

M

MEDONEONE

ISSUE NO. 28



Together *we* Succeed

On The Road Again with
Utah Fast Pass 2011 **3**

Lessons Learned and
Success At Med One **4**

The Growing Pains
Of Software Updates **14**



summertime *in utah*



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.

If you have received this publication 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.

For an electronic version of **Med One To One** please send an email to editor@medonecapital.com.



table of contents

Med One To One **Jul / Aug 2011**

p.3 On The Road Again With Utah Fast Pass 2011

Letter From The Editor / Written By: Troy Tait

p.4 Lessons Learned And Success At Med One

Letter From The Owners / Written By: Brent Allen

p.6 Navigating The Social Media Maze

Written By: Emily Flinders

p.8 Understand Customer Financial Needs and Succeed

Written By: Bob Johns

p.9 Acquisition Solutions

Creative Ways To Acquire Equipment

p.10 Where We Stand

Company Numbers

p.11 Customer Satisfaction: An Individualized Approach

Written By: Ibby Smith Stofer

p.12 Playing The Name Game

Written By: Anne McOmber

p.13 Employee Spotlight

Donna Clyde

p.14 The Growing Pains Of Software Updates

Written By: Nate Davis



editor

Troy Tait

associate editors

Anne McOmber

Emily Flinders

design

Brian Gates

publisher

Med One Capital

contributors

Brent Allen

Troy Tait

Ibby Smith Stofer

Bob Johns

Donna Clyde

Emily Flinders

Nate Davis

Anne McOmber

On The Road Again letter from the editor: troy tait

With Utah Fast Pass 2011



In 2006, a charitable event centered on exotic sports cars, rural communities, and educational opportunities was created. Six years later, Utah Fast Pass continues to be an organization dedicated to improving lives and communities throughout Utah. Med One has been a proud sponsor from the beginning. In August, we again participated in this unique event that positively impacts so many.

Participants pay a \$6,000 entry fee and come from all over the U.S. to take part in Fast Pass. The first day is spent at the Miller Motorsports Park in Tooele. Veteran racers and novice drivers come together, testing the speed and performance of their cars. This year, special visitors joined participants on the track. The Make A Wish Foundation and Shriners' Hospital (a local children's hospital) partnered with Fast Pass to bring children and their families to the track to enjoy the day of racing. There were smiles all around as the kids buckled up and took a ride in one of the cars, making everyone's day at the track a little brighter.

After a day of roaring engines and screeching tires, the pace of the event slows down. Participants travel the scenic Utah roadways for three days, experiencing one-of-a-kind landscapes and breathtaking views. Each day they make a lunch stop at a rural Utah community where a "home-cooked" meal is provided by the town.

For these smaller communities, having the Utah Fast Pass come through their town is a huge event and one that the entire community can experience. Residents come with their friends and families to enjoy cars they usually only see on TV. In one town the principal of the school dismissed all classes an hour early so the kids (elementary aged and teens alike) could go participate in the event!

During these lunch stops, the Utah Fast Pass gives a significant donation to the city. The money is used for a project to improve or beautify the community. Libraries, parks, playgrounds and theaters have been improved through the donations given by Fast Pass. Since the inaugural event in 2006, Utah Fast Pass has donated over 1.2 million dollars to Utah communities and students.

Utah Fast Pass has provided educational opportunities for students through scholarships and the Education and History Tour. Over 165 high school students have participated in the Education and History Tour, which takes students on a week long trip to Washington D.C. Principals nominate the students; most of the students would not have the means to travel otherwise and more than half of them have never been on an airplane. Students enjoy a busy week of museums, historic monuments and new friendships.

They return home with an unforgettable experience that would not have been possible without Utah Fast Pass.

Realizing that today's youth are tomorrow's leaders, Fast Pass devotes significant resources to help students succeed. The dream of a college education has become a reality for 120 Utah students because of scholarships provided by Fast Pass.

Med One enjoys supporting an organization that makes a difference in various ways. After another successful year on the road, Med One is privileged to partner with Utah Fast Pass and take part in this great event.



Med One Capital is a proud sponsor of Utah Fast Pass www.utahfastpass.org

UTAH
Fast Pass



Lessons Learned And Success At Med One letter from the owners: brent allen

Recently I sat in my office and reflected on a few of the lessons I have learned over the past several years, many of them taught to me by Med One employees. I am indebted to each of our employees, and my life has been enriched because of their influence. Most have laughed with me. A few have laughed at me, but I have forgiven them. Some have embraced me, a number have lifted me and several have shed tears with me. Many have befriended me, and most have supported me. I am humbled by the things they have taught me. Many of our Med One employees are young and vibrant. I love their confidence, enthusiasm, and their refreshing approach to life. They dream about a better world. I, too, was once young and vibrant like so many of them. Now a little older, I appreciate what they bring to the company. I am grateful to all of the Med One employees for the contributions they have made to my life and for the things they have taught me over the years. I am confident Larry shares the same feelings.

One lesson I have learned is how dependent we are on one another. Henry Ford said, "Coming together is a beginning. Keeping together is progress. Working together is success." We cannot go it alone. It is all about teamwork, and it is all about trust.

Several years ago I related the following story at one of our annual meetings. I believe it still contains a very relevant message.



The pastor confessed that he shared the discomfort and fear of those around him. He said, "As I looked around the plane, I could see that nearly all the passengers were upset and alarmed. Some were even praying. The future seemed ominous and many were wondering if they would make it through the storm."

And then, I suddenly saw a little girl. Apparently the storm meant nothing to her. She had tucked her feet beneath her as she sat on her seat; she was reading a book and everything within her small world was calm and orderly. Sometimes she closed her eyes, then she would read again; then she would straighten her legs, but worry and fear were not in her world. When the plane was being buffeted by the terrible storm, when it lurched this way and that, as it rose and fell with frightening severity, when all the adults were scared half to death, that marvelous child was completely composed and unafraid." The minister could hardly believe his eyes.

It was not surprising therefore, that when the plane finally reached its destination and all the passengers were hurrying to disembark, our pastor lingered to speak to the girl whom he had watched for such a long time. Having commented about the storm and behavior of the plane, he asked why she had not been afraid.

The sweet child replied, “Sir, my dad is the pilot, and he is taking me home.”

What trust this young girl had in her dad. She was confident in his abilities to get her back home, and she was at peace during the turbulent flight. She possessed a fervent faith in her dad. This is exactly the way Larry and I feel about our Med One employees. We trust each of them, and we are confident in their abilities to perpetuate this company. We are at peace because we have a fervent faith in our staff. We don’t consider ourselves the pilots of this Med One flight. We may occasionally come up with some new and innovative ideas, but the entire journey is implemented and executed by our valued and trusted employees. To our

At Med One there are about 65 of us, and it takes all of us to accomplish our objectives. Thanks again to the many Med One employees who have embraced our direction and our mission.

Through the years we have learned some powerful lessons about effective communication from our employees. We have learned that communication is not only a skill, but at times it can be a very difficult challenge. Recently, the following advertisement was found in a Utah newspaper, written by a man trying to sell his motorcycle.

“2006 Suzuki 1000. This bike is perfect! It has 1000 miles and has had its 500-mile dealer service (Expensive Service!). It’s been

offer a “listening ear.” Sometimes we jump to conclusions and later find out we are wrong.

I heard about an elderly patient in a hospital who was recovering from a medical procedure. He decided to take a look at his recovery room chart that was attached to the frame of his bed. He scanned through the pages, and then stopped at a particular notation. He was horrified.

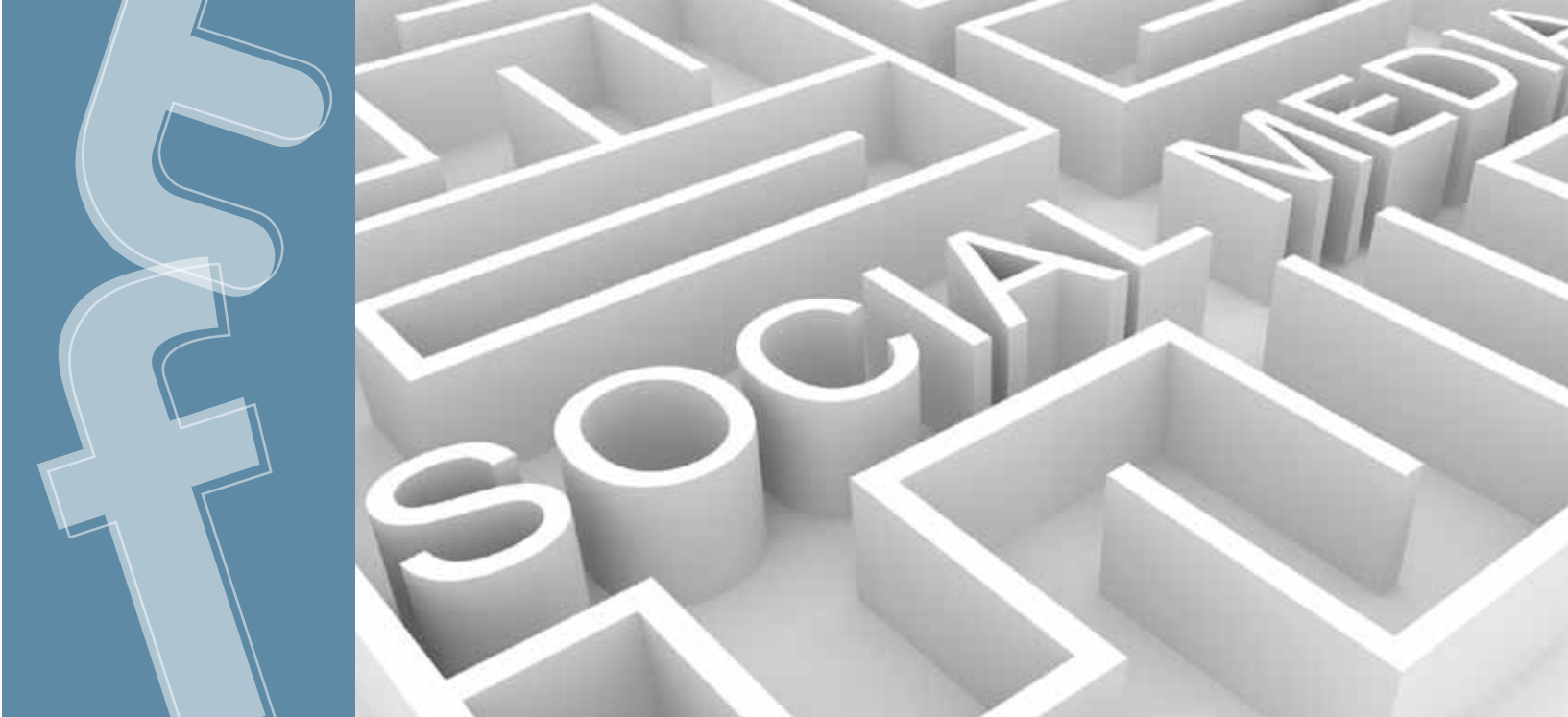
“I know I was in a bit of a muddle, but I didn’t realize I was that bad,” he said apologetically to his nurse, “I hope I didn’t offend anyone.” She glanced at the spot where he pointed. “Don’t worry,” she said, “SOB doesn’t mean what you think. It stands for ‘short of breath.’” When I think where we have come over the past 20 years, I get a little “short of breath.” It has been an incredible experience. I am grateful for three ingredients that have contributed to our success.

TEAMWORK - Light is the task where many share the toil. We have come to know we cannot succeed by ourselves (just try finding a rich hermit). Med One has excelled in the concept of teamwork.

COMMUNICATION - The organization that can’t communicate will never change, and the company that can’t change will never survive. We have come to understand that effective communications is critical. We will continue to strive to keep an open line of communication.

LOTS OF LUCK - With any venture, we begin with two bags: an empty bag of experience and a full bag of luck. The secret is to fill the bag of experience before the bag of luck runs out. We have been very lucky.

To our valued employees, we echo these thoughts. Thank you for the lessons you have taught us. We have great faith in you. And by the way, hang in there... wonderful times are ahead.



Navigating the Social Media Maze *written by: emily flinders*

Are you sick of hearing about social media? Is the continual connection driving you crazy? With over 200 social media websites in existence, it’s no wonder there is a constant buzz about new methods of collaboration. In 2010, people around the world spent 49.4 billion minutes on Facebook alone. The social media trend doesn’t appear to be on a downward spiral anytime soon, and keeping up with the latest method of communication can be exhausting.

Many social media sites provide individualized solutions for specific industries. However, many of these sites go unnoticed because they lack the user volume of big names like MySpace or YouTube. Exploring all available social media options could provide your business with innovative results and ease the social media headache.

For example, Sermo is a social networking site exclusive to physicians. It offers a confidential environment where physicians can consult with each other on medical cases and share information. Sermo was launched in 2006 and has been gaining momentum ever since, with over 120,000 members practicing in all 50 states.

Sermo fills a need within a profession and provides a valuable service through social media. Many physicians and specialists work in rural areas or in hospitals where they are the only one in their specific field. They may know other physicians to contact, but they probably don’t know 120,000. With Sermo, physicians from across the country can instantly discuss procedures, patient care, and new technologies.

Medical journals, newsletters, and conferences were once sufficient for physicians to collaborate and share ideas. However, today’s advanced technology and fast-paced workplace demands more. Sermo provides an opportunity for physicians to access information quicker and in turn, provide better patient care. Sermo is just one example of social media catering to a specific profession and providing an effective method of communication and collaboration.

When so many businesses create social media accounts just to have them, it might be a good idea to evaluate your social media usage. Ask yourself a few questions when using or considering social media.

Can social media help fill a need within my business?

Does social media provide a new solution to a current problem?

What social media site would be the best fit for my specific business?

Is there a solution I haven’t considered?

What do I want to accomplish by using social media?

What is my end goal?

Because social media is so popular, businesses may think they automatically need a Twitter account or blog to be successful. However, social media is about connecting or collaborating to help your company grow; simply having an account doesn’t equate to instant success. Do research to see what options are available; use it with a purpose, and the headache caused by social media might go away. You may even grow to love it.

www.sermo.com
www.web-strategist.com
www.facebook.com/press



employees... we have great trust in you and we depend on you each day.

A stone-age hunter tracked a set of paw prints through the grasslands. He eventually came upon the largest and most ferocious looking saber-toothed tiger he had ever seen. The animal was recently killed and a small man stood beside it. Amazed, he asked, “Did you kill that tiger?”

“Yes,” responded the man.

“How could a little guy like you put down a huge beast like that?”

“I killed it with my club,” the man replied.

“WOW!” the astonished hunter exclaimed, “How big is your club?”

The man thought for a moment, “I guess there are about 30 of us.”

“At Med One there are about 65 of us, and it takes all of us to accomplish our objectives.”

adult ridden; all wheels have always been on the ground. I use it as a cruiser/commuter. I’m selling it because it was purchased without proper consent of a loving wife! Apparently, ‘Do whatever the heck you want’ doesn’t mean what I thought!”

Somehow he didn’t hear the “words behind the words.” At Med One, we have tried to listen, both with our ears and with our hearts. But at times, we also miss the message. No matter how hard we try, we sometimes get it wrong. Please have patience with us and we will continue to



Understand Customer Financial Needs and Succeed *written by: bob johns*

If I were selling capital equipment today, as I did over 35 years ago, I would approach my territory very differently. Hospitals were much easier to navigate in those days. Department heads and purchasing directors seemed to be easier to see, even without an appointment. In addition, because of the tremendous advances in technology allowing for more specialization in the types of equipment, there appears to be more competition and market segments. The financial situation of many hospitals has also changed. Due to the current economic conditions, it would be advisable for today's sales reps to have at least a basic understanding of financing, certainly enough to ask relevant questions to comprehend the hospital's financial needs.

Regardless of the differences in the hospital environment then and now, many important concepts in both sales and marketing remain the same, and in fact, may never change. Paying attention to these theories can keep a company well positioned and move it up the ladder of success. As a case in point, as Med One employees we have been challenged to read *Break From The Pack* by Oren Harari. Two quotes stood out to me. First, "If you wait for customers to tell you that they want something, you're already playing catch-up, because someone else has already planted the flag and sensitized them to the possibilities that you've ignored." Second, Harari states when a smaller company or one with less market penetration competes against a larger one, in other words a David versus Goliath, David dominates. "It dominates with focus, innovation, speed, efficiencies, killer products, and 'wow!' services that simply surpass those of its larger competitors."

Let me introduce one other important fact and then I will explain why I chose the two aforementioned quotes among the many in the book. The American Hospital Association (AHA) released a survey in June 2010, which indicated that nearly three out of four

hospitals "continue to be adversely impacted by the lingering effects of the economic recession" (www.aha.org). That fact seems unchanged a year later.

Therefore, if a rep wants to be a "David" and move with focus, innovation, speed and provide a valuable service, they will recognize most customers in the hospital today lack the necessary cash to purchase a product without some financial help. Moreover, if nearly three out of four hospitals are experiencing a financial woe of one kind or another, how would a sales rep know which three of the four are struggling? Even with a hospital's financial statements, it is very difficult to know who will pay cash and who will need financing. It is also nearly impossible to know what competitors may have already discussed financing.

I'm not suggesting I would give a finance quote right out of the gate to accompany my equipment quote. However, I am suggesting I would consider giving a finance quote to nearly every hospital at some point in the sales cycle, sometimes at the beginning and sometimes later in the process. A sales rep's financing quote may be the only one received by the buyer, or if nothing else, it may counteract what the competition has already presented or what may be presented. Either way, it is important in today's world.

Furthermore, there is a time-tested adage that says the more visits a sales person can have with his/her buyer, the more likely it is that he/she will enhance the relationship and make the sale. Every sales person is faced with the need to make meaningful contacts with their buyer. Consequently, taking in a

finance quote to further the relationship, or to break a logjam in the sales cycle, might be just the ticket to keep the process moving. Even taking in a different quote than the last one shows creativity and provides another opportunity to see the customer. It always helps to keep the lines of communication open.

One more important fact to consider in increasing the chances of success: the percentage of sales reps giving finance quotes is relatively small. For that reason, it makes sense that in order to "break from the pack" the addition of a finance quote somewhere in the process would be taking the lead in both of Harari's previously mentioned areas. You are breaking from the pack by **1)** not waiting to be asked by the customer for possible financial help and **2)** by showing the customer some initiative in understanding their needs and thereby providing a potentially valuable service. Even so, who in sales wants to take the chance that the competition has provided a financing alternative and you have not?

Med One Capital is creative, fast and simple to work with in helping a sales rep's customer find the money to acquire the needed equipment for better patient care. For a finance quote for your product, call us at (800) 248-5882. We look forward to working with you.

your direction, your solution



"If you wait for customers to tell you that they want something, you're already playing catch-up."

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 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.

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

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, Imaging, 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 simple agreement 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.

- EQUIPMENT FINANCING
- EQUIPMENT RENTAL
- EQUIPMENT SALES
- BIOMEDICAL SERVICES

Making Medical Equipment Available



Where We Stand *company numbers*

MED ONE CAPITAL	JUNE 2011	2011 YTD	JUNE 2010	2010 YTD
NEW EQUIPMENT PURCHASED	\$27,243,966	\$ 101,461,102	\$24,087,304	\$116,527,334
NUMBER OF NEW LEASES	73		107	
TOTAL CUSTOMERS		2,458		2,174
TOTAL EQUIPMENT LEASED		\$413,832,595		\$373,031,892
MED ONE EQUIPMENT RENTAL	JUNE 2011	2011 YTD	JUNE 2010	2010 YTD
TOTAL RENTAL REVENUE	\$776,362	\$5,140,241	\$801,317	\$4,908,508



Customer Satisfaction: *written by: ibby smith stofer*

An Individualized Approach

How many of you remember this jingle? “I wonder, wonder, wonder where the yellow went.” Well, I remember it but in today’s times the refrain has changed a bit for me. It sounds more like, “I wonder, wonder, wonder where the customer went.”

Customer is defined by Webster as: one that purchases a commodity or service. Customer Service is defined as: the provision of service to customers before, during and after a purchase. My thoughts for this article are not how the books and dictionaries define customer service. Rather, how do your customers define customer service?

What are their expectations of you, your company, your product or service and most importantly of how you interact with them? Do you know the answers to these expectations? Do they differ from customer to customer? How do you know how each customer is measuring you, your company, your product or service? How do they want you to interact with them?

It is easy to assume that at this point, some of you are saying this doesn’t relate

to me. I am not in sales or customer service; I am in accounting, shipping or operations... Well, I hate to be the bearer of the news, but yes you do have customers. The individuals who depend on you to fill their needs, while they may be colleagues or business associates, are also your customers.

We all know the philosophical saying, “Do unto others as you would have them do unto you.” Or if you prefer, “Treat others as you would like to be treated.” For some that means prompt and courteous responses; for others it may be direct, honest responses and commitments that you both intend to and do meet. For others it may be considering them as individuals, asking questions and clarifying. Or it can mean all of these things and a host of other considerations.

Unfortunately, most will only know how well you are exceeding (not meeting) your customer’s needs when you start to realize they are not there anymore. They don’t buy from you; they don’t ask for your help; they don’t want you on their team projects and on and on.

For those who think there will always be another customer waiting in the wings or that you just can’t satisfy everyone, here are some statistics on the importance of customer satisfaction and retention. Here we focus on the positives of meeting and exceeding customer expectations versus the costs of losing customers.

“My thoughts for this article

are not how the books

and dictionaries define

customer service. Rather,

how do your customers

define customer service?”

**58% of customers will often
pay more for a better experience.**

**Saving 8% of customers
from attrition can increase
profits 20%.**

**A 2% increase in customer
retention has the same effect
as cutting costs by 10%.**

**A 5% reduction in customer
loss can increase profits
by 25% to 125%.**

So how does one ensure that we avoid the disastrous consequence of less than satisfied customers? Let’s start with the basics. The golden rule is a good beginning. Treat others as you would like to be treated. But also remember that not everyone is alike. Some of us like brisk, short answers and others want to delve deeply into the subject. Some of us want prompt replies via email or phone. Others want a face-to-face meeting. Some want you to always know how to respond, and others respect that you don’t know everything and are willing and able to find out the answers.

Sure sounds complicated to me. But in reality, if we will take the time to ask and seek for information, we can simplify our interactions and improve our customer satisfaction immensely. Spend some time thinking about your interactions with your customers and colleagues. Think about how you might change your approach with them. Then see if you begin to sing the next version of our little jingle, “I wonder, wonder, wonder where all the stress went!” Keep in mind that if you ask for information, you also need to be prepared to accept the feedback and adapt to continuously meet the customers’ needs. Best of luck; let me know if this works for you!



Playing The Name Game *simple and effective tricks to help you remember a person’s name and improve your communication skills*

Is the catch phrase, “I am terrible with names,” one of your favorite things to say when meeting new people? If so, here are some ideas to help you next time you make a new acquaintance.

First, try discreetly examining the person’s face when you are introduced. Don’t stare too long, but notice unusual facial features that will help you remember this person. Then link that feature with the person’s name, creating some type of association.

Repetition can also be effective. When introduced to someone new, ask that person to repeat his or her name. When you are talking to that person, repeat their

name in the course of the conversation (without overdoing it!). If the name is unique, ask about the origin, or if there is an opportunity, exchange business cards. The more you can see, hear or say a person’s name, the more likely you are to remember it.

These tricks are simple and obvious but can be very effective. And like any skill, with practice will come improvement. As you work to master the skill, you’ll not only build your own confidence but remembering someone’s name could also help you create a quality contact, increase customer satisfaction, or just make a new friend.





Employee Spotlight *donna clyde*

the opportunity to work with visually impaired students. One of my jobs was translating their textbooks into the Braille language.

One of my other favorites was working in a small hospital in Montana where I not only did basic patient care but was also called into the emergency room and delivery room as needed! I also spent many years caring for patients in long term care facilities.

Working with mentally challenged adults required significant training and proved to be the most difficult of all my job experiences. However, I found it to be truly rewarding. At one point, I even had three people live in my home for five years while I taught them life skills that would give them some measure of independence.

I was born and raised in Vancouver, British Columbia, Canada. While I enjoyed the many years I spent in Canada, it was a very exciting day when I became an American citizen in January 2010.

I am married with seven children, fifteen grandchildren, and two very cute Dachshunds. I enjoy reading, doing puzzles, and playing card games with my friends and family. I like to go camping and fishing as long as I'm with my husband because he is knowledgeable about such things.

I have worked several jobs since I was sixteen years old. (I'm quite a few years older than that now.) I have always enjoyed working closely with people; I guess you could say I'm a "people person." I attended college and became a Certified Psychiatric Aide as well as a Certified Nursing Assistant (CNA), and I have spent most of my life in opportunities and employment that allowed me to work with people in some way or another.

Some of my favorite experiences and places of employment include working with children in special education from elementary to high school age where I had



Last but certainly not least, I feel privileged to have my current job as a receptionist at Med One. I have been here for three and a half years, and I enjoy working in a beautiful building with beautiful, friendly people around me. I also love

talking to our customers, many of whom have become like friends and I appreciate that. Jeff Bezos said, "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little better." I think there is no better way to approach customer service and that is what I strive for in the day-to-day interactions I have with customers.

With all the experiences I've been involved in throughout my life, I have learned to be grateful for what I have and have developed a happy, positive attitude.



The Growing Pains of Software Updates *written by: nate davis*

Updates and more updates... As we all know, we are constantly bombarded with new "updates." These changes to existing programs add new functionality or give us more secure software. With these updates, always come growing pains. I'll be honest; I personally have always been one for upgrades. I love them. I love seeing the innovation and change that comes with major updates. I try and see how they will help me to complete my work more quickly. In short, I am a sucker for them, sometimes to my own detriment.

Apple recently released OS X Lion and a new Final Cut Pro X movie editing software. Following these upgrades, I had an editing project to complete and I had to make a decision. Do I use the new Final Cut Pro X editing software, or do I use the previous version? Final Cut Pro X was a complete rewrite with a new interface. I had gone through a few tutorials and had worked hard to understand the program and get accustomed to the new interface. I thought, "Okay, I am going to sit down and do it with Final Cut Pro X." For the most part, the project came together quite quickly, but there were a few hiccups due to some unfixed bugs in this 1.0 release. Using the updated software soon after its release allowed me to understand the program quickly and realize its strengths and weaknesses.

We are constantly making changes to Med One Capital's own internal software. We do this to refine the processes and efficiencies of the operations. Just like other software updates, adjustments we make often change the way we do things. Sometimes these changes are viewed as negative because they take us time to adjust. But, ultimately we find that these updates really do make us more efficient and help us in the long run.

So let's embrace change. The most critical part is providing constructive feedback to the developers on what we like and don't like. They can then take all of the problems into consideration as they drive to make us more efficient.



"We are constantly making changes to Med One Capital's own internal software. We do this to refine the processes and efficiencies of the operations."

PRSRT STD
US POSTAGE
PAID
PERMIT 3280
SLC, UT



MED ONE CAPITAL / 2011

ADDRESS 10712 SOUTH 1300 EAST, SANDY, UT 84094

PHONE 800.248.5882 **WEBSITE** MEDONECAPITAL.COM