



HAPPY HOLIDAYS FROM MED ONE

LEASING // RENTAL // SALES // SERVICE

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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.



Letter From The Owners **Success** Written By: Brent Allen

Achieving success results from taking the time to listen and learn from those around us, becoming passionate about what we do, and working together as a team.



Do Something Amazing in Twenty Fourteen Written By: Troy Tait

A new year encourages people to make resolutions and try new things. Rather than setting the predictable goals, try stepping out of your comfort zone and resolving to do something resulting in real change.





Med One has grown increasingly throughout 22 years of business and has brought value to the marketplace by industry and creating solutions to those challenges.

A Holiday Season of Good Health Written By: Felecia Leckrone

The holiday season and end of the year can often result in harmful health choices. To avoid excessive weight gain, lack of sleep, or other unhealthy results, follow this holiday-friendly guide.

Putting the Fun into Fundraisers Written By: Robb Stevens

With numerous fundraisers emerging all around us, it is almost impossible to support them all. Generally, the best fundraisers include quality products and services that are marketed efficiently.

Define Your Mission Written By: LuLu DeHaan

Making Medical Equipment Available by innovation, creativity, responsiveness, and flexibility is the driving mission behind Med One Capital. This mission has propelled the company in 2013 and will continue to do so in 2014.

Employee Spotlight

Learn more about one of our employees, Shaun Covington



Changing the Game Written By: Ibby Smith Stofer

The several modifications in healthcare regulations have many hospitals and medical companies changing their strategies. Med One continues to adapt and change along with our hospital counterparts.



Time To Unplug? Written By: Nate Davis

While digital connectivity is efficient and advantageous, it is important to not let our cellular and other electronic devices frequently interrupt our day-to-day tasks and interactions.

recognizing specific challenges faced in the healthcare

LETTER FROM THE EDITOR

DO SOMETHING



IN TWENTY FOURTEEN



TROY TAIT

a post on my
Facebook account
that stated I was
starting my new
training program. It was
the first day of fall, which
was the indicator for me
that I needed to start my
FRtoCO Training Program.
I had never posted this type
of message before but was
inspired to do so from all

of the people who post about their workout plans. There are those who run the Tough Mudder, Ragnar Relay, a half marathon, a full marathon, a triathlon or the crazy people who run 100 miles in 30 hours. We even have an event here called Logan To Jackson (LOTOJA), which is a 206-mile bike ride from Logan, Utah to Jackson, Wyoming. Seeing all of these inspirational posts motivated me to share my event with the social networking world.

It was great to hear the support from my family and friends. They all wished me luck with my program. After several posts, one person inquired what FRtoCO

was. I replied, "Fridge to Couch." Think about it. I was coming up on the greatest sports time of the year. The NFL, NCAA Football, NBA, NHL, MLS Post Season and MLB Post Season would all be going at the same time. If I was going to be successful in spending countless hours sitting on the couch watching the big game, I needed to

work on my ability to get from the fridge to the couch as quickly as possible. And so it began. FRtoCO was in full swing (for the record, I did spend some of the training time running from our basement to the fridge just to get my heart rate up a little).

So you ask yourself, why is he telling us this? Well we are now nearing the end of the year. I like to phrase these as the reflecting months. Every year we go through this cycle. November and December are the months for reflection. January is the month we generate the resolve to change and set goals. February is the month we make excuses for failing to start the goals we set in January. Then springtime comes and there is a renewed spirit about everything. Next up are the summer months. Who doesn't love the dog days of summer—baseball, swimming pools, BBQs and apple pie. We then slowly drift into fall riding the summer time high and before we know it, it is December and we are once again reflecting on the past year.

It is that crucial time in which you will be setting your New Year's Resolution. As you spend time reflecting on what your goals are going to be for 2014, I want to challenge you to set some goals that are different from the standard, "lose weight, spend less and save more, get organized, etc." This year, climb that mountain, learn that skill, run that race or take that class. Set goals that

you will stick to and will result in real change. In order to help with that, I have found a couple of questions to ask yourself when determining what your goal will be, before setting it.

If you could learn a new skill today, what would it be? If you weren't scared, what would you do? If you could "dare" yourself, what would you do?

Once you have the goal set and you are ready to go, ask yourself these questions.

Which is worse, failing or never trying? Are you a starter or a finisher?

Benjamin Mee stated, "Sometimes all you need is twenty seconds of insane courage. Just literally twenty seconds of just embarrassing bravery. And I promise you, something great will come of it." I believe this is true. When someone decided to do one of those crazy things I talked about earlier—run a marathon, triathlon, or even start training for FRtoCO, they had to have the insane courage to say, "I'll do it."

As you take the time to reflect on 2013, I hope you are able to see the many great things that happened. Even challenges

"Sometimes all you need is twenty seconds of insane courage.

Just literally twenty seconds of just embarrassing bravery.

And I promise you, something great will come of it."

that occurred can be turned into positives if we learn from the lessons that were taught. And as you start the process of setting your resolutions or goals for the New Year, challenge yourself to do something different. Ask those questions: If you could learn a new skill today, what would it be? If you weren't scared, what would you do? If you could "dare" yourself, what would you do? These three questions will help you identify something that is unique and probably something you have always wanted to do.

Which is worse, failing or never trying? I would rather try and fail instead of never trying. If you never try, you will never know. Are you a starter or a finisher? Be both. Start it then finish it. Have those 20 seconds of courage and then see what happens. Who knows, maybe on September 23, 2014 (the first day of fall) my training will be NEFRtoMYCO. That would definitely be something that fits all of the questions.

I hope you have an amazing holiday season and a happy and successful 2014!

P.S. NEFRtoMYCOU = Neighbor's Fridge to My Couch

BRENT ALLEN

SIDCO.

ecently, we held a two-day training seminar for our National Sales Team. It was an excellent opportunity to gather together, discuss strategies, and contemplate future opportunities. I would like to share a few of my thoughts expressed during this seminar. I believe they apply not only to our National Sales Team, but also to the other Med One employees and our valued customers.

SUCCESS MEANS WE HAVE COMMITTED TO NEVER STOP LEARNING!

We live in a world at a time and place where there is so much to learn. If we are smart, we will constantly seek opportunities to learn. I have heard it said, "it is OK to be content with what we have, but we should never be too content with what we are." We can always improve and learn. Someone once said it best, "We must never miss a good opportunity to shut up." We can learn so much from others. Some of us walk into a room and say, "Here I am. Now what are your other two wishes?" The rest of us walk into a room and say, "There you are. I want to learn from you." Which one are we? Do we really believe that we can learn from others? Are we willing to listen and to embrace new ideas that we hear from someone else? When we stop learning, we stop growing.

Several months ago, I spent some time with a group of medical equipment sales reps. I had the opportunity to enjoy dinner with them, and I decided to just listen and see what I could learn. In just a few short minutes I learned some very fascinating things.



"Things don't always go as we hope or plan. Sometimes we fall short. But that is OK. The important thing is that we never lose sight of our goal."

> I learned that butterflies taste with their feet. I had never before heard that. Isn't it amazing what one can learn when he just listens?

I learned that the male praying mantis often copulates with his head detached. Yep—the female often initiates sex by ripping the male's head off. Someone laughed and said, "It's kind of the, 'Honey, I'm home—what the _____?' scenario." Proof that the male makes a better lover with his brain detached. Isn't it amazing what one can learn when he just listens?

I learned that babies are born without kneecaps. They don't appear until the child reaches 2-6 years of age. Isn't it amazing what one can learn when he just listens?

I learned that if all the veins in your body were laid end-to-end, you'd be dead. I don't know how profound that concept was, but it gave me room for thought. Isn't it amazing what one can learn when he just listens?

I was reminded that Med One has more innovative solutions to getting medical equipment into hospitals than any of our competitors. Isn't it amazing what one can learn when he just listens?

I once read an interesting story about a very unique and special

"Don't you have several balls in case yours gets lost?"

The man replied, "This is a very special golf ball. I won't lose it. so I don't need another one."

His friend looked skeptical. "Really? Well, what happens if you hook your drive and the ball goes in the lake?"

"That's okay," he replied, "This special golf ball floats. I'll aet it back."

"Then what happens if you slice it into the trees and it gets lost among the bushes and shrubs?"

The other replied, "That's okay too. You see, this special golf ball has a homing beacon. I'll find it; no problem."

"Okay. Let's say our game goes late, the sun goes down, and you slice it off the fairway. What are you going to do then?"

"No problem, this ball is florescent. I'll be able to see it in the dark."

His friend seemed convinced. "Wow, where did you get a special golf ball like that anyway?"

We, like the golf ball, don't always live up to others' expectations. Things don't always go as we hope or plan. Sometimes we fall short. But that is OK. The important thing is that we never lose sight of our goal. It is alright to stumble and fall occasionally, but we must make certain that we get back up and keep focused on our objectives. We must learn from our mistakes and become a better person because of them. Every day is a new opportunity to learn. Sometimes we learn the most from the mistakes we make.

SUCCESS MEANS WE HAVE BECOME PASSIONATE **ABOUT WHAT WE DO!**

I once read a profound quote, "I've come to believe that the best way to succeed is to discover what you LOVE and then find a way to offer it to others in the form of service and working hard." The key is to love what you do and becoming passionate about it. Do we love our job? Are we passionate about it? Or have we adopted the attitude, "Can I trade this job for what is behind door #1?" If we are not passionate about our job, we'd better find something else because in the end, we will not be successful.

Recently, my wife and I visited Mount Rushmore in South Dakota. While there, we talked to one of the stone carvers who clearly had a passion for what he did. I was impressed by a sign located near him. It read, "The men who carved Mount Rushmore were mostly drawn from

memorial. The work was hard, the hours long, the pay low, and periods of employment uncertain. The men started work at 7:30 a.m. but before they could begin, they had to climb the tortuous stairway of over 700 steps to the top of the mountain. Far above the rocky chasm and strapped into swing seats, the men were lowered over the face of the mountain while managing the heavy drilling tools and blasting equipment. For some, the work was JUST A JOB, but for others it became a PASSION and a SPECIAL CALLING."

Is our job just a job, or has it become a passion? My first job after graduating from college was selling livestock feed to farmers and ranchers. Unfortunately, I hated my job. I was outside in the heat of the summer and had to endure the snow and cold of the winter. I came home each night smell-

ing like cattle and chickens. My clothes were dirty and my boots were caked with you know what. I am not certain who hated it more, my wife or I. I knew I would never be successful at this job because I didn't have the passion for what I was doing.

Several years later I pursued a new career opportunity. I was hired as a sales rep for a small ticket leasing company. Our rates were the highest in town, and my job required extensive cold-calling. I experienced frequent rejections, yet I loved my job. I ultimately ex-

perienced incredible success because of the passion I had for what I was doing. Five years later, the company was sold. I took another sales position with a large bank leasing company. This time our rates were very low and competi-

tive, but the issue became getting transactions approved through the bureaucratic credit process. I experienced frequent frustrations, but once again, I loved my job. I became passionate about what I was doing and in the process became very successful through my efforts. In 1991, we started Med One. Over the last 22 years, I have had a passion for what Med One is all about. I had the opportunity to retire 5 years ago, but chose to continue working only because of the passion I have for Med One and the people with whom I associate.

I have a son who is a pilot for Delta Airlines. He loves what he is doing and has a passion for flying. He frequently tells his friends, "Find a job that you love doing, and you will never have to work a day of your life." He loves what he does and there is no doubt in my mind that he will be very successful during his career.

G. W. F. Hegel said, "Nothing great in the world has ever been accomplished without passion." Maybe it's not about age or physical health, or any of the things we usually as-

SUCCESS MEANS WE HAVE LEARNED TO WORK TOGETHER AS A TEAM!

I like what Alabama football coach Bear Bryant had to say about inspiring others, "Well, I'm just an old plow hand from Arkansas, but I've learned a few things about getting people to do what you want them to do. When things go wrong, I DID IT. When things go semi-good, WE DID IT. And when things go really good, YOU

DID IT. That's all it takes to hold a team together."

> Larry and I have attempted to adopt the Bear Bryant philosophy. When we have a bad year, we are prepared to step up and take responsibility. When we have a good year, we

recognize the efforts of our entire Med

One team and we try to reward them for their performance. When we have an exceptional year, we try to identify and recognize the employees who have gone the extra mile and who have contributed to the phenomenal results.

If we are going to be successful, we must do it together as a team. We must rely on one another as we implement our dream. We cannot be critical and spend our time

"Find a job that you love doing, and you will never have to work a day of your life."

pointing the finger of blame at others. We must be positive and recognize the value added

from each individual effort. We must stick together as a team and encourage one another.

I like the story of a man who was discussing with his wife a trip he wanted to take to Alaska. He told her he'd always dreamed of such an adventure. He wanted to travel deep into the wilderness. He wanted to rough it. He talked about how exciting it would be to stay in a log cabin without electricity, to hunt caribou and drive a dog team instead of a car. "If we decided to live there permanently, away from civilization, what would you miss the most?" he asked his wife.

"You," she replied. It was HIS dream, not HERS. A better dream would definitely include his wife. It is all about a team effort.

Likewise, our future at Med One is all about a team effort. It is about embracing new ideas and better ways to accomplish our lofty goals. It is about each of us becoming passionate and loving what we do.

golf ball. Two friends went out to play golf and were about to tee the local area. Over the 14 year period of the carving, sociate with people who are changing their own worlds and If we can focus our efforts in these areas. off, when one noticed that his partner had only one golf ball. almost 400 workers, men and women, labored at the making a difference. If Hegel is right, it's about passion. we have a great future ahead of us.

it's all about SERVICE



CFO Thoughts
WRITTEN BY: IFFE FASTON

JEFF EASTON

or the last 22 years, since 1991, Med One Capital has done a good job of demonstrating how we bring value to our market place, what makes us important to the market place, and what has allowed us to stay in the niche that has been created. I have now been with Med One Capital for over 6 years, and it has been a great

"We have decided to lift ourselves and others as well by developing an attitude of optimism..."

experience. As all of us are aware of the challenges of the national and world economy for most of the past 6 years, we here at Med One Capital have decided to take what could be a time of uncertainty and to seek new opportunities to excel. We have decided to lift ourselves and others as well by developing an attitude of optimism and refusing to remain in the realm of discouraging thoughts.

We have been able to adapt, understand the market, and know what our vendor partners and customers need. We have developed fantastic capital partners who allow us to do what we do best: Making Medical Equipment Available. We have grown our vendor and customer base as they have recognized the value that we bring to the area that we work in.

The first 22 years of Med One Capital have been fantastic. We have gone from a company that started with just a few transactions on the books, to one that now has thousands. A company that started by servicing just a couple of customers, to a company that has and does service thousands. A company that started with only a couple of vendors, to one that now does transactions with over a hundred different vendors with multiple core vendors. And finally, a company that has great capital partner relationships.

The next 22 years and how we re-act will become even more important than the first 22 years since we will not be allowed to rest. We will continue to generate new transactions, develop new customer relationships and continue to improve our current customer relationships, develop new vendor relationships and continue to fortify our existing vendor relationships, and to develop new capital partners as well as strengthen even more of our existing capital partner relationships. Over the past few years we have evolved from a technological stand point as well. We have been able to handle our large increase of business over the past few years without any issues, as we have implemented new systems, processes. and key employees. In addition, we have already put in place the ability to transact even more business than we currently do without affecting the flow of our normal business process. We are now ready to just take advantage of economies of scale.

Med One Capital has put and will continue to put key customer, vendor and capital partner relationships, internal personnel, systems, and processes in place to serve the market and niche that we work in. As we have grown and increased our customer, vendor, and capital partner relationships we have become a stronger partner for everyone that we work with; this is advantageous for everyone. It is now more important than ever that Med One Capital stay in tune to the market and what our customers and vendors need so the next 22 years will be even more successful than the first 22 years.

With an emphasis in the medical industry, Med One has an understanding of the specific challenges healthcare professionals face. The Med One philosophy is simple: determine and exceed the needs of our customers. With every deal, our focus is to provide for our customers' needs by helping them acquire equipment when they lack the funds to pay for it. With everything from equipment financing or rental to equipment sales or services, Med One has solutions that work.

Equipment Financing

Creative financing options available with ability to customize for each specific customer.

Equipment Rentals

Peak need, long term, equity rental, and rent-to-own options available.

Equipment Sales

Off-lease inventory of pre-owned equipment and new equipment directly from leading manufacturers.

Equipment Service and Repair

Authorized service provided by our certified biomed team using OEM parts.

Asset Management

Allows healthcare organizations to become more efficient and profitable through People, Processes and Technology. We offer a variety of custom program models and will help you assess your needs and find the perfect solution for your facility.

We are dedicated to our customers and vendors and to listening to them and working with them to become even more improved partners. I am so grateful to be part of a wonderful company that truly does care about all of our customers, vendors, capital partners, and employees. It is refreshing to come to work every day and it makes you want to work even more diligently to service the needs of all of those whom we have the privilege of working with. May the next 22 years be a time where Med One Capital makes even a larger impact on the market in which we service in Making Medical Equipment Available.



making medical equipment available **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.

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.

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.

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.



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REQUEST A QUOTE AT:
WWW.MEDONECAPITAL.COM





Felecia Leckrone

One Capital, who generates their revenue from critical care equipment that hospitals across the country need for their patients. They provide the equipment through leases, rentals, and the sale of pre-owned equipment. Revenue increases for Med One when the need for IV pumps, ventilators, monitors, etc. are ordered, especially during the winter months when more people get sick and have to be hospitalized.

The irony is that I work for an amazing company, Med

Below is a list of best practices with recommendations. For some of us, it may be possible to apply all of these practices. For others, perhaps, only a few are practical. More important than a specific list, however, is the decision to implement choices that lead to a healthy lifestyle.

As the holidays are upon us, I hope you will join with me in making healthy choices for our bodies, minds, and souls. A happy body makes for a happy heart, and it can all start with one good choice a day. Hoping that you and your families have a wonderful holiday season that is filled with abundant love, laughter, and good health.

A Holiday Season of

GOODHEALTH

WRITTEN BY: FELECIA LECKRONE

armest Greetings, friends! This is the time of year when the days get shorter, warmer clothes are worn, leaves change, snow falls to the ground, and families come together to enjoy all of the holiday shopping, decorating, and cooking. It is also the time of year when so many of us give less attention to our overall health. For many, cooking and eating healthy and regular exercise take a back seat to the busyness associated with our work, family, and holiday preparations. As a result, there are increased stress levels, less physical exercise, and an increased consumption of fast foods that are loaded with salt, high fat, and empty carbs. More processed foods and refined sugars are consumed, and for some, more alcohol, tobacco, caffeine, and diet drinks are ingested.

So, this is the reason I chose to share some important suggestions so we can perhaps be motivated to go into the holiday season with a desire and determination to make healthy choices for the only body that we have. I believe that if you take care of your body, your body will take care of you. Another reason I am compelled to share about healthy lifestyle choices/ behaviors is it seems that lately I am hearing about friends and loved ones, more than ever before, who are suffering in some way or another with their health. Recently two friends died—one was in his 40s and the other in his 50s—from a massive heart attack. Another, who was seemingly healthy, was just diagnosed with stage 4 cancer. The quality of our life is so important to all of us, and it is dependent on the quality of how we take care of our body.

HYDRATE

- Consume more water
- Limit products that dehydrate such as caffeine, alcohol, and soft drinks
- Hydrate your skin, but avoid skin care products that contain mineral oil

MOVE, MOVE, MOVE

- Jogging, biking, swimming, pilates, weight training, in home exercising, etc.
- Start taking walks by starting for 30 minutes and working up to 1 hour/day
- Hiking (great excuse to get out and see the leaves!)
- Garden, rake, mow the lawn

PRIORITIZE SLEEP

- Studies have shown that sleep deprivation is linked to obesity and diseases while also impairing concentration, reasoning, and problem solving
- Create a sleep routine to help wind down and relax
- Listen to soft spa or smooth classical music
- Take a hot bath
- Take short naps if needed during the day

FOCUS ON EATING WHOLE FOODS

- Read labels and look for foods that contain 3 or fewer ingredients
- Foods closest to the farm are best
- Eliminate or restrict processed foods and "fast foods"
- Try to eat organic foods to reduce percentage of pesticides
- Antibiotic free chicken, grass fed beef, and eggs
- Foods with a low glycemic index
- Hormone free milk (almond milk is great!)

STABILIZE BLOOD SUGAR

- Do NOT skip breakfast, as this will slow down your metabolism
- Eat every 3-4 hours (Protein shakes with fresh fruits & veggies are great)
- Include protein in every meal & consume enough fiber daily

BALANCE YOUR BODY'S PH

- Alkaline (vs. acidic) body PH is better because disease is less likely to flourish if your body is in an alkaline state
- Acidity leads to inflammation, which is the root cause of many diseases such as cancer, heart disease, arthritis, etc.
- Decrease allergenic and addictive foods & beverages such as gluten, sugar, coffee, dairy, alcohol, soy, and/or peanuts

DECREASE TOXINS IN; INCREASE TOXINS OUT

- Try to choose organic products for personal care use and foods
- Purge toxins through exercise, massage, steam rooms, etc.
- Cleanse toxins through diet choices

MANAGE STRESS

- Plan your days
- Practice deep breathing
- Prioritize wellness
- Learn to say no
- Exercise and healthy nutrition
- Pray

MANAGE RELATIONSHIPS WITH A POSITIVE ATTITUDE

- See the best in others
- Smile!
- We have the power to change our negative thoughts to positive thoughts
- Give back—volunteer, coach, mentor, help others
- Spend time with other positive people
- Establish boundaries with toxic, negative people

CREATE A VISION

- Look 5 years ahead—where do you want to be?
- Write out your short term and long term goals (Financial, relationship, business, health) and what you need to do to accomplish them

Putting the "fun" into ROBB STEVENS FUNDRAISERS WRITTEN BY: ROBB STEVENS

happens every year. The kids come home from school totally pumped from their fundraiser assembly put on by the PTA. The idea? Canvass the neighborhood and hit up your relatives with the typical array of products. Frozen cookie dough, cheap jewelry, wrapping paper or any number of items that either no one needs, could easily be made at home, or purchased at the nearest Wal-Mart. For their efforts, the kids get a little key chain or a zipper pull that I could buy for them at the dollar store for 50 cents. It's shocking how motivating that little prize is to them, but not quite as shocking that once they get it, they never look at it again after about two days. My kids are not the only ones going door to door and sending catalogs to work with their parents. We get neighbors at our door every year selling gift cards to restaurants that have closed, coupon books for items we'll never buy, magazines we'll never read, and many other things that we really don't need. In addition to the school kids, my all time "favorites" are the phone calls my wife and I get a couple of times a year from our alma maters looking for donations to the colleges from which we graduated. The ink barely dries on the diploma and they start hitting you up for money! They should at least let people pay off their student loans before guilting them into donating funds to buy the Dean new office furniture!

In fairness, there are some good causes out there. The Girl Scout cookies are always a fan favorite and a worthwhile cause, and our local Boy Scout troop puts a flag up in our yard on every national holiday for \$50 annually. I'm good with that. We've also had baseball teams come through offering to aerate our lawns at a pretty good price, so people do know how to be creative and worthwhile in

their money raising efforts.

When you have a cute little
neighbor kid come by with a
catalog of "great" stuff for sale, it's a bit of a
dilemma because they are cute, they're excited, and
at their age, they think everyone will want to buy
something. Sometimes we buy stuff based on the
cuteness factor alone and in hopes that if our child
went to their house, their parents would return the
favor. When it's a good cause, I can be persuaded,
but even the good cause isn't always clearly
defined and often such a small portion of the
proceeds actually go to the cause they are
raising money for that it doesn't feel like
a worthwhile contribution.

This wouldn't be a meaningless rant if I didn't at least offer an alternative solution or two, so here goes: First, my mom over the years decided to simply give a few dollars when her grand kids and neighbors come around rather than buy any of the product being sold. This way, she doesn't get stuck with unneeded merchandise, and hopefully her cash donation goes in-full to the cause at hand rather than mere pennies on the dollar. To address the issue of "what it is for," those in charge of the fundraising should really be more up-front about it and tell folks exactly where the money is going. I'm much more inclined to help when the cause is clearly defined, and if I don't agree with the cause, then it's also easier to say no. Now that I think about it, perhaps they are intentionally vague? Hmm... Finally, why not sell something that people actually want or will actually use? As whacky as it sounds, I think the perfect fundraiser product would be toilet paper! EVERYONE uses toilet paper every day! How easy would it be to sell that door to door? What other things do people use everyday? Gas for their cars (sell gift cards or something), rock salt for their water softener (although I've seen this done and it's very labor intensive), hand sanitizer? Simple and useful items would make so much more sense for fundraising!

Successful businesses, like fundraisers, are those that have good products and/or services and effectively market them to the consumer in a clear and concise manner. Some buyers don't even know they need a particular product until they see it advertised or promoted. If it serves a need or solves a specific problem, then it's sure to catch on. At Med One, we encounter equipment vendors almost on a daily basis. Many items provide

"Successful... fundraisers are those that have good products and services and effectively market them... in a clear and concise manner."

essential life support in hospitals. Others are meant for very specific surgical procedures. Others are entrepreneurial in nature and have yet to be proven or effectively promoted. From our perspective, the need for financing expensive equipment is certainly great. Some vendors and end users though, don't realize what financing can do for them and what an empowering tool it can be, so it is our job and our opportunity to sell what we think is a great product. The best way to do this is to again, be clear and concise, and to help them understand why it is relevant and why they need it. Once they get that, we're on our way!

DEFINE

s the New Year is upon us and resolutions are being made, it is not only a chance to reflect on what we have done in our own lives, but also what we have done in the business place. I'm not sure if it's customary for businesses to make a New Year's Resolution, but Med One is, in some way, always trying to be better. As we look back on the great year we've had and look forward to another, I can't help but think of the Mission of Med One Capital and how it drives our attitudes, ideas, and our entire year.



LULU DeHAAN

Missions are a part of just about every club, school, or company. In all honesty, they're easy to overlook or ignore, but I find the Med One Mission to be one that we can actually apply not only to the company, but to our year in general. To begin with, the Mission consists of a summative statement about what we do here at Med One Capital: Making Medical **Equipment Available.** This statement is followed by four words: Innovative, creative, responsive, and flexible. How are

we using these words to drive our performance in the business place as well as in our personal lives?

We love what we do at Med One Capital, and we're always looking for new and improved ways to Make Medical Equipment Available. Whether that means

foreseeing the needs of our customers and adapting our methods to better accommodate those needs or creating new funding solutions, we're constantly thinking of ways to advance. After 22 years in the industry, we have the experience of the past to help lead the way for even better approaches in the future.

Innovation can only take you so far. Once there is an idea for improvement, it has to be molded to fit the circumstances. This is an area where Med One excels. Our solutions are always customized for the client, and every transaction is personal and unique. There should never be a time when a facility lacks equipment simply because their terms do not match the terms of a medical equipment company. Some creative thinking on Med One Capital's part will almost always end in a customized solution that leaves the facility happy and with the equipment they need. The attitude here is one that says, "let's make this work."



Interacting with customers is one of our favorite aspects of working in this industry, and we always make our customers a priority. Since we know your time is valuable, we respond in a timely manner. If you contact us, we will get back to you within 24 hours, our proposals will generally be completed in 30 minutes or less, and we are always available to you whether it be through email, phone, our website, or social media. We take action to make sure you're heard, and the relationships we've made through our responsiveness are priceless to us. Customer relationships are the driving force of Med One and they are handled accordingly.

"As 2014 approaches, we hope to be more

innovative, creative, responsive, and flexible

as we Make Medical Equipment Available."

The last keyword in the mission of Med One Capital is flexibility. We cannot always predict a changing economy or a flu epidemic or any number of things that have drastic effects on the business we work in. but

we can be flexible with our processes when working with those changes. Especially today with healthcare shifting, Med One is sure to remain adaptable and to greet the changes with the same hope we always have: to Make Medical Equipment Available.

I see the definitions of those words scattered throughout deals and interactions from 2013, and I know I'll see them even more in 2014 as we take a closer look at our Mission and learn from our past experiences. While I'm not sure that Med One has an official New Year's Resolution, it is our hope that we can continue to live and work by our Med One Capital Mission. As 2014 approaches, we hope to be more innovative, creative, responsive, and flexible as we Make Medical Equipment Available, and we look forward to the results from living by our mission.

4 questions to ask while making a mission statement

If you don't have one, you need to get one. Here are four essential questions your company's mission statement must answer:

- 1. What do we do?
- 2. How do we do it?
- 3. Whom do we do it for?
- 4. What value are we bringing?

It makes all the difference.



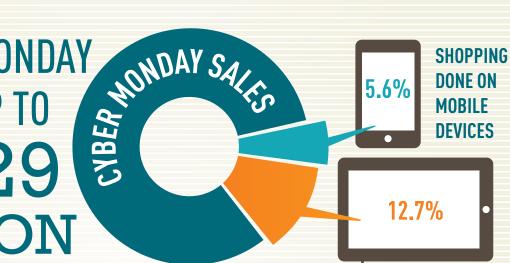
Where We Stand

COMPANY NUMBERS THROUGH SEPTEMBER 2013

MED ONE CAPITAL	SEPTEMBER 2013	2013 YTD
NEW EQUIPMENT PURCHASED	\$17,880,958	\$80,538,485
NUMBER OF NEW LEASES	49	
TOTAL CUSTOMERS		2,444
TOTAL EQUIPMENT LEASED		\$348,065,210
MED ONE EQUIPMENT RENTAL	SEPTEMBER 2013	2013 YTD
TOTAL RENTAL REVENUE	\$395,669	\$3,688,435
\		









DROVE \$148 MILLION

IN ONLINE SALES BETWEEN THANKSGIVING AND CYBER MONDAY

Thanksgiving weekend

2012 2013 2014 2015 2016 2017 Sources: www.internetretailer.com, www.bloomberg.com, Online sales are projected to reach \$434 Billion dollars in 2017 www.csmonitor.com

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.



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.



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.



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.



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.



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.



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.







EMPLOYEE ··· Shaun Covington ··· spotlight

was born and raised in South Salt Lake City, Utah. I had a fairly typical American upbringing with two older brothers. We played all the typical sports like basketball, baseball, and football, but somehow all of us ended up being golfers. Even though my Dad and oldest brother are no longer

with us, we still reminisce about the wonderful times we had on the golf course and all the wonderful memories made chasing around that little white ball. My mother still lives in the small home on Park Street that I lived in every day except for the 2 years that I served a full time mission for the LDS church in London, England.



me to return home from England, and shortly after returning, we married and started this wonderful adventure together, and what an adventure it has been. We were only married for 5 months when she made the announcement that we were going to be parents. Tanner came nine months later, and then it's all a blur. Before Tanner had turned four, he had four brothers, two sets of twins, all of them 3 and under. Needless to say our lives have been wrapped up in raising these boys and trying to stay sane. They have been wonderful boys and are all men now. Tanner is 23, Ashton and McKay are 21, and Hunter and Perry are 19.

I studied Communications at The University of Utah and found that I like to talk and solve problems, so I embarked on a career in sales and have loved it. While in school, I worked at my brother-in-law's dental lab making crowns and bridges and began to love that industry. This led to me working for a dental company that utilized a Class II medical device. Through this work, I was able to travel to many of the Dental Schools throughout the country to participate in continued education courses for

current dentists, represent this device, and help them incorporate it into their practices. I knew that Medical Devices was my field of choice, so for the last 15 years I have been lucky enough to work in this field and really enjoy what I do.

The chance to come and work for Med One Capital was an opportunity I couldn't pass up. With our new National Sales Team, we have embarked on a new and exciting adventure that will bring many

more opportunities to our customers and make equipment needs easier and more affordable. This will allow them more creative ways to acquire equipment so they can give their patients the best possible solutions to their illnesses. It's an approach to Medical Equipment needs that has been needed for a very long time.

Although I feel like I am becoming an old man, I feel like the best years are just around the corner. One of my sons recently married in September and gave us our first daughter. We think she is the most beautiful and wonderful girl on earth and can't wait for them to bring us our grand babies (no pressure). Our other four sons are taking life by storm and all will make their mark. We look forward to them finding their future wives, bringing us more and more grand kids, and perpetuating the Covington name.

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With all the changes facing acute care providers in today's environment, the patient remains the central focus...

Ever increasing regulations, the changes to reimbursement, and the changing expectations of the consumer has changed the strategies of many hospitals and health care systems. They are undergoing these changes in order to not only survive, but to thrive.

Their foundations and core strengths will always be grounded in providing high quality acute healthcare according to several of the individuals interviewed in Becker's Hospital Review article ("Remember When it Was Called a Hospital System?").

With all the changes facing acute care providers in today's environment, the patient remains the central focus and that is what quality reporting, price transparency, accountable care organizations, and expansion of Medicaid and Obamacare are designed to provide to the consumer. How well these changes are actually working is yet to be determined.

We do know that the diversification and strategies on how to insure long-term success for many of the large integrated health systems is changing how they see themselves. They are more like major national and multinational corporations. They are acting less like the traditional vision we all have come to expect of a hospital. Executives interviewed in the article indicated that what they are doing today is not something that their predecessors would have foreseen even five or ten years ago. They further indicated that while many industries have undergone similar transformations, the federal reform law has made it even more prominent in healthcare.

While some health care systems are looking outside their core services to survive and thrive, others like Geisinger Medical are fostering a culture of innovation designed to improve the patient and staff experience.

Steven Strongwater, MD chief transformation officer of Danville, Pa.-based Geisinger Health System states in an interview for Becker's Hospital Review stated, "Invention and creativity are seen as things to simplify work and improve patient outcomes. Instead of expecting professional staff to work harder using the same processes, Geisinger tries to redesign care delivery in a way that promotes quality and patient satisfaction—but also alleviates burdens for everyone involved."

Whether to enter into partnerships, consulting arrangements, become a global healthcare provider,

expand into insurance, or choose to change the organizations processes and practices, all of these strategies illustrate the changing environment our national healthcare providers are working under and the varied ways they are approaching the challenges of reimbursement pressures, value-based care penalties and rising labor costs as well as the changing expectations of the patient, in order to not only survive but to thrive.

Ask yourself to look back at your own organization; what challenges and changes has it undergone in the last five to ten years? How has your culture changed? How has your organization changed or your approach to servicing your customer?

Here at Med One our leaders have been on an ongoing strategic path to insure we are serving our customers as their needs change. Whether it is through innovative financing offers, providing asset management or rental services, adding direct

"While some health care systems are looking outside their core services to survive and thrive, others like Geisinger Medical are fostering a culture of innovation designed to improve the patient and staff experience."

customer facing staff or maximizing our effectiveness through technology, we too are undergoing changes. We believe these changes, like those of hospitals and healthcare providers, will enable us to better serve our customers by allowing us to enhance our services and product offerings.

One thing is for certain, change is not coming to healthcare, it is here and it affects all of us from suppliers to caregivers to patients. Change is rarely easy, but it is inevitable.

Referenced articles

Becker's Hospital Review articles

5 Things the Most Innovative Health Systems Do Differently
Written by Molly Gamble (Twitter | Google+) | September 09, 2013

Remember When it Was Called a "Hospital System"?
Written by Molly Gamble (Twitter | Google+) | October 30, 2013



TIME TO UNPLUG?

WRITTEN BY: NATE DAVIS

e are so tied to our electronic devices. I guess you could call that the statement of the year. The more I think and ponder about our devices, the more I am amazed at the power they have over some of us. Think about it; when was the last time you were without your smart phone for a week? For a day? For an hour? We check them regularly because they provide us with instant gratification. No one likes to wait for things. I sure don't.

I was recently on a flight watching some TED talks to pass the time. One that was posted in October 2013 by Abha Dawesar really struck me. She detailed how during Hurricane Sandy in New York she was super preoccupied with finding where the nearest plug point was. Even in the rain, people stood under their umbrellas charging their cell phones in the street on the outlets outside of buildings. There is nothing like a crisis telling us what is important in life. And from what she observed, our phones and connectivity

me out of most any situation. I can physically be in a meeting, but mentally be anywhere I want to be. I can be talking to someone, while glancing at my phone, thus giving half my attention to both parties.

And that, I feel, is the start of a problem that will grow in the future. The problem of being unable to experience the highs and lows of all the things around us. The low points in the meeting could be elevated by us if we are actively engaged and not checked out during those times. Picking up the phone and calling will sometimes be the better solution than sending the e-mail. It's those things we all have to look at individually. How can I be more in the moment and present to those around me? I hope we can all take a look during this holiday season and find a way to reconnect with those around us, and not be so tied to our electronic devices when we are around people who deserve our attention.

http://on.ted.com/Dawesar



matter right up there with food and shelter in a time of crisis.

"When was the last time you were without your

a time of crisis. smart phone for a week? For a day? For an hour?"

I find the same in my own life so very much. This has given me cause to really think how I want to approach my life going forward. I find it ironic that the cell phone that keeps me so connected with everyone also instantly can get

Apparently, 67% of cell owners find themselves checking their phone for messages, alerts or calls even when it doesn't actually go off.

Plus, 44% of cell owners sleep with their phone next to their bed because they can't bear to miss out on anything even when they should be sleeping.

91% of American adults have a cell phone, and, for the first time, the majority of Americans (56%) now own a smartphone.



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