers everything they need to manage rental equipment at their fingertips. We are continually looking at ways to improve the portal and are planning to add even more tools. Med One is moving on into the future and is bringing our rental customers with us.



>> RENTAL PORTAL STATS

7,197

>Equipment Requests Since 2017

4,334

>Pickup Requests Since 2017

>Most Common Type of Equipment Requested

Hospital Beds and Mattresses



Join our Team

A photograph of four hands of different skin tones (light, dark, and two shades of brown) giving thumbs up. The hands are positioned in the foreground, with the thumbs pointing upwards. The background is a blurred, light blue-grey color.

111



VIEW

FROM THE FIELD *MORRISVILLE, NC*



Written By **Zack Poray**
Operations Manager

Opening the first week of June 2020, the Med One office in Morrisville, NC, is located just outside of Raleigh and directly serves thirty-five locations across both Carolinas. In the first four months since opening, our vehicles have logged over thirty

thousand miles and have processed over one thousand pieces of equipment, which includes picking units up and cleaning each piece to make sure the unit is patient-ready. We have also been able to extend our service area into Virginia and even Maryland. With 2,500 pieces of Alaris equipment currently on rent, the North Carolina office is the next step in growing Med One up the East Coast. We ensure equipment is in excellent condition and is delivered as quickly as possible when requested.

Our daily schedule is built around pickups and deliveries, many transactions are scheduled in advance as most involve gathering large numbers of units and driving several hours to the location.

The goal is always to route a loop of some kind, usually a morning stop near the ocean, an afternoon appointment in South Carolina, and a stop on the way back to the office. Whether there are multiple transactions or not, one appointment keeps the driver out of the office for most of the day because of the distance to accounts. On days without a scheduled drive, we clean and test the equipment on hand. We are always working to be ready to receive a request for immediate delivery of a few ventilators or a few dozen Alaris units.

At the beginning of August, we added a second employee with the addition of Luis Lazo as Biomed/Driver. He was trained in the Med One hub of California, and with a background in information systems technology, specifically cybersecurity intelligence, he fits well in the role of equipment tech. He has done an outstanding job in learning about, testing, and repairing equipment in the large numbers we have handled. He was recently able to prevent a ten-hour equipment swap late one Friday when I received a call about a strange equipment alarm.

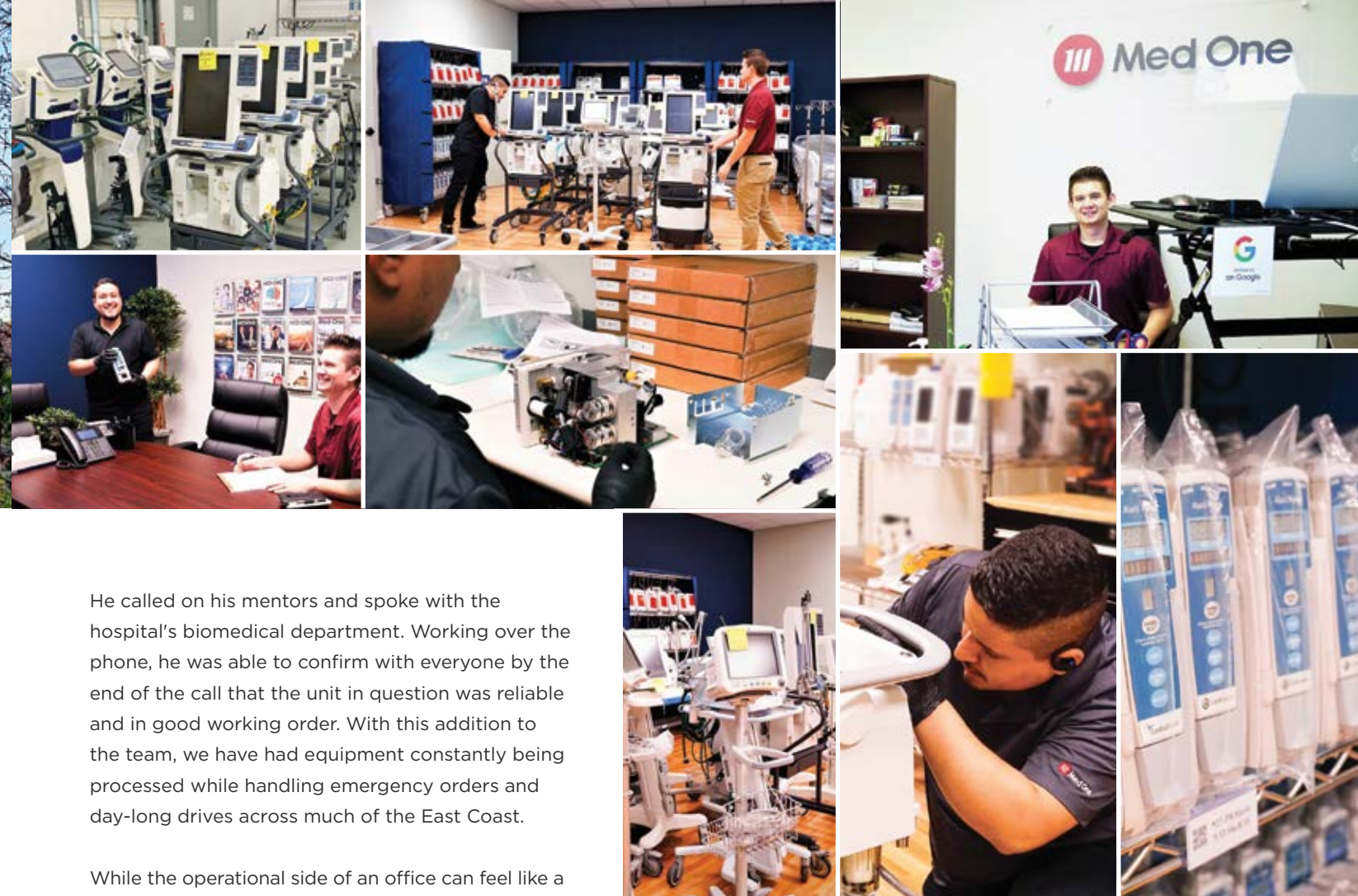
He called on his mentors and spoke with the hospital's biomedical department. Working over the phone, he was able to confirm with everyone by the end of the call that the unit in question was reliable and in good working order. With this addition to the team, we have had equipment constantly being processed while handling emergency orders and day-long drives across much of the East Coast.

While the operational side of an office can feel like a constant sprint, the pace changes very quickly when onsite for a delivery or pickup. We try to call our contact prior to arrival to confirm the time and best vehicle location. Once there, having to squeeze the box truck through a hospital parking lot (each one somehow in a constant state of construction) while lost and looking for the loading dock is only step one. It is growing common to have to first park at a loading dock then walk to a health and safety screening at the front entrance before coming back to the vehicle and beginning the job. Another storied moment is walking through the maze that is each hospital, up three floors, across a sky-bridge to a second building, then down one floor. These are my favorite opportunities to meet new faces from the places we work with and give people the patience and courtesy not always abundant in these busy hospitals.

Often being in a small office or sitting behind the wheel all day, I enjoy the customer service side of our job and doing as much as I can to help the people I meet. While in the field, we have had to unscrew Alaris units that were attached together or move accessories such as oxygen tank holders from one unit being picked up to the one being delivered to

replace it. Whenever possible, as drivers, we work independently of our contacts, respecting their busy days and only calling them over to verify equipment picked up or delivered. Another common occurrence is having to ship parts or units not requested but needed to complete an order between offices as the Morrisville office learns how each account needs to have their equipment delivered.

We are constantly working in unison with the two nearby offices in Georgia and Florida. Most weeks include at least one halfway meeting to exchange equipment headed for repair, stock, or immediate delivery. It has been an honor to work with and learn from such experienced professionals who, at a moment's notice, jump into action for a meeting halfway between two offices while the third ships equipment directly to the hospital. The ability of these three teams to coordinate equipment moving between all offices within the timeline needed has saved several deals and probably lives as ventilators have been rushed between offices. Morrisville is truly privileged to work with this growing East Coast team. As each office expands in the number of accounts, staff, vehicles, and equipment, the growth may seem hectic, heading in every-which-way, but will always be done The Med One Way.



COVID-19 REQUIRES NEW EMPHASIS ON CYBERSECURITY IN HEALTHCARE



Written By **Elaina M. Maragakis**
Ray Quinney & Nebeker Litigation Attorney

Elaina Maragakis is a litigation attorney at Ray Quinney & Nebeker. Her practice focuses on complex commercial litigation, including contract and business disputes, and class actions. She also represents health care entities, including nursing homes and hospitals, in HIPAA analysis litigation and medical staffing issues. Ms. Maragakis chairs RQN's Cybersecurity and Privacy practice group and is CIPP/US certified by the International Association of Privacy Professionals. She assists clients in all aspects of legal compliance with data security laws, including helping companies minimize their risks by preparing Information Security Policies, including Data Breach Response Plans and Employee Data Security Policies. In the event of a breach, she assists with managing a company's compliance with breach notification laws.

The spread of COVID-19 has required us to reexamine and adjust nearly every aspect of our lives. Healthcare cybersecurity is no exception. With the uptick in the spread of COVID-19, experts have seen a corresponding uptick in cybersecurity compromises. This is due to a number of factors, including the increase in remote access arising from work from home arrangements, and opportunities that arise from diverted resources. Given this landscape, it is more critical than ever to shore up your cybersecurity defenses.

Adding Increased Remote Work to the Already Complex Cybersecurity Landscape

Pre-COVID-19, remote work was already increasing at a steady rate, with the healthcare industry leading other industries in the percentage of people working remotely, according to one analysis. A 2019 study by Owl Labs found that “[r]elative to their share of the total workforce,” the healthcare industry had the highest percentage (15%) of people who work remotely, as compared with industries such as Technology/Internet (10%), and Financial Services (9%). The top reason for wanting to work remotely was to achieve a “better work-life balance.”

Although remote working arrangements were increasing pre-COVID-19, few workers were being trained on *how* to safely work from home. One study reported that in 2019, 38% of remote workers and 19% of remote managers received no training regarding working remotely.

Fast-forward to 2020, and the increase in remote work has grown exponentially, with an estimated 70% increase in remote work in just over two months, from February 4, 2020 to April 7, 2020. The trend does not show signs of waning any time soon. In fact, Global Workplace Analytics estimates that 25-30% of the workforce will be working from home multiple days per week by the end of 2021.

Why the Environment is Ripe for Cyberattacks

The rapid transition to alternative work arrangements has created increased vulnerabilities across all sectors, including health care, particularly given that healthcare information is 50 times more valuable on the underground market than financial information, according to Cybersecurity Ventures. Not only does the healthcare sector have personal information that is *valuable*—names, addresses, birthdates, insurance information, health records—but it also has intellectual property and research, especially relating to COVID-19 that is *priceless*.

On July 16, 2020, Reuters reported on a statement from Britain's National Cyber Security Center which claimed that “[h]ackers backed by the Russian state

are trying to steal COVID-19 vaccine and treatment research from academic and pharmaceutical institutions around the world.” The obvious value of COVID treatment and vaccine research makes it a vulnerable target. Along the same lines, the World Health Organization has reported a fivefold increase in cyberattacks since the beginning of the pandemic.

It's not just high-profile organizations that are targets. One report noted that more than 93% of healthcare organizations have experienced a data breach in the past three years. Not only can patient data be compromised, but the functionality of wireless medical devices, such as pacemakers and insulin pumps, can also be maliciously manipulated.

How to Help Protect Yourself and Your Workplace

Although organizations should be ever-mindful of keeping pace with entity-wide security and new technology, there are a few immediate, common sense steps that can be easily implemented.

- **Create Policies and Procedures.** Uniform, entity-wide policies establish expectations, and help lend credibility to enforcement efforts. Policies and Procedures also create clear lines of reporting and designate specific individuals to perform specific tasks.

- **Make Sure You Have Cyberinsurance.** Data compromises can be very costly, and those costs can add up quickly. Ensuring adequate insurance and support in the event of a breach can help quickly mitigate damage.

- **Train and Educate Your Employees.** Cyberthreats are ever evolving, so annual training and periodic “refreshers” are helpful in keeping employees up-to-date on emerging threats. Training should include topics such as recognizing phishing emails

and best practices (company policy on use of public Wi-Fi, locking screens, etc.). Policies are only effective if they are actually implemented, and training is an effective way to communicate those policies. Specifically focusing on ransomware is critical at this juncture, given that ransomware attacks on healthcare organizations are predicted to grow five-fold by 2021.

- **Provide Real-Time Threat Updates.** Oftentimes, malicious emails are sent to multiple people within an organization. Encourage reporting of suspicious emails and create a system where IT can either delete the email system-wide or send out a cautionary email to prevent other people in the organization from clicking on a malicious link.

- **Understand the Possibility of Insider Threats.** Don't overlook the threats inside your organization, whether intentional or accidental. Ensure that passwords are not shared, and that access is restricted to only those who have a legitimate business need to access information. Lax practices and familiarity can lead to compromises.

- **Ensure Your IT Team Stays Current.** Review protocols with your IT team to ensure that it is current on updates and patches, as well as the latest technology.

- **Manage Passwords Effectively.** Require password changes on a regular basis. This will help mitigate the problematic practice of employees using the same password for multiple accounts, and will also help guard against password breaches. Also consider using two factor authentication (2FA), which requires a second step for credentials after a user enters a username and password.

Heightened vigilance is of paramount importance during this pandemic to ensure that your organization can continue to focus on the healthcare issues, rather than the distractions that necessarily accompany a data breach.

“Ransomware attacks on healthcare organizations are predicted to grow FIVE-FOLD by 2021.



FOCUS ON THE 20%

The Pareto principle or 80/20 principle is often referenced in business settings. The concept is that 80% of rewards come from 20% of effort. When trained on the subject, business leaders are encouraged to prioritize their efforts so that they focus on the most important 20% of tasks rather than wasting time on the unimportant 80% that yields little reward.

This 80/20 principle also has great application in achieving goals. Often, people have an “all or nothing” attitude when it comes to reaching goals; however, that attitude is often their biggest stumbling block and the reason success is not achieved. By attempting to accomplish 100% of one's goal all at once, the chances of failure increase exponentially. If the goal cannot be achieved 100%, it is often given up on, resulting in 0% reward. Though it may seem counter-intuitive at first, applying the 80/20 principle allows for a focused effort on the most important things.

For example, everyone has likely had a night when sleep didn't come easily, and as the minutes and hours ticked by, it seemed more and more urgent yet unachievable. The urgency that is created when one cannot fall asleep creates a 100% effort mindset that sleep must be achieved immediately and mires people down with unhelpful thoughts about the consequences of not falling asleep (these worries belong in the 80% category that should be avoided). This mindset is understandable because

there is no middle ground – sleep is either achieved, or it is not.

However, the stress created by a 100% mindset circumvents one's efforts. Conversely, if the goal becomes simply to not worry about falling asleep immediately, but to try to be 20% more comfortable, stress is reduced, and the goal of falling asleep is more likely to be reached as the most important 20% is tackled.

This time of year provides countless examples of how not to achieve goals as we see New Year's resolutions made with the best of intentions

go by the wayside. This is because people make unsustainable, wholesale changes with an “all or nothing” attitude. People try to become the most toned, diet-conscious, organized, relationship-oriented versions of themselves overnight, which sets them up for failure.

So whether you are trying to lose weight, save money, improve your relationships, or accomplish any other goal, try to focus on improving 20% to start and see how much you can accomplish. You may find that making those small but sustainable changes that amount to 20% actually allows you to meet your goal 100%.

Written By **Madeline Cheney**
Marketing Specialist



FOCUS ON THE MOST IMPORTANT 20% OF TASKS RATHER THAN THE UNIMPORTANT 80% THAT YIELDS LITTLE REWARD.

MED ONE GROUP
10712 SOUTH 1300 EAST
SANDY, UT 84094

MEDICAL EQUIPMENT | LEASING | RENTAL | SALES | SERVICES

WWW.MEDONEGROUP.COM

Request Quotes

View Our Equipment Inventory

Leasing, Rental, Sales, and Service

Learn About Our Team

Subscribe To Our Blog

Connect With Us On Social Media

Med
one
to
One

» ISSUE 65

FALL / WINTER 2020



Med One