

# MED ONE TO ONE

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## 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.

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OCT | NOV | DEC

2012



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## MEDICAL EQUIPMENT LEASING, RENTAL, SALES, AND SERVICE

At Med One we 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.



# CTRL ALT DEL RETHINK YOUR TECH

Written By: Troy Tait

## LETTER FROM THE EDITOR



**W**ith the holidays coming to a close, it seems there has been an influx of advertising for the latest and greatest gadgets. As I watch what seems to be a continuous, never ending advertisement, the question, "Is too much of a good thing bad?" comes to mind. Don't get me wrong; I love all of the new stuff. But at some point the question has to be asked, "Is all this technology really making us more productive, or does it give us another way to waste time?"

The simple answer to this question is yes: it does make us more productive and also gives us another way to waste time. Take the smartphone for example, millions

of these devices have been sold. We now have our calendar, email and contacts available 24 hours a day, 7 days a week, 365 days a year. Not to mention that we are never more than a phone call away. So yes, this enables us to be more productive and get the most out of the workday. Unfortunately, this ability to take everything with us has also made us more mobile. Now instead of working at the office, we can work anywhere.

Are we more productive at these offsite locations? For some the answer is yes, for others it is a definite no.

Technology has not just given us the ability to take everything with us; it has opened up a whole new world of communication. Social media, instant messaging and video conferencing just to name a few. When used properly, each of these areas can definitely make us more productive. They can also cause us to be less

productive. At Med One, we have incorporated Twitter, Facebook and LinkedIn into our website. This, along with strategically placed web based banner ads, has resulted in a significant increase of traffic to our website and an increased number of leads and quotes requests. With these results it is easy to say technology has had a very positive impact on our business.

On the flip side, how much business time is wasted on Twitter, Facebook and other social media? Here are some interesting numbers concerning Twitter. There are more than 500 million active members generating over 340 million tweets daily. There were 9.66 million tweets during the 2012 Summer Olympics opening ceremony, which is more than the entire 2008 Summer Olympics. In the final presidential debate there were 6.5 million tweets in the 1 hour event, 7.2 million in the 2nd debate and 10 million in the first debate. The total tweets for all the debates in 2008 was just over 500,000.

So what's happening while everyone is tweeting, updating their Facebook status or buying the latest app? Have you ever been in a conversation with someone and his or her phone vibrates or rings, interrupting the conversation and putting you on hold? Or you are talking to someone and no noise or cue is needed; the other person just suddenly realizes it's been over five minutes since they checked Twitter or Facebook so they start surfing on their phone (while still trying to talk to you) to see what they missed. When this happens, it feels like the phone

face-to-face interaction? And with that many people on Twitter every day, how is their work productivity affected?

Technology – is it speeding up processes or making us more disconnected and less unified? Does it cause communication issues or does it enhance communication?

Two very interesting questions that can simply be answered by one word – yes. There is no doubt technology has helped streamline processes to make us more effective and efficient. Report generation that used to take days or weeks can now be completed in a

matter of minutes. The ability to communicate via fax and email has significantly increased the speed in which transactions can be completed. Paying bills, making purchases, booking travel – all these processes have been improved by technology. Emails can be sent and received instantly, regardless of whether the employee is in the office or not.

At the same time, most of us have probably experienced the frustrations of miscommunication or conflict that can come from communicating via all these different methods. Are the constantly evolving methods of communication creating

a problem in business and personal relationships? Is using instant messaging creating communication issues with a co-worker? Is working from home decreasing your productivity? Or has social media taken priority over interacting with your kids or those close to you?



**“Is all this technology really making us more productive, or does it give us another way to waste time? The simple answer to this question is yes: it does make us more productive and also gives us another way to waste time.”**

or the app is more important and interesting than the conversation you are having. What about in the workplace? Instant messaging is a great communication tool, but is it sometimes used as a way to avoid

I am sure everyone has a different answer and perspective on these questions, but I think evaluating how we use technology in all aspects of life is important. Being aware of how we use technology can help us utilize all these amazing inventions, be productive at work and still maintain healthy relationships with friends and family.

Troy Tait





# LETTER FROM THE OWNERS

## Racquetball Lessons

Written By: Brent Allen



*Two men in a pickup truck drove to a lumberyard. One of the men walked into the office and said, “We need some four-by-twos.”*

*The clerk asked, “You mean two-by-fours, don’t you?”*

*“I’ll go check,” the man said and went back to the truck.*

*He returned shortly, “Yeah, I meant two-by-fours.” The clerk responded, “All right, how long do you need them?”*

*The customer paused for a moment and said, “I’d better go check.”*

*He returned to the office and said, “A long time. We’re gonna build a house...”*

While we are not building a house, we are all about building a business. Rather than utilizing 2X4’s we have been embracing passion, commitment, goals, optimism and compassion. We have experienced ups and downs, successes and disappointments, victories and setbacks. We are now facing one of the biggest challenges we have ever experienced. The uncertainty of Obamacare



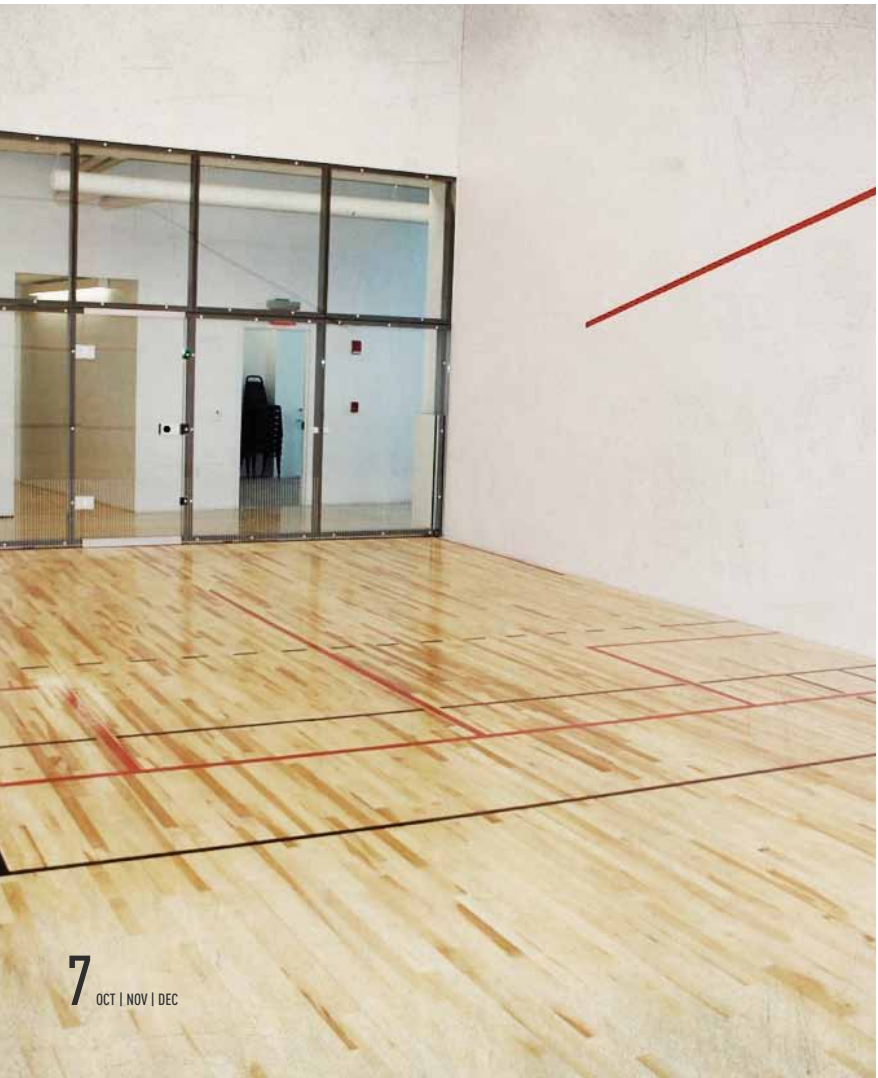
Brent Allen



has significantly changed the environment within which we work. We are being forced to change our direction and adjust our perspective. Within the last two years we have fully embraced the philosophy expressed by Eleanor Roosevelt when she said, “I gain strength, courage and confidence by every experience in which I must stop and look fear in the face... I say to myself, I’ve lived through this and can take the next thing that comes along.” Clearly the most valuable assets we have taken from the last 20+ years are the life lessons we have learned.

As I ponder life lessons, I reflect upon experiences I had when I was younger. Years ago (seems like centuries) I played a lot of racquetball. It was incredible therapy, and to this day I don’t know why I quit playing. My most formidable opponent happened to be my father-in-law who was nearly 20 years my senior. It was the old, worn out man versus the young energetic kid, but you would never know it by the scores. I won some and unfortunately lost plenty. What really hurt was when I would come home to my wife and have to answer her question, “Who won the racquetball game?” OUCH! She wasn’t very sympathetic those

“ I gain strength, courage and confidence by every experience in which I must stop and look fear in the face... I say to myself, I’ve lived through this and can take the next thing that comes along.”



times I had to admit the “old man” had won. I will never forget her response, “What? How can you let an old man beat you at racquetball?” I had no good answer. I didn’t plan to lose, it just happened. Eventually, I decided it was much easier to fib about the whole deal and tell her I had won, but that caused major guilt. I have many fond memories of playing racquetball with my father-in-law. Though he has now passed on, I am forever grateful for the life lessons he taught me on the racquetball court.

Lesson 1

DON’T BE AFRAID TO CHANGE YOUR STRATEGY

I quickly learned that I needed to change my strategy when I was playing racquetball with my father-in-law. He was onto my serve and my ceiling shots DIDN’T confuse him. I was quickly discovering that if I didn’t change my game, I would continue to get beat. Putting it in a different perspective: if I didn’t change my strategy, my marriage was in serious jeopardy. So it is in life and business. Sometimes we need to change our strategy. The following quote says it best, “If you always do what you have always done, you will always get what

you have always got.” Med One is a different company than when we began 21 years ago. We are constantly changing our strategy. In fact, we are making some major strategic changes beginning in 2013. Stay tuned for some exciting times ahead. We have learned that changing strategy is often the best offense.

Lesson 2

PAIN IS TEMPORARY... QUITTING LASTS FOREVER

Every time I lost a game to my father-in-law, it was an extremely painful experience. I frequently wanted to quit and concede his superiority. The pain often translated into discouragement, and it didn’t seem to be worth the effort. Fortunately, I didn’t lie down and just quit. One of the greatest lessons we can ever learn about life and business is to NEVER quit.

I once read about a Taiwanese man who wrote 700 love letters to his girlfriend over a period of two years. You do the math; this is nearly a letter a day. Seven hundred hand-written letters that included folding, licking, stamping, addressing and sending... all attempting to persuade her to accept his marriage proposal. Two years of correspondence finally yielded results. She announced her engagement to the postal worker who delivered all of those letters. It was truly fortunate for the mail carrier that her boyfriend didn’t give up.

Too often we give into the temptation to quit too early. It was Albert Einstein who said, “It’s not that I’m so smart. It’s just that I stay with the problems longer.” What an

incredible lesson for all business owners. What a valuable lesson for someone getting beat at racquetball. The only way to prove that you’re a good sport is to lose, but whatever you do, don’t quit.

Lesson 3

GETTING ANGRY NEVER PAYS

While playing racquetball with my father-in-law, I learned a basic philosophy! When angry, count to ten before you speak. If very angry... count to 100. I became very proficient at counting. On a few occasions, we had some ugly words. I quickly discovered the wisdom in Margaret Thatcher’s advice, “It pays to know the enemy – not least because at some time you may have the opportunity to turn him into a friend.” Over time, my father-in-law became one of my very best friends. However, it didn’t happen because we were angry at each other. We both learned to “count.”

Anger seldom translates into positive results in the business world. While we frequently occupy small spaces together, we need to learn to get along. Sometimes we just need to leave our egos at the door. Sometimes we must learn to count.

Lesson 4

THE ONLY WAY TO SCORE IS TO SERVE

In racquetball, the only way one can advance his score is to be SERVING. What a unique concept and idea. It applies to racquetball, life... and it applies to business. It is all about serving. In business, we focus constantly on serving our customer. Our customer comes first and everything else takes a back seat to this concept. In life, true happiness comes only when we learn to serve others. In a recent publication, I shared a Chinese proverb I once read. I believe it is appropriate to share again.

If you want happiness for an hour... take a nap.

If you want happiness for a day... go fishing.

If you want happiness for a week... take a vacation.

If you want happiness for a month... get married.

If you want happiness for a year... inherit a fortune.

If you want happiness for a lifetime... serve others.

True happiness comes from serving others. Success in business comes in placing the customer first. And in racquetball, one will never win unless he is serving frequently.

As time passes we gain new and exciting perspectives. During the past 20+ years we have been taught practical life lessons many times. We have changed strategies, thereby enabling us to be more competitive. We have resisted the temptation to quit in spite of challenging circumstances. We have learned how to count and have steered away from anger. Our focus has been on serving our customers. As another year winds down and we take an inventory of our blessings, we quickly realize the most valuable assets we possess are the life lessons we have learned throughout the years. If we are wise, we will continue to embrace and incorporate these life lessons into our ongoing business practices.





# MAKING MEDICAL EQUIPMENT AVAILABLE

Lease, Rent, Purchase, and Service Medical Equipment

[WWW.MEDONECAPITAL.COM](http://WWW.MEDONECAPITAL.COM)

## Request Quotes

Just Tell Us What You Need

## View Equipment Inventory

Rent, Purchase, or Lease

## Vendor Education Training

Leasing and Finance

## Get To Know Med One

Meet The Team, Blog, Med One To One

## Connect With Us

Social Media



## 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

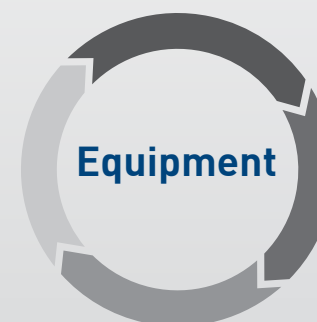
**med one**  
HOSPITAL SERVICES

### 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](http://WWW.MEDONE-HS.COM)



# SOLUTIONS

MAKING  
MEDICAL  
EQUIPMENT  
AVAILABLE



## FINANCIAL SOLUTIONS For Healthcare Facilities

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.

### 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.

### Equity Rental

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.

### Deferred Payments

Deferred payments allow purchase minded customers to get their equipment now and pay for it later. Many deals are completed on the basis of a 12-month deferral.

### Step-Up Payments

A step-up payment scenario provides a customer with a very low initial payment which increases over time to match the increased flow of revenue generated from the new technology.

## EQUIPMENT RENTAL, SALES, AND MANAGEMENT

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.

### Equipment Sales and 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 / Asset Management

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.

## MAKE IT CUSTOM

REQUEST A QUOTE AT:

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10712 SOUTH 1300 EAST, SANDY, UT 84094 // PHONE: 800.248.5882





Written By: Jeff Easton

# What Does THE PRESIDENT’S RE-ELECTION MEAN FOR Healthcare?

The Presidential election has come to an end and no matter which side you were hoping would prevail reality has set in. So what does President Obama’s re-election mean for healthcare?



Jeff Easton

Med One Capital’s major operations are in the leasing, renting, servicing, and selling of medical equipment and providing working capital solutions primarily to acute care hospitals and other medical institutions throughout the world. Med One is continually affected, whether it’s positively or negatively, by the ever-changing healthcare environment.

Kate Pickert of TIME recently wrote about this exact topic, discussing the direction of healthcare reform under Obama’s second term. She says, “Liberals feared that a Mitt

Romney presidency could mean the end of the most significant piece of social legislation in half a century. Conservatives feared a second Obama term would allow implementation of another massive entitlement program.

Although the Affordable Care Act, passed in 2010, won’t be fully in place until 2014, billions of dollars have already been distributed and the wheels of reform have begun to turn.

Seniors with Medicare prescription drug coverage are getting cash rebates. Young adults have joined their parents’ insurance policies. Uninsured Americans with pre-existing conditions are getting health coverage through

Obamacare programs. Some states are setting up health insurance consumer assistance bureaus and drawing up the architecture for new exchanges where private health insurance will be sold and regulated. The ability of critics to challenge the law’s legitimacy was drastically reduced with the Supreme Court upholding its constitutionality earlier this year.”

For better or worse, “Obama administration officials will be in charge during the law’s full implementation. Hospitals, insurers, drug companies and patients can now expect a more orderly rollout of the Affordable Care Act over the next few years.”

**“Although the Affordable Care Act, passed in 2010, won’t be fully in place until 2014, billions of dollars have already been distributed and the wheels of reform have begun to turn.”**

Another source reported, “The Obama administration recently reduced the flow of new regulations defining precisely how the legislative language of Obamacare would work in practice. The purpose of holding back new rules was to avoid controversy close to the election. There’s now a backlog of new regulations that are expected to be unveiled soon, including some that could affect wide swaths of the population. We still don’t know, for example, what health services and expenses insurers will be required to cover under Obamacare.”

Pickert continues, “At the same time, governors will soon decide whether to set up their own health insurance marketplaces to regulate individual and small business health plans. Many Republican governors had held off making this call until after the election. States that opt not to set up exchanges will open the door for the federal government to run them instead.

Thanks to a part of the Supreme Court Obamacare ruling that left the law’s large Medicaid expansion as optional instead of mandatory for states, governors and state legislatures will also have to decide whether to widen eligibility for the public insurance program.

Despite the Affordable Care Act’s more certain future under an Obama second term, controversy over the law isn’t over. The public is still largely split on its merits. Republican state lawmakers and governors won’t suddenly and universally back the law. Republicans in Congress still have say over funding for some of its programs.”

While the re-election of President Obama may have made some items of Obamacare more clear as to how things will be implemented, there are still many things that are unclear, many people who are unhappy, and one thing that we all know: this will be expensive and the American taxpayer will be paying the bill. Taxes have increased in different areas, and the President

has promised they will increase for many more Americans as well. Healthcare premiums over the past two years have increased dramatically to cover only the initial rollout of Obamacare, and those are also sure to increase even more.

On November 6, 2012 the people of the United States of America re-elected President Obama for a second term, and in doing so helped keep in place the most significant and expensive piece of social legislation in half a century. We will now all have the opportunity to understand and work through Obamacare together.

Sources: <http://time.com>



WHERE WE STAND		
MED ONE CAPITAL	SEPTEMBER 2012	2012 YTD
NEW EQUIPMENT PURCHASED	\$13,288,350	\$100,478,023
NUMBER OF NEW LEASES	46	
TOTAL CUSTOMERS		2574
TOTAL EQUIPMENT LEASED		\$418,815,090
MED ONE EQUIPMENT RENTAL	SEPTEMBER 2012	2012 YTD
TOTAL RENTAL REVENUE	\$735,730	\$7,956,103





# RESOLU

# TIONS

# Do More Than Is Required Of You

Written By: Lindsay Brown

Although George S. Patton coined the phrase “Always do more than is required of you,” it seems to be something heard constantly from mentors, parents and employers. As the healthcare industry continues to shift and evolve so do the needs of facilities providing medical treatment. Budget cuts and cut backs on government funding of hospitals and homecare centers create a ripple effect on the funds available to purchase new technology. Med One’s mission statement is to make medical equipment available to the medical industry with innovative, creative, responsive and flexible equipment acquisition solutions. By continuing to do more than is required of us, we are constantly implementing new ways to be able to provide hospitals and other healthcare facilities with the latest and greatest technology.

How often do you run into an employee that is doing more than is required of them when you’re out shopping or running errands? More often than not, we find the employees that are doing the bare minimum to get by. It’s refreshing when you find an employee that takes pride in their job and is doing more than required. The bank teller that goes an extra step and gives you the balance of your account before you ask for it, or a grocery store clerk who helps the elderly woman load her groceries into her trunk. We all like to experience these types of people in our daily lives;



Lindsay Brown



## Happy New Year

### Top 10 New Years Resolutions

- 1 Lose Weight
- 2 Getting Organized
- 3 Spend Less, Save More
- 4 Enjoy Life to the Fullest
- 5 Staying Fit and Healthy
- 6 Learn Something Exciting
- 7 Quit Smoking
- 8 Help Others in Their Dreams
- 9 Fall in Love
- 10 Spend More Time with Family

### News Years Resolution Statistics

Percent of Americans who <b>usually</b> make New Year’s Resolutions	45%
Percent of Americans who <b>infrequently</b> make New Year’s Resolutions	17%
Percent of Americans who <b>absolutely never</b> make New Year’s Resolutions	38%
Percent of people who are successful in achieving their resolution	8%
Percent who have infrequent success	49%
Percent who never succeed and fail on their resolution each year	24%

**People who explicitly make resolutions are 10 times more likely to attain their goals than people who don’t explicitly make resolutions**

### Type of Resolutions

Self Improvement or education related resolutions	47%
Weight related resolutions	38%
Money related resolutions	34%
Relationship related resolutions	31%

### Age Success Rates

Percent of people in their twenties who achieve their resolution each year	39%
Percent of people over 50 who achieve their resolution each year	14%

### Length of Resolutions

Resolution maintained through first week	75%
Past two weeks	71%
Past one month	64%
Past six months	46%

[www.statisticbrain.com](http://www.statisticbrain.com)

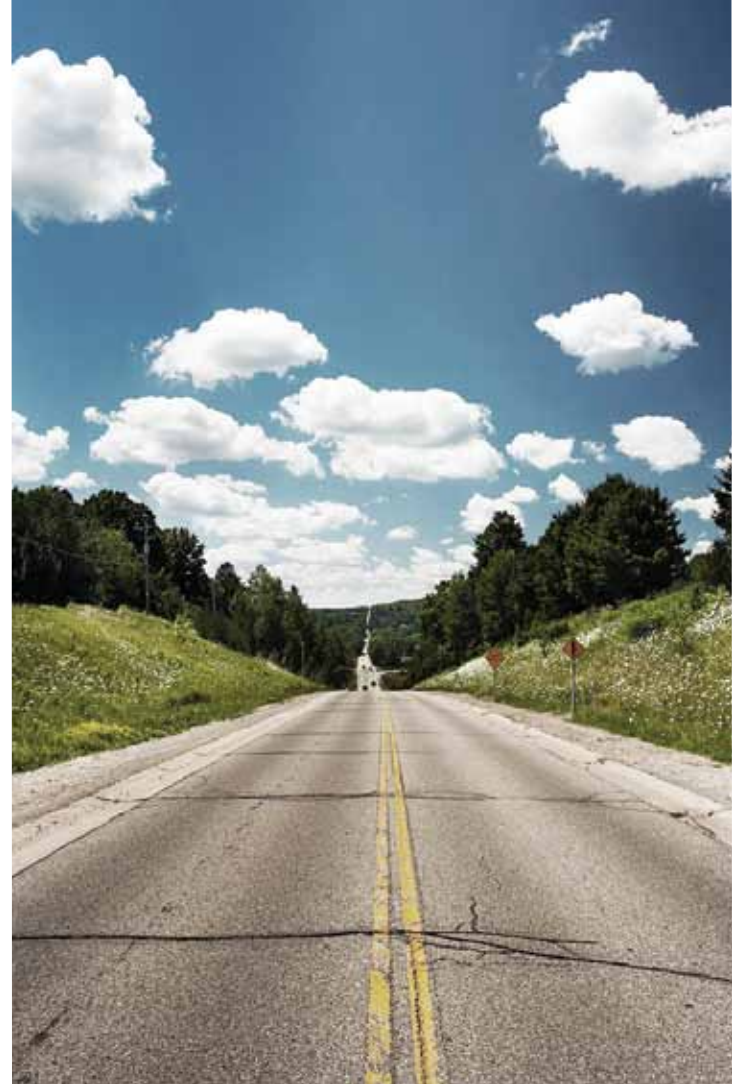




should you, our customer expect anything less? Going the extra mile as they say can yield great rewards in the future. Attention to detail, like something as simple as providing a tracking number for your shipment says, "I'm paying attention and I'm here to make things simpler for you."

This causes me to ask, "What does it mean to be a complete solutions provider? And how do we continue to do more than is required of us?" I thought of three key components to being a successful complete solutions provider: listening, taking an interest and not selling you something you don't need. When I first introduce myself, I don't say, "I'm your new sales rep, I simply say I'm a solutions provider and I'm here to help with any needs you have for your facility." As corny as that sounds, and though it may make you laugh, it's true. "Your Direction, Your Solution." We are positioning ourselves in the market as a one-stop shop for all your needs. At Med One, we truly believe if you need it, we can and will find it for you.

The most important component to being a complete solutions provider is listening. It seems simple, but you would be surprised how many people overlook this component. In talking with a colleague of mine she told me a story about one of her customers. She happened to be meeting with a materials manager about additional infusion pumps and had arrived early.



**"When I first introduce myself, I don't say, "I'm your new sales rep, I simply say I'm a solutions provider and I'm here to help with any needs you have for your facility."**

To her surprise, another vendor was there for beds. The materials manager told her to wait in the other room and he would be right with her. She proceeded to the other room and overheard the conversation. The bed vendor talked through his entire appointment. Though the materials manager tried to ask questions, the bed vendor barely paused to take a breath and continued with his sales pitch. Once the vendor left, the materials manager met with my colleague and said he couldn't believe how oblivious the previous vendor had been to his needs. He specifically said he would spend the time to find two or three different options before purchasing from this vendor because he didn't listen. The Med One culture thrives on fulfilling our customer's needs.

Once we become your complete solutions provider, how do we keep you coming back? In the words of Walt Disney, "Do what you do so well that they will want to see it again and bring their friends." We take an interest in developing a relationship with you our customer. We listen to not only your needs for your facility, but take a personal interest in you and how to better serve you in the future. Every interaction with you influences whether

or not you'll come back; we strive to make every interface a positive experience. Doing more than is required of us, and going the extra mile by paying attention to detail causes you the customer to keep coming back again and again.

We don't sell you products you don't need. There is nothing worse than a sales rep who wants to push their product on a customer because they don't have what the customer really needs. During a company meeting last month, Larry Stevens, one of our owners said, "Fairness and caring for the customer are not common amongst OEM's." The culture at Med One is about the customer and striving to find the best solutions for you. We carry a variety of equipment and if we don't have what you need, we will source it rather than selling you something you don't need. It's like buying a knock off pair of brown riding boots when you really want the nice pair of \$150 boots. So you bought the knock off, but you're never truly satisfied because they aren't what you wanted. Let us help you find what you really want.

I challenge you to let us do more than is required of us. Your Direction, Your Solution.

# Sky Shopping

A Great Place To Buy Gifts... Or Not

Written By: Robb Stevens



Robb Stevens

Giving gifts is a wonderful tradition I've always enjoyed. As a child, receiving was the best part of the holiday, but as an adult, the excitement and satisfaction of giving far exceeds receiving. It warms the heart and illuminates the soul. With so many places and ways in which to find gifts, where do you start? Well, here is one unlikely source you may not have considered: The infamous SkyMall catalog found at the seat of every commercial airplane flying the friendly skies. I generally have enough books, music and movies to occupy my flying time that I don't need to resort to the SkyMall to kill time. But every once in awhile, it's good for a few laughs if nothing else. The following are a few of the items that caught my attention in the 2012 summer edition of SkyMall. Who knows, maybe they'd make great gifts for someone on your holiday gift list this year!





### 1) The Seal Shield (shown on the front cover)

This clear cover is meant to not only protect your iPad or iPhone, but also make it waterproof. As pictured, the iPad is even shown partly submerged in water! As an iPad user, I would rather not find out the hard way that the "Seal Shield" does not work as well as advertised. Would you like to volunteer yours?



### 2) Cherrywood Luxury Watch Storage Case (pg 14)

This sucker holds up to 24 watches! That is a lot of watches. I own two and sometimes forget to wear one of them. In our day, there are clocks everywhere - most prominently on our mobile devices - so I can't imagine anyone owning 24 watches or even more than two or three. However, the ad claims they've sold over \$4 million worldwide, so I guess a few people own the watch storage case. (Not to mention plenty of extra watches!)

### 3) A Record Player/Cassette Player/CD Player (pg 16)

Does anyone outside of a thrift store (and possibly my mom) actually own a vinyl record? At least this device allows you to record from vinyl and cassette onto a CD. I guess that function could be useful if you have nothing better to do with your spare time AND you have money to burn; this bad boy is \$400!

### 4) Type Writer (pg 16)

If you're feeling nostalgic for some old school technology, why not pick up a new type writer? That's right - you can find one in the SkyMall for \$120! Or, you can use that same \$120 to get a new laser printer and stick with your computer's word processor. I think I'll do that instead.



### 5) The 33-in-1 Golf Club (pg 19)

All you have to do is adjust the club head slightly and voila - you go from 9-iron to 3-iron just like that. The shaft also retracts so you can fit it in a suitcase! What am I doing with a full set of golf clubs when I can simply pick up this beauty? Two hundred dollars for your all-in-one golf club. I'm sure it will take several strokes off your score in no time.

### 6) Pet Ramp (pg 22)

On one page a pet ramp is pictured that makes it easier for small dogs to get on your bed or couch. In another issue I've seen an alarm device meant to scare dogs OFF the couch! So if you're a really twisted dog owner, you give them access to your couch, then once they're on it, the alarm sounds and scares them off. Poor doggie!

### 7) Musical Toothbrush (pg 34)

Another great product for your kids - the toothbrush that plays Justin Bieber music while you brush! Nice! Two minutes of Justin Bieber is all you need to keep you motivated to keep scrubbing away for the full ADA recommended two minutes.

### 8) SkyRest Travel Pillow (pg 82)

This huge inflatable cushion positions in front of the passenger in just the right shape and wedges between you and the seat in front of you so you can fall asleep by leaning forward and resting your face on it. I have to admit, this idea actually looks practical; sometimes it is tough to get comfortable enough for a power nap on an airplane, so something like this might actually be useful. The problem is, it's so big and goofy looking that I couldn't ever bring myself to use one! I've never seen one in use by another passenger, but I'm sure it would be an funny moment if I actually did.



### 9) Backpack and Scooter Combo (pg 26)

This one is for your kids: a backpack that not only has wheels and a retractable handle, but a third feature that folds it out into a scooter! Why carry it on your back if you can roll it? But why roll it when you can ride it? Good grief - what are we doing to our kids?

### 10) Car Lashes (pg 68)

For only \$30, you can put eyelashes on your headlights. Are you kidding me? To borrow a phrase from Jeff Foxworthy, if you put eyelashes on your car, you really might be a redneck. In the ad, the car lashes are shown on a BMW. I just can't picture anyone that owns a BMW putting car lashes on his or her car.

So what did I gain from my little glance through the SkyMall catalog? Just a few laughs I guess and material for this piece. I found nothing worth buying and for that matter, nothing worth owning. As we approach a new calendar year, we at Med One hope what we have to offer gives you something a little better than the SkyMall does - something legitimate and useful and practical that is a good use of your money. May our products and offerings be something you will want to be a part of and in turn, it's up to Med One to ensure you do not experience any buyer's remorse when you give us your business.



## SIX GREAT REASONS TO CONTACT MED ONE

# 6

**1** We have current/active business with close to 3,000 hospitals. It could very well be the customer you are selling to is an existing Med One customer. If so, they are open to financing or rental solutions, which can only help as you bring it up in your sales conversations

**2** Quick response time. When you're in the middle of a sales situation and financing comes up, the last thing you need is several days of delay caused by a finance

company trying to get your customer approved. If you're working with a hospital, you can usually rest assured that Med One will get your customer credit-approved in about an hour and at worst, less than 24 hours. That is huge because in business, time is money!

**3** Selling in monthly payment equivalents may increase the size of your deal. For example, if done correctly, it can be much easier to convince a customer to agree to a monthly payment of \$3,050.00 over five years than to come up with \$150,000 out of nowhere.

**4** With Med One on your team, your sales conversation doesn't need to end simply because the customer doesn't have cash. Lease and rental options "keep the drive alive!"

**5** Pricing is more competitive than it's ever been! (i.e. rates). If you have a deal that is rate sensitive, chances are we can be very competitive on rate, which like it or not, always comes into a conversation involving financing.

**6** Med One is classified as a "small business" according to the Central Contractor Registration. This gives us, and by extension you, an added advantage when selling to Federal Government facilities since deference is often given to small businesses.



# Sky Shopping



# THE TABLET ORANGE

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Written By: Nate Davis



Nate Davis

In all my years in technology I have never seen a technology adopted so quickly as the tablet. Since the unveiling of the iPad almost three years ago by Steve Jobs, the world has swiftly embraced touch computing.

It could be because we all love interacting with our computers via touch. As Steve Jobs put it, there is something magical about holding the Internet in your hand and having access to the entire world. The markets have exploded with competitors. The major players today are Apple, Amazon, Google, Barnes & Noble, and now Microsoft. Even though Microsoft has been in the “tablet” space for many years, their devices never really caught on. They required a pen, and while cool and more expensive, they really didn’t give the user that much added benefit to justify the higher price tag.

Fast forward to the latter half of 2012. Here we are with a plethora of tablets to choose from. All have their strengths and weaknesses. When you are trying to decide which one to buy, there are some things you need to take into consideration.

The price of the tablet itself isn’t everything. The content, hardware and apps are where the decision needs to be made. If you already have an Android based phone, then an Android based tablet would make the most sense because you will not be re-purchasing applications. The developers of the various applications don’t have a way to sell you their apps cross platform. So, if you buy an app on the Google Play store and get an iPad, you will have to buy that app a second time on the iOS platform. If you have invested heavily in the iOS platform by purchasing applications as well as movies and other media, then it makes sense to stick with the iOS platform for your tablet needs. You will actually save money in the long run with all the applications you carry over to the new device.

I looked at my own spending habits on my iOS devices. There is no way to know how many apps I have actually purchased. When I log in to the iTunes Store and look at my purchase history, I find that I have purchased 457 iPhone apps and 307 iPad apps. Some

There is quite a heated debate on which tablet is best. Competition is great. It helps with innovation. It helps competitors think outside the norm. I am not advocating any one tablet manufacturer. They all have their benefits and place in the market. The challenge for us as consumers is to know which one is right for us.

Those who have read my editorials for a long time know I have always been a fan of the iOS platform from Apple. I like them mostly because of the quality of applications on their devices. The hardware is top notch, and functions very well for a long time. Battery life is consistently awesome. They release OS updates regularly which run on all their current devices and their resale value is excellent.

The fragmentation of the Android marketplace is something everyone should understand to a small degree. Ninety five percent of the Android devices on



**“In all my years in technology I have never seen a technology adopted so quickly as the tablet. Since the unveiling of the iPad almost three years ago by Steve Jobs, the world has swiftly embraced touch computing.”**

are universal (both for the iPad and iPhone), so let’s take out 200 of those that I suspect are universal. That puts me at 564 apps acquired. Now, a majority of those apps are free. Knowing my spending habits, let’s assume just over half of them are free. That puts me at 264 apps that I have spent money on. Some of the apps I have purchased are \$2 or \$3, but for sake of averages let’s calculate them all at a price of \$.99. That equates to \$261 in apps I have purchased.

So in the race to the bottom of the price war, if I were to purchase a Kindle Fire for \$200, assuming the same apps existed in the Amazon App Store, I would be out \$461 for a Kindle Fire with all the apps. The Apple iPad Mini runs \$320 for their 16GB wifi version, but all my apps transfer over at no added cost, so I am actually saving money by purchasing the more expensive tablet because I already own applications from the iTunes Store.

the market use the Google Play store provided by Google. By purchasing applications from Google Play, these purchases can be transferred between any devices that have the Google Play store. On the other hand, Amazon has created their own “Amazon Store.” Any purchases through Amazon will only transfer to another Amazon product, so you are locked into the Kindle Android based tablets. This is similar to Apple and how you are locked into their app store.

This really isn’t a problem for most people. Most are happy with any tablet they purchase. They see tablets as amazing devices for consuming media, whether it be movies, music or games. While I do use my tablet for all these things, I like to see how it can help me provide better service to others. I am a big advocate of looking at the things that go on around us and finding a better way to do them. Technology in our hands gives us new capabilities and sparks new ideas. Let’s all look around us and find ways to enrich our lives using these new technologies.



# A NEW YEAR AND A CHRONIC PROBLEM

Written By: Emily Flinders



Emily Flinders

goals they set. By the end of January, one third of people who made New Year's resolutions will have broken them. So far correlating the two items seems like a stretch. However, some of the most popular resolutions are to eat healthy, drink less alcohol (or stop drinking all together), get fit, lose weight, quit smoking and manage stress.

According to the Centers for Disease Control and Prevention, four modifiable health risk behaviors are responsible for much of the illness, suffering and early death related to chronic diseases. The four behaviors are lack of physical activity, poor nutrition, tobacco use and excessive alcohol consumption. It suddenly seems fitting to think about chronic illnesses as another year draws to a close and New Year's resolutions become a popular topic of conversation.



Let's not go to the extreme and say that if you don't drop that extra ten pounds or eliminate the occasional drink that you will end up with a chronic health condition. However, with heart failure alone costing \$39.2 billion in healthcare services in 2010, and with heart disease, cancer and stroke accounting for more than 50% of deaths each year, it seems a staggering amount of people are affected by chronic illnesses. Improving the treatment of chronic diseases is also a top priority in national efforts to improve healthcare and reduce utilization.

The fact that Americans are overweight and lacking in physical activity is not new information. Articles and statistics are more than clear that those two hours (or more) of T.V. time should probably be spent active or exercising. Yet every year, the numbers for obesity and related health complications continue to climb. Research highlights the physical education courses disappearing from schools, the increasing access and availability of fast food and countless other factors that create an alarming picture of health in America. Diabetes is the leading cause of kidney failure and blindness among adults, and almost one-fourth of people with chronic conditions experience one or more daily physical limitation. While

What do chronic illnesses and New Year's resolutions have in common? Chronic illnesses are the most common and costly health problems in the U.S., with over 75% of all health care costs linked to chronic conditions. Forty five percent of people in the U.S. usually make resolutions, but 8% of people actually achieve the

people who live active and healthy lifestyles may still develop chronic illnesses, being active significantly decreases the risk of developing a chronic condition.

Poor nutrition and tobacco use are also old topics. The evidence that smoking is detrimental to a person's health is in large supply and has been advertised extensively. However, more than 43 million American adults - approximately 1 in 5 - smoke. In 2007, 20% of high school students in the United States were cigarette smokers. For those smokers trying to quit, it's estimated that only 15% of people manage to stay cigarette-free six months later. Less than a quarter of adults eat five servings of fruits and vegetables a day, and Americans spent \$165 billion on fast food in 2010. While obesity and smoking are not "health conditions," they are risk factors for developing chronic illnesses like heart disease, hypertension and diabetes.

**"The depressing and gloomy statistics are endless, but the reality is the fight against chronic illness is a pressing problem. Seven out of ten deaths among Americans each year are from chronic diseases."**

The same story holds true for excessive alcohol consumption. While binge drinking every now and then probably won't hurt, there's evidence that it could lead other health concerns. Excessive alcohol consumption contributes to more than 54 different disease and injuries, including cancer of the mouth, throat, esophagus, liver, colon, breast, liver diseases and other cardiovascular, neurological, psychiatric and gastrointestinal health problems. Surprisingly enough, excessive alcohol consumption is also the third leading preventable cause of death in the U.S. behind diet and physical activity and tobacco.

The depressing and gloomy statistics are endless, but the reality is the fight against chronic illness is a pressing problem. Seven out of ten deaths among Americans each year are from chronic diseases. The cost incurred by healthcare organizations is astronomical and the population isn't getting any younger. Many programs have been implemented across the nation to increase awareness of the benefits of healthy living, and the consequences of not maintaining healthy habits. Steps are also being taken in hospitals, clinics and other healthcare facilities to try and improve the treatment of chronic illnesses. Not all chronic conditions are brought on by a lack of exercise, poor nutrition or binge drinking, but research shows that being healthy reduces the odds. As the New Year approaches the resolutions to exercise more and eat healthier have an added significance when considering how a healthy lifestyle can fight the battle against chronic illnesses.

Sources: <http://usa.gov>, [www.livescience.com](http://www.livescience.com), [www.time.com](http://www.time.com), [www.nytimes.com](http://www.nytimes.com), [www.cdc.gov/chronicdisease](http://www.cdc.gov/chronicdisease), [www.statisticbrain.com](http://www.statisticbrain.com)





I have spent nearly all of my life in Utah; mostly because I love the beautiful surroundings, the easy access to wilderness and all four changing seasons. I just can't see myself living anywhere else. I was born and raised in Murray and attended the University of Utah after graduation from Murray High School. After one quarter at the U, I left to serve a two-year LDS mission to Portugal. This gave me the opportunity to meet and work with some wonderful people and really experience their culture. Upon my return I decided to attend Salt Lake Community

In addition to selling our pre-owned lease return equipment, my responsibilities have recently been broadened to take all of Med One Capital's offerings to the market including: peak-need and equity rentals, financial services, outside-sourced equipment, dealership new products, disposables, biomedical services and asset management. I am really looking forward to being able to offer this complete package of products and services to assist customers in meeting their varying equipment needs.

When I am not at work, the majority of my free time is spent with my family. I have been married to my wife Traci for 14 years and we have two boys: Isaac age 10 and Luke age 4. We love to play games, watch movies or just be outdoors:



anything where we can spend time together. I am a huge sports fan and love football, baseball, basketball, golf and just about any sport. I also enjoy being active outdoors, whether it's mountain biking, hiking, backpacking or camping. My favorite activity though, is skiing. I have been skiing since I was five, and I go as many times as possible during the winter season. For me, skiing on a fresh powder day really has no comparison. I am currently teaching my oldest son to enjoy the sport as well.

With what little free time I have left I take care of our house and yard. Right now I

am in the process of slowly remodeling our home. This is the second home we have purchased with the intent to improve by remodeling. The work goes slowly with all of life's other responsibilities, but it is rewarding when each project is completed.

I really appreciate the opportunity to work here at Med One. It is a fabulous company with outstanding employees and leadership throughout the organization. There is a real sense of personal ownership and pride in everyone's efforts to put the needs of the customer first as we help the company grow, and I am very grateful to be a part of it.

College to complete my general education. After two years there I was ready to transfer back to the U of U. Luckily right before I left I met my future wife-to-be Traci through some mutual friends. Two years later I graduated from the U of U with a Bachelor's of Science degree in Behavioral Science and Health. I chose that field of study because I had always been interested in the healthcare industry.

Over the next ten years I worked for a digital marketing company, then a software distributor and finally a manufacturer in the aerospace industry. It was in August 2009 that the opportunity arose to work with Med One Capital. Ten years after graduating from college, I finally reached my original goal of working for a company in the healthcare industry. I felt my background and experience was a great asset in helping me deal with the broad range of customers and unique opportunities we deal with each day here at Med One.

Until recently my responsibility has been working to create relationships to market and sell any medical equipment that comes back off of a lease. This has allowed me to reach out to customers in broad market segments that have needs for medical equipment, including: nursing schools, clinics, EMS companies, distributors, critical access hospitals and large IDNs. I really enjoy being able to help these diverse customers acquire medical equipment to aid in the treatment or instruction of those in need.

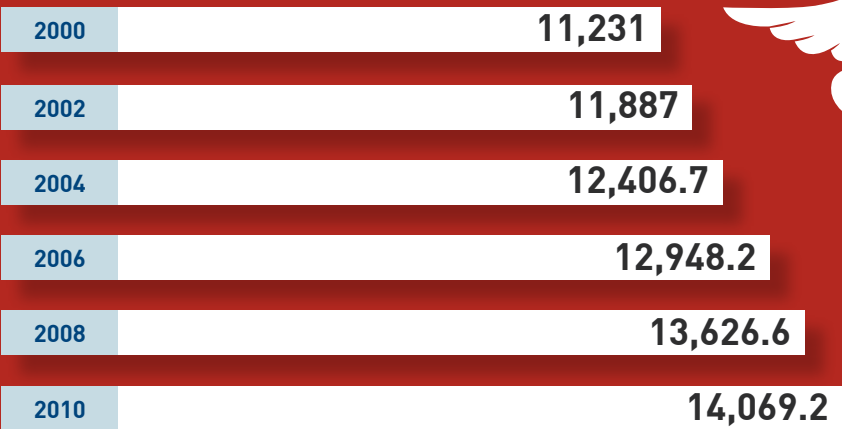
# CAN HEALTHCARE IMPROVE THE Health of the US Economy?

## Healthcare Jobs Grew Through The Recession

While total US employment dropped by over 2% between 2000 and 2010, healthcare employment grew by more than 25% during the same period.

By 2020, nearly 1 in 9 jobs in the United States are expected to be in the health sector.

## Increase In US Healthcare Employment By The Thousands 2000-2010



### The Future:

## Predictions On Job Increases 2010-2020

Over 4.2 million new healthcare jobs with 63% of those in ambulatory settings.

Offices of physicians will add nearly 760,000 new US jobs.

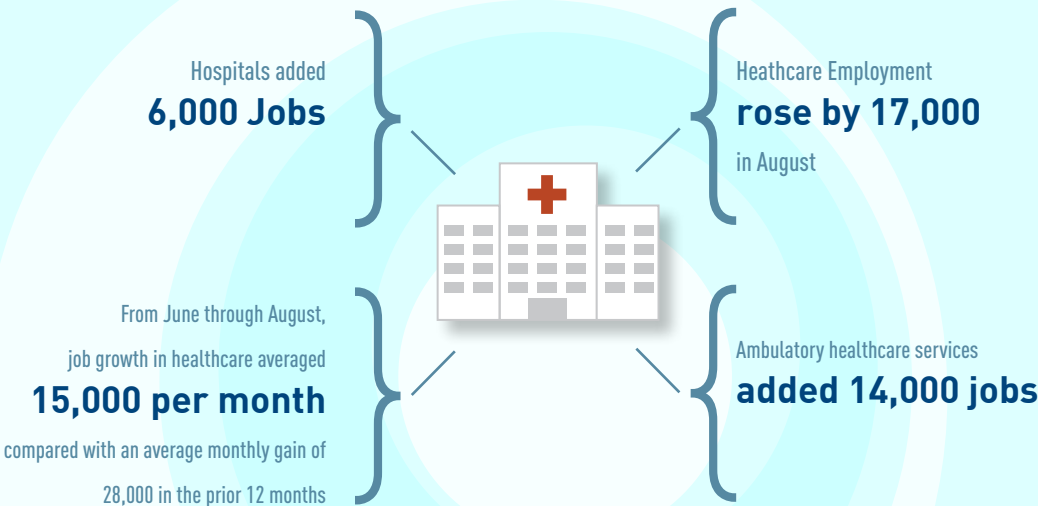
The fastest healthcare job growth will be in home healthcare, followed by offices of health practitioners.

Employment in the country's health sector is likely to increase at a significantly higher rate than all other employment sectors.

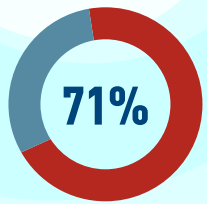
Health practitioner offices will add almost 1.4 million new jobs and, by 2020, comprise more than 29% of jobs in the health sector.

Source:blog.soliant.com

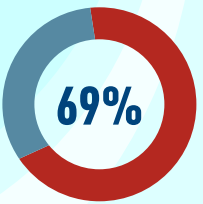
## The Present: Healthcare Jobs In 2012



In the Health Occupations Employment Between 2010 and 2020, 16 of the 30 occupations with the largest percentage increases are in healthcare, including the top two:



Personal Care Aides



Home Health Aides





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