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MEDONEONE

ISSUE NO. **26**



MED ONE TO ONE consists of editorials, a message from our owners, 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.

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TABLE OF CONTENTS

3 LETTER FROM THE EDITOR Troy Tait
Be A Team Player - Read

4 LETTER FROM THE OWNERS Brent Allen
Elevate / Corporate Retreat 2011 / Half Moon Bay, CA

7 BIOMEDICAL SOLUTIONS Chris Enger

8 REFURBISHED EQUIPMENT FOR SALE

9 ACQUISITION SOLUTIONS Company Solutions

10 WHERE WE STAND Company Numbers

11 THERE'S AN APP FOR THAT Market Update

11 GEEK REPORT Nate Davis
Simple TVM hits the App Store

12 EMPLOYEE SPOTLIGHT Ian Black

13 SUCCESS IS A JOURNEY Ibby Smith Stofer
Ibby's Point of View

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Last year Med One Capital became a sponsor of the Utah Jazz “Be A Team Player – Read” program. This program is specifically geared towards elementary aged kids and encourages them to read. The annual reading competition involves all elementary schools throughout the state of Utah. After four weeks of reading, the top twelve schools with the most minutes read receive a special visit from a member of the Utah Jazz, who will come to the school and read to the kids.

Last year the reading contest attracted over 25,000 kids in elementary schools throughout Utah. This year the program reached over 30,000 kids in 50 different elementary schools. During the four-week contest, some kids read over 8,000 minutes! This is above and beyond their regular schoolwork.

As I had the opportunity to attend the reading day with Jazz player Raja Bell, it was very rewarding to watch the kids interact with him. They were thrilled because they had the opportunity to spend time with an NBA player but also because this exciting



LETTER FROM THE EDITOR

By Troy Tait

visit was a result of a huge accomplishment. Each child in that school – grades K through 6 – was able to participate simply by opening up a book, and together those students read over 1 million minutes. They also had the top reader in the state. She finished with almost 10,000 minutes!

I spoke with a couple of teachers and even a few parents of kids who participated in this program. It was neat to hear how those who were already good readers decided they could read more. They would sacrifice time on the

computer, playing video games or watching TV in order to help their school get more minutes. The bigger reward came from the stories of the kids who weren’t exactly strong readers making a commitment to read more and learning that reading really can be a lot of fun.

Our owners, Larry and Brent, have a strong desire to see Med One continue to grow and become a major player in the medical industry. And through programs like these they continue to demonstrate that they are just as committed to making a difference in our community.

2011 ELEVATE CORPORATE RETREAT



HALF MOON BAY, CA

LETTER FROM THE OWNERS

By Brent Allen

As a part of our 20th anniversary celebration, we took a number of our employees (spouses optional) on a 3-day company retreat. It was a wonderful “get away” and we shared an excitement as we made our way to beautiful Half Moon Bay, located south of San Francisco. The smell and sounds of the ocean, the stunning picturesque coast, and the ambience of the golf resort made it a memorable occasion. It was a wonderful opportunity to reflect on both the past and the future. Yes, it was a retreat! Yes, it was a celebration! More importantly, it was an annual meeting focused on strategies for the years ahead. After 20 years, we have been thoroughly tested in battle. But the crucial battle lurks ahead and we must be prepared to face the challenges that await us. We hoped that the retreat would help prepare us for these challenges. There is one question that begs to be answered... what were our employees looking for from this experience?

A story was once told about a teenager who lost a contact lens while playing basketball in his driveway. After a fruitless search, he told his mother that the lens was nowhere to be found.

Undaunted, she went outside and in a few minutes, returned with the lens



“ Our theme for the 2011 Annual Meeting was ‘Elevate.’

As we continue to celebrate 20 years in business, our focus turns to elevating Med One to a higher level of success.”

in her hand. “How did you manage to find it, Mom?” the teenager asked.

“We weren’t looking for the same thing,” she replied. “You were looking for a small piece of plastic. I was looking for \$150.”

What were we looking for when we departed for Half Moon Bay? Did we come away satisfied and filled with new energy to take our company to the next level? Did we emerge with a new level of commitment? Do we feel better about our opportunities at Med One?

Some who attended the retreat came looking to obtain a calmness and satisfaction about their future opportunities at Med One. What is our financial future? As we listened to presentations from **Jeff Easton** (CFO), **Mark Stevens** (Operations), **Danny Loewen** (Credit) and **Kathy Whiting** (Human Resources), it became evident that our future is bright. The company is well organized and we are positioned to respond to a significant growth in the years ahead.

Some came with questions about Med One. Are we prepared to expand our focus as well as some of our services? Are we going to adapt to an ever-changing environment? These questions were answered as we listened to presentations from **Ibby Smith Stofer** (Customer Relations), **John Campbell** (Strategic Markets), and **Chris Enger** (Equipment Services).

Anyone who came to the retreat searching for a spirit of creativity needed only to see the remarkable contribution that our marketing department did with each of the individual presentations. They were very well done and it was obvious that the spirit of innovation is alive and well at Med One. The presentations from **Brian Gates** (Marketing), **Nate Davis** (IT) and the tremendous “behind the scene” efforts from **Troy Tait** and **Anne McOmber** only added to our confidence that Med One is an innovative and aggressive organization.

Still others came looking for answers concerning the growth of our core business. Where have we been and where are we going? We were treated to powerful presentations from those who are entrusted

with the responsibility to grow our revenue. We heard from **Robb Stevens** (Hospital Sales) and his team, **Carter Allen** (Hospital Sales) and **Doug Green** (Hospital Sales). We also heard from **Sally Bowen** and **JD Gordon** (Alternate Site Sales), **Brad Johnson** and **Brian Smiley** (Rental), and **Tom Lindsey** (Rental Partner). We each experienced a feeling of excitement as we witnessed them unfold their lofty goals. These are the people who “make the sale” happen. To each of you, we say thank you. Our future is in your hands.

Hopefully, many came expecting to be re-charged and motivated so that each of us can step up to the challenges that lie ahead. Two outside motivational speakers were invited to provide a portion of this motivation. One of them spoke on “Crucial Conversations” which will enable us to improve communications within our company and with our customers. The other speaker spoke on “Enhancing a High Performance Environment.” We came away with our “tanks full” and a renewed commitment to forge forward and grasp the opportunities that lie before us.

Many who were looking for a clear vision of the future of this company were treated

to their wishes as they listened to the excellent presentation by our **President Larry Stevens**. Based on his concluding remarks, there should be no question about the path and direction this company will be taking over the months and years ahead.

A big thank you to those who participated and made presentations at our Med One retreat. The dust has now settled and we are forming at the starting line for the race of the future. A big journey awaits each one of us. A Chinese proverb said it best, “A journey of a thousand miles must begin with a single step.” We are now re-charged and ready to take that first step. It is the first step of the next 20 years, and hopefully, each of us has a clear purpose.

HALF MOON BAY 2011

MED ONE CAPITAL ANNUAL MEETING



BIOMEDICAL SOLUTIONS

By Chris Enger

Over the weekend my son and I played a game together on a gaming device. The game we were playing had us in an underwater container trying to plug holes and stop the water from leaking into the container. The longer we played, the more leaks were caused and the more work we had to do to plug those leaks. This frantic game brought to mind the atmosphere we face today nationally and economically.

We are being bombarded with news about our economy daily and what is interesting is there is not a consensus on what is going on. There is not even a majority viewpoint. Are we in recovery or are we headed towards a double dip recession? Is everything okay? What can we really expect?

No one really knows and it seems that every time news comes forth that a leak is repaired, a new leak is reported. Unfortunately those new leaks that continue to come up affect the healthcare industry in more ways than one.

It is important that those who provide medical care have access to equipment that is patient ready and in great working condition. With that said, in many cases finances don't allow equipment to be purchased every year or every time a new product is introduced into the market place. However, what happens if equipment inexplicably shuts down, is not handled properly, or is damaged? How does one plug the leaks caused by worn

down, broken equipment without creating another financial leak?

Properly trained biomedical professionals can maximize the life of your equipment. Biomedical technicians can discover why equipment is not working, repair internal and cosmetic damage and give old equipment new life to help maximize the usage of the equipment all at a lower price than simply replacing the equipment. By utilizing biomed services, medical care providers can maximize their expenses and keep other leaks from springing.

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ACQUISITION SOLUTIONS

EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF THE CUSTOMERS. WE HAVE TWENTY 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.

EQUIPMENT SERVICES

As a division of Med One Capital, Med One Equipment Services can handle a single department's repair needs or the needs of an entire facility. **Services include:** Refurbished Equipment, Biomed Service, Equipment Sales and Purchase, Equipment Rental and Leasing. **Available Equipment:** Infusion, Oximetry, Monitoring, Imaging, Respiratory, Sleep Study Equipment, and more.

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.

EQUIPMENT RENTAL

Med One Equipment Rental 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:** Modular Systems, Syringe Pumps, Infusion Pumps, Patient Monitoring Systems, Pulse Oximeters, Smart Pumps, SCD's, Ventilators, Bi-pap Machines and much more.

WHERE WE STAND

MED ONE CAPITAL	FEB 2011	2011 YTD	FEB 2010	2010 YTD
NEW EQUIPMENT PURCHASED	\$15,245,592	\$23,238,545	\$17,556,768	\$26,919,729
NUMBER OF NEW LEASES	59		78	
TOTAL CUSTOMERS		2,281		2,139
TOTAL EQUIPMENT LEASED		\$370,280,544		\$333,122,929
MED ONE EQUIPMENT RENTAL	FEB 2011	2011 YTD	FEB 2010	2010 YTD
TOTAL RENTAL REVENUE	\$886,623	\$1,711,412	\$859,243	\$1,720,617

MARKET UPDATE

As of November, there were more than 17,000 medical applications available for download from major app stores for mobile devices, says Ralf-Gordon Jahns, head of research at research2guidance.com, a Munich, Germany-based IT consultancy specializing in mobile technologies.

In addition to these applications for consumers, a variety of mobile apps are out there specifically for health care providers, manufacturers, and researchers around the world. Not only are many of these used to assist in monitoring patients, but many enable health care providers to access

electronic records inside the hospital using their smart phones or tablets. With this increasing market of smart phone and tablet users, many major electronic medical record suppliers are now additionally developing applications specifically for mobile devices.

So what's the big deal? Apart from the huge volume of apps available for mobile devices is the growing public acceptance of the technology, which is really what makes health apps so influential. The number of smart phone users is only growing and with that, so is the

technology's ability to integrate capabilities and benefits, as well as standardize a way to engage patients.

What does all this mean? Among other things, as both patients and doctors have access to smart phones, there will be an increasing number of opportunities to involve these apps in treatment plans. Jahns projects that by 2015, 500 million of an estimated 1.4 billion smart phone users worldwide will use an health app, including millions of U.S. baby boomers.

Site: Hospitals and Health Networks, www.hhnmag.com

There's an app for that.



SIMPLE TVM HITS THE APP STORE

By Nate Davis

In a past edition of *Med One to One*, I discussed MobileAxis, our in-house mobile application that allows our Sales team to view quotes and agreements they've previously generated. Since the first release of MobileAxis, we've developed a financial calculator as an additional feature on MobileAxis to give our Sales Associates a quick, convenient way to verify numbers and ensure they are quoting the customer correctly.

After dedicating time to the development of this tool, we thought, "Why not offer this

to everyone?" So we decided to take this calculator, spruce it up a bit, and put it on Apple's App Store for anyone to purchase. It's called "Simple TVM." The application is nothing too fancy, just a simple time value money calculator. To be honest, we were both excited and surprised at the initial download response. More people than we thought, and from all over the world, have purchased it and we hope are benefitting from our calculator. We have received positive feedback as well as sugges-

tions, and we've certainly appreciated all the response. If you could use a simple financial calculator and would like to download it for **FREE** for a limited time just go to www.medonecapital.com/simpletvm



FREE For Your iPhone and iPad



EMPLOYEE SPOTLIGHT

I grew up in a small town down in Southern Utah called Blanding. I loved going out to my grandpa's farm every morning with him to help move the sprinklers around and chase the jackrabbits through the fields. I always thought I would be a country boy until my family and I moved up to South Jordan (a suburb of Salt Lake City) when I was about 5 years old and ever since have resided in South Jordan.

I was just recently married to my beautiful and lovely wife Riki. We first met at a get together at my friend's house. I left my number on a piece of paper and stuck it on the windshield of her car before I left that night. After not hearing back from her with a call or even a text message I decided I wasn't going to give up that easy. So for the second attempt I sent a leftovers container with my friend's little sister, where I knew Riki was, with my

name and number on it again. Long story short it was success and we ended up getting married in the Mount Timpanogas Temple located in American Fork, Utah.

We have now been married for a year and half. We don't have any kids, just a mini-sized horse named Moose. He is a Great Dane who seems to be just as needy as any child. My wife and I have mostly all the same hobbies and interests, including mountain biking, hunting, fly fishing, camping, and basically anything having to do with the great outdoors.

I graduated from Bingham High School in 2007 and continued my education at Salt Lake Community College. I played one sport in high school, lacrosse. I also received my CNA license. While in high school I loved working at the local bike shop where most my paychecks went to my collection of road

bikes and mountain bikes. At the same time I also worked as a home health care giver. My biomed background, on the other hand, came from working at a dialysis clinic and running the acute machines at Jordan Valley Hospital and St. Mark's Hospital. I have always had a fascination to find out how things work and am always amazed at the brilliance of the new technology that is coming out in the medical industry.

Working as a Biomed Technician at Med One has greatly expanded my knowledge and I know that this education will continue. I am very thankful that I have the opportunity to work for such a great company and see how it is run with the utmost respect for every employee and customer.



Ian Black

SUCCESS IS A JOURNEY

By Ibby Smith Stofer

Ibby's
POINT OF VIEW

In the last edition of *Med One to One*, I wrote about building a successful company. Today I want to share a recent experience with you that builds on some of those keys to success. I had the opportunity to attend a conference at the Disneyworld resort being held for many of the U.S. and Canada Integrated Delivery Networks of healthcare providers and the suppliers who routinely call upon them. We had workshops, panel discussions and as usual too much food too often, but I'm not complaining. The conference took advantage of its location and had Disney provide four different interactive sessions that reiterated in my mind some of the building blocks to success.

TEAMWORK

The first session was a team-building event where about 150 representatives from hospitals and suppliers entered a room, met in groups of 8-10 strangers and in 3 hours were to build a profitable new Disney theme park. We did not know the background or strengths of the team members let alone what it took to build a theme park from scratch. We had to manage budgets, choose wise investments, create a vision and theme park that would continue to thrive through four revenue cycles measured by outsiders who tracked both our earnings and customer satisfaction ratings. We needed to work under time and capital budget pressures without assigned roles or many rules and without experienced leadership. As you can imagine the tension in the room was high, teams competed and sometimes cheated, but in the end everyone walked away with their own assessment of what it took to be a successful team. Communication and vision

seemed to be the keys to success, along with a clear understanding of how our customers would rate their satisfaction with the offerings of our park. Vision, communication and constant focus on your customers were keys to the success of this make believe theme park as they are in most businesses.

STORYTELLING

The first day was a good beginning, but I felt there were still some keys missing in regards to success. On day two, Disney began to fill in the gaps with a session on "Building a Business through Storytelling." And who better to teach that skill than Walt Disney himself.

He was the master at sharing lessons through storytelling and his team has stayed

true to his values. How do you use storytelling in your day to day encounters or work place? You tell your story when you meet new people in either setting. You share your business practices and what makes doing business with you and your company different and worthwhile. The message that resonated most with me was always leave the listener wanting to know more... not about your products, features or benefits, but how doing business with you and your company will be different and rewarding. Always ask yourself, "How will the customer's decision to do business with me or my company make a difference for them or meet their needs?" Unless you know those answers, you and your story is usually all about you and not the customer!

If you don't own the business, how will storytelling help you in building success in your career? Well, people need to know how working with you will aide them as well. What is your story? Have you been there the longest? Do you know the company's history? Can you be relied upon to come through? Providing stories that answer these questions for your colleagues helps them to trust you and builds your credibility. You know how we all hate review time when we are asked to write the dreaded self review? Turn it into a story about how you have delivered on whatever your role requires and gone beyond to help teammates, customers or the

leadership. I know I will be using this in my next self review. Telling stories is a lot more fun than filling out forms.

LEADERSHIP

The last morning included two sessions on leadership and creativity in business. These were the conclusion to the story for me. On leadership they emphasized whether you are a designated leader by title or a leader by your actions. The point being: everyone can be a leader. We all own our own success and that of our company. We need to demonstrate commitment to success, willingness to

"...leave the listener wanting to know more... not about your products, features or benefits, but how doing business with you and your company will be different and rewarding."

change and be open to new or different ideas. Not one person can do it all. Teamwork with these leadership characteristics combined with solid vision, communication and a focus on your customers, both internal and external, are keys to both our personal and company success.

CREATIVITY

When they spoke on creativity many of us were doubtful. "I am not a creative person!" was our internal voice screaming out, "And furthermore, I don't want to be one." So when they asked us to list as many uses as possible for a pair of those famous mouse ears, the groups got quiet until one brave team member started the ball rolling. Creative thinking... who would have guessed what people will see when they see those Mickey Mouse ears! Yes, we are all creative when faced with challenges like not having the instructions to a new electronic gizmo or finding a way to a new location when faced with a traffic jam and no GPS. We need to step outside our comfort zone and get past the way we think things should be done or how we have always done things. Stretching the box or thinking outside the box doesn't compromise our history, our traditions or our former successes; it simply takes them to a new level. The box is our company

identity: what we do, who we do it for, and what we want our customers to feel or experience when dealing with us. By not stretching the box, we will be prevented from identifying new needs, new customers, and new ways to delight and surprise the customer. Being willing to try new things without fear of failure will enable us to grow both as individuals and as companies.

In closing I will share one of the Walt stories they used to illustrate the principles discussed during these sessions.

Walt told of a little boy who longed to join a parade. He stood wide-eyed this day as a long line of circus wagons, elephants and tigers marched down Main Street in his little town. He could only dream of what fun they must all have and wished again that he could join them. And wait, what did he hear? Was the bandleader looking for someone to play the trombone? Sure enough, he had heard him say they were in need of a trombone player. Well with that, he rushed up to him and shouted to the bandleader, "I will do it." Being skeptical, but desperate the leader handed him the trombone and told him to join the horn section. As the band began to march, the boy was bursting with pride. And then the music began to play and oh what a horrible sound came from the trombone section. The leader rushed to the rear and looking around in panic and disbelief he looked directly at the young boy and said, "I thought you knew how to play." The boy responded with great confidence, "How did I know? I'd never tried."

Walt had said that he hoped he would always have the courage to try new things and his success speaks of the leadership, vision, simplicity and commitment to exceed the customers' expectations that make the world of Disney ever new, exciting and successful in so many ways. His legacy is one we can all aspire to as we continue our own journey to success. I wish the best of luck to each of you along the way. As always, I hope you will share with me your thoughts and comments. We at Med One want to continuously improve and exceed your expectations and in order to do that, we need your feedback on how we are doing.

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MED ONE CAPITAL / 2011

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