

TWENTY TWELVE

MED ONE TO ONE // A MED ONE CAPITAL PUBLICATION

ISSUE#

33

MED ONE TO ONE

JUL | AUG | SEP



Med One Capital p. 11
Acquisition Solutions

Letter From The
Owners
p. 5

- Lease, Rent, Sell and Service -

20
12

DETERMINED

About Med One To One

Med One To One consists of editorials, a message from our owners, testimonials, information regarding our financing solutions, employee spotlights and more. Quarterly issues are published 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 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* each quarter, 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, or go to www.medonecapital.com/medonetoone

Lease, Rent, Sell and Service

At Med One we are DETERMINED to make medical equipment available and we do it by creating the best possible experience for our customers. We offer Lease and Finance options, Rental, Sales and Repair Services on a variety of medical equipment.

Connect With Med One

@medonecapital



facebook.com



WWW.MEDONECAPITAL.COM

2012

JUL | AUG | SEP



Table of Contents

3

Letter from the Editor: What Is Your Time Worth? : Troy Tait

What will you ultimately be remembered for? Lessons to be learned from an organization centered on giving and an incredibly generous man.

5

Letter from the Owners: Skating To The Puck : Larry Stevens

The attributes of successful and resilient businesses: how seeing the big picture and thinking outside the box have made Med One successful for the past 20+ years.

11

Med One Capital Solutions For The Healthcare Industry

Lease Options, Rental Solutions, Equipment Sales, Equipment Repair and Services.

13

Down Economy : Positive Outlook : Jeff Easton

The tough economic market has more than a few individuals and businesses struggling and wondering what the future holds. Learn how to take control of your situation.

15

The Happiness Of Gratitude : Emily Flinders

Gratitude is not only the mark of a polite person, but also a happy one; how saying thank you can boost overall happiness.

16

Simple Things Bring Great Things To Life : Robb Stevens

Technology becomes more incredible by the minute, but where would it be without the enabling devices that support it? A look at some of the less known, but equally valuable enabling innovations.

19

Perception Equals Fact : Dr. Greg Anderson *(Featured Writer)*

One physician shares his knowledge and expertise about patient perception and the importance of patient/physician communication and interaction.

23

Employee Spotlight : Matt Stebbins

Learn more about one of our employees, Matt Stebbins.

24

Passion For Curiosity : Nate Davis

Remembering Neil Armstrong, looking forward to exciting technology advancements and making a positive change today.

25

The Fine Print Of Health Literacy : Emily Flinders

With 90% of the U.S. population struggling to understand medical information in one form or another, health literacy is quickly becoming a topic of discussion nationwide.

Editor

Troy Tait

Associate Editor

Emily Flinders

Design

Brian Gates

Publisher

Med One Capital

Contributors

Larry Stevens

Troy Tait

Jeff Easton

Robb Stevens

Emily Flinders

Nate Davis

Matt Stebbins

Dr. Greg Anderson

What Is Your Time Worth?

WRITTEN BY: TROY TAIT

For the last seven years, Med One Capital has been a proud sponsor of the Utah Fast Pass. This event combines rare super cars, rural Utah communities and educational opportunities to improve the lives of Utah residents. Participants pay an entry fee for an opportunity to spend one day driving their high-end sports car at the renowned Miller Motorsports Park in Tooele, Utah and then spend three days driving the scenic roadways of Utah. The experience concludes with a Gala event that includes a silent and live auction. In the seven-year history of the organization, Utah Fast Pass has donated over 1.5 million dollars to the citizens and communities of Utah in the form of scholarships, community grants and educational trips for students from Utah high schools. It is a memorable event for all involved.

I have had the fortunate opportunity to participate each year since the Utah Fast Pass organization was formed. There are two really great experiences that occur each year. First, watching the faces of the residents as the cars roll into their town. They have the chance to get an up close and personal look at cars they have probably only seen on TV, movies or

“Writing a check is very helpful, but donating your time can really make a difference.”

video games. Ferrari Enzos, McClarens, RUF Porches, Nobels, Ford GTs, Aston Martins, Spykers and many more. The check presentation to the mayor is often times an emotional moment. The money represents hope and a chance to change or improve something in their community; whether it be a park, town buildings, or community theaters. Watching as a student learns they have received a scholarship - making their dream of attending college a reality - is also a very memorable experience. Being a part of making a difference in these communities is a great opportunity.

My second favorite part is having the opportunity to get to know the participants. They come from all over the U.S. with a wide variety of backgrounds. It is fun to spend time listening to them tell their stories of how they got where they are. A little over six years ago, one participant and I developed a really good relationship. We would communicate throughout the year and look forward to the time of the event. However, this year was different. About a week prior to our event, my friend suffered a heart attack. The doctors were able to save his life, and he was still committed to attend our gala. The night before the gala we were texting

back and forth, and he once again reaffirmed he would be there. Unfortunately, the morning of the gala he suffered another attack. Four days later, at the age of 72, Hal passed away peacefully with his family by his side.

I learned some valuable lessons from this man. He explained to me that one year he received over 20 million dollars in charitable donation requests, and that was only for the first quarter. While he was very generous, there was no possible way to meet this demand. As he was telling me about this he said, “If you really want to know the joy that comes from giving, donate your time. Many people can write a check, but those who really gain are those who give their time.”

He encouraged me to continue to look for opportunities to serve. And he didn’t just talk about it, he showed the way. Hal was well known for “getting his hands dirty and getting to work” on a wide range of charitable projects. Many of his 200+ employees were people who needed a second chance or had special needs. He knew each of his people by name. It didn’t stop there. He served his community in many political positions and he served in his church – all areas where it required his time. I’m sure over the course of his life he donated hundreds of thousands of dollars, but the instances when he donated his time are priceless.

I am fortunate to work for an organization with owners that have the same belief as Hal. Writing a check is very helpful, but donating your time can really make a difference. Our owners show this on a regular basis through a variety of ways. In the giving spirit of the

owners of Med One Capital, Utah Fast Pass and my friend Hal, let’s all look for a way to make a difference; not just by making a monetary donation, but a donation of time.



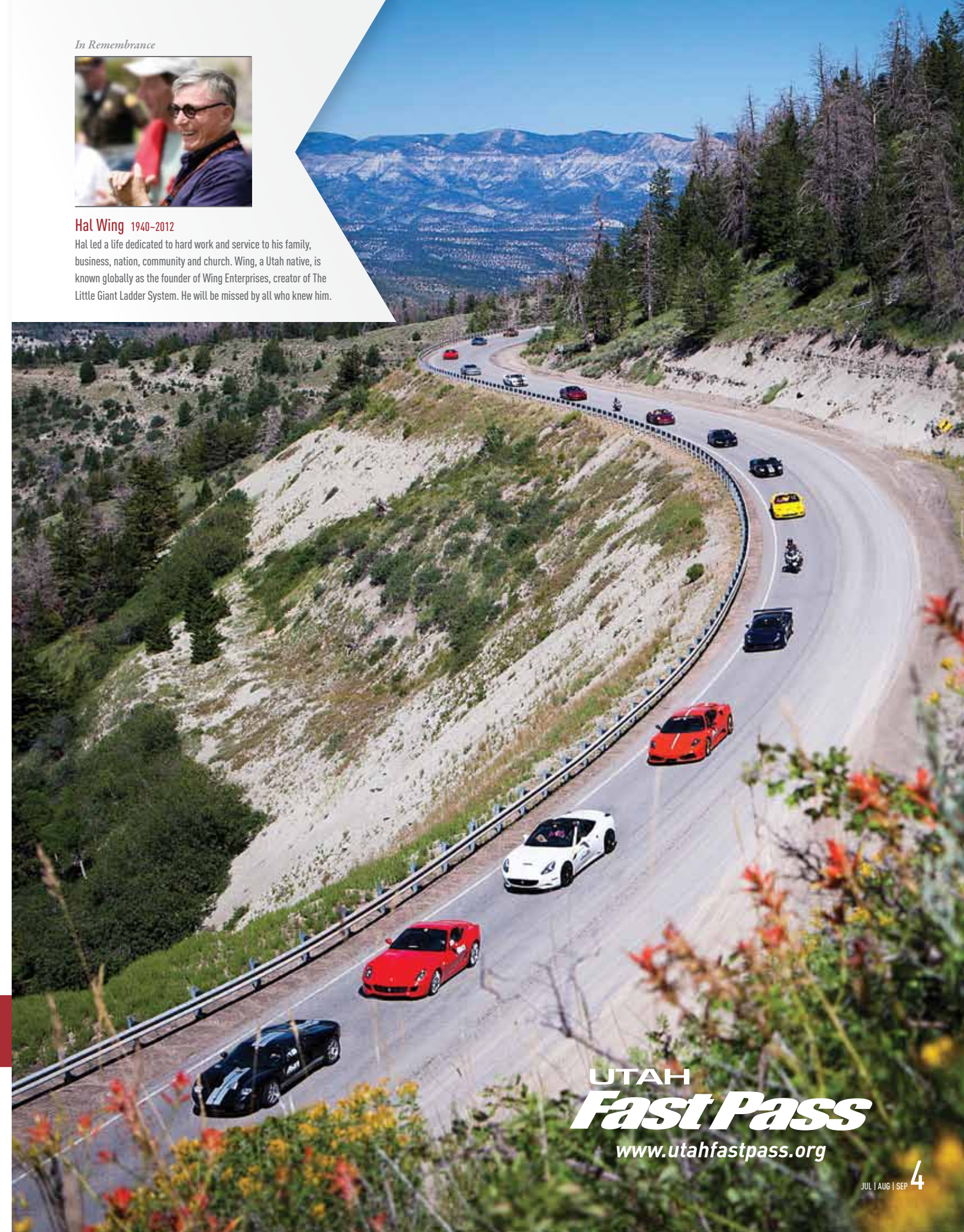
Letter From The Editor

In Remembrance



Hal Wing 1940-2012

Hal led a life dedicated to hard work and service to his family, business, nation, community and church. Wing, a Utah native, is known globally as the founder of Wing Enterprises, creator of The Little Giant Ladder System. He will be missed by all who knew him.



UTAH
Fast Pass
www.utahfastpass.org

Letter From The Owners

WRITTEN BY: LARRY STEVENS



SKATING *to the* PUCK

Larry Stevens

Larry Stevens founded Med One Capital in 1991 and has over 45 years in the equipment leasing and renting field. Larry believes the equipment leasing and finance business is the most dynamic and diverse business in the world. With a focus on medical equipment and acute care hospitals, Med One has become a unique company that serves the needs of its diverse and growing customer base.



Wayne Gretzky, the legendary hockey player once said, “Good hockey players skate to the puck. Great hockey players skate to where the puck is going to be.”

A couple of local newspaper articles recently caught my eye. They are unrelated in their context, but for the purpose of this message, they seemed to play to a single theme.

The first was a story about the retirement of the manager of Utah’s state public transportation system. He has been a somewhat controversial individual, but he had a vision of what he wanted to accomplish and was willing to endure a great deal of pressure and criticism in order to achieve what he envisioned for our state. The article quoted one of our local

politicians who like many other elected officials, wanted transportation dollars spent on roads rather than light rail.

“In retrospect, I along with many others believe we were wrong. One thing I like about John is that he’s got vision. He’s moved us forward. He’s got the leadership skills to have made it happen. And he’s got the thick skin to have gone through all the ups and downs and criticisms that he’s had to take over the years. If a door was closed, he found a key to open it.”

The second story had to do with a local grocery chain. The story was titled, “Harmon’s still going strong after 80 years.” The story detailed how this substantial and successful local chain of stores grew up from a small produce stand that was established in the western part of the Salt Lake Valley by the grandparents of the current owners, some eighty years ago. This story has great significance because our area has no shortage of “mom & pop” fruit stands that have since gone out of business and been boarded up. There are virtually no other owner-operated grocery chains left anywhere in the whole state.

These two local news stories got me thinking about Med One and the interesting, unanticipated and unlikely path we have followed in the past 21 years.

In 1991, when Med One was founded, our vision was limited to the establishment of an equipment leasing company that could serve the acute care hospitals in the United States. We had enjoyed some limited success doing this in our prior employment, but the prospects were far from assured. In our minds, we felt success would accompany the achievement of an annual new business and revenue number that is roughly 10% of the amount that we currently do on an annual basis. But that was then – when we could not have even imagined the things we have been able to accomplish over 20+ years in business.

Our vision of focusing on healthcare and particularly on acute care hospitals as our targeted customers was at best a long shot. Back then hospitals did not consider leasing an attractive option for acquiring equipment. Hospitals did not respond well to the typical requirements and procedures imposed in the typical leasing transaction. Indeed, during the first two years of our existence, we witnessed the lowest close ratio (as it relates to attracting new business) we could have ever imagined. We found our targeted customer base didn’t respond well to giving up credit and financial information. They did not take kindly to cumbersome or restrictive documentation. We found that typically, hospitals did not like to make long-term contractual commitments. It was at this point we recognized that if we were going to survive, much less succeed, we were going to have to, “skate to where we thought the puck was going to be.”

In those early years, we developed some key concepts that still set the tone for the business today.

- We accepted the premise that notwithstanding the structure or high quality of our standard lease agreement, it was the hospital’s purchase order that got us paid – not our legal documentation. It was then that we threw away our long and complicated agreement and replaced it with a very simple one page, easy to understand, straightforward version.
- We established a willingness (in the right circumstances) to accept the customer’s purchase order as the basis of the transaction rather than our own lease agreement.
- We learned with the right equipment and under the right circumstance, our customers would likely keep

“Good hockey players skate to the puck. Great hockey players skate to where the puck is going to be.”

~ Wayne Gretzky



Team Med One Sandy, UT Office

Five Traits Of A Successful Entrepreneur: 1. Willingness to fail 2. Strong sense of basic ethics and integrity 3. Competitive spirit and high self-motivation 4. Strong leadership qualities 5. Constant innovation

Eight Personality Traits Of Successful Business People: 1. Conscientious and Reliable 2. Altruistic and considerate 3. Flexible 4. Able to give/receive constructive feedback 5. Passionate and enthusiastic 6. Optimistic 7. Committed to learning 8. Tenacious and persistent

the equipment we were leasing to them, even if they didn't have a long-term, binding contractual commitment. We began to offer short-term renewable leases, and even month-to-month committed rental options.

- We found hospitals often prefer to use other scenarios to pay for equipment rather than a monthly lease payment. Along the way we have offered pay per use plans, pay per patient day options, disposable up-charge programs, graduated payment schedules, payment deferrals, and an almost infinite number of payment options based on the customer's needs.
- We discovered equipment rental plays an important part in a hospital's ability to have the needed equipment available to care for their patients – particularly in times of high census or restricted capital budgets. It was then that we began to establish a peak need rental capability as well as the Equity Rental (Rental Rewards) program that is so popular today.
- We committed to the belief that underwriting and credit analysis of acute care hospitals is subtly different than analyzing and underwriting customers in the commercial arena. We began assuming automatic credit approvals of all acute care hospital customers without requiring that they provide credit and financial information.
- We understood that our vendor partners did not want to wait around for us to make a credit decision once their customer was ready to make the acquisition decision. As a result, we developed the capability to turn around any transaction (from start to finish) within 30 minutes, and we committed to never add fees or charges that would change our proposed payment amount in any way.

These were some "ground breaking" principles that were not at all obvious to us when we founded the company. They have, however, allowed us to grow and achieve success we could have never imagined.

In the process of trying to be where we believe the puck is ultimately going to be, we raised our sights significantly higher than just wanting to be a leasing company for medical equipment. Our mission statement has evolved to simply declare that our perceived mission is "Making Medical Equipment Available." To that end, we have become much more diverse than we ever conceived or contemplated would be possible.

- Our equipment leasing activities have made over \$1.3 billion worth of new, critical care equipment available to our nation's hospitals. We currently serve over 2,800 hospital customers with equipment we have provided for them through our lease programs.
- We have invested over \$30 million in our inventory of equipment available for peak need rental. Our equipment has met the temporary needs of over 500 of our nation's hospitals.
- We have an in-house, world class, biomed facility that provides us with the ability to service and repair all of the equipment we offer our customers as well as equipment owned by others.

• We have an active and successful used equipment sales function that provides state of the art equipment to our customers throughout the United States at more affordable pricing.

• Many of our programs and offerings have been made available internationally to the United Kingdom, Canada, Latin America and the Caribbean Basin.

In order for Med One to survive in the current economic and commercial environment, it is critical we bring a vision to our business that will appeal to our customers and provide us the opportunity to

world's healthcare system. Many of the initiatives we have introduced have been met with skepticism, if not criticism, but those initiatives also set us apart as a company. It is our hope and expectation Med One will continue to provide a valuable proposition to the equipment considerations of the healthcare delivery system. We are a relatively small and insignificant company that has been fortunate to accomplish some amazing things. If we expect to be around for another 60 years, it is critical that the talented and capable team members who make up our company develop the ability and the courage to, "skate to where the puck is going to be."

“In the process of trying to be where we believe the puck is ultimately going to be, we raised our sights significantly higher than just wanting to be a leasing company for medical equipment.”

generate revenue by providing valuable and needed services our customers want and value. If we can bring something to the party that no one else has thought of or considered, so much the better. We did not start out as a produce stand, and our history is still somewhat short. We believe, however, Med One is a company that provides significant value to the



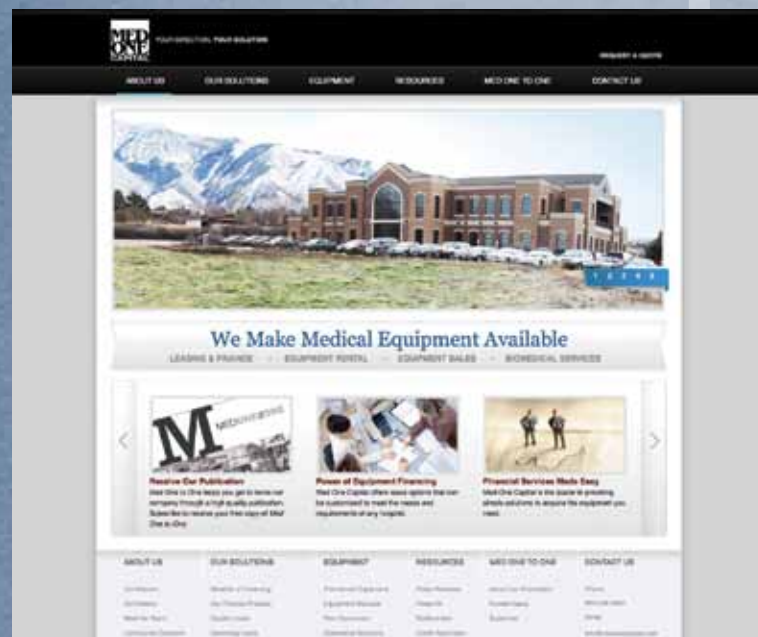
Connect With Med One



@medonecapital



facebook.com



Request A Quote



View Our Simple Process



Med One To One Made Digital



Community Outreach

Visit The New

WWW.MEDONECAPITAL.COM

We are proud to announce the new Med One Capital website. This website includes many new features and enhancements that will hopefully improve your experience with Med One. With the internet being a central place for communication, we have made our website a place where you can learn more about us, and communicate with us through different methods. A few of our new enhancements are listed below. We welcome your thoughts and questions as we try to make this website an effective tool for our customers. Please send comments and questions to info@medonecapital.com.

- ▶ **Request A Quote:** With one click, you can access a form that allows you to ask questions and get answers. Fill out the form and receive a response from one of our professionals in less than 24 hours.
- ▶ **Med One To One Made Digital:** All editions of *Med One to One* are now online in an easy-to-read format. You are now able to read our company publication anytime, anywhere.
- ▶ **Community Involvement:** Learn about Med One's charitable contributions and how we give back to the community where we live.
- ▶ **Pre-Owned Equipment List:** Looking for pre-owned equipment? A complete list of Med One's inventory is now available online.
- ▶ **Social Media:** Med One is now on Twitter and Facebook. Follow us and become part of the Med One team. View the live Twitter feed on the website.

These are only a few of the awesome upgrades. Visit www.medonecapital.com today to see our new look and learn about all the new and exciting features our website has to offer.

ASSET MANAGEMENT

Equipment Management Solutions

Guaranteed To **ENHANCE PATIENT CARE AND DRIVE OUT COSTS** In The Hospital



KEY BENEFITS

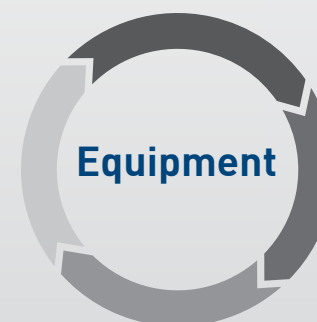
Improved Patient Safety

Lower Costs

Equipment Efficiency

Maintenance and Service

Infection Control



med one
HOSPITAL SERVICES

Introducing Med One Hospital Services

Med One Hospital Services was introduced as a new company under the Med One Capital umbrella in April 2012. Hospital Services works to drive down costs and increase efficiency in hospitals through equipment management, maintenance and service. Med One Hospital Services is dedicated to improving patient care and providing the highest level of service to hospitals across the nation.

Acquisition / Management / Maintenance / Analytics

Our menu of options allows you to customize our asset management solution to best fit the needs of your facility. We offer creative equipment acquisition through purchase, leasing or rental. Our staff will provide in-house delivery of equipment to greatly improve efficiency. Management of all of your equipment will provide increased efficiency and better infection control options. We provide biomedical maintenance for all of your equipment as well as software analytics so you can see real-time statistics.

LEARN MORE AT WWW.MEDONE-HS.COM

Med One Capital Solutions

Custom Solutions

Each solution offered by Med One can be customized to best fit the needs of a specific customer. Contact us today to learn how we can help your facility acquire the equipment it needs.

We have over twenty years of experience working in the healthcare industry. Our simple documentation, quick turn around time and customer service have no comparison within the industry.

Acquisition Solutions For Healthcare Facilities

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.

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.

Additional Services

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.

Hospital Services

Med One Hospital Services works to drive down costs and increase efficiency in hospitals through People, Processes and Technology. We offer creative equipment acquisition options and provide in-house delivery of equipment. Management of equipment and biomedical maintenance provides increased efficiency and better infection control with software analytics that have real-time statistics. We can customize a solution to fit the specific needs of your facility. We are dedicated to reducing costs, maximizing efficiency and improving patient care.

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.

Lease, Rent, Sell and Service

Med One Capital exists to provide creative equipment acquisition solutions to the healthcare industry. Whether it's equipment leasing or rental, equipment sales or service, we make medical equipment available to our customers.

DOWN ECONOMY: POSITIVE OUTLOOK

I was recently reading the *Premier Economic Outlook Spring 2012 edition*, and I came across an article with some interesting information. It read the following: "Healthcare organizations are facing significant cost constraints and reimbursement cuts. When healthcare leaders were asked to quantify the change in their capital budgets since last year, 65 percent indicated that their capital budgets remained flat or had increased from the prior year. Overall, this figure is slightly lower than the previous two surveys, which were conducted in spring and fall 2011, when 72 and 69 percent, respectively, indicated that capital budgets were stable or increasing. It appears that healthcare organizations continue to struggle with capital budget constraints. Thirty-five percent of respondents indicated an overall decrease in their capital budgets as compared to only 28 percent of respondents in spring 2011."

In addition, these are some of the different headlines being put across TV screens, on the front page of newspapers and making headlines across the United States during the third quarter of 2012:

"Consumer confidence in the U.S. dropped last week to the lowest level in two months on mounting concern over the state of the economy."

"Americans' views on the economy slumped to a five-month low. Other reports showed claims for jobless benefits increased and factory orders dropped."

"First-time unemployment claims fall to a four-year low in job market boost."

"GDP data shows U.S. economy is losing altitude."

"Federal Reserve says U.S. economy is losing strength, the Fed reiterated its plan to hold its benchmark short-term interest rate at a record low near zero until at least late 2014."

"The truth is that the latest statistics show an economy that is just awful."

From these headlines and from what many people are saying, what does all of this mean? I am sure each of us has a different view about what is going on. What was the cause of this? How did this happen? How long will this situation continue? And so on and so forth. However, I think what is most important is to step back, assess the reality of the current economic situation, understand how it affects my company and most important, evaluate the plan we have in place to address the current economic situation, move forward and make my company a success!

Norman Vincent Peale said, "In every difficult situation is potential value. Believe this, then begin looking for it." Many companies and people are still experiencing a difficult situation and from the direction and guidance that is being given and taken by many, it appears this difficult situation will continue for some time. So if you have not started looking for the potential value in the difficult situation, then it will be best to get started immediately.

When difficult situations arise it is very important that people/companies react in an organized, structured and well thought-out manner. Many times not reacting or letting it soak in until you understand what is before you, and what the course appears to look like going forward is the right reaction. However (and there is no way to

avoid this), if the difficult situation persists, which in the current environment many difficult situations will persist for a long time, you must make hard and difficult decisions and move forward. Those companies that can make the hard decisions, move forward and not look back are generally the companies who will survive. Those companies who try to hang on, who continue with the status quo, who will not

"In every difficult situation is potential value. Believe this, then begin looking for it."

~Norman Vincent Peale

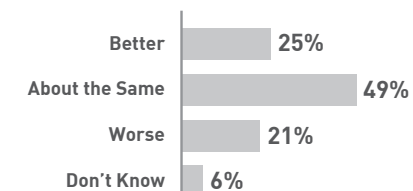
adjust and react to the difficult situation that is persisting, these are the companies that most often sustain the most damage. Many times it is not repairable.

During these difficult situations it is not the time to point fingers, but for each individual to assess what they are doing, and to do everything they can while operating in a team environment to get through the difficult situation. Many times individuals and management may realize it is time for changes as this process occurs. More times than not when the changes and/or difficult decisions are made, that may even involve employment, all parties agree down the line those were the right decisions and all parties are better off.

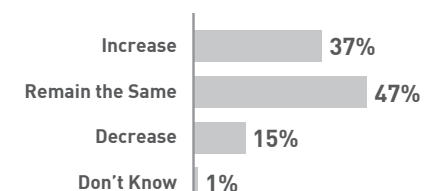
There are many external macro events that will be occurring over the next few months that will fortunately or unfortunately have an effect on these difficult situations so many companies are experiencing. In these macro events you may not have much control. However, in many cases the control and plan you have to deal with the micro events within yourself and your company is very great. How you implement your plan and objectives will make much of the difference as to the success of your company.

Sources: Premier Economic Outlook, Spring 2012

Q During the next 12 months, do you expect the overall economic conditions in the U.S. will be better, about the same, or worse than now?



Q Are your companies total fixed expenditures likely to increase, remain about the same, or decrease during the next 12 months?



Sources: The Wall Street Journal, August 2012

Where We Stand

MED ONE CAPITAL	JUNE 2012	2012 YTD
NEW EQUIPMENT PURCHASED	\$15,780,047	\$74,493,541
NUMBER OF NEW LEASES	60	
TOTAL CUSTOMERS		2537
TOTAL EQUIPMENT LEASED		\$420,751,344
MED ONE EQUIPMENT RENTAL	JUNE 2012	2012 YTD
TOTAL RENTAL REVENUE	\$795,741	\$5,604,079



Jeff Easton

The Happiness of Gratitude

WRITTEN BY: EMILY FLINDERS

"Take a card and envelope and pass it on. I want you to write a thank you note to someone who has impacted your life. Tomorrow you will bring the card addressed and stamped to receive full credit," the professor said as she walked into class one day. The room filled with noise as students took a card. Class just got interesting. College juniors and seniors from all different disciplines who were supposedly almost ready to enter "the real world," were struggling with this assignment more than the research paper we wrote the week before.

"So for the sake of your physical, mental and overall well being, think about the people who make your life easier."



"Who am I supposed to write to?" one student asked. "Are you going to look at them to see if they are long enough?" a second spoke up. "Is it okay if I write the note to my wife or is that not allowed?" another student inquired. The professor responded, "Do you know how much I would love it if my husband mailed me a note? Of course that's okay." She then explained that she didn't think we took

enough time to thank the important people in our lives, especially with the speed of technology and information. I was impressed by her lecture and creative assignment, but concerned that so many of my seemingly intelligent classmates were struggling with the concept of a thank you note.

As I sat in class that day, I was immediately grateful for my upbringing with a mother who was borderline psychotic about writing thank you notes. From a young age, I wrote a thank you note for every single occasion or holiday where I received a gift or service from someone. When I received this assignment it was an easy and normal practice. That unique homework assignment along with an experience a few weeks ago solidified my concern that gratitude is a disappearing virtue in our society.

My friend brought me flowers and wrote me a very kind note when I was sick. In response to her kind gesture, I wrote her a thank you note expressing my appreciation for her thoughtfulness and friendship. To my surprise, a few days later I received another note from her in essence thanking me for my thank you note to her. At that moment I realized how little we say thank you, and how much people need and value thanks or recognition. We may automatically assume people already know how much we appreciate them. Or maybe since we're used to digital technology and instant messaging we think people will find us outdated or strange if we write something on a card and physically mail it.

It is easy to go through the day and not stop and think about things people have done for us, especially when they are automatic and expected. The guy from accounting should give me the reports on time; it's his job. Or the co-worker who is always extremely nice and friendly to everyone in the office just has that type of personality: it's not any real effort for her to act that way. Most days we may go through the motions without realizing our co-workers, family, friends or strangers at the grocery store are going out of their way to be kind and helpful. Two psychologists recently conducted a study and wrote an article on gratitude and its impact on well being. One conclusion of the study was that practicing gratitude could increase happiness levels by 25%, and reduce depression and stress.

So for the sake of your physical, mental and overall well being, think about the people who make your life easier. Every day take a minute to write down something you are grateful for and see if you notice a difference in your mood and attitude. Send a card by "snail mail" and make someone's day. As Dr. Emmons says, "To say we feel grateful is not to say that everything in our lives is necessarily great. It just means we are aware of our blessings."

Sources: <http://www.thechangeblog.com/gratitude>

JUST A FEW REASONS TO BE MORE THANKFUL FOR WHAT YOU HAVE...

- * **The nation's poverty rate is 15% with 46.2 million people living in poverty.**
- * **24% of children in the U.S. live in poverty.**
- * **3.5% of U.S. households experience hunger every day. That's 9.6 million people experiencing hunger on a daily basis.**
- * **Approximately 3.5 million people (1.35 million of which are children) experience homelessness in a given year.**

<http://www.positivethinking-toolbox.com/gratitude-list.html>
<http://www.census.gov>

without **me** it's just **aweso**



Simple Things Bring Great Things To Life

WRITTEN BY: ROBB STEVENS



Robb Stevens

Shortly after the iPad was released, I recall sitting on a plane and seeing a fellow passenger pull his iPad out along with an accessory keyboard. At the time it seemed funny to me that no sooner does Apple release one of the coolest innovations ever - basically a touch screen computer, and the market starts creating ways to turn it back into a laptop! The innovative touch screen keyboard however cool and exciting just didn't quite do it for some folks. Ironically enough, I'm sitting on another plane as I write this on my own iPad, and yes, I have an attached keyboard. I love my mini "laptop!"

With the proliferation of personal electronic devices like MP3 players and tablets, an entire industry has been spawned to provide accessories of every kind. Every type of case you can imagine, keyboards, ear buds in every shape



“Yes, technology makes the world a better place to live in many ways, but where would we be without the process or invention that makes it work – however small and simple?”



Eugene J Polley invented the first wireless TV remote control in 1955. The device added \$100 cost to the price of a \$500 TV. Polley worked for Zenith Electronics for 47 years, starting out as a stock boy and eventually becoming an engineer with 18 patents to his credit.

and color, portable speakers, and of course apps. Accessories help to enable or increase the ease of use and functionality and coolness of these devices in a major way. For example, it's easy to forget about cell phone chargers. A rental car employee once told me car rental companies could start a nice side business purely based on selling used cell phone chargers that are left in their cars. What an empty feeling that is when you realize your cell phone charger has been lost! At that point, you can't get to an electronics store fast enough.

In the last issue of *Med One To One*, I wrote about the torrential flow of technology in our ever changing world. Since then, I've been thinking a great deal about the many enabling inventions that often go unnoticed. Without these things, many of the more visible wonders, gadgets and conveniences would not be functional or in some cases, fixable. Yes, technology makes the world a better place to live in many ways, but where would we be without the process or invention that makes it work – however small and simple?

There are so many examples of enablers in every walk of life. Computers would not work without microprocessors; printers don't work without ink, etc... Some examples are downright obvious like batteries or electricity. My point though, is to discuss a few that may not be quite so obvious. Hopefully as you read this, you'll think of a few of your own examples and if you do, I'd love to hear from you.

On the most basic level, consider the wheel. This essential innovation is the basis for so many things other than just moving vehicles around efficiently! Think about the many things you do in life that simply would not work without the underlying concept of the wheel put into action.

I put on my analog watch this morning; I brushed my teeth with a spinning electric toothbrush. I turned on the shower and the sink faucet, I removed a circular cap on the milk jug so I could have milk on my cereal. I drove my car to work; the bulk of my daily work involves use of a computer. All of the above and so much more involves wheels or at least circles as the basic mechanism that makes them functional.

Has your TV/Cable remote ever gone missing or stopped working? I have spent way more time then I care to admit either searching for, or trying to fix the remote control just so I can change the channel. If the remote is missing and the TV is stuck on the Disney Channel once the kids are in bed, it makes for a very long night!

Most folks in the civilized world enjoy the benefits of indoor plumbing. The ability to flush that toilet is incredible and keeps life much more pleasant and



Although the concept of preserving food in tin cans started around 1772, **Ezra Warner** patented the first can opener in 1858. Before this time, tin cans were so thick they had to be hammered open.

convenient. Without a plunger though, that toilet could at times be your worst nightmare. One night I found this out the hard way. I was putting two of my kids in the bath and one had just flushed the toilet, then the doorbell rang so I ran downstairs to see who it was. By the time I got back upstairs, there was an inch of water covering my entire bathroom floor! At first I thought the kids were bailing water from the bathtub, but then I quickly discovered the source of the flood was actually an overflowing toilet. Job number one at that point was to unclog the toilet with our trusty plunger. Only then could we clean up the wet mess on the floor. Many thanks to the guy who invented the plunger!

Have you ever gone camping and needed to open a tin can of food only to realize you don't have a can opener? At that point, you are probably going hungry. I remember as a boy scout using a small tool on my pocketknife to gradually poke holes in the can to get it open. It worked eventually, but not after lots of effort and frustration! Can openers are also a must have. I'm guessing the genius who invented tin cans was not the same genius who ultimately invented a way to open them.

Anyone who has ever ridden a bike or driven a car has experienced the dreaded flat tire. Now, imagine a world where there were no jacks and no air pumps. These two items are forgotten stowaways in our trunks and garages but once the flat happens, if you can't find them, there's not much you can do except call AAA! On a recent bike ride, I got a flat tire about a mile from home. Thanks to good old boy scout be-preparedness, I was good to go with a spare tube, tire changing tools, and most importantly, my CO2 powered air pump. Without those essentials, it would have been a long walk home - especially in cycling cleats.

When I moved into a new home a few years ago, I was excited about our third garage. I could park there and avoid "accidental" dents and scratches from my wife's car doors hitting mine! Then I realized the builder did not install an electric opener for it. Guess what was one of the first things I bought for

my new home? That's right - after a week or two of opening that heavy door by hand, I bought an electric garage door opener.

In college I remember using my portable CD player in my car, but it only worked with the help of the cassette tape adapter that piped the sound into the car's sound system. What an enabling tool that was.

What about 3D movies? Without the funky glasses, not only is the movie NOT 3D, it is virtually not viewable.



Sir Charles Wheatstone's research in 1838 led to the idea of stereoscopic vision, which is generally know as 3D, or three dimensional imaging.

When I finished my basement it was amazing how many unique tools I had to buy just to solve a specific problem in the process of framing, painting, laying tile and so forth. Many of those tools were used one time and have been collecting dust in my garage ever since.

To bring this around to an industry focus, over the years Med One has leased and rented many types of equipment. Most equipment includes essential accessories that make the equipment functional just like anything else. Infusion pumps require tubing sets, ventilators humidification attachments, and without the proper software applications, much of the hardware we lease would be nothing more than expensive cabinets. In short, accessories are essential to the functionality of so many things!

In a way, the leasing and rental services Med One provides is also an enabling innovation. It would be awfully presumptuous for us to claim credit for all of the great equipment that is sold through financing, but it certainly plays a big role in getting items placed where they can be used to improve healthcare delivery. As a company, we understand that our role in this process is often viewed as an accessory to the sales process, but we are grateful to be a part of it all!

Next issue: A comical stroll through the infamous "SKYMALL" Catalog



WRITTEN BY: DR. GREG ANDERSON

PERCEPTION EQUALS FACT



R

Dr. Greg Anderson D.P.M.



Biography

Greg began practice with the Salt Lake Clinic in 1988, later joining the Salt Lake Orthopedic Clinic where he has worked for the last eight years. He has been involved in training of podiatry residents his entire practice. He is married to Raylene Riggs and they have 6 children and 8 grandchildren. Hobbies include fly fishing, golf, growing large pumpkins and taking "obligatory long naps" on Sundays.

As a Podiatrist and being in practice nearly 25 years, I've learned over time and mostly through "hard knocks" what a patient perceives is completely factual to them. What they've been told by an aunt, best friend, or someone that they work with: that information is considered gospel. I have tried to navigate my way around this, and have learned from experience I need to be delicate when correcting them. It's important to provide no correction at all if it has nothing to do with their medical problem and my plan for them. I don't get into debates or correct patients on religion or politics, as it is likely to create a problem or harm my relationship with my patient and their family. I do however draw the line on certain medical misinformation that actually does impact their care.

"I've learned over time and mostly through "hard knocks" what a patient perceives is completely factual to them. What they've been told by an aunt, best friend, or someone that they work with: that information is considered gospel."

For example, I had a patient that had uncontrolled diabetes and an open sore we were trying to heal. I was working with the wound care specialists, hyperbaric oxygen treatments; no improvement. Finally I frankly asked the patient and his wife if they were doing anything different. The wife said, "Other than the pine sap I've been putting in the sore, nothing." I asked what she meant by pine sap. She said, "Everybody knows pine sap taken off the trees in the area they live heals wounds faster; we've been using it for years on all sorts of cuts and scrapes." After we talked her out of packing her husband's open wound with pine sap, he quickly turned the corner and got better. Of course I

didn't try to convince the wife it wasn't the pine sap that healed the wound, as that medical fact wasn't going to change her longstanding treatment plan that had surely healed others.

My wife and I really enjoy Jane Austen's book and subsequent movies of *Pride and Prejudice*. I think the book's title in and of itself is an important message to anyone we interact with on a personal or business level. Sometimes I have a preconceived prejudice based on the one or two line "chief complaint" my nurse writes down at the top of the new patient chart. Or perhaps in sales one may quickly come to a conclusion the visit is going nowhere fast and the person does not understand what you are trying to communicate. Patients in my practice surprise me all of the time by proving me wrong in my initial perception of them.

In our office we have the 5% rule, which means unfortunately about 5% of the patients we see are never going to be happy with our care, regardless of our going the extra mile. Red flags would be patients that say things like, "You're the fifth doctor I've seen and all the others were quacks, but I've heard you are the best and I know you can help me." Another red flag is a patient that says, "I have a huge pain

hour later. It's only the many hours of study and burning the midnight oil where they lock in the information they need for the test that is in four weeks. They may ace the exam but without much review and more hard work, taking the same exam four months later their test score would barely be a passing mark. Keep in mind it's a statistical fact that 50% of all practicing physicians in the U.S. were in the bottom half of their class upon graduation from medical school. I'm trying to learn the game of golf; it's not easy for me. Whenever I go with someone who is very good and they are willing to give me advice, I ask them to tell me only two things to work on. If the first one seems difficult for me to wrap my head around then I ask him to hold on to that second tip until he thinks I'm ready. I rarely get the second bit of advice in the same day.

In my work I am always entertained and even enlightened by the things patients will say regarding their medical history, or their effort to repeat back to me the items we've covered in order to help them heal. I never correct a patient when they are talking about their medical history saying things like, "I had my rotary cup fixed," which is a shoulder surgery to repair a tear of the "rotator cuff." I don't correct them because it's not important; I know what they mean and it doesn't change my treatment plan.

Also it doesn't embarrass them in front of the family member who has been hearing about his "rotary cup" for the last 18 months since surgery.

If I am treating a patient that needs a complicated reconstructive surgery I need them to really know certain things that are critical to their recovery and our ongoing relationship. Things like they really will need to be on crutches and non weight bearing for 6 to 8 weeks, even though they say, "Our niece had the same surgery and was playing soccer two weeks later." Well I surely don't know what kind of surgery their niece had on her foot, and I'm pretty sure my patient isn't 17 because their date of birth on the chart reads 10/19/37. There are certain things in your work that have to be crystal clear to the patient, in



Studies have shown when medical students listen to a lecture they generally walk out of the lecture hall and are only able to recall 15% or less of the information an

conversation and in writing. I've found it to be very helpful to speak directly to the spouse and say, "You can help me and your husband by reminding him four or five months from now when his foot is painful and swollen after a week of hunting or hiking that we told him several times his foot would be mostly better by three months, but would continue to heal and improve up to a year, maybe longer." I need all the help I can obtain in getting the message across. I've learned to spread the joy/misery around. The more people that are informed and involved in my patient's recovery, the better the compliance and outcome.

Know your audience. Often times it takes me awhile to figure out the patient I'm treating isn't even in the room! I'm treating grandma and grandpa who have been driving mom and dad crazy to get Tommy's feet fixed before it's too late. Tommy isn't having any pain or limitations; he's doing great. Mom and dad are there so they can tell their mom and dad the doctor said everything is okay, and they'll check Tommy again in two years to be sure things are fine. Everybody is satisfied, especially Tommy who has had other doctor visits that involved needles and things "that don't hurt only a little." In my practice sometimes the decision maker isn't even in the room. I'm certain in business that happens much more often.

I know the facts, do they?

I had a nice patient ask me if she could paint right after her surgery. I thought she meant art work. I told her I thought she could do a little painting during her recovery. On her first visit her foot and ankle were extremely swollen and looked terrible. I asked her, "What in the world have you been doing?" She simply said, "You told me I could paint so I got three bedrooms and a hallway done."

Her perception was my permission and factual. I've learned I have to be simply straightforward, clear and concise. Because of the difficulty in helping my patients understand what we want them to do, we have brief handouts on most treatment plans. I even have one small notepad just says, "Dr. Anderson's Notes" at the top. I will handwrite three or four important things they are to do or remember from the visit.

I've learned being successful at any job is simply being a good salesman. I don't mean that as a foot surgeon I'm selling my patients on a surgery, but I am selling them on me as their surgeon. I have many patients who are referred by their physician who they trust and told them they need surgery. I am very grateful for the referral and have come to learn that because they trust their doctor, it is as close to a "stamp of approval" as you can get. But it should never stop me from building a relationship of trust and confidence with the patient. Otherwise if the "wheels fall off" and there are difficult problems, they are emotionally invested and do much

better through complications. Even with these patients it is important for me to explain all of the risks and complications, the expected recovery phase, the possibility of need for a revision surgery or eventual removal of plates or screws. I will frankly tell them I am very good at doing the procedure, but they have the difficult part of taking the time to heal and following our instructions. Their ownership in the procedure is very important to the short and long-term outcome.

I once heard a "money guy" say "money is king." Maybe that's true in business deals, but I think kings get dethroned when enough bad information makes the king look really stupid and people are hurting. So in my business, good information is king and can help protect the patient as well as myself.

Fun Facts About The Human Body

- 1 Consider all the tissues and cells in your body; 25 million new cells are being produced each second. That's a little less than the population of Canada every second!
- 2 Our eyes can distinguish up to one million color surfaces and take in more information than the largest telescope known to man.
- 3 We exercise at least 30 muscles when we smile.
- 4 We are about 70 percent water.
- 5 Our nose is our personal air-conditioning system: it warms cold air, cools hot air and filters impurities.
- 6 A person can expect to breathe in about 40 pounds of dust over his/her lifetime.
- 7 There are more living organisms on the skin of a single human being than there are human beings on the surface of the earth.
- 8 From the age of thirty, humans gradually begin to shrink in size.
- 9 The amount of carbon in the human body is enough to fill about 9,000 lead pencils.
- 10 One square inch of human skin contains 625 sweat glands.
- 11 If you could save all the times your eyes blink in one lifetime and use them all at once you would see blackness for 1.2 years!
- 12 It's impossible to sneeze with your eyes open.
- 13 Every square inch of the human body has an average of 32 million bacteria on it.
- 14 A fetus acquires fingerprints at the age of three months
- 15 You sit on the biggest muscle in your body, the gluteus maximus a.k.a. the butt.
- 16 The average human head weighs about 10 pounds.
- 17 An average human drinks about 16,000 gallons of water in a lifetime.
- 18 Beards are the fastest growing hairs on the human body. If the average man never trimmed his beard, it would grow to nearly 30 feet long in his lifetime.
- 19 Humans shed about 600,000 particles of skin every hour. By 70 years of age, an average person will have lost 105 pounds of skin.
- 20 Babies start dreaming even before they're born.

<http://www.medindia.net>

Employee Spotlight MATT STEBBINS

I was born in Long Beach and grew up in Orange County, California. Growing up, I worked at my Dad's gas station, which is how I earned the money for my first surfboard. I spent all my free time at the beach with my friends enjoying the waves and California sunshine. I always hoped that someday I would be able to visit Hawaii and experience the incredible scenery and surfing. Later in my life, I was lucky enough to realize my dream of visiting and surfing in Hawaii.

Some of my fondest memories are going to Angel's baseball games with my Dad. That love of baseball continues today. I really enjoy taking my family to the Salt Lake Bees games and spending a night at the ball game. I also like collecting any type of baseball memorabilia and have more than a few autographed baseballs.

Cooking is another passion of mine. I like trying out new recipes and getting creative with whatever ingredients are on hand.

I lived in California with my son Joey until two years ago, when I married Kimberly. We met online; she lived in Utah and I was still in southern California. We would visit each other every couple of weeks. She has three children: Curt, Holly and Paige. We combined our families, and in March 2012 we had a new addition, Elle. Elle is the glue for our blended family.

Kimberly and her three kids are what brought me to Utah, and ultimately led me to my job at Med One Capital. A friend from church knew I was looking for work and offered me a temp job in the warehouse at Med One Capital. I have now been here almost two years. It truly is a wonderful place to work. The owners enjoy making it a fun atmosphere and expect the best from us in return. I am learning all the time and would like to eventually be a Biomed Technician.

We enjoy spending time together as a family, and we all love to travel. The kids like going to visit family in California, and Kimberly and I enjoy visiting New York City. (One day I plan on seeing the Angels play the Yankees in the Big Apple.) Just like when I was young, my family looks forward to visiting Hawaii one day where the kids will be able to meet and spend time with cousins on both sides of the family. We also enjoy camping together, which allows us to see a lot of the beauty of Utah and spend quality time together in a different environment. This year I even experienced the great outdoors in the winter, when I went snow camping with Curt and his scout troop.

I like seeing the kids grow but wish time would slow down some. Time seems to fly by as they all get older and more independent. When the inevitable happens and the kids are on their own, my wife and I look forward to serving a humanitarian mission for our church.



Passion for Curiosity

WRITTEN BY: NATE DAVIS

With the recent passing of Neil Armstrong, many of our thoughts are again directed to NASA and Astronomy. I have always had a love of the stars and of all things outer space. In order to reach outside our atmosphere, there is a ton of technology that has to be used to get us there. I stand in awe at the amount of engineers that have to get everything perfect, and test over and over again for each and every possibility. It is no easy task.

I was one of the many who watched the recent Curiosity landing on Mars. I was sitting on the couch with my laptop and iPad. On the iPad I was streaming NASA TV live, and on my laptop I was using NASA's new Eyes on the Solar System Simulator (eyes.nasa.gov). This simulator was a 3D model of what was happening as the Lander went into its seven stages of landing on Mars. My wife walked by and as she stared at me said, "What has you so interested in the computer this late at night?"

I explained to her what was happening, and she sat down as we waited in anticipation of the landing. It was actually a lot of fun to explain the logistics and show her how amazing this really was; that we were watching the landing unfold live before our eyes. We were both very excited when the Lander was confirmed to have landed, and watched everyone at NASA erupt in excitement. We watched as the first images were beamed back over the Deep Space Network. It was something I will always

remember. In writing this article, I am reminded of the times my best friend and I would sit out on a canoe late at night, and in the still of the night look at the stars and talk about life. He lived on a small, private lake. We saw shooting stars, a comet, and the International Space Station. My friend eventually invested in a 10" telescope. Sitting on his back porch, we loved looking at different nebulas, stars, and planets. I can remember seeing the rings of Jupiter with his telescope, which for me in my teenage years was awe inspiring. Because of the rotation of the earth, we would constantly have to move the telescope with the knobs to keep things in view. I loved working with him as we explored the solar system and learned many new things. I will always remember these experiences.



Liftoff! Curiosity Bound For Mars

"Mystery creates wonder and wonder is the basis of man's desire to understand."

~ Neil Armstrong

Whether it's space exploration or just everyday life, working with passion and a purpose makes a difference. We can set our minds to a common goal, and as everyone does their part perfectly (or the very best they can), we can accomplish miraculous things. This can happen on large projects like we saw with Curiosity, or it can happen between two people who work together. Working for a common goal always unites us, and helps us to accomplish great things in our lives.



First Image From Curiosity's Arm Camera With Dust Cover Open



The Curiosity Rover Out For A Test Drive

Health literacy doesn't necessarily mean a lack of general literacy. Even people with advanced reading and writing skills can struggle with understanding medical information.

The Fine Print of Health Literacy

WRITTEN BY: EMILY FLINDERS



Emily Flinders

Over 90 million people do not understand medical instructions, do not take medicines properly, miss follow-up appointments and do not understand medical insurance agreements. Researchers and industry experts attribute these habits to a lack of "health literacy" among the general U.S. population. Health literacy is defined by the Institute of Medicine as, "The degree to which individuals can obtain, process and understand basic health information and services needed to make appropriate health decisions." Although not a new issue, health literacy has become a more publicized and talked about topic as the population ages and diversifies, as healthcare takes center stage in government debates and as more and more people are diagnosed with chronic illnesses. With as many as half of all adults

struggling with health literacy, this issue has become a serious concern nationwide.

Obviously not taking medication properly and missing follow-up appointments is an issue, but what are the other problems associated with health literacy? People with low health literacy levels are more likely to skip routine check-ups and tests, end up in the emergency room more and usually have a more difficult time

“Unfortunately, there is often a mismatch between a clinician’s level of communication and a patient’s level of comprehension. In fact, evidence shows that patients often misinterpret or do not understand much of the information given to them by clinicians”

managing chronic diseases. Patients with poor literacy skills are five times more likely to misinterpret their prescriptions than those with adequate skills. They also have four times greater annual health costs than those with high skills. Emergency room patients with inadequate literacy skills are twice as likely to be hospitalized than those with sufficient skills.

Low health literacy especially affects those patients with chronic conditions like diabetes or asthma, because they understand less about how to treat and manage their condition.

Even worse, most people do not tell their physician about their limited knowledge, or lack of understanding. They graze over the handouts and instructions, pretending to understand, but having no idea what the material says. 75% of people who struggle with health literacy don't tell healthcare providers about it. Even more concerning is that this extends beyond understanding written material and includes the patient's ability to process oral explanations and instructions.

Health literacy doesn't necessarily mean a lack of general literacy. Even people with advanced reading and writing skills can struggle with understanding medical information. "Nearly 90% of U.S. adults are less than proficient in reading, understanding and acting on medical information," according to a U.S. Dept. of Education literacy assessment. With this in mind, both the patient and the physician should take measures to ensure the patient understands his/her treatment plan. "Unfortunately, there is often a mismatch between a clinician's level of communication and a patient's level of comprehension. In fact, evidence shows that patients often misinterpret or do not understand much of the information given to them by clinicians" (*Health Literacy and Patient Safety*).

The risks for not understanding medical information extend beyond unnecessary emergency room visits and higher patient costs. Patients with asthma are less

likely to know how to use an inhaler. There is less access to children's healthcare and higher likelihood of smoking during pregnancy. People with diabetes are less likely to know the symptoms of hypoglycemia.

There is not a comprehensive solution or a one-size-fits-all answer for the health literacy issues that exist. However, the important thing is to realize it's a real problem that needs to be addressed.

The blame shouldn't all go to the physician, nor should the responsibility be solely the patient's. It is a joint effort between the physician and the patient to work together to maintain an open line of communication. As Helen Osborne says, "Health literacy is about mutual communication." Not making assumptions (as a patient or as a physician) and taking the time to try and understand could go a long way in improving health literacy among the population.

IF YOU'RE A PATIENT

- Ask follow-up questions or ask for information to be repeated if something is unclear.
- Bring a notebook to write down information.
- If you receive a pamphlet or handout you don't understand, ask for clarification.

IF YOU'RE A PHYSICIAN

- Use clear and simple visuals and encourage patients to ask nurses, physicians and office staff questions.
- Use education materials that are written in clear, simple language (sixth grade reading level or below). Communicate information orally and have patients repeat back the information to you.
- Create an environment where the patient can feel at ease and feels comfortable asking questions or clarifying information he/she receives.

Sources: www.jnj.com, www.mlanet.org, phys.org, www.ama-assn.org, www.cdc.gov/healthliteracy, "Health Literacy and patient safety: Help patients understand; Manual for clinicians, Second edition," American Medical Association Foundation, 2007

Healthcare in the U.S.
Healthcare expenditures in the U.S. exceed \$2 trillion a year. In comparison, the federal budget is \$3 trillion a year.

.....
Approximately 50% of personal bankruptcies are due to medical expenses.

.....
Although most American incomes have grown 30% over the last decade, medical costs have risen 76% in the same time period.

Sources: Centers for Medicare & Medicaid Services, Office of the Actuary, National Health Statistics Group Health Affairs, www.pe.com

PRSRT STD
US POSTAGE
PAID
PERMIT 3280
SLC, UT

MEDONE **TO** ONE JUL | AUG | SEP **2012**

MED ONE CAPITAL // ISSUE 33

ADDRESS 10712 SOUTH 1300 EAST, SANDY, UT 84094

PHONE 800.248.5882 WEBSITE MEDONECAPITAL.COM