



# MEDONEONE

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MAY | JUNE



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MED ONE CAPITAL

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your direction, your solution

## TABLE OF CONTENTS

med one to one **may / june** -----

**3** LETTER FROM THE PRESIDENT / EQUIPMENT RENTALS / LARRY STEVENS

**4** LETTER FROM THE EDITOR / EVOLVE OR DIE / TROY TAIT

**5** MED ONE HISTORY / TROY TAIT

**8** THE EQUITY RENTAL / PROGRAM OVERVIEW

**8** THE BIG PICTURE / ROBB STEVENS

**9** EMPLOYEES OF THE MONTH / ANN MILLER / SANDY GREEN

**9** HUMAN RESOURCES / T.R.A.S.H. / MIKE MANNING

**11** WHERE WE STAND / COMPANY NUMBERS

**13** EMPLOYEE SPOTLIGHT / SANDY GREEN

**14** GEEK REPORT / INTERNET SECURITY / NATE DAVIS

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# LETTER FROM THE PRESIDENT

by larry stevens / med one equipment rentals

April 1, 2007 marked the beginning of a new business entity under the Med One Capital umbrella. Med One Equipment Rentals was officially established as a separate operating entity. The mission of Med One Equipment Rentals is to rent equipment for peak census and for other temporary needs to hospitals throughout the United States. These activities have been conducted heretofore as part of Med One Capital's leasing activities.

Brad Johnson has been appointed as Executive Vice President - General Manager and will continue to direct our rental activities. Brian Smiley joins Brad in this endeavor, and we expect that additional staff will join the company in the near future. Current plans are that the rental company personnel will be relocated up to the second floor of our building. The rental company provides equipment for rental through a substantial network of dealer relationships located throughout the country. We also rent directly to our present customers and new customers that we have established primary contact with.

Med One has been awarded "Authorized Rental Dealer" status by ALARIS Medical Systems. This means that Med One is currently one of only three Authorized Rental Dealers in the United States for ALARIS System Medication Safety Modules. We expect that our initial investment of \$1 million plus in new equipment to support this new designation will grow rapidly as we meet an ever growing demand for rental of this product. Med One Capital has purchased over \$250 million of ALARIS equipment for capital and operating lease customers. This is by far the largest segment of our leasing portfolio. Being an authorized Rental Dealer is a perfect complement to the services that we offer our customers and gives us an opportunity to achieve greater penetration into our customer portfolio.

Peak need and short-term rental is a major strategic advantage that Med One enjoys in the market place. Our rental capabilities provide us with an ability to assume



significant residual risks given a built in avenue to achieve a continued revenue stream when equipment is returned by customers at the end of their lease term. Maintaining a strong rental capability is crucial to our continued success and viability as a company.

In another significant development and coincident with the creation of Med One Equipment Rentals, 50% of the company has been purchased by the senior management of Tetra Corporate Services. Lon Secrist and Harold Turley, both of whom are long time investors in and supporters of our rental activities, will serve as directors of the new company and continue to lend support and expertise to the direction of the company. This represents a significant vote of confidence by Mr. Secrist and Mr. Turley in the direction that we are moving in rental.

This impressive step forward in our rental business will provide significant opportunities in terms of revenue growth, portfolio stabilization and possible career advancement for our employee force. I hope that each of our employees will take pride in this significant new development and understand how it will provide a strong foundation for our company to achieve its goals and maintain leadership in the medical equipment finance arena.



2007

# LETTER FROM THE EDITOR

by troy tait / evolve or die

In the latest issue of ELT - the magazine of Equipment Leasing and Finance - there is an article titled "Evolve or Die." The purpose of the article is to point out that companies who refuse to evolve with time eventually die out and simply fade away. While the author makes many valid points, one very important aspect is left out. In the business world, if you wait too long to evolve you are probably too late. This isn't something you can just do overnight.

It is a lot like being out in the hot weather. If you don't drink water frequently, you will become dehydrated. By the time your body tells you that you need water, you are most likely already dehydrated. Quickly drinking a lot of water will probably make the situation worse rather than help.

Med One Capital is a company that has constantly evolved over time. In fact, there are areas where Med One is setting the standard for others to try and follow. We recently provided a proposal to a customer. They asked several times for our paperwork

to complete the deal. Each time, we explained they had all of our paperwork and that we truly only required our one page document and a purchase order. In an email, we once again sent the paperwork and apologized stating we thought we had previously sent the information. Here is their reply:

**“You did - I apologize. The last leasing company we worked with sent us something similar and then after we signed the proposal they sent us a 6-page document with additional terms and conditions. Needless to say we ended up not using them. Thanks.”**

Our simple documentation is a prime example of how Med One Capital has evolved to meet the needs of our customers. I am very confident that several of our competitors are now trying to figure out how they can provide the same service. Unfortunately for them, the time to make this change or "evolve" has passed. At Med One, we aspire to continue to evolve with time in hopes of becoming even better able to serve our customers as best we can.



# A BRIEF HISTORY OF MED ONE

do you know med one?

Originally known as Med One Financial Group, Med One Capital was founded in 1991 as a lessor of medical equipment serving acute care hospitals throughout the United States. The company is privately owned, with the majority of ownership held by its operating officers.

In 1992, Med One began to expand its product offering by entering the short-term rental business. With a focus on respiratory care equipment, the company began to acquire an inventory to be offered on a short-term basis to hospitals needing to meet peak patient census requirements.



Included in Med One's lease portfolio are many of the premier health care institutions in the country. The equipment provided through Med One's acquisition programs is typically the newest technology on the market, offered by the most prominent manufacturers in the industry.

Med One presently offers short-term rentals on a wide variety of patient care equipment including ventilators, physiological monitors, infusion systems and other critical care devices. Equipment is typically available within 24 hours (2 hours in some locations) and is delivered to hospitals in patient ready condition. Hospitals will rent the equipment for as long as needed and then return it to Med One's biomed facility (located at the Sandy, Utah headquarters). The equipment is then cleaned, serviced and made ready for the next customer.

In September 2005, Med One moved its

1991

1992

2005

2007

Med One works closely with several medical equipment manufacturers providing funding programs for the products they sell. By using a customer-oriented approach offered through the direct sales force of the manufacturers, Med One has enjoyed steady growth by providing funding solutions for hundreds of medical facilities throughout the United States, Canada and England.



entire operation to a 30,000 square foot building located in Sandy, Utah. Med One continues to be innovative within the medical finance industry.

> your direction, your solution



# ONLY THREE MORE PAYMENTS AND IT'S OURS



**THE ONLY THING YOU HAVE TO LOSE IS OLD EQUIPMENT.**

**(800) 248-5882**  
**www.medonecapital.com**

Are your customers using old, outdated equipment? Med One can provide a solution that will enable your customers to acquire the equipment they need. Our **creativity, flexibility** and **innovative thinking** allows us to create solutions that work for your customers and help you close the sale.

## THE EQUITY RENTAL

- Month to month commitment
- 50% of rental payment goes toward purchase
- Return equipment at any time
- Utilizes operating budget
- Brand-new equipment

Simply issue a 1-month renewable rental purchase order to Med One Capital and receive brand-new equipment from the manufacturer. The rental commitment is only for one month at a time, and at no point is there an obligation to purchase the equipment. However, if capital budget becomes available, the equipment can be purchased at any time. If the equipment is purchased, 50% of all rental payments made will become a credit toward that purchase. Again, this is an operating budget approach because: **1)** there is never an obligation to purchase and **2)** the equipment can be returned after the rental term expires or after any subsequent renewal with no further obligation.

### — vendor testimonial —

“I can never get enough ventilators because I can’t get board approval to buy any more equipment. The equity rental program through Med One Capital is the solution to this problem. The vendor sales rep was able to sell me five new ventilators with just a ONE MONTH purchase order from the hospital. And with this program, I get 50% of my payments allocated towards ownership. Now I have the equipment I need! No agreements to sign, no long-term commitments, just a simple solution to a very important situation.”

## THE BIG PICTURE

by robb stevens / account manager

One of the keys to success in sales is building good relationships. At Med One, we work through equipment vendors who, in turn, utilize our leasing and rental options to sell equipment to their customers. As such, it is critical that each one of us in the sales department do everything we can to develop positive relationships with each vendor sales rep that we call on.

These relationships are important enough, that each Med One sales account manager has been challenged to schedule business trips with the intent to meet with reps individually whenever possible. By meeting a sales rep for lunch in their home city, for example, they see that we’re willing to go to great lengths in their behalf and that their business really is important to us. These meetings, in addition to providing

exceptional service when they contact us for help, are all about the big picture. They may be impressed here and now, but what about six months or a year down the road? They’ll remember that lunch meeting and will certainly appreciate it. That’s the big picture benefit we’re after. As we continually develop long-term relationships, it helps us to ultimately keep our business pipeline full and our reputation strong.

In one such instance, I had worked with a particular rep with one of my major accounts for a couple of years when I found out he was moving on to a new sales position with a different company. The new company was, at the time, not a customer of Med One. In fact, this company actually had an exclusive agreement to use the services of a different leasing company.

Despite that fact and to my surprise, about a year later I got a call from that same rep. He was working on a deal that needed leasing support and was not happy with the way the other leasing company was handling it. By calling me, he actually got in a bit of hot water because of the existing relationship with the other leasing company. Ultimately, however, he was able to convince his boss that Med One had been a huge help to him in other situations and at the end of the day, getting the deal done was the most important consideration for the vendor, so we got the deal!

By responding to his need and providing our simple lease solutions, I was able to further solidify an already great relationship with a vendor rep and develop a new relationship with a hospital customer, which has since brought us additional opportunities.



# EMPLOYEES OF THE MONTH

congrats



CONGRATULATIONS TO ANN MILLER AND SANDY GREEN FOR BEING NAMED EMPLOYEE OF THE MONTH FOR **MAY / JUNE** 2007.

REMEMBER TO SUBMIT YOUR NOMINATIONS TO HUMAN RESOURCES OR PLACE IT IN THE BALLOT BOX BEFORE THE 25TH OF EACH MONTH.



## HUMAN RESOURCES

by **mike manning / t. r. a. s. h.**

Having an organized workspace is not just for neat freaks. In fact, an organized desk, office or cubicle can say a lot about your professionalism and actually give you a peaceful refuge at work. An office that is clean and organized allows you to be more productive. “Self-induced stress” is what experts call the disorganized (messy) office or cubicle. If you can’t retrieve information within 30 seconds after you start looking for it, you are making your life more stressful. Reduce that stress by removing the clutter from your life.

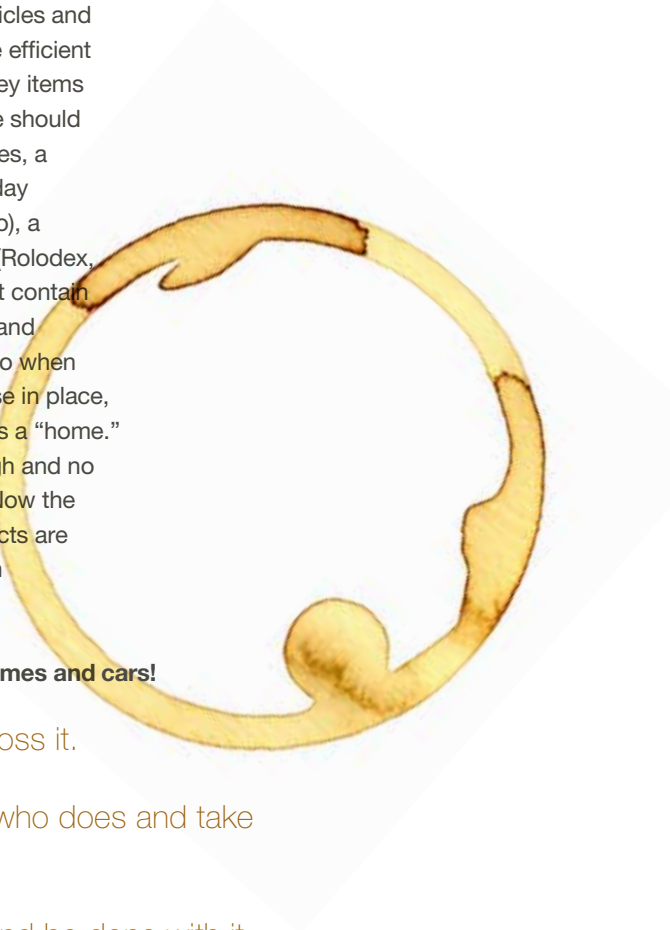
Because paper is a necessary evil in a company such as Med One, learn how to use the following system and end hunting for that important piece of paper forever. Take the top pile and use the following list.

In addition to taming the paper monster, there are other areas in our cubicles and purview that can be made more efficient and convenient. There are six key items that every organized workspace should have: “In”, “Out” and “File” boxes, a wastebasket, a calendar, time/day planner (even a notebook will do), a contact management program (Rolodex, Palm Pilot, etc.), action files that contain items that need your attention, and reference files that you can go to when you need information. With these in place, everything in your work area has a “home.” There’s no pile to search through and no forgotten task to worry about. Now the most important tasks and projects are available without resorting to an all out scavenger hunt.

Just think: **T.R.A.S.H.**

Next issue: **Organizing our homes and cars!**

- T** Throw it away. If it’s just an FYI, read it and then toss it.
- R** Refer it. If it isn’t something you need, figure out who does and take it to them now. Get the “monkey” off your back.
- A** Act on it. If it takes 2 minutes or less, do it now and be done with it.
- S** Save it. If it’s something you need to have but don’t have to act on, file it. Get up and put it in the file now.
- H** Halt/Stop it. Is it junk mail? Take 2 minutes to get on their internet site and check Unsubscribe. If it’s an actual piece of mail, talk to the Post Office and refuse to accept one more piece of junk mail.





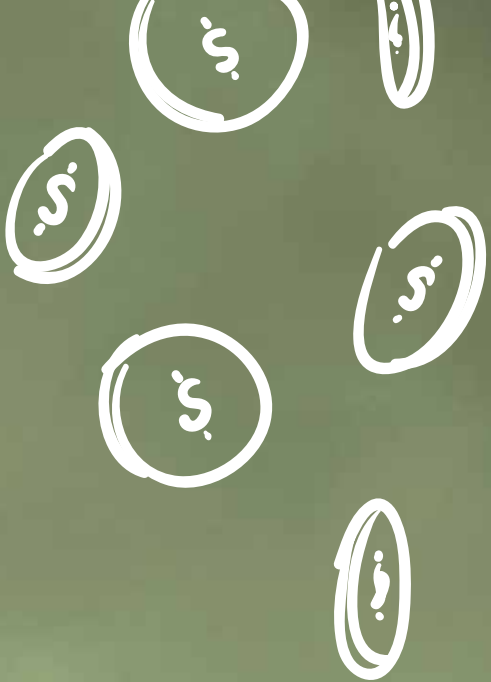


# WHERE WE STAND

company numbers

Med One Capital	April 2007	2007 YTD	April 2006	2006 YTD
New Equipment Purchased	\$16,925,153	\$47,494,558	\$2,748,029	\$28,749,399
Number of New Leases	45	174	45	157
Total Customers		1,688		1,353
Total Equipment Leased to Customers		\$284,355,147		\$166,280,914

Med One Rentals	April 2007	2007 YTD	April 2006	2006 YTD
Total Rental Revenue	\$192,854	\$759,001	\$137,280	\$510,949





# EMPLOYEE SPOTLIGHT

sandy green

Sandy Green was born and raised in Sacramento, California. After attending Sacramento City College, she came here and became a student at the University of Phoenix and just recently graduated with her Bachelors in Business Administration. One thing you have to know about Sandy is that she LOVES horses. Since its inception in 1993, Sandy has been a member of The Painted Ladies Rodeo Performers. For those of you who don't know, the Painted Ladies are a group of women who all share an interest in performing at rodeos on their beautiful paint horses. The Painted Ladies ride at rodeos and parades throughout California and Nevada. Even after moving to Utah, Sandy continues to go back for a few rodeos and parades throughout the year.

Along with the Painted Ladies, Sandy has also been involved in a local 4H riding club, The Broncos, for the past three years with her two daughters, 6-year-old Grace and 18-month Olivia. She has been an assistant leader there for the past year teaching youth how to ride, show, and care for horses.

Apart from being Med One's resident cowgirl, she also is the Sales Administrator and executive support. So she's the one who pulls credit for the customers Med One does business with, processes our purchase orders, and supports executives and sales staff. Sandy has been at Med One Capital for a year and it's here at Med One that she recalls her most embarrassing moment. After joking with some co-workers about having private bathroom stalls, Sandy received a nameplate for one at the company's annual meeting. Med One always tries to take care of its employees' individual needs.

med one's  
painted lady

Sandy continues to be a benefit to Med One, and we hope to enjoy many more years with Sandy here at Med One Capital.

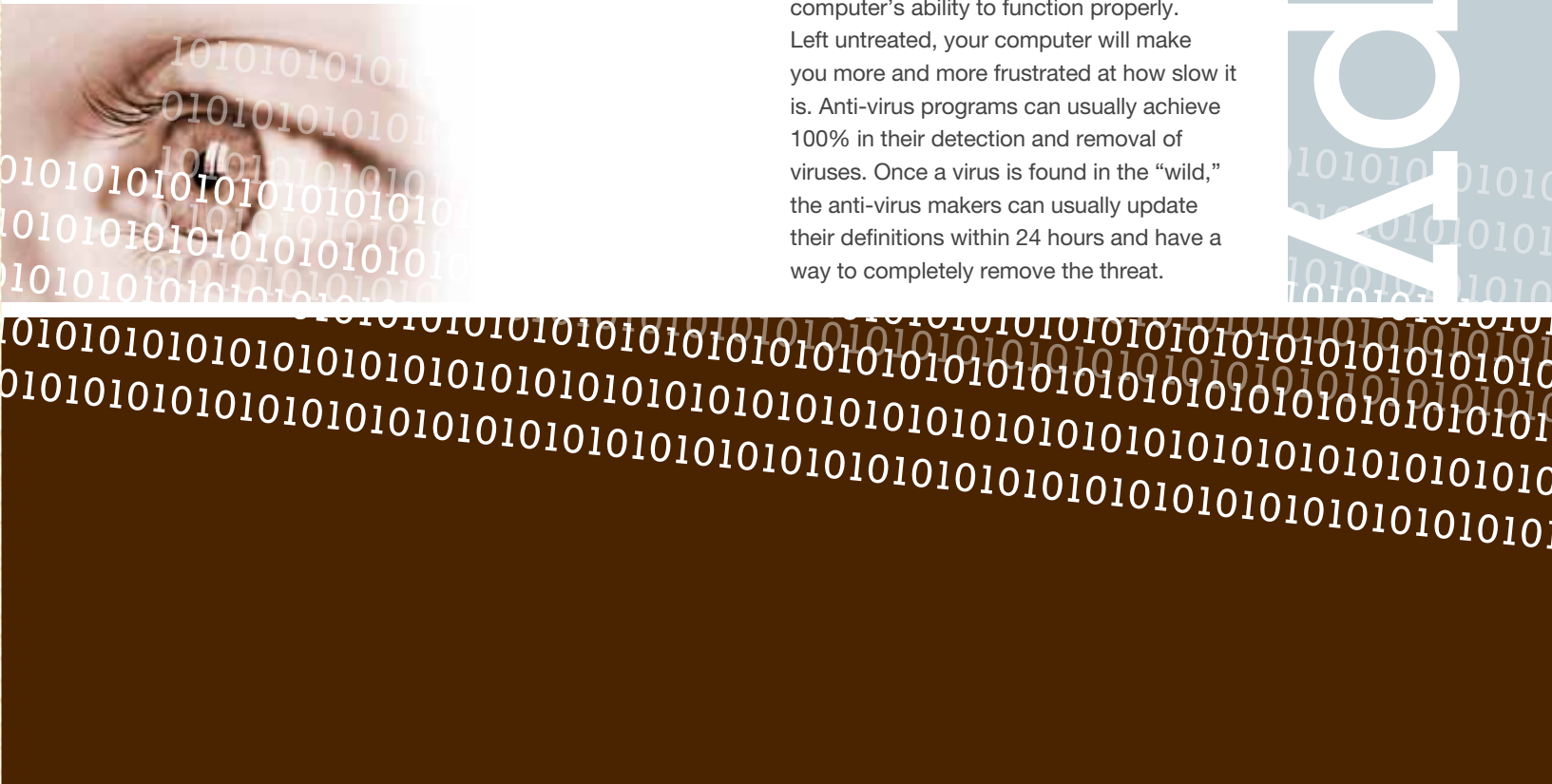


# GEEK REPORT

by nate davis / internet security

The web is a dangerous place for your computer. As your computer browses the web, it is like walking through a cornfield where you just don't know what might jump out at you or what might be put in your back pocket without your knowledge.

There are two major types of malware that we hear about regularly - viruses and spyware. Both can and will damage your computer's ability to function properly. Left untreated, your computer will make you more and more frustrated at how slow it is. Anti-virus programs can usually achieve 100% in their detection and removal of viruses. Once a virus is found in the "wild," the anti-virus makers can usually update their definitions within 24 hours and have a way to completely remove the threat.



Spyware, on the other hand, is far more cunning. Spyware is usually initiated via website's active x control or download from a questionable website. Spyware detection is a whole new ball game. Anti-spyware programs have to catch spyware "in the act" of installing to be detected. The remaining changes can only be discovered by analysis of "before" and "after" snapshots of clean machines. Spyware remains available to its creators over time so they can tinker with it at will. This explains why spyware changes

so quickly and changes its activities and modes of infection. Thus making it harder and harder to fully remove. Most of the worst spyware out there can never actually be removed unless the computer is completely formatted. To avoid this type of headache, you can do two things. First, make sure you have active virus and spyware protection. For home users, AVG (free.grisoft.com) as well as Windows Defender (microsoft.com/defender) are both free anti-virus and anti-spyware

apps. Second, stay away from illegal file sharing sites and from downloading files from peer to peer networks like Limewire or other questionable websites.

Basically, when it comes down to it, just make sure you browse "responsibly," and this will help you avoid the headaches of spyware removal.

stop





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