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About

MED ONE TO ONE consists of editorials, a message from our owners, testimonials, information regarding our 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. To subscribe to an electronic version of *Med One To One*, please visit medonecapital.com or send an email to editor@medonecapital.com.

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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, Asset Management and Repair Services on a variety of medical equipment. Please visit www.medonecapital.com to request a quote.



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The Eighth Annual Utah Fast Pass

For the last eight years, Med One Capital has been a proud sponsor of the Utah Fast Pass event. 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 4.5 mile long track at Miller Motorsports Park in Tooele, Utah and then spend 3 days driving the scenic roadways of Utah. The event concludes with a Gala event including a silent and live auction. In the 8-year history of the event, Utah Fast Pass has donated over 1.6 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.

The route this year took the participants to Southern Utah. The first stop was Manti, Utah. A small community (population just over 3,200) located about 125 miles south of Salt Lake City. The route took the drivers up Spanish Fork Canyon and along Scenic Highway 89 through the towns of Fairview and Mt. Pleasant. A nice home cooked turkey lunch was served to the participants and in return, the community was able to see cars up close and personal that they have only seen on TV, movies or video games. Ferraris, R8's, RUF Porsches, Nobels, Ford GTs, Aston Martins, Spykers, and many more.

The afternoon drive took the group to Bryce Canyon National Park where they spent the night. The next day, the route took them to Kanab, Utah; known as Utah's Hollywood because of the high number of movies that are filmed in this area. After another great community lunch and "mobile car show," the afternoon drive took the group through Cedar Breaks National Monument and the Panguitch Lake area. Everyone once again returned to Bryce Canyon for the night.

The final day had the group return to the Grand America Hotel in Salt Lake City. But first there was the final lunch stop in Levan. With a population of about 850 people, our group of 100 was quite the show. The town came out in full force offering a lunch of BBQ ribs with homemade BBQ sauce, homemade rootbeer and Red Barn ice cream (those who have had this know how good it is).

That evening about 500 people participated in the final gala event. With over 800 miles driven, 3 community lunch stops, and many miles of great memories, the 2013 Utah Fast Pass event has passed. Next up? Start planning for the 2014 event.



TROY TAIT



There was anciently a great spiritual leader who was so revered by his followers that he was also their political and military leader. He was loved by his people and his ministry and reign had been a blessing to them in many, many ways. One of his main stewardships had been to keep and protect the permanent records of the spiritual and historical accomplishments that had been achieved during his tenure. As this great leader was approaching the end of his mortal life, he wanted to prepare to turn all of his responsibilities over to his eldest son. In the process of this preparation, he stressed urgently and often that his son had to make a special effort to protect the records of his people and keep them current and accurate. The son seemed to grow weary of his father's constant admonitions about the daunting responsibilities that he was soon to inherit. To the youthful impatience of his son, the wise father gave him this counsel:

The Butterfly Effect

By Small And Simple Things...

"Now you may suppose that this is foolishness in me, but I tell you that by small and simple things are great things brought to pass...God operates through seemingly inconsequential circumstances to bring to pass His great and eternal purposes and through very simple events doth God even confound the wise..."



LARRY R. STEVENS

History confirms that the young son took this counsel seriously and by all accounts ultimately became as great a leader as his father had been. He was also beloved of his people as their spiritual leader and a fierce defender of their freedom and their history. His leadership ability and courage were very instrumental in preventing his entire nation from being completely annihilated in the battle with their enemies.

I mention this because I believe that it is a true principle that small and seemingly inconsequential events often prove to be vital to monumental and even historic outcomes. I recently read a small book by author Andy Andrews entitled *The Butterfly Effect – Everything You Do Matters*. The premise of the book is that, “A butterfly could flap its wings and set molecules of air in motion, which would move other molecules of air, in turn moving more molecules of air – eventually capable of starting a hurricane on the other side of the planet.” This theory was originally laughed at when it was introduced by Edward Lorenz to the New York Academy of Science in 1963. Over time, however, scientists have come to understand that the butterfly effect is authentic, accurate and viable. It has even been accorded the status of a “law” known as The Law of Sensitive Dependence Upon Initial Conditions and has proven to be a force encompassing more than mere butterfly wings.

Let me cite an example from the book:

Did you know that there once existed a single man who, more than a century ago, made one move that still dramatically affects how you live today? He was a thirty-four year old schoolteacher, but on the hot, humid day of July 2, 1863, Joshua Lawrence Chamberlain was in the fight of his life.

A former professor of rhetoric from Bowdoin College in Maine, he was now a Colonel in the Union Army. Chamberlain stood at the far left edge of a group of eighty thousand men strung out in a line across fields and hills, stretching all the way to a little town called Gettysburg, Pennsylvania. Earlier that day, Chamberlain and his men had been placed at the end of the line with the order – whatever you do, you can’t let them come through here.

Chamberlain couldn’t withdraw and he knew it. If the Confederate Army overran them, the rebels would gain the high ground, and the Union Army would be quickly defeated. In essence, eighty thousand men would be caught from behind on a downhill charge with no protection. To win, the Confederates would have to come through Chamberlain and his men. When the first attack came, the Confederate regiments attacked uphill, running as fast as they could and firing at Chamberlain’s men who were stationed behind a rock wall. They repelled the rebel charge and pushed them back down the slope, only to face a second and then a third charge.

On the fourth assault, Chamberlain was knocked down by a bullet that hit him dead center – in the belt buckle. Realizing that he wasn’t seriously hurt, the Colonel scrambled to his feet, continuing to fight. Again, they halted the enemy’s charge and again the rebels retreated down the hill. With their fourth charge, the rebels had almost made it to the rock wall that gave cover to the Union troops.

“I believe that it is a true principle that small and seemingly inconsequential events often prove to be vital to monumental and even historic outcomes.”

Chamberlain knew that he had no real knowledge of warfare or tactics. His greatest advantage was his New England stubbornness. He reflected, “I had deep within me, the inability to do nothing. I knew that I may die, but not with a bullet in the back.”

On the fifth charge, the Confederates broke open the wall. With no time to reload, the men were swinging their rifles at each other and brawling with fists and knives. Somehow, they managed to push the Rebels downhill one more time. The losses that day were severe. Chamberlain’s command began with a thousand men. They had started the day with three hundred; the ferocious fighting had now reduced his

the advancing Rebels. Facing overwhelming odds, Chamberlain slashed his blade through the air and with a power born of courage and fear, the schoolteacher from Maine roared, Charge, Charge, Charge to his men. Those remaining eighty fighting men lifted their voices to match that of their leader, tumbling over the wall into a history about which most people in our country have never heard. When the Confederate troops saw Chamberlain, the leader of the opposition mount the wall, they immediately stopped, unsure of what was happening. When the Colonel pointed his sword toward the advancing Rebels and commanded his men to charge, they turned and ran, many throwing down loaded weapons. Within ten minutes, that ragged group of eighty men under Chamberlains command –without any ammunition– captured over four hundred soldiers of the enemy.

It is an amazing story, isn’t it? And it is absolutely true. But here is what most people never consider. Historians have determined that had Chamberlain not charged that day, the rebels would have won at Gettysburg. Further, historians tell us, had the rebels won at Gettysburg, the South would have won the war...and the war itself would have been over by the end of the summer. Many people assume that had the South won the war, today we would exist as two countries, the Union and the Confederacy. Historians however, insist that if the South had won the war, we would now live on a territorially fragmented continent much like Europe – North America would be divided into nine to thirteen countries.

own life to decisions or circumstances that seemed inconsequential at the time. I doubt that anyone appreciates the great future implications that minor events may have. In like manner, people often come into our lives that may seem to play only a minor role or have small significance. Upon reflection, often these insignificant encounters turn out to be life changing in their ultimate impact.

Recently I read a column in our local newspaper. The columnist, Lee Benson, is a contemporary of mine from high school days. He wrote a column in tribute to his eighth grade type teacher (Mr. Densley—who happened to be my type teacher as well). Mr. Densley’s strong advice to Lee was, “Take Type II when you get into high school, it will be very valuable to you.” As a result of that advice and his decision to follow it, Lee writes, “I took many subsequent type classes and became a very good typist. This is all so very significant to my life, because one of the reasons I decided to major in journalism in college is because I liked to type. Thanks Mr. Densley.” Lee went on to have a very successful career as a journalist and is a prolific author. He served for many years as the sports editor of the Deseret News. The ultimate impact of seemingly small circumstances has always and continues to fascinate me.

In recent months, I have become aware of the passing of two gentlemen, each of whom in their

➤ In the 1990s, physics professors from several universities proved that the butterfly effect was precise, viable, and worked every time.

➤ The technical name for the butterfly effect is sensitive dependence on initial conditions.

➤ The butterfly effect in particular has been used to describe a variety of seemingly unpredictable behaviors and seemingly unpredictable thinking patterns. What may appear to be random or meaningless ideation can, for example, be understood as a result of nonlinear reasoning.

Small and Simple

Everything You Do Matters.

force to eighty. Virtually all of his fellow officers had been killed and their available ammunition was depleted down to two rounds per man! The rebel forces who had received substantial reinforcements were preparing to begin their sixth charge of the day.

As the charge started, Colonel Chamberlain stepped to the top of the wall in full view, crossing his arms and staring down at the advancing enemy. He stood there for a moment, deep in thought, quickly sorting out the situation. “We can’t retreat,” he thought. “We can’t stay here either. Faced with the choice of doing nothing or doing something, I will always choose to act,” he thought to himself. He turned and faced his men and said, “Fix bayonets!” He then ordered an all out CHARGE against

Which means that when Hitler swept across Europe in the 1940’s, there would have existed no United States of America to stand in the breach. When Hirohito systematically invaded the islands of the South Pacific, there would not have been a country big enough, strong enough, wealthy enough and populous enough to fight and win two wars on two fronts at the same time. It is entirely possible that the United States of America exists today because of the actions of a single man. One thirty-four year old schoolteacher and one courageous decision he made more than a century ago.

As I have thought about the implications of this event, and in fact the implications of this principle, I have been able to tie many significant events in my

own way has had a profound impact on the history of Med One. Both of these men are largely unknown to most of the employees of Med One. Their individual impact on my own personal career (and thus the ultimate success of Med One) is virtually unknown by anyone but me.

Richard Christensen DDS passed away in April of this year. Over forty years ago, I went to work for a small, independent local leasing company as a sales rep. One of the first leases I was able to write involved a panoramic X-Ray for a local dentist whose practice was located just down the street from our office. He contacted us directly based on our proximity to his business. As a result of doing that one lease, and as

a result of the friendship and subsequent mentoring by Dr. Christensen, I was led to aggressively pursue other opportunities to lease medical and dental equipment to doctors throughout the Intermountain West. Using that as my primary customer focus, I became somewhat successful in this business and developed an understanding of how to work with healthcare practitioners.

That success ultimately led to an opportunity to be in charge of a start-up leasing venture for a relatively successful hospital equipment rental company – then known as Medirec. The Medirec experience led to the opportunity to found Med One. I have worked for several other companies along the way to this point. Doctor Christensen sought us out at every one of them and became an active lease customer. We’ve never written any substantial transactions (by today’s standards) with him, but the friendship and loyalty that he showed over the years has been worth more to me than any profits we ever really earned from his leases. I honestly believe that his early mentoring was a key driver in my personal career. In fact, I

beneficial relationship. It provided a capability for Novamatrix to go to market in a very unique and proprietary way, fueling their success in the industry. It provided Med One with well over 75% of the business we did in the decade of the nineties. Our partnership continued in a strong and profitable manner until Novamatrix was purchased by another company and Bill retired. Our relationship with Bill Lacourciere was fundamental in the starting and ultimate survival of Med One Capital. Had there been no Bill Lacourciere there absolutely would be no Med One today.

I mention these two gentlemen for two reasons. First, in a small way to honor and give thanks for their lives and the disparate yet profound impact that each of them has had on the course of my life and the history of Med One. Second, in an effort to make the point that the little things in our lives can and do make a difference.

If you have ever asked yourself, “how significant is my life?” “Do I make a difference?” “Do I really matter?” My answer is absolutely, you truly do matter. I do not believe that anyone ever starts down any path thinking that “what I am about to do will ultimately change the world.” But often, those small decisions that we make do turn out to profoundly change our world at the very least. It is only when we make the choice in each and every situation to act using true and honorable principles that we can ultimately realize the truism: **It is by small and simple things that great things are brought to pass.**

believe that had there been no Doctor Richard Christensen, there probably would be no Med One Capital.

In March of this year, I learned of the passing of Bill Lacourciere. Bill was the president and founder of a medical device company known as Novamatrix, located in Wallingford, CT. Bill’s company was the very first hospital equipment

manufacturer to embrace the leasing services that we were offering at Medirec. For some reason, Bill understood the power of what we were trying to do in those days. When we considered starting Med One, it was largely through Bill’s financial support and assurances that we were able to start as well as stay in business during the early years. Novamatrix came to the market with a very unique product offering and a very unique strategy. That strategy in those days was highly dependent upon Med One’s ability to provide financing support for Novamatrix’s customers—all of whom were prominent, successful, and well-known hospitals throughout the United States. Our partnership with Novamatrix was a mutually

“It is only when we make the choice in each and every situation to act using true and honorable principles that we can ultimately realize the truism: It is by small and simple things that great things are brought to pass.”

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Lee Benson’s column entitled “Thanks Mr. Densley” appeared in the Deseret Morning News – June 10, 2013.

CFO Thoughts Written By: Jeff Easton



JEFF EASTON

Lease Accounting

PROPOSED CHANGE FOR LEASE ACCOUNTING STANDARD

You may have heard about a proposal that would change how leases are accounted for on corporate balance sheets. If your company leases or finances equipment, you should be aware of how the proposal could change the way you account for leases, and how it potentially impacts your business.

The Financial Accounting Standards Board (FASB), as part of their joint project on leases with the International Accounting Standards Board (IASB) (collectively, the Boards), issued a revised exposure draft, Leases (Topic 842), on May 16, 2013 (the revised ED). The revised ED reflects the conclusions reached by the Boards in their redeliberations of the proposed guidance included in the exposure drafts both boards issued in August 2010. Given the significant concerns raised by constituents in connection with the 2010 exposure drafts, the proposed guidance in the revised ED reflects many substantial changes from the proposed guidance in the 2010 exposure drafts. In addition, the proposed guidance in the revised ED would result in numerous changes to current lease accounting, including the following:

- Lessees would be required to recognize assets and liabilities related to their leases (other than certain short-term leases) on their balance sheets.
- The accounting model applied by lessees and lessors to a particular lease would depend on how much of the underlying leased asset’s economic benefits the lessee is expected to consume over the lease term.
- The determination of the lease term would include periods covered by renewal options when the lessee has a significant economic incentive to extend or not terminate the lease.

- In certain situations, variable lease payments would be included in the lessee’s and lessor’s initial accounting for a lease.

- Numerous new requirements would apply with respect to financial statement presentation and disclosure.

The Boards have been discussing this issue for over 6 years and it appears that they may be coming to some sort of resolution over the next year or so. The Boards have not decided on an effective date for the guidance resulting from this project and likely will not do so until their redeliberations on the revised ED are near completion. The revised ED would require application of either a modified retrospective or full retrospective transition method as of the beginning of the earliest period presented. For more information about the transition approach, refer to the revised ED. Transition-related disclosures would be required. In all reality the effective date at this point in time would be no earlier than January 1, 2017.



There are still many unresolved items concerning the proposal for a change in the Lease Accounting standard. If you have any questions please call us here at Med One and we would be more than happy to provide additional information and keep you up to date as we learn new information.

Written By: LuLu DeHaan

Flu Season

Flu Season's Effect on Medical Equipment



LULU DeHAAN

In 2008, we experienced one of the worst flu seasons in several years. The number of hospitalized patients increased, flu strains differing from the vaccine were prevalent, and buzz of a pandemic began circulating the nation. New York State health officials even drafted a plan on ventilation allocation. This plan detailed the steps that would be taken for ventilator distribution should hospitals find themselves lacking ventilators while having an excess of patients. To ensure the plan reflected community views and standards, the plan was made available to the public for their suggestions.

Understandably, this plan did not sit well with much of the community. The idea of denying a patient the use of a much-needed ventilator solely because the hospital wouldn't have enough on hand seemed unfair to the public eye. It was a conundrum, and one that those involved presumably wanted to avoid.

Luckily, that was five years ago. Today there is substantially less talk of a flu pandemic, vaccines are advancing more and more, and medical equipment is becoming more attainable. At the end of the day, there is more hope for a safer flu season this year.

Still, during flu season many more people will fall ill and need equipment like ventilators to recover. According to the Centers for Disease Control and Prevention, on average more than 200,000 people are hospitalized each year for respiratory or heart conditions linked to the flu. That staggering number can seem intimidating, especially when considering that only 100,000 ventilators each flu season are being used. If hospitals only have half the amount of ventilators as they do patients, there is a much higher chance of having to deny patients the use of one in an emergency.

To further illustrate the ventilator situation of medical facilities, a study was performed a few years ago to gauge the preparedness of 27 hospitals in Minnesota, out of all them, only 16 extra ventilators could be procured. It's safe to assume that in 27 hospitals, there will probably be more than 16 extra patients needing ventilators during flu season. To avoid a situation where patients exceed equipment, it is best to prepare now and make sure that hospitals are equipped with all that is needed to get through the season efficiently.

This may seem easier said than done, particularly when you recognize that hospitals operate on increasingly small budgets. Many hospitals cannot afford to buy costly medical equipment, especially since much of that equipment will only be used for a couple months of the year when hospital traffic is at its highest. It almost seems counterproductive to purchase extra equipment only for it to be stored for a portion of the year, particularly when working with a limited amount of funding. Since ventilators are needed more than usual during the colder stretch, but can become obsolete during the rest of the year, renting the equipment for the season



is a valid and cost-effective way for hospitals to acquire vital equipment during those flu-filled months.

An increase in patients means an increase in equipment, and ultimately flu season becomes rent season. Renting allows hospitals flexibility by offering months of what is needed while not forcing hospitals to house surplus equipment for the rest of the year. Equipment rental is a reasonable option that hospitals should take the time to consider.

Specifically, Med One Capital offers solutions to peak season needs. With a variety of equipment on hand, we are ready and working to provide hospitals with what is required to navigate the busy season.

It is nobody's hope that a hospital will have to enact a plan like the one New York State officials had to draft. Their circumstances were drastic and the flu season of 2008 put many in uncomfortable situations, but today is different. There are better means of being prepared for the impending flu season, and one of the most important steps in that preparation process is securing the medical equipment that is necessary to provide for an influx of flu patients. Having sufficient equipment will not only allow patients to breathe easier, but will help healthcare providers and hospitals do the same.

"Still, during flu season many more people will fall ill and need equipment like ventilators to recover. According to the Centers for Disease Control and Prevention, on average more than 200,000 people are hospitalized each year for respiratory or heart conditions linked to the flu."

FLU OUTBREAKS

1918-1919 SPANISH FLU

The Spanish Flu was quick; some people felt fine in the morning but died by nightfall. Approximately 20% to 40% of the worldwide population became ill and an estimated 50 million people died.

1957-1958 SECOND WAVE

In the summer of 1957, a new flu virus came to the United States, however, another wave of illness came in January and February of 1958. About 69,800 people in the United States died.

1968-1969 HONG KONG FLU

In early 1968, a new flu virus was detected in Hong Kong. The first cases in the United States were detected as early as September 1968. The number of deaths was 33,800. The same virus returned in 1970 and 1972.

2009-2010 SWINE FLU (H1N1)

By November 2009, 48 states had reported cases of H1N1. That same month, over 61 million vaccine doses were ready. The CDC estimates between 8,870 and 18,300 H1N1 related deaths.

MED ONE CAPITAL SOLUTIONS

ACQUISITION 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.

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 just 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 toward 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 just 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 this, the standard end of term options are also available, so this option will always qualify under the FASB-13 guidelines.

MAKE IT CUSTOM

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.

ADDITIONAL SERVICES

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 & 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.

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.

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.

MAKING MEDICAL EQUIPMENT AVAILABLE

SPECIALIZING IN

Infusion, Respiratory, Monitoring, Oximetry, Imaging, SCD, & More

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.

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

REQUEST A QUOTE AT:
WWW.MEDONECAPITAL.COM



TEAM MED ONE



I CAN DO HARD THINGS

Purpose Desire Commitment Optimism Success

In my community, many of the young girls are into gymnastics and tumbling. Any parent you talk to who has a daughter interested in gymnastics sends them to one place – Jolley’s Gymnastics and Tumbling. Why? Because it’s the best! Interestingly, even though it’s the best, most have stories of how strict, blunt and hardcore Ms. Jolley is in her approach to gymnastics instruction. She demands perfection and tolerates nothing less from her students. This motivation by fear tends to weed many girls out. Some can’t (or don’t want to) meet the high expectations. I’m even aware of some girls that have gotten physically sick because the pressure of this gym is so intense. Some parents are also put off or offended by this approach to gymnastic instruction, so they pull their daughter out. With all the horror stories, you would think this gym would not succeed; but in fact, it is thriving! Ms. Jolley does not apologize for her approach, but the results for those girls who stick with it are incredible. She works them into really great gymnasts. The motto at Jolley’s is simply “I can do hard things.” Anyone that has ever watched gymnastics would agree that it definitely IS a hard thing! It is inspirational for me to watch how flawlessly highly trained gymnasts perform such difficult routines, especially given all the pressure they are under.

We are all capable of greatness in some way and while putting in the effort to do hard things is certainly not easy, the tremendous feeling of accomplishment that comes with it is unmatched. If we take a “path of least resistance” approach to life, we will not grow, we will not improve, and mediocrity will largely prevail, leaving the thrill of victory slot wide open to the monotony of the mundane.

Ralph Waldo Emerson said, *“That which we persist in doing becomes easier to do, not that the nature of the thing has changed, but that our power to do has increased.”*

Persistence and practice DO make a difference and help us become successful. There are plenty of hard things to do and accomplish in life. Being a parent is hard. Jobs, especially in the beginning when learning the ropes, are hard. Exercise is hard. Eating healthy is hard because it’s so easy not to. So many worthwhile things in life are far from easy. In fact, most things that are worthwhile have some degree of difficulty, at least at the outset.

I am not generally very good at setting goals just for the sake of goals, but I do believe it’s important to do hard things to build our character. There is endless advice out there about how to accomplish goals and most of it is, in my opinion, a load of garbage. To me it generally comes down to modifying behaviors, which, in the process, accomplishes goals. For example, in January of this year, I set out to lose a few pounds so I determined to quit eating sugar for a couple of months.

I found out very quickly that sugar is much more addictive than I realized, so laying off of it proved to be much harder than expected. I was able to stay with it for nearly two months. During that time I also focused hard on eating better foods and exercising more intensely. By March I had taken off nearly 20 pounds! Luckily that little “experiment” helped speed up my metabolism, so I’ve been able to keep the weight off. What it really comes down to for me is purpose, desire, commitment, optimism, and celebrating success.

Purpose. There are plenty of reasons to try hard or new things. If you have no reason to do it, then why do it? Why waste your time? Many people have what they call “bucket lists” or things they want to “do” before kicking the bucket. I have a good friend that is a bucket list guy. He’s always trying something new and exciting. Most recently he tried skydiving. That’s well and good and it creates memories and things to talk about at parties, but what purpose does it serve other than being able to say, “Yeah, I did that...?” In my humble opinion, hard things should ultimately shape us into better people by eliminating a bad habit or establishing a new one that will enrich our lives.

“We are all capable of greatness in some way and while putting in the effort to do hard things is certainly not easy, the tremendous feeling of accomplishment that comes with it is unmatched.”

Desire. After purpose, you won’t get very far if you don’t have the inner drive to make it happen. Often desire is thrust upon people by health circumstances such as the threat of death if a lifestyle behavior is not quickly modified. It’s not nearly as fun to be compelled to do something, but it can be so empowering when we are able to choose to accomplish something or become something because we want to.

Commitment. Regardless of whether we choose or are compelled to choose, the inner drive or fighting spirit has to be there or we may just buckle under the pressure and simply quit. I have an aunt who has multiple sclerosis and throughout her life, she has had major setbacks. At one point she was confined to a wheelchair and was basically told she would never regain full strength in her legs. For her though, the word *can’t* does not exist. Tell her she can’t do something and she’ll prove otherwise. Today in her 60s, she walks confidently without even a cane.



ROBB STEVENS

Optimism. If you go into something expecting to fail, you will. You’ve got to believe you can do it and then commit to make it happen. The Foundation for a Better Life did a cute ad on optimism a few years ago in which a young boy, maybe 9 or 10 years old, goes to the baseball diamond with a bucket of balls and a bat. With the bat in hand, he tosses a ball into the air while exclaiming, “I’m the greatest hitter in the world!” He swings and misses, then says, “Strike one.” He tosses up another ball again saying, “I’m the greatest hitter in the world!” Again he misses, “Strike two.” Now knowing he’s down to the third strike, he straightens his hat, really focuses, and then intently tosses up the third ball and says one last time, “I’m the greatest hitter IN THE WORLD!” Another miss. “Strike three,” he mutters dejectedly. After a couple seconds of discouragement, his face lights up and he exclaims with excitement, “Wow! I’m the greatest PITCHER in the world!”

Celebrate Success. Finally, it’s important to celebrate your success. Complete a hard workout, then head to the donut shop to celebrate right? Okay, maybe not a good habit to get into but there are plenty of ways to celebrate an accomplishment. Take a vacation, throw a party, sit down and relax for a while and savor what you’ve done. Share the joy with someone else to help motivate them in their own “hard things” effort. Whatever it is, give yourself a pat on the back in some way. In the case of the girls who go to Jolley’s gym, they have a gymnastics recital to showcase their hard earned skills in front of family and friends. Then and only then can you look back and see how far you’ve come and appreciate not just the accomplishment, but also all the hard work it took to get there. So often champion Olympic athletes break down in tears on the medal stand because they are happy they won of

“If you go into something expecting to fail, you will. You’ve got to believe you can do it and then commit to make it happen.”

course, but that overwhelming thrill comes from reflecting on the sacrifice, commitment, and all the effort it took to get to that crescendo moment in time when they’ve reached the pinnacle and can finally celebrate.

As Margaret Thatcher once said, “Look at a day when you are supremely satisfied at the end. It’s not a day when you lounge around doing nothing; it’s a day you’ve had everything to do and you’ve done it.” In short, accomplishing hard things has to start with standing up and simply getting after it!

.....

Where We Stand

COMPANY NUMBERS THROUGH JUNE 2013

MED ONE CAPITAL	JUNE 2013	2013 YTD
NEW EQUIPMENT PURCHASED	\$15,458,130	\$54,237,783
NUMBER OF NEW LEASES	52	
TOTAL CUSTOMERS		2466
TOTAL EQUIPMENT LEASED		\$355,565,566
MED ONE EQUIPMENT RENTAL	JUNE 2013	2013 YTD
TOTAL RENTAL REVENUE	\$411,754	\$2,544,613

EMPLOYEE SPOTLIGHT

TAYLOR DOHNAL WAREHOUSE MANAGER



I was born and raised in the Salt Lake Valley, and I am the oldest of five children. I had a great childhood full of fun—riding my bike, playing with Legos and cars, camping, hiking, road trips, baseball games, playing soccer, the accordion, and piano. I love living in Utah because it offers so much outdoor activity and plenty of roads to travel.

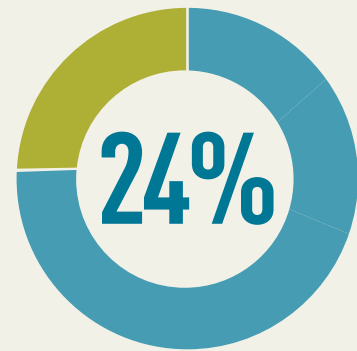
While still in high school, I worked full time at a medical facility and was able to build a good work ethic. I’ve had the opportunity to have many different jobs—custodial, construction, warehouse, driving, etc. I have worked in Utah and Hawaii and have benefited from each job I’ve held. My current position as warehouse manager has given me the opportunity to work with many different people and many different kinds of equipment. I enjoy learning new things at Med One and I’m grateful for the opportunity to work each day.

I met Maria Gudmundson near the end of my senior year in high school. We dated for four and a half years and then after a week long engagement we were married in September 2005. Over the years, our love for road trips has taken us to many places including Montana, Nebraska, South Dakota, Washington, Oregon, California, Idaho, Nevada, Wyoming, Arkansas, Tennessee, and all over Utah. We have enjoyed a Mariners vs. Red Sox game, Mount Rushmore (five or more times), the Carhenge, Big Sky Montana, rodeos, cornfields, the Pacific Coast, the Redwood Forest, and even enjoyed some time in Oahu, Hawaii.

In April of this year we were blessed with our daughter Emma. She is such a joy, and I love coming home to her at the end of each work day.

The Evolution of a Connected World

HOW CONNECTED ARE WE? INTERNET USAGE BY COUNTRY



of people say the **worst** thing about their smartphone is that they are always connected

The number of mobile connected devices is expected to exceed the world's population in 2013

35% of people would rather give up television than access to their smartphones

iPhone users spend about 30 minutes more per day on their phones than Android users

Use of mobile search has grown by more than 500% in the last two years

By 2017 there will be nearly 1.4 mobile devices per capita

30%

of American adults own a tablet

2.4 BILLION

OF INTERNET USERS WORLDWIDE

Asia: 1.1 billion
Europe: 519 million
North America: 274 million
Latin America: 255 million
Africa: 167 million
Middle East: 90 million
Oceania/Australia: 24.3 million

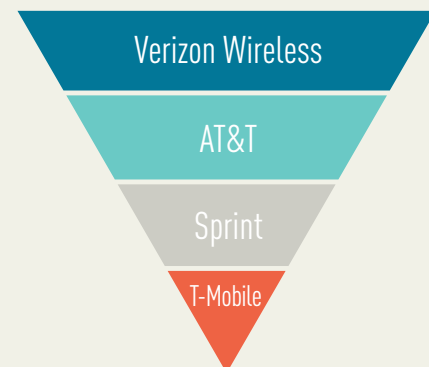
128 MINUTES

average # spent on smartphone each day

5 SECONDS

The average time users will wait for a webpage to load before abandoning the site

LARGEST US WIRELESS PROVIDERS



It takes the average person **90 minutes** to respond to an email; it takes them **90 seconds** to respond to a text message

1. SKYPE

used 2 billion minutes each day

2. WEATHER CHANNEL

average of 38 million users / mo.

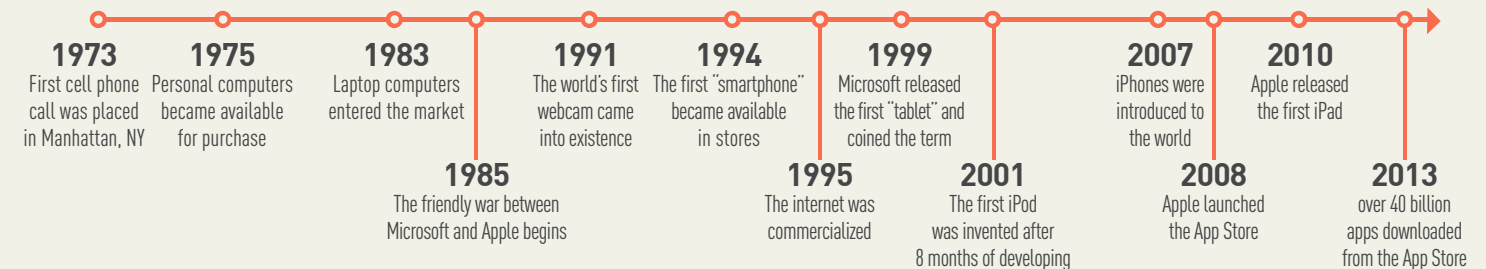
MOST POPULAR FREE IPAD APPS OF ALL TIME

4. ANGRY BIRDS

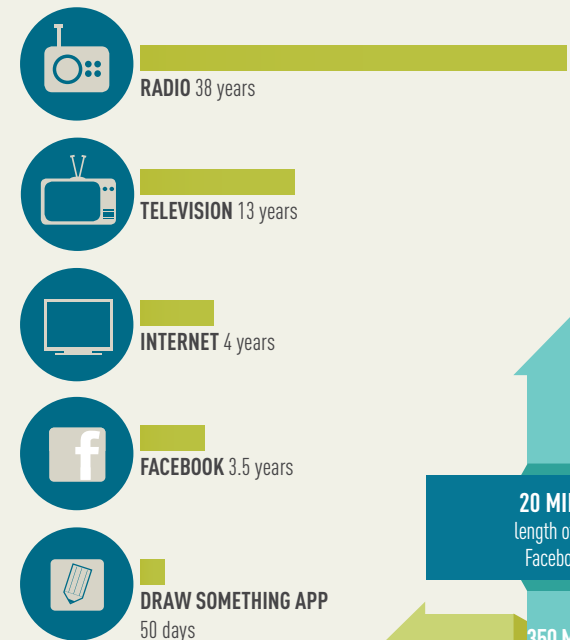
over 1.7 billion downloads across all platforms

3. NETFLIX

over 50 million downloads



TIME IT TOOK TO REACH 50 MILLION USERS



80% of smart phone owners check their phones within

15

MINUTES of waking up in the morning

MOST COMMON USES FOR SMARTPHONES



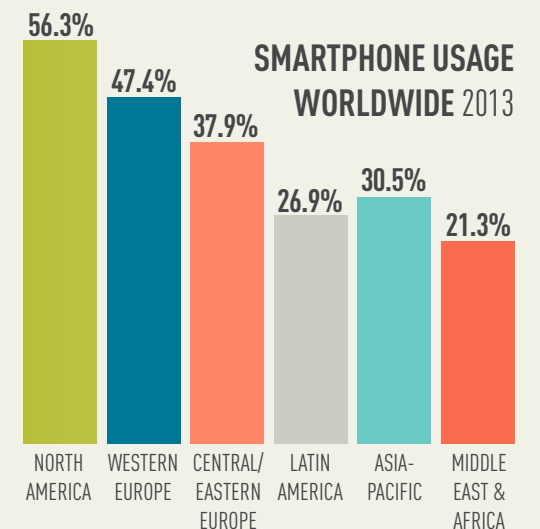
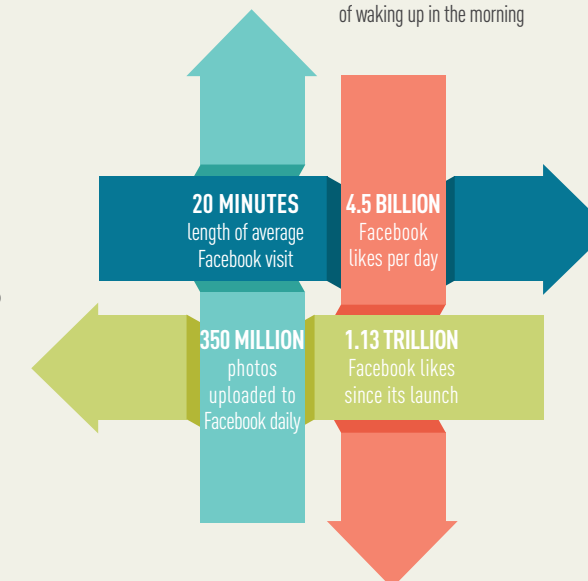
Smartphone users check Facebook on their phone an average of 14 times per day



Users throughout the world send an average of 58 million tweets per day



There are an average of 8,500 likes per second on Instagram



Answering A Need

For Our Customers

Written By: Karen Raven

When you care passionately about anything, it gives you a sense of purpose. You won't let anything deter you from achieving your dream. This is true in virtually every area of your life.

Your talent determines what you can do. Your motivation determines how much you are willing to do. Your attitude determines how well you do it.

A fellow super sales person once said, "There is a simple philosophy for selling. You don't sell anything.

All you are trying to do is help people get what they want. If you help enough people get what they want, you will eventually get what you want." He continued to point out that there wasn't a single successful business in this world that wasn't completely focused on satisfying its customers' needs.

To sell anyone anything, you first have to forget whatever you want. Find out what the person on the opposite side of the table desires and give that to them. The last question: Do you know as much about your customer as your competitor does?

McDonald's is only one of many thousands of businesses that have dominated their market by making customer satisfaction their primary objective. Another example of a company that has done this is U.S. Filter. In the 1990's, they did approximately \$17 million and six years later, they were approaching \$3 billion! Why? Because its management never made a decision without first considering its customer.

U.S. Filter realized that 10 million worldwide deaths happened annually because of contaminated water. Everyone involved with this business is driven by a common purpose to satisfy our customers' water needs. Dick Heckman was the visionary who lead the company in the 90s. He started the company to answer a desperate need. He had read enough to know that the world is facing a health crisis. Clean unfiltered water, once considered so abundant we took it for granted, was rapidly becoming a rare commodity.

Getting everyone on your team pointed in the same direction is the most difficult challenge anyone faces. We want to impart work habits that will lead them to excellence in everything they start in business. Most of all we want to teach them the value of loyalty, integrity, and teamwork. Once you learn how to work with people, you can accomplish anything.



KAREN RAVEN



“There is a simple philosophy for selling. You don’t sell anything. All you are trying to do is help people get what they want...”

National Sales Reps

- Equipment Rental
- Equipment Sales
- Equipment Leasing
- Equipment Service



Our National Sales Team is comprised of experienced professionals brought together for the specific purpose of Making Medical Equipment Available for hospitals and healthcare facilities across the U.S. They are experts in equipment finance, rental and sales, and seek to always put the customer's needs first.



Karen Raven Vice President of National Sales
Karen Raven leads the new Med One Capital National Sales Team and has worked in the healthcare industry for over 30 years. Karen has worked in various roles including Direct Sales, National Accounts and Regional Director. Karen has a background in infusion and vital signs monitors, and enjoys working in healthcare because the products sold save lives every day.



Bill Varley West Coast Region
Bill Varley has over 25 years of experience in marketing and sales. Prior to working at Med One, he worked at several different medical device companies in management positions specializing in Imaging applications, cardiology and infusion. Bill has worked all over the U.S. and internationally to provide better solutions to hospitals and healthcare facilities.



Bob Bartko Central Region
Bob Bartko has 25 years of experience in medical equipment sales. He specializes in equipment rentals, asset management, and medical device sales. Bob has also held management positions in multiple medical companies. Bob enjoys being a customer advocate, helping hospitals find solutions to equipment needs, and ultimately helping facilities provide the best patient care possible.



Shaun Covington Intermountain Region
Shaun Covington has extensive experience in the equipment rental business, but has also worked in equipment leasing and sales. With over 14 years in the healthcare industry, Shaun has come to see the hassle customers deal with daily regarding equipment needs. He hopes to be a source for solving problems and helping each facility acquire necessary equipment.



Felecia Leckrone Mid-Atlantic Region
Felecia loves the medical industry and is following in her fathers footsteps by pursuing medical sales. She has over 16 years of experience in medical sales that gives her significant knowledge about the challenges that medical institutions face. She is excited to be at Med One Capital and looks forward to helping Make Medical Equipment Available.



Paddy McDonald Central Region
Paddy McDonald has been a top performer with many outstanding achievement awards throughout his career in the medical field. Paddy graduated from Wichita State University in business administration. He is certified in many different types of selling and is a trainer on some of the most popular ventilators in the market.



Jeff Rosenthal Northeast Region
Jeff Rosenthal has worked in healthcare sales, clinical training and marketing for 32 years. He has experience in product training, sales training and has worked with several specialties within the field including Asset Management, OR instrumentation, Biomedical services, Beds, and more. The healthcare industry provides Jeff with a great opportunity to directly assist the sick and infirm.



Billy Shippers Southwest Region
Billy Shippers has worked in the medical device industry for over 22 years. He has expertise in IV pumps and IV consumables and has worked for several different companies selling several different platforms. Billy fell into the industry by chance, but is grateful he has had success and things have worked out so well.



Marta Sosa Southeast Region and LATAM
Marta Sosa has over 20 years of diverse sales management experience. During these years she has primarily represented the Florida and Latin America markets. Her ability to speak fluent Spanish has allowed her to build many lasting relationships in these markets.



YOU NEED ON YOUR *smart phone*

Written By: Chynna Hansen

Apple hasn't yet created an app to make its users thinner, taller, or better looking (although I'm sure they are working on that). However, there are a plethora of apps designed to help us help ourselves live a healthier life. And these days, doesn't it feel like a good workout or balanced meal just "counts" more if it is recorded somewhere in the technological abyss? Here are just a few of the thousands of apps designed for this purpose:

1 *MyFitnessPal*

MyFitnessPal gives you the ability to keep close track of your food intake and exercise habits. With a food database of nearly 3 million items, your own personalized diet profile, and weight management tools, this app offers a comprehensive approach to maintaining health with an easy-to-use interface. The app counts the calories for you and works with different diets, restaurants, and nearly any food you can think of. Then, it shows how many remaining calories you have left each day based on your weight loss goals. In addition to the food diary, MyFitnessPal offers a searchable database of exercise routines and estimates the number of calories burned based on weight and duration. Overall, MyFitnessPal offers a more comprehensive approach to overall wellness than other apps on the market. Available for free on iPhone and Android.

2 *Eat Local*

Who wouldn't prefer to eat locally grown produce over store-bought? Eat Local gives users access to search tools that tell them what's in season and where fresh produce can be bought in their area. Just in time for summer, this app directs you to local farmers' markets and even gives directions by car, bike, or public transit. Eat Local also offers seasonal recipes for all kinds of fruits and vegetables. Available for free on iPhone.

3 *Jillian Michael's Slim Down*

Jillian Michaels is just as tough on her app as she is on her Biggest Loser teams. This app includes a calorie counter, fat-burning exercise routines, recipes that help with weight loss, meal plans, and a barcode scanner to track nutritional information on packaged foods. And it wouldn't be complete without daily tips from the muscle woman herself, Jillian. The app is free to download and use but with a \$3.99/week subscription fee you can receive access to customized workouts, meal plans, and a database of over 1,000 recipes. Available for free on iPhone and Android.

4 *Lose It!*

Like hundreds of other fitness apps, Lose It! helps you manage your weight by setting daily calorie budgets, tracking food and exercise routines, and setting personalized goals. Geared more toward weight loss specifically, this app connects you with people, information, and devices needed to shed the pounds. In addition to diet and exercise, it also offers goals that pertain to sleep, measurements, and overall wellness. Available for free on iPhone and Android.

5 *Nike Training Club*

Not surprisingly, Nike Training Club offers all the intensity of anything bearing the Nike name and "Just Do it" slogan. This app acts as a personal trainer in your back pocket offering hundreds of workouts, rewards and bonuses, audio trainer guidance, and opportunities to share your workout with friends. While some exercises and stretches can get a little complex, Nike Training Club offers step-by-step instructions and video demonstrations of each workout drill. After a workout with the app, you can see your results along with the amount of "Nikefuel" you earned that day. Available for free on iPhone and Android.

6 *Fooducate*

Fooducate's purpose is simple: to provide users with basic nutritional information on the foods they eat most. With a click of the barcode scanner, users have instant unbiased nutritional information and an explanation of what each product is really made of. Fooducate also offers healthy alternatives that are similar to the food being scanned. If calorie, carbohydrate, and trans fat counting isn't for you, this app can help. It offers a simple nutritional grade ranging from A to D that helps make your eating choices a little easier to make. Available for free on iPhone and Android.

A FEW OTHER APPS YOU PROBABLY DIDN'T EVEN KNOW EXISTED:

7 *Eyexam*

Performs simple vision screening tests, contains a GPS-based eye doctor locator, gives users the ability to order contact lenses and check vision insurance benefits.

8 *Glucose Buddy*

Designed for diabetic patients, Glucose Buddy keeps a diary of glucose numbers, insulin dosage, carbohydrate consumption and more.

9 *Pill Identifier*

For \$.99 this app helps identify pills without labels by searching a database sorted by pill shape and color.

10 *Calm*

Offers seven guided relaxation sessions ranging from 2 to 30 minutes that contain soothing sounds and images to help users calm down and unwind.

11 *Cardiograph*

Calculates heart rate by scanning arterial changes on fingertips and then generates a printable heart rate report.

12 *OralEye*

Users snap photos of their mouth, fill in a medical form, note any problems, and send it off to a dentist for a free remote dental checkup. The dentist then provides users with a dental assessment, treatment plan, and cost quote.

13 *LoveMySkin*

Helps patients track moles and lesions on their skin, monitor growth and changes, and educates users on the difference between benign and malignant moles.

14 *Watermind Me*

Sends hourly reminders to drink water, track progress, and develop customized plans to stay hydrated.

15 *WebMD*

Provides mobile access to health information, drugs and treatments, first aid information, and local health listings. Allows users to input their symptoms and learn about potential conditions.



APPLE RELEASES 2 NEW iPHONES

Written By: Nate Davis

For those that know me, and have been reading my stuff, you know I am an Apple geek. Well, today I got to hold in my hands two of the new iPhone 5s and iPhone 5c smartphones from Apple.

Apple did something new with their phones this time around. For the first time ever, they retired their flag-

Apple also released the new iPhone 5s. This new flagship product from Apple has some new internal components I am really excited about. Most won't care about the jump to a 64-bit processor on the service, but I personally believe it will be one of the defining inclusions on this phone. In essence, what a 64-bit processing gives you is more computing power for the same electricity cost. Thus you have a phone that is faster and can calculate more with the same battery life. This allows for new functionality, like the new ability to shoot video at 120 frames per second, and then slow it down.

The major feature of the iPhone 5s is the fingerprint sensor in the home button. Here at Med One Capital, we require all our users to have a passcode on their device. This new functionality to automatically unlock your phone by resting your finger on it is a super exciting change. I bet I have to type my password into my phone over 20 times in one day.

Apple did not allow pre-orders of the new iPhone 5s. And as such, I tried to order mine online at 1 am. It turned into quite the ordeal. In the end, I ordered it over the phone early and hope to have it here in the next week.

As a sucker for new technology, I am excited to get my hands on these new phones, work with them and find out how they will help me to be more productive.

ship product, the iPhone 5, and then repackaged the insides of the iPhone 5 into the iPhone 5C in an attempt (in my opinion) to bring a cheaper product to market. Tim Cook told BusinessWeek, "We never had an objective to sell a low-cost phone, our primary objective is to sell a great phone and provide a great experience, and we figured out a way to do it at a lower cost."

The iPhone 5c has the same A6 processor, camera, and internal guts as the iPhone 5. I really liked the feel of the 5C in my hand. The plastic back of the 5c gave me a flashback to holding the iPhone 3G for the first time, and how I loved the rounded feel back over the flat back of the original iPhone. The plastic does appear to be really durable, and I doubt most will put a case on it. I think Apple will sell many of the 5c models. It will be a good market to get in and will be a good phone because it has proven itself with the iPhone 5.

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