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YOUR DIRECTION, YOUR SOLUTION

Med One to One would like to welcome any new subscribers to our publication.

Med One to One consists of editorials, a message from our president, testimonials, information regarding our financing solutions, employee spotlights and more. Six issues are published every year and with each comes the most recent and exciting news of Med One Capital.

If you are reading this edition of *Med One to One* you are a part of our team. Med One Capital owes our success to our valued customers and supporters. Please feel free to send suggestions, insights, or comments to editor@medonecapital.com.

If you have received this newsletter and are not currently subscribed but would like to continue receiving *Med One to One* every two months, please send your name, company and title, and address to editor@medonecapital.com.

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Letter from the President

Cultivated Relationships • written by • Brent Allen



“Thank You”



Mzee & Owen

I recently read a story about a devastating tsunami that hit the coast of Kenya on Dec. 26, 2004. Following the tsunami, the villagers found a baby hippopotamus stranded on a sandy coral reef without his mother. Hundreds of villagers worked together to save the hippo that they knew would become sick if he stayed in the salty seawater too long. The 600 pound baby hippopotamus was secured in nets, hoisted into the back of a pickup truck and taken to an animal sanctuary about 50 miles away. He was given the name of Owen. Once at the sanctuary, Owen was placed in an enclosure with a 130-year-old tortoise called Mzee. That night, Owen

snuggled up against Mzee. As the days passed, the unlikely pair became friends... and soon became inseparable. They spent their days and nights together, and Mzee showed Owen what to eat. They soon learned to trust one another. Their story of friendship gained international attention. People were surprised that a mammal (such as Owen), and a reptile (such as Mzee) could form such a strong bond. Scientists aren't sure whether Mzee sees Owen as a fellow tortoise or if Mzee knows that Owen isn't a tortoise but likes him anyway. One thing however is clear: Owen and Mzee found friendship when they least expected it.

Med One's story over the past 18 years is clearly a story of friendships. Larry and I have come to understand that our most valuable assets are the friendships and relationships we have cultivated over the years. We acknowledge that our growth as a company is because of these friendships. We have learned how important trust is in a relationship, and we hope that we have earned the trust of our good friends. As we approach the end of another year, we want to pause and express our deep appreciation to our many friends who have played such a critical role in the history of Med One.

TO OUR FRIENDS, OUR FUNDING PARTNERS – THANK YOU! Since our inception, we have never had to pass on a transaction for lack of funds. This is because we have had such great funding partners. You have always been there when we needed you. You have truly become very special friends to us. When Larry and I started Med One 18 years ago, we committed to one another that our funding partners would never lose a dime from opportunities that we sent their way. To this day, we have honored this commitment. Please accept our heart-felt appreciation for your critical role in Med One's growth. You are a key factor in the Med One story, and we are proud to call you our friends.

TO OUR FRIENDS, OUR RENTAL PARTNERS – THANK YOU! Early on we discovered the secret that would differentiate us from our competitors. This concept required capital, sacrifice and a lot of hard work. But we knew it was necessary, and our

dream to create a medical equipment rental company began. We searched diligently for partners who possessed the same vision we had. Today, we own nearly \$25 million in rental equipment. Our rental partners have given us the ability to offer innovative and creative solutions to our vendors and customers...solutions that our competitors can't begin to match. It is difficult to find words that adequately express thanks to our great rental partners. You have become trustworthy friends along the way. We thank you for your trust in us, and we sincerely value our friendship together.

TO OUR FRIENDS, OUR EQUIPMENT VENDORS – THANK YOU! One of the most important ingredients to the success of Med One is our capital equipment partners. Recently, we expanded our company focus and organized a New Business Development group at Med One. This division has a two-fold challenge: First, strengthen the corporate relationship with our existing capital equipment partners. Second, develop new opportunities and new capital equipment partners. We express our sincere thanks to each of our capital equipment partners. You are critical to our ongoing success. We are committed to providing unparalleled service, and we will continue to offer simple and innovative solutions to your financing opportunities. We are proud to claim you as our friends.

TO OUR FRIENDS, OUR CUSTOMERS – THANK YOU! Most of our end-user customers are acute care hospitals. Hopefully, you were approached with our basic underlying philosophy - "Med One is all about Making Medical Equipment Available...Let us help

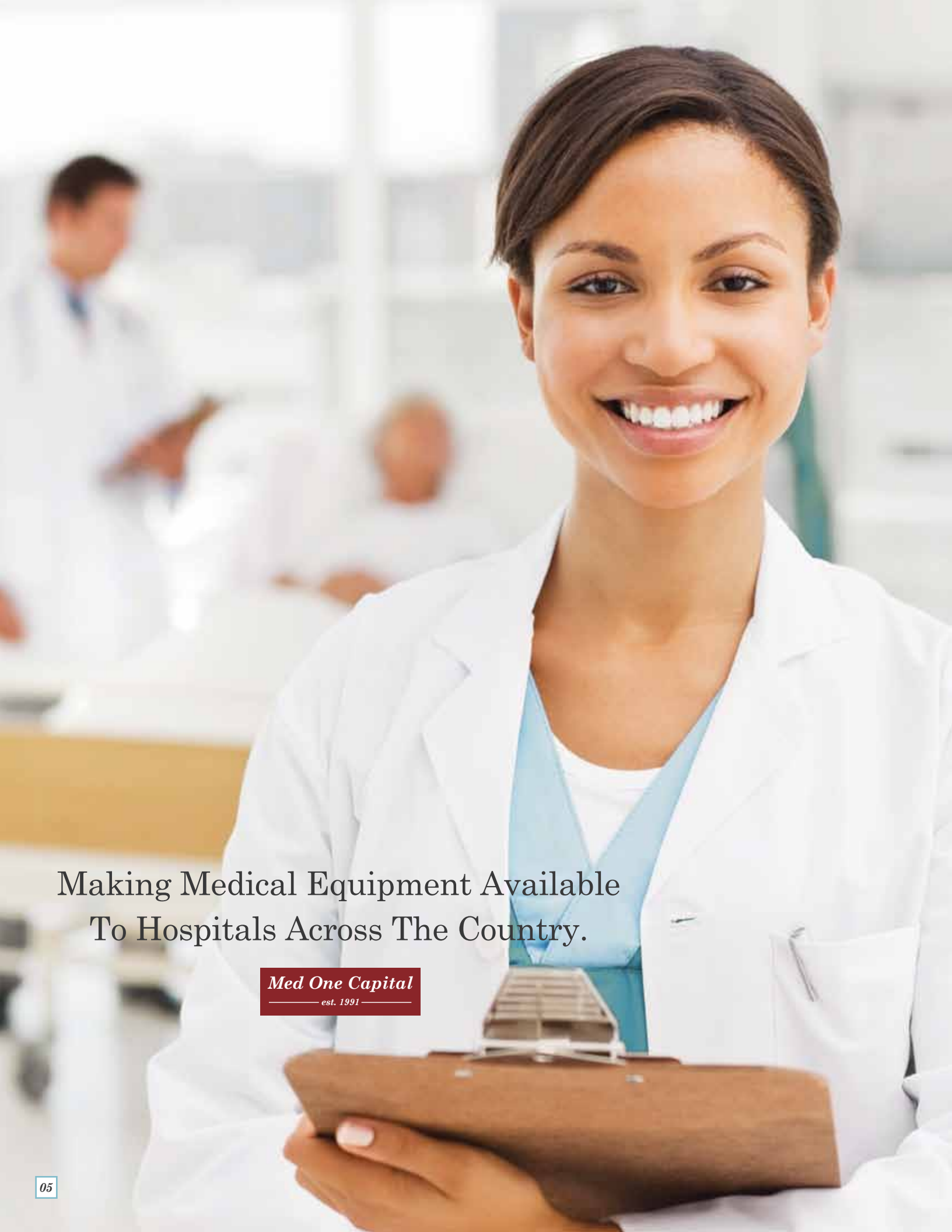
you get your capital equipment." Hopefully, you have found us to be flexible, responsive, and very innovative. Hopefully, you will use us again as you need more capital equipment. We appreciate your friendship and value you as a Med One customer.

TO OUR FRIENDS, OUR MED ONE EMPLOYEES – THANK YOU! Our staff continues to grow as we reach out to new opportunities and expand our company. Each of you (in your own unique way), has become a very good friend. Over the past 18 years, we have developed some wonderful memories together - company barbecues, annual meetings, company retreats, town hall meetings, golf tournaments, softball games...just to name a few. We have laughed together on many occasions! We have also had our disagreements! But through the years, we have established a bond that has solidified our relationships and has brought us closer together. We acknowledge the significant part you have played in Med One's success, and we are honored to be your friend. We cannot forget our employees' spouses. You have been a wonderful support and without you we would not have the loyalty of our valued employees. To our employees and their spouses, we extend our heart-felt thanks.

A Chinese proverb says it all, "Between good friends, just drinking water is sweet enough." Associating with each of you has been a wonderful and refreshing experience, and we will never take our friendships for granted. Over the past 18 years, each of you has crossed the path of our destiny and made a mark on it forever. Thank you!

“Med One's story over the past 18 years is clearly a story of friendships... We acknowledge that our growth as a company is because of these friendships. We have learned how important trust is in a relationship, and we hope that we have earned the trust of our good friends.”





Making Medical Equipment Available To Hospitals Across The Country.

Med One Capital
— est. 1991 —

Letter from the Editor

Creating An Exceptional Customer Experience • *written by* • Troy Tait, Mike Staver



Mike Staver

Med One Capital has always made an effort to provide exceptional customer service. After all, our customers are the most important aspect of our business; without them, there isn't much need for us. As part of our ongoing effort to provide a high level of service, we have invited Mike Staver, a professional keynote and motivational speaker, to address our organization at the end of October. Here is a sample of the message he will be presenting.

by Mike Staver
Customer service, while an important part of any sales relationship, is not enough. There was a time when "servicing" the customer was all it took to create loyalty. We could afford to walk in, get the order, foster a good relationship with good - even great - service and move on. Today, no matter how close you are to your customer, or whether they have told you or not, the expectations have changed.

In order to create an exceptional experience today, there are several things to remember. First, your customer is smarter and more demanding than at any other time in our economy's history. Second, they expect that your relationship with them will create

"Today, no matter how close you are to your customer, or whether they have told you or not, the expectations have changed."

clear, measurable, and improved results for their business. Finally, customers have real problems that need real solutions that require more than the traditional definitions of service. The most important thing to the customer is how you are

going to create an exceptional experience centered on them.

We can deliver the right products and services at the right time with the right price and still not have dealt with the issues outlined previously. So what are the keys to leveraging relationships in order to create a clear and compelling sense of differentiation and increased market share? Several things: first, get clarity about the REAL issues your customers are facing; second, specifically connect the Med One Capital solutions to their specific problems; finally, continually follow up with your customers to assess the effectiveness of the solution. In a highly competitive marketplace, relationships and service cannot be your only differentiator. In the world where you work you must understand that creating exceptional customer-centered experience is the key to sustainability.

Vendor Testimonial

written by • Mike Krog



I recently was talking with a Director of Finance at one of our prospective vendors. We were discussing a particular lease for a hospital and how best to get it through. In the process of the conversation, he mentioned that the hospital had been struggling with a different finance company and what a nightmare their documentation and processes had been. At the end of our discussion I expressed Med One Capital's interest in becoming their financing partner. He replied saying he had an exclusive arrangement already in place with another company and that he wouldn't be interested. He listened to my explanation of the uniqueness of Med One

and what we had to offer but said it wasn't enough for him to consider starting a new relationship with another finance company.

The next day, our lease agreement was signed by the hospital and a copy was sent to Med One as well as the vendor to show that the deal was on its way. Apparently our responsiveness really caught the attention of this Director of Finance because I received another phone call from him later that day. The first thing he said was, "You guys are really quick! Is that really your lease agreement that he signed?" I responded with, "Yes it is. No one ever believes us when we say that

a short, two-page document and a PO is all we require from the customer... until they actually do a deal with us. You really are missing out on not using us for financing." He laughed and said, "Well, you guys are miles ahead of all the other financing companies I have worked with, and I will make sure we have your information to contact you on future deals."

Long story short, we closed a \$1.7 million deal with our new vendor in seven days (a deal that they had been working on for months), made a new vendor relationship and created a positive experience for all those involved.



What's Wrong vs. What's Right

written by • Kathy Whiting

In one of our recent *Med One to One* publications, Larry Stevens talked about the doom and gloom reality that companies have faced as they try to survive in these challenging times. During these times, it is often the employees of a company who help to steer it through the rough waters and buoy the company ship. To coin an old political quote with a Human Resource twist, “As the company goes, so goes their employees.”

As employees try to ride this economic roller coaster they can't help but worry. For those who have lost their jobs it would be normal for them to wonder, “What's wrong with me?” and “Why was I the one who had to leave?” For those who are fortunate enough to keep their jobs, they may feel guilty that they are still employed and their coworkers aren't. They also may be watching their backs in anticipation that they'll be next.

In times like these, it's often easy to focus on the weaknesses and ask, “What's wrong?” rather than “What's right?” How often have you reflected on what's broken rather than on what's working? I remember that as a child, I tried to lick the ice off the inside of the freezer. My mother asked me, “What in the world is wrong with you?!” When I explained to her that I did it on a dare she asked again, “What's wrong with you?!” As we all proceed through

life, we may have occasions where we, ourselves, ask this question of others or more often of ourselves.

We live in a society where we seem to be obsessed with what's wrong with us - what's wrong with our weight, our figure, our hair, our face, our relationships, our careers, just to name a few. Organizations and companies even focus on weaknesses. They become experts in identifying the areas where their employees struggle, renaming these as “skill gaps” or “areas of opportunity.” They then sometimes send employees off to training classes so that the weaknesses can be fixed or improved. Occasionally this approach is necessary. If an employee always alienates those around him, some sensitivity training can help or if you have an employee who is smart but inarticulate maybe a communications class would benefit the employee.

Recently, I read a great book by Marcus Buckingham and Donald O. Clifton, PhD called *NOW, Discover Your Strengths*. Their goal is to start a strengths revolution by challenging individuals as well as organizations to capitalize on strengths. Part of the research for this book was a Gallup poll of more than 1.7 million employees in 101 companies from 63 countries. When asked the question, “At work do you have the opportunity to do what you do best every day?” only a

startling 20 percent of employees felt that their strengths are in play every day. Surprisingly, the longer an employee stays with an organization and the higher he climbs the traditional career ladder, the less likely he is to strongly agree that he is playing to his strengths.

If you're interested in learning more, the authors have provided a Strengths Finder Profile with the purchase of the book that you can use to learn more about your talents and strengths and how to develop the ability to build your personal and professional life around them. This online tool can be used to access the 34 themes of the Strengths Finder statements. Once you complete the profile you will immediately receive your five most dominant themes of talent, your signature themes. Each theme is a recurring pattern of thought, feeling, or behavior - the promise of strength. Rather than repeating the personal messages of ‘what's wrong with me?’ you'll find out ‘what's right with me.’

As a manager, this tool can empower both you and your team to learn how to utilize and capitalize on the strengths of all your team members and to develop employees our customers would choose. Instead of looking for the ‘what's wrong’ you can start looking for the ‘what's right’ and turn the question into a positive by asking: “How can I build upon my strengths?”

NOW, Discover Your Strengths by Marcus Buckingham & Donald O. Clifton, PHD

Where We Stand

Company Numbers

<i>Med One Capital</i>	<i>Aug 2009</i>	<i>2009 ytd</i>	<i>Aug 2008</i>	<i>2008 ytd</i>
New Equipment Purchased	\$8,077,350	\$88,688,236	\$4,389,027	\$83,327,088
Number of New Leases	50		56	
Total Customers		1,797		1,553
Total Equipment Leased		\$277,915,343		\$236,947,453

<i>Med One Equipment Rental</i>	<i>Aug 2009</i>	<i>2009 ytd</i>	<i>Aug 2008</i>	<i>2008 ytd</i>
Total Rental Revenue	\$658,704	\$6,324,396	\$635,969	\$5,399,523



“A penny saved is a penny earned.”

-Ben Franklin

MED ONE
CAPITAL

Acquisition SOLUTIONS

EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF THE CUSTOMERS. WE HAVE EIGHTEEN YEARS OF EXPERIENCE WORKING IN THE HEALTH CARE INDUSTRY. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.

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 simply a matter of signing a 2 page proposal document 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.

Rental Rewards

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 towards 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 Capital with no further obligation. Completing an operating lease through Med One is simply a matter of signing a 2 page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

12 Month Renewable Option

Typically, an operating lease deal is done on a term of 36 - 60 months. At times, a customer may have difficulty committing for an extended length of time. If so, we can present a short-term renewable option. The intent is to provide a 3 - 5 year lease payment structure in which the customer is only committed for 12 months at a time and can renew after each 12 month period until the total lease term is met. After any 12 month period, the standard end of term options are also available, so this option will always qualify under the FASB-13 guidelines.

Your Equipment Partner

written by • John Campbell

Vendors and hospitals throughout the nation have found doing business with Med One Capital, specifically leasing, to be not only a positive experience but also a fairly painless process. With a reputation of speed, innovation and customer service, Med One is a leader in the leasing industry and strives to make medical equipment available.

What many of our happy customers do not realize, however, is that we offer a variety of other services in addition to leasing.

“With a reputation of speed, innovation and customer service, Med One is a leader in the leasing industry.”

- 1. EQUIPMENT RENTAL** Whether you need equipment for a few weeks, months, or years, we have patient ready equipment that will reach your organization when you need it.
- 2. BIOMEDICAL SERVICES** Our fully functional onsite biomed facility is staffed with certified technicians who have the skill and resources to refurbish equipment, provide preventative maintenance services, common repairs, and more. Being located in Utah gives us an opportunity to provide a convenient biomedical repair and warranty resource for hospitals, vendors, and manufacturers in the western states.

- 3. EQUIPMENT SALES** When a piece of equipment is returned to us, it isn't stored away; it goes to our biomed for certification and then back to the market. Through our

Equipment Services division, we sell certified used equipment at costs that can be 80% less than the price for new. If we don't have an item in stock, our professionals will find it and get it to you in a timely manner.

- 4. EQUIPMENT PURCHASING** We have established a budget specifically designed to purchase equipment that you no longer use or is under-utilized. With cash at the ready we can purchase your equipment outright or apply the cash to new equipment.

- 5. DISTRIBUTION** With our expertise in equipment distribution and our Utah location, we are a suitable facility to distribute your equipment or disposable goods in the western states.

To sum it up, Med One Capital offers much more than a reliable leasing partner. Here at Med One, we are poised and ready to handle ALL of your equipment needs. In short, we welcome the opportunity to be your 'one-stop' equipment partner.

Most spotlights are written in third person, but that's just not my style. For some reason I crave being in the spotlight and so we will keep this in the first person.

I was born in Salt Lake City and lived in Sandy, Utah with my parents and four brothers. What many do not know is that I have a fraternal twin brother; we barely look like cousins let alone brothers. Football was my passion growing up and I really thought I had a chance to make it somewhere. That dream was soon dashed but I still love and follow the sport.

After serving an LDS mission in McAllen, Texas it was time for me to become a student at the only university I wanted to attend and the only one I applied to, the University of Utah. It was at the 'U' where I got to know a lovely young lady who only knew me by my high school nickname, "fat head." I knew I wanted to marry her after our second date. Luckily for me, after two years of my constant persistence and affection she finally agreed to marry me.

Together we live in Herriman, Utah with our 3 children: a six-year-old boy, four-year-old spitfire daughter and a 6-month-old cutie. We do not have any pets; we've killed so many goldfish, we just knew it would only be a matter of time before we would do the same to larger animals. So, my wife and I made the executive decision not to have any pets.

I love to have fun. Fun can include sitting watching football all day Saturday or frustratingly swinging sticks at a small ball trying to get it into a hole. Anything and everything is fun and I usually try anything outside of illegal activity. One of my biggest passions right now, outside of my family, is our local Major League Soccer team, Real Salt Lake. I have been



Employee Spotlight

written by • Chris Enger

Chris Enger

a season ticket holder since their inaugural year in 2005. I hated soccer until I attended a game live and now I have multiple soccer stations so I can follow the sport year round.

I also love to read and am really interested in our political landscape right now. Currently, I'm reading eight different history books/novels. I rotate each book after each chapter to make sure I don't get bored with the novel I'm reading. But mostly, I love being with my wife and kids; nothing makes me happier than making them laugh.

Med One hired me from Fidelity Investments February of 2008 and I work in the Equipment Services department. Our role is to resell equipment that is returned off of a lease and also develop and foster business relationships that will allow us to purchase and sell used equipment. I also have the opportunity to work with our warehouse/biomed staff who are some great people that work hands on with our equipment both in repairing the equipment and receiving and shipping.

My goal for Equipment Services is to be the resource hospitals and vendors use to buy and sell used equipment while providing them with quality repair and warranty work. This goal allows us to assist Med One with our main goal of making medical equipment available.

I truly enjoy working at Med One because this opportunity is so expansive that the sky is truly the limit. I am working toward creating an arm of Med One that has not existed and making it a success. It is a very exciting opportunity.

“Time for Soccer!”



Corporate Games
written by • Mischelle Polish

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Flu Season is Here.

LET MED ONE HELP YOU ACQUIRE THE EQUIPMENT YOU NEED

AVAILABLE AT MED ONE

Ventilators
Infusion Pumps
Pulse Oximeters
Modular Systems
Syringe Pumps
Smart Pumps
Patient Monitoring
Bi-pap Machines
SCDs

and more...



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www.medonecapital.com

Flu Season

written by • Jill Shaver

With giant bottles of hand sanitizer strategically placed around our building and the intermittent coughing and sneezing, it is clear to Med One that the flu season is upon us. I don't know about you, but as a company we are all doing what we can to keep the office and ourselves healthy. Due to the season of the flu, I thought it couldn't hurt to share, even though you've heard it all before, a few tips to protect yourself and others from getting sick.

According to the CDC (Centers for Disease Control), influenza is thought to spread mainly person-to-person through coughing or sneezing of infected people. Here are a few everyday tips to help keep you healthy:

1. Cover your nose and mouth with a tissue when you cough or sneeze and don't forget to throw that tissue in the trash after you use it. If you don't have a tissue available try sneezing into your elbow or shoulder, but whatever you do, please don't just sneeze into the air we all share.

2. Wash your hands often with soap and water for at least 20 seconds and especially after you cough or sneeze. Alcohol-based hand sanitizers are also effective.



3. Avoid touching your eyes, nose or mouth; this is how germs spread.

4. Avoid close contact with sick people.

A few more tips that do not require daily attention:

5. Stay informed. The CDC's websites www.cdc.gov/H1N1FLU and www.flu.gov are being updated regularly as information becomes available on both the seasonal and H1N1 (Swine) flu.

6. Get vaccinated. Vaccination is the best protection against contracting the flu. This

year you need two vaccines to be fully protected. The seasonal flu vaccine is different from the H1N1 flu vaccine, and the CDC is encouraging people to get both. The seasonal flu vaccine is currently widely available and to find out about the availability of the H1N1 flu vaccine, visit your state government website.

7. Locate a flu vaccination clinic near you. The American Lung Association (ALA) has an online tool called, Flu Clinic Locator, to assist in finding a clinic closest to you. Visit www.lungusa.org for more information.

8. If you happen to get sick you should stay home until at least 24 hours after you no longer have a fever or signs of a fever, without the use of a fever-reducing medicine. You can also talk to your doctor about antiviral drugs which are prescription medicines that can be used for prevention or treatment of flu viruses.

9. Follow public health advice regarding school closures, avoiding crowds and other social distancing measures.

10. Contact Med One Capital to ensure you are prepared with the equipment you need (see ad on previous page).

The Power of Search

written by • Nate Davis



It is amazing to me the power of the Internet and its limitless content of information. I am in awe at the vast resource it is. I have found myself searching for answers and finding the information I need almost instantaneously. What is it that makes this information so easy to find and access? Indexing is the term used by search providers that describes the act of collecting, parsing, and storing data for fast and accurate information retrieval. Google, who is the largest search provider in the world, has one of the largest server farms for indexing data. All major operating systems today also include some indexing. Windows Desktop Search in Vista and the new Windows 7 and Spotlight in Leopard and

Snow Leopard all contain an indexing service to help us find information on our computers faster.

Most of the time, I find myself reverting back to my habit of looking for documents the old fashion way- browsing through folder structures and relying on names and organization. Now don't think for a moment that we shouldn't organize our documents, but I am realizing more and more the effectiveness of search features. I believe that we would be more productive if we used the search features in our operating systems more often. Just this morning I needed to find an old email I was sure I had received. I didn't remember

whom I had received it from or when I had received it but remembered a little of what it contained. A simple search with the words that I remembered and instantly I had the email I was looking for. I could have spent all morning looking for that email! Instead I implemented the search feature, found what I was looking for and was able to continue with my responsibilities for the day. Using the indexing service on our computers will greatly help us in our quest to find and manage our mountain of data, which grows at an alarming rate every day, saving us much time in the process. And I know, just as you do that in our fast paced world today, time is of the essence!



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