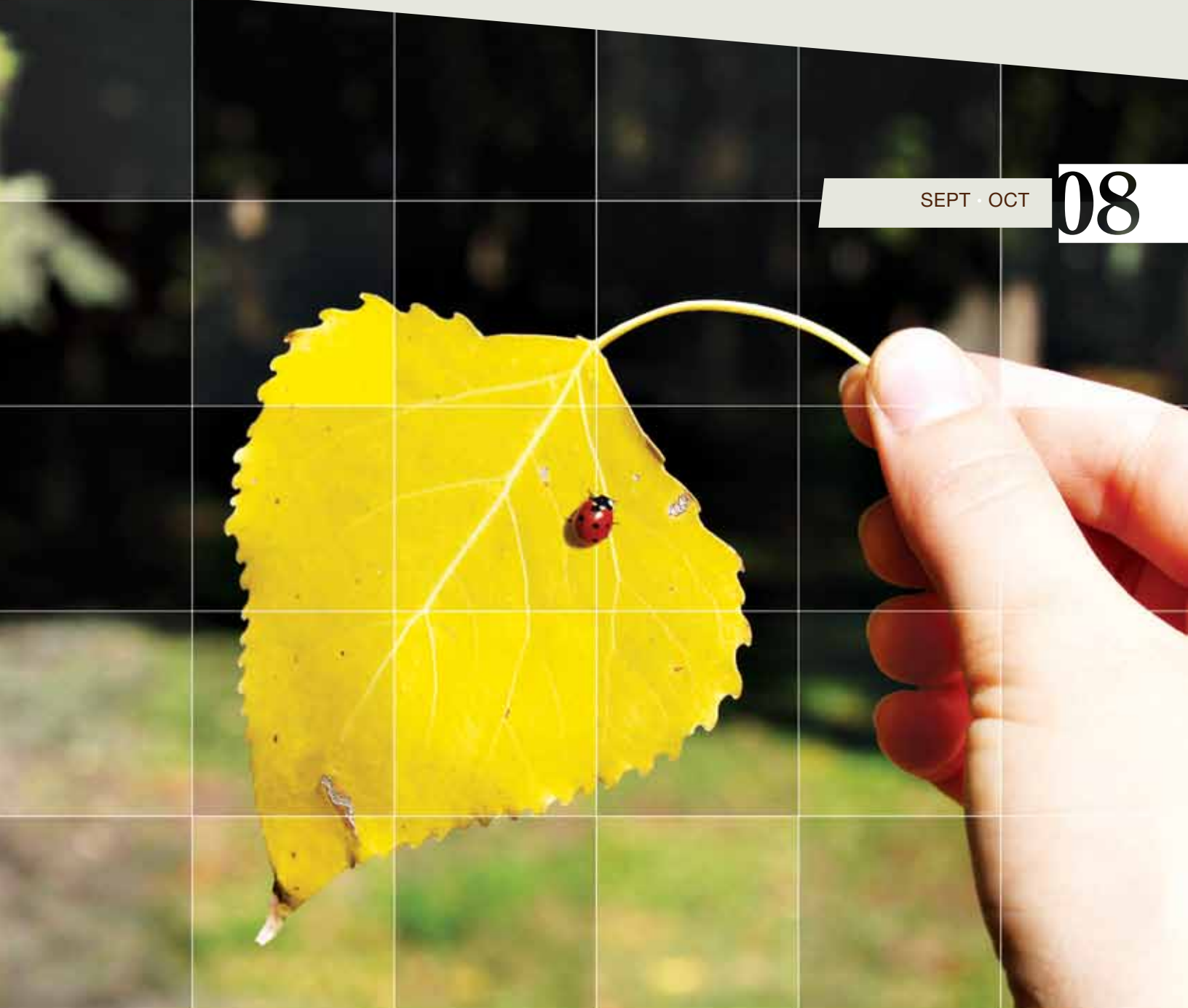




MEDONEONE

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WELCOME TO ANOTHER
FANTASTIC ISSUE
OF MED ONE TO ONE. THIS
IS WHERE YOU CAN
FIND INFORMATION, STORIES
AND INSIGHT ON HOW
WE MAKE MEDICAL
EQUIPMENT AVAILABLE.



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THE SECOND LOOK

brent allen, vp of sales and co-owner

blame

“If you don’t like something...change it. If you can’t change it...change your attitude.”

I came across a Russian proverb that says it all, “If you are born lucky...even your rooster will lay eggs.” I was definitely born lucky. I feel fortunate to be associated with all of you at Med One. Many of you have touched my life in ways that you will never know. I am lucky indeed to be a part of this great company.

Like any other company, we have our challenges. From time to time I learn of employees who may not be completely happy with their situation at work. They freely talk with their peers and sometimes their melancholy rubs off on other employees. Before long, a perceived “company morale” issue emerges. May I suggest that sometimes we just need to open our eyes, take a great big look around us, and realize that things may be better than we think they are. I firmly believe that the two biggest causes of poor company morale are judging others and gossip/complaining. How easy it is to look at another employee and criticize their performance. All too often, we are incorrect in our assessment of them and their motives. Then we fuel the fire by talking to others about their perceived shortcomings. It can become a disease that spreads throughout the organization.

Many years ago an elderly man told the following story; his experience drives home a valuable lesson. “When I was young, and

pretty much satisfied with myself, I experienced something that changed my life. I spent a college vacation looking for what I called ‘local color’ for use in a book that I planned to write. My main character was to be drawn from an impoverished, shiftless community, and I believed I knew where to find it.

“Sure enough, one day I came upon the place...made to order with its run-down farms, seedy men and washed-out women. To top it off, the epitome of the shiftlessness I had envisioned was waiting for me near an unpainted shack in the shape of a scraggly, bearded old man in faded overalls who was hoeing around a little potato patch while sitting in an old wooden chair.

“I started back to my motel...itching to get at my typewriter. As I made the turn in the dirt road that ran past the cabin, I looked at the scene from another angle. And when I did I saw something that stopped me cold in my tracks. From this side I observed, leaning against the chair, a pair of crutches, and I noticed one limp empty overall leg hanging limply to the ground. In that instant, the lazy shiftless character I had seen was transformed into a figure of dauntless courage. Since that hour I have never judged a man after one look or one conversation with him. And...I thank God that I turned for a second look.”

I would hope that each of us will turn for a “second look” when it comes to judging others. Who are we to cast blame at someone who is just trying to do their job? An unacceptable performance should be dealt with by their manager but certainly not us. What right do we have to criticize or blame? Look at the word blame. Is it just a coincidence that the last two letters spell the word *me*? “If you don’t like something...change it. If you can’t change it...change your attitude. But don’t complain.”

Just what can a positive attitude do? They say that with a positive attitude, one can do anything. I’m not certain that I entirely agree with that assessment. No matter how positive my attitude... I still can’t slam-dunk a basketball. I think it is safe to say that a positive attitude will enable us to do everything better and will create a better working environment. I am convinced that attitude will make the difference. After all, “The person who says it cannot be done should not interrupt the person doing it.” I think that is pretty sound advice.

I hope that each of us will be a little less critical, a little more compassionate, and a little more understanding. I hope that as we work with others, we will frequently pause and turn for a second look.



I recently had the opportunity to participate in a half marathon. For the record, this is not my idea of a good time and definitely not something I would generally choose to do. So how did I end up in this 13.1 mile race?! Well, my wife had been training for several months to prepare for this race. She had never participated in an event of this distance, and about a week prior to the race she started having feelings of doubt and was ready to withdraw from the competition. I knew this was something she wanted to do and felt she had worked hard and needed to finish her goal, so I offered to run the race with her.

Before I had a chance to think about what I had said, she was once again excited and ready to go. Now I was really in trouble. Somehow I didn’t think my current training program – get up and change the channel, stop by the fridge for ice cream and back to the couch – was going to get me through this race.

As I began my 3-day training program, a quote came to mind, “If you really want to accomplish something, you’ll find a way; if

you don’t, you’ll find an excuse.” Let me tell you, the excuses were very easy to come by, but deep down inside I started to think I really wanted to do this. So I had to come up with a way to complete the race. After my search for running shoes with wheels was unsuccessful, I started to talk with some friends who were runners. After they were done laughing at me and telling me I was crazy for trying to run a half marathon with only a week to train, they gave me some good advice. So with some advice and about four hours of training, I entered the race and am happy to say I made it across the finish line.

How often in life do we make excuses because it is easier than actually doing something? All too often we cheat ourselves out of a great opportunity because we start to doubt ourselves and find reasons not to accomplish something - whether it be at work or something else we really want to pursue.

I am grateful to have had this marathon experience because not only did I cross the finish line, but I also learned a lot about myself as well as a few valuable lessons.



A RACE TO RUN

troy tait, letter from the editor

1 After you are done with the excuses, put your mind to the task and accomplish what you set out to do.

2 Even when you don’t think you can, dig a little deeper and do it.

3 Just because you don’t think you can doesn’t mean you shouldn’t try.

4 Every once in a while, do something you have never done before.

13.1 miles today, 26.2 tomorrow.

MAKING MEDICAL EQUIPMENT AVAILABLE

financial solutions, how we do what we do

capital lease

Commit to a fixed term of rental payments. At the end of the lease term, the customer owns the equipment with a \$1.00 buyout. The purpose of this program is simply to finance the equipment over a specified term when cash is not available for immediate purchase.

operating lease

The customer commits to make monthly payments based on an established term. When the term ends, current monthly payments can be continued or equipment can either be purchased based on its fair market value or returned to Med One Capital with no further obligation.

These solutions give hospitals the ability to acquire equipment. Any of these solutions can be adapted to satisfy specific needs.

peak need rental

We can ship equipment within 24 hours to assist in census increases. Our daily, weekly or monthly solutions allow the customer to choose a time frame that meets their needs.

rental rewards

This is our best solution to help manage rental inventory. Simply issue a 1 month renewable purchase order to Med One, and the customer receives brand new equipment direct from the manufacturer. The customer can rent the equipment on a month to month basis, or if capital budget is allocated purchase the equipment with 50% of the rental paid going 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. Rental Rewards is one of our most innovative and popular solutions.

med one capital is located twenty-five minutes from downtown salt lake city.

WHERE WE STAND

company numbers

med one capital	aug 2008	2008 ytd	aug 2007	2007 ytd
NEW EQUIPMENT PURCHASED	\$4,389,027	\$83,327,088	\$5,613,878	\$79,904,250
NUMBER OF NEW LEASES	56		29	
TOTAL CUSTOMERS		1,553		1,519
TOTAL EQUIPMENT LEASED		\$236,947,453		\$234,882,502
med one equipment rental	aug 2008	2008 ytd	aug 2007	2007 ytd
TOTAL RENTAL REVENUE	\$635,969	\$5,399,523	\$370,364	\$2,136,603



ANSWERING THE CALL

robb stevens, account manager

We all know that talk is cheap, so our ability to deliver positive outcomes for our customers can go a long way in building good and lasting relationships. In sales we will often say things like, “Our phone number is the most important thing you need to know...” or “We’re always willing and ready and just a phone call away if you need help closing a deal.” Most often, our vendor sales reps dismiss that suggestion and continue to do things the way they always have. Occasionally though, some folks actually do pick up the phone and call us. When they do, it becomes a great opportunity to show customers exactly what Med One is all about. I’m confident that many more deals could and would close if we just had a chance to tell our story to the hospitals acquiring the equipment.

I had two “answer the call” type opportunities recently that had great outcomes. The first came without warning as I took a call from a sales rep and his manager who were both sitting in their customer’s office. It was clear they were trying to get through to this customer about the benefits of using Med One’s Rental Rewards program. When I joined the conversation, I realized quickly that in their explanation, they had left out critical pieces of information about the rental option and had unknowingly distorted other things. I certainly don’t blame them for that. Their job is not to be experts at what Med One does, but to effectively sell their equipment. However, one thing that makes a good sales rep great is when they understand how to use their resources. In this case, they knew they were at a standstill with their customer, and an opportunity might be lost, so they played

the Med One card by giving me a call. Within about five minutes, I was able to address the customer’s concerns and help the sales rep revive the deal. Following the call, I received an e-mail message from the regional manager that said:

“Thank you for getting on that quick call with us - the customer started off our meeting by telling us he wanted to most likely just keep renting equipment from the big rental company and after getting you on the line, we were able to leave the meeting with confidence that he was going to discuss the deal further and may decide to do something with us using one of your Med One options.”

“Our phone number is the most important thing you need to know.”

From this call, I realized several important things that affect our own sales process. Here are three: **1)** Our vendor sales reps must, at very least, know who we are. Ultimately, relationships are key, so it has to get beyond that, but it’s a good start. **2)** They need to have a basic understanding of Med One’s programs and capabilities and how to utilize them in the sales process. **3)** When in front of a customer trying to get a deal closed, it may take a swallowing of pride on the part of the sales person to acknowledge they don’t have all the answers and therefore, need to call their Med One rep. When they take that plunge and put their success in our hands, it’s then up to us to deliver! If we do, chances are, we’ll be hearing

from them again because we just saved the day.

The second example illustrates this point even more clearly. Another sales rep had requested a proposal for what she thought her customer was after, so I gladly prepared it and sent it off to her. The next day, the rep called with additional clarification, so we made some minor adjustments to the lease deal and included one more “back pocket” option as well for their consideration and got both proposals in front of the customer just in time for a meeting that afternoon. Once in the meeting, the customer and the sales rep called me jointly and only then did it finally become clear what they were after. What the customer really wanted was completely different than anything I had ever done, so I put on the Med One creativity hat and worked out a hybrid Rental Rewards program that fit like a glove! By that afternoon, I had a signed document on my desk from the customer and a new deal in the bag! Once again, this demonstrated to me the power of a simple phone call. I got a new deal out of this, but more importantly, it gave a sales rep who had never before closed a deal using Med One confidence in our ability to help her win new business.

Answering the call is much more than just picking up the phone when it rings. It involves listening, asking good questions, showing genuine concern and competence, and getting to the heart of what a customer really needs. With all of that in mind, answering the call should mean that in the end, everybody wins!

MED ONE SUCCESS STORY

making medical equipment available

Recently we were approached by a Southern California hospital to help them acquire some needed capital equipment. They could only commit month to month and could not sign any type of agreement. Our competitors said NO, but Med One said YES. We structured an acceptable monthly payment, offered them 50% equity from each payment, and

gave them the ability to return the equipment at any time. Based on their Purchase Order only, Med One stepped up and purchased the needed ventilators. Today, the hospital owns all 4 ventilators and has subsequently done 13 more deals based on the same creative approach. We call this our “Rental Rewards” program. To date, we have done over 1300

Rental Reward transactions representing over \$86,000,000 worth of capital equipment. Our goal at Med One: Make Medical Equipment Available and do it with the most innovative and creative approaches. Rental Rewards is one of our solutions to meeting this objective.

PASSIONATELY PINK FOR THE CURE

kathy whiting, human resources

Breast
CANCER
Awareness
MONTH



October 24th 2008

Med One Capital is passionate about the work we do and the customers we serve, and on **Friday, October 24th** we're going to be **PASSIONATELY PINK FOR THE CURE®**. That's the day when our team will trade in our business attire to wear pink, see pink, eat pink and participate in this unique fund raising program.

Thanks to efforts like Passionately Pink for the Cure®, Susan G. Komen for the Cure® has invested more than \$1 billion to fulfill their promise to end breast cancer, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. Seventy-five percent of the net income from Passionately Pink for the Cure funds life-saving research. The remaining 25% is shared with Komen Affiliates to support breast cancer education, screening, and treatment programs in their local communities.

Please join Med One Capital on October 24th as we **PASSIONATELY** celebrate and prepare for the victory over breast cancer. On that day we're asking our employees to contribute **\$5.00** or more towards the cure. Med One Capital will match every dollar raised by our employees.

If you would like to join our **PASSIONATELY PINK FOR THE CURE** campaign, please visit our sponsor website at **www.passionatelypink.org**. After selecting **DONATE** (top right), enter in **'Med One Capital'** in **COMPANY NAME**.

www.passionatelypink.org



risk factors

- being a woman
- getting older; risk increases with age
- a family history of breast cancer
- high breast density on a mammogram
- a personal history of breast cancer
- starting menopause after age 55
- never having children
- high bone density
- being overweight as an adult
- more than one drink of alcohol per day
- current or recent use of birth control pills

successes

More early detection - Nearly 75 percent of women over 40 years old now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30 percent received a clinical exam).

More hope - The five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74 percent in 1982).

More research - The federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).

More survivors - America's 2.3 million breast cancer survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

statistics

Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer - a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.

Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer - and more than 1 million could die - over the next 25 years.

Without a cure, an estimated 25 million women around the world will be diagnosed with breast cancer - and 10 million could die - over the next 25 years.

Without a cure, an estimated 182,460 new cases of invasive breast cancer are expected to occur among women in the United States this year.

EMPLOYEE SPOTLIGHT

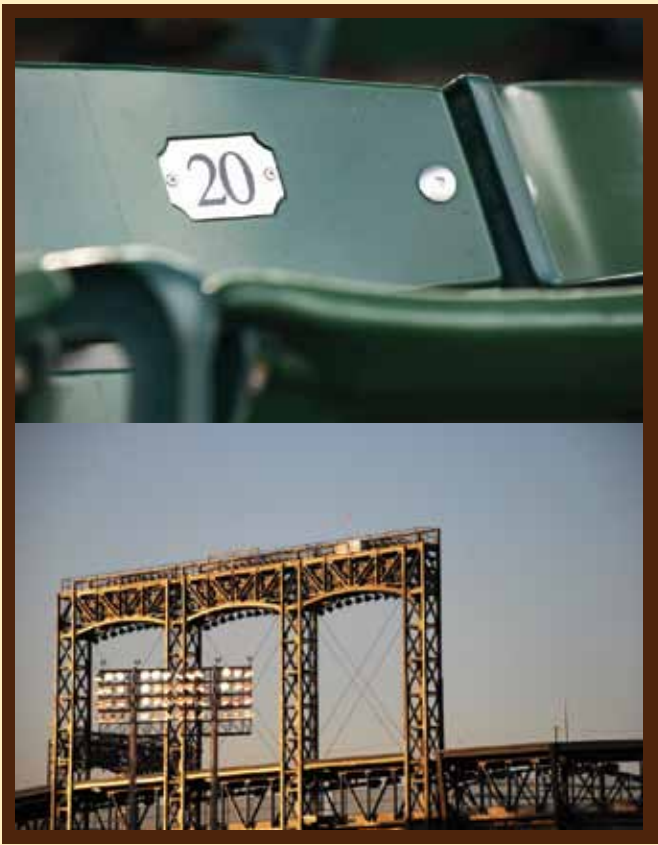
doug green, account manager

Doug Green has lived in Utah his entire life, born in Bountiful and currently living in Salt Lake City with his wife Caroline and son Jack. Doug and Caroline were married in 1999 and are coming up on their 10th Anniversary. When asked about his most embarrassing moment Doug was reminded of his and Caroline’s honeymoon in Hawaii...“Just a few short days into our trip I decided to show my wife just how tough a guy she married by body surfing some really big waves. Everything was going right to plan; I caught what I thought was the perfect wave and was riding it to the beach where my wife was watching. As the wave started to crash I expected it to push me into shore, but instead it plunged me head first to the bottom of the ocean and then proceeded to push me 40 feet along the ocean floor until I reached the beach. Fortunately for me I survived. Unfortunately I had a pretty good concussion and a fair chunk of sand in my mouth, up my nose, in my ears, and just about every other place you can think of...”

Jack (AKA “Little Hoss”) is 19 months old and of his son Doug says, “The kid is all afterburner and no rudder so he is always banging into things, just like his daddy.” This little disclosure is more explained in Doug’s answer when asked about something most people don’t know about him, “At last count I have had eight concussions. I try to keep that quiet because when people find out they usually say something like, “Oh...that explains a lot.”

When he’s not chasing Jack around, Doug is usually involved with something related to sports or history. He’s a big baseball fan and his goal is to see a game in every Major League ballpark across the country.

Doug graduated from the University of Utah with a BA in Political Science and has been at Med One for almost seven years in Sales as an Account Manager. You might wonder what political science has to do with sales but Doug says that there are politics in everything so he’s qualified to work almost anywhere.



BAT	W	N	I	E	T	S	N	E	K	N	A	R	F	L	C
BLACK CAT	X	E	E	R	E	T	S	N	O	M	G	N	N	H	A
BOO															
CANDY CORN	O	F	B	L	Z	O	M	B	I	E	M	H	Z	A	N
COSTUME	C	L	D	R	A	C	U	L	A	T	A	K	C	L	D
DRACULA															
FRANKENSTEIN	T	L	E	Y	X	E	E	S	T	A	G	O	M	L	Y
GHOST															
GHOUL	O	E	S	M	T	S	K	E	L	E	T	O	N	O	C
GOBLIN	B	F	M	M	K	T	M	N	O	R	V	C	N	W	O
HALLOWEEN															
JACK O LANTERN	E	C	O	U	D	G	I	D	G	T	M	K	I	E	R
MONSTER	R	L	L	M	T	L	V	N	D	R	A	M	K	E	N
MUMMY															
OCTOBER	H	U	F	Y	B	S	O	M	I	O	A	T	P	N	T
PUMPKIN	C	O	P	O	E	O	O	E	W	K	M	R	M	K	P
SKELETON															
SPIDER	T	H	G	N	B	L	A	C	K	C	A	T	U	I	E
TRICK OR TREAT	I	G	A	R	E	D	I	P	S	I	O	M	P	K	T
WEB															
WITCH	W	H	S	T	S	O	H	G	H	R	V	C	U	U	A
ZOMBIE	A	J	A	C	K	O	L	A	N	T	E	R	N	P	B

halloween



word search

LETTERS TO THE EDITOR

holiday mayhem, reader responses

I was recently in a store looking to purchase a couple of baseballs for my kids. Unfortunately, the store didn’t have any baseball items. Granted it was the end of September and by then baseball season is just about over, but when I inquired if there was anything in the back, I was informed that all they had was out on the shelf. I was told this was not because they were sold out but because they were getting ready for Christmas!

Each year the stores try harder and harder to get an early jump on the holiday shopper by putting out their festive displays. While I am not a big fan of shopping and really don’t like the idea of stores promoting Christmas before Halloween, I have to admit, it did make me think back to some great holiday memories.

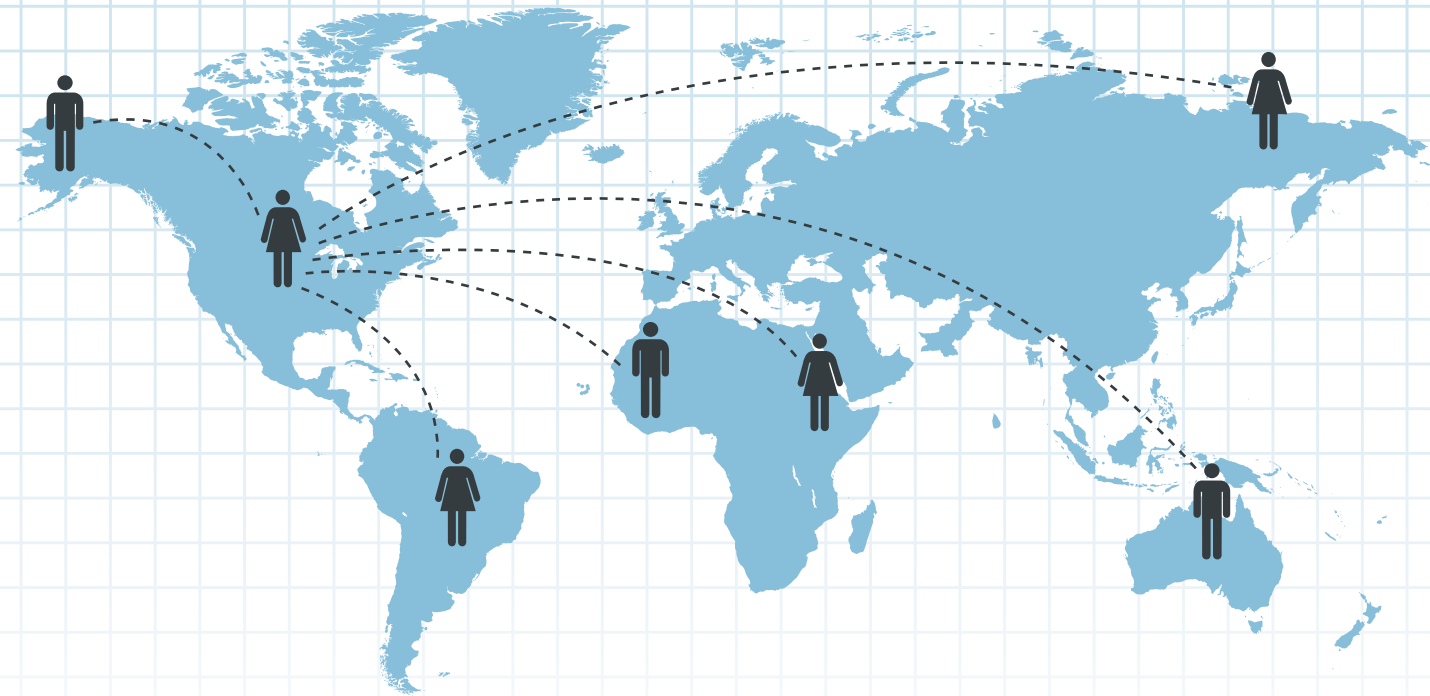
So give it some thought. **What are your favorite holiday memories or traditions?** If your memory is chosen and published in

the next issue of *Med One to One*, you will receive a package from Med One Capital with a gift to express our appreciation for contributing to our publication.

This is open to all readers of *Med One to One*. To participate, simply send an email with your “letter to the editor” to editor@medonecapital.com and specify if you prefer your response to be anonymous if published. We look forward to hearing from you!

SOCIAL NETWORKING

matt nott, web developer



Long after the simple word of mouth, after the written letter, and just shortly after email comes social networking. What's the point you might ask? Well, a social networking site is unlike any other form of communication as it is a place where you can socialize and stay in touch with friends by sharing pictures, notes, video, and even audio recordings with others.

There are thousands of social networking sites out there. This article, however, will focus on two of the main ones: MySpace.com and Facebook.com.

Brad Greenspan, the founder of MySpace, first started a few online companies providing goods or services but quickly realized the very bright future of social networking. MySpace was released in 2003 as an online site where friends could get together and share their interests. Music, pictures, videos, notes, and even games could be shared online.

As of September 2006 there were 106 million MySpace accounts making MySpace the most populated social network. However, MySpace also holds the record for the most inactive accounts. Over 50 percent of ac-

counts opened have no activity after the first 2 months. This may be due to the fact that MySpace doesn't offer much support. If you run into any kind of problem there is no number you can call. Instead, you can visit a "help" page where you'll find the answers to simple questions such as, "Is MySpace.com a free site?" Another downside to MySpace: no filters or policing, which means viruses, inappropriate material and who knows what else.

In MySpace you are able to customize your page and personalize it with special backgrounds and settings. This is a great feature but can lead to unorganized and busy pages that are hard to navigate. I admit I am one of those 50+% that signed up for a MySpace account but dropped it quickly.

Then there is Facebook.com. Facebook was started in 2004 by Mark Zuckerberg, a Harvard student, as a way for Harvard college students to keep in touch. Later it allowed other colleges to sign in. Shortly after, high school students were allowed accounts, and now everyone who wants to can join Facebook. There are currently 100 million members of Facebook putting it in second place for the number of members.

It's very user friendly, and unlike MySpace.com, it has filters and is policed. Inappropriate material is banned from Facebook, making it a much safer place to play. Facebook has a very nice looking layout, and though you can't customize your page like you can in MySpace, the consistency makes navigating pages easy and convenient.

This is all great, but let's face it, you're posting personal information here. You can post family pictures, your phone number, email address, street address and even a website/blog link. How can you be sure that no one will abuse this information?

Even with the privacy and other security measures on MySpace, I had a few people sneak by the security. Where as with Facebook, I have yet to have any problems. The privacy settings Facebook has in place allow your information to be seen by only the people you specifically give permission to.

Clearly, Facebook is my social network of choice but it's all about what best fits you and your needs. No matter the site, social networking is the new and easy way to stay connected with all your friends and family.

OUR NEED IS GREAT

jairo barreto, warehouse manager

During the last three years I have admired how Med One Capital provides a service that is so important to the medical industry. I came to America from Brazil because it is a financial giant, economic powerhouse and a great place to live. For three years I have worked for Med One, and the United States of America is now home to the Barreto family. Within these years I have been able to witness a profitable American company in action. I still have many ties to Brazil and can't help but wonder if Med One's success could translate to the South American country. In past years Brazil has suffered from hyperinflation, large debt, and questionable public spending. Now Brazil is living up to its potential. Brazil represents 50% of the South American economy and has many advantages for business owners to consider. They have paid back loans and are benefiting greatly from booming commodities. In 2008, Brazil achieved

Investment Grade, which will certainly bring money and support from foreign investors. Many international companies are seeing the potential in developing business within Brazil, and a company such as Med One could benefit from its growing economy. The need to acquire hospital equipment is great all across the world. As Med One grows, so does the opportunity to be a large player in foreign markets. Whether it be Brazil or another successful country, the possibility of an international Med One is intriguing.



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