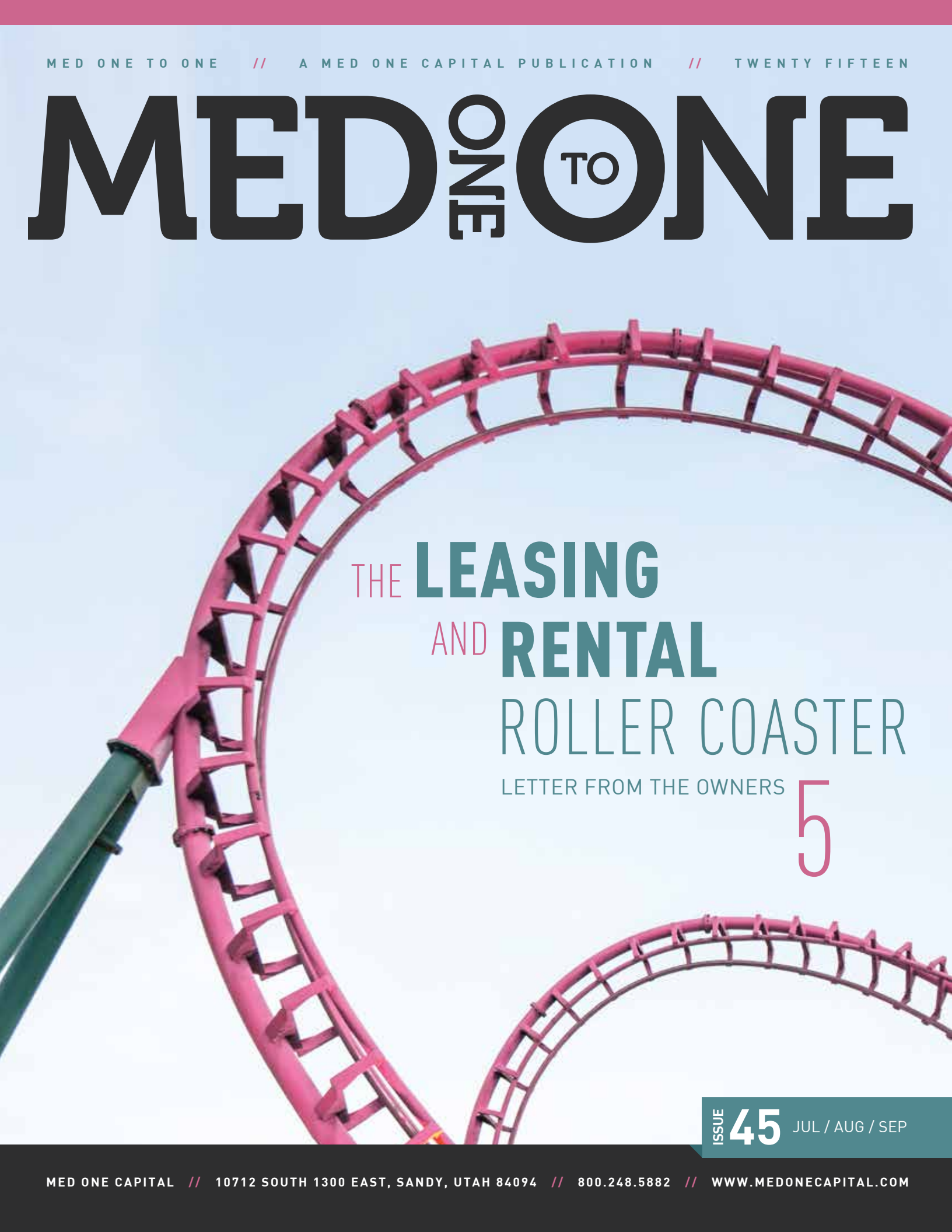


MED ONE TO ONE // A MED ONE CAPITAL PUBLICATION // TWENTY FIFTEEN

MED ONE TO ONE



THE LEASING AND RENTAL ROLLER COASTER

LETTER FROM THE OWNERS

5

ISSUE **45** JUL / AUG / SEP



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 www.medonecapital.com or send an email to editor@medonecapital.com.

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EDITOR
Troy Tait
ASSOCIATE EDITOR
Anna Meacham
DESIGN
Brian Gates
Anna Meacham
Craig Burton
PUBLISHER
Med One Capital
CONTRIBUTORS
Larry Stevens
Troy Tait
Jeff Easton
Robb Stevens
Anna Meacham
Nate Davis
Dal Holman
Ibby Smith Stofer
Tom Lindsey
Bryson Cutler

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LETTER FROM THE EDITOR WRITTEN BY: TROY TAIT

MOTIVATION

WHERE DO YOU GET YOURS?



A few weeks ago, I was able to participate in a 5K race. Now this is definitely not something I do on a regular basis. My oldest daughter came to me and said this would be a great family activity. Seeing that I was very skeptical as to how running 3.1 miles would be a great family activity, she began to tell me more about the race. She said the whole family could participate, including my 12-year-old twins meaning that I would have someone to run with. There would also be plenty of first aid stations along the route. I was starting to think she was taking a shot at her old man. More benefits included water stops, free gear, music along the route and water misting stations to keep us cool. She still hadn’t given me any good reason to get up early on a Saturday morning to go running.

Then the magical words came out. This was not your typical 5K. It was the FroYo 5K, which meant everyone who completed the race would get free froyo. I know, I should have been motivated to participate by all the other compelling reasons—including spending time with my family—but it was the free frozen yogurt that finally made me say yes (ok, it really was the thought of spending time with my family that made me do it, but the froyo was a very close 2nd).

There are a lot of things in life where a little motivation is necessary to get us to finally make a commitment. Sometimes the motivation gets us started but isn’t enough to keep us going. A perfect example of this would be a gym in January and the same gym in July. In January it is packed, but each month the number of attendees slowly starts to drop. By the summer months, the gym that was once packed becomes a ghost town.

It is amazing for me to stop and look at the many different things people are willing to do with a little motivation. Whether a task is business related, financially motivated or a personal quest, the one factor that finally makes us “go for it” is generally something very basic or simple—yet the impact can be huge. It is also just as amazing to see how quickly the motivation can wear off. Unfortunately that happens all too often. We get going and things are moving along nicely, but then we lose focus and our motivation tends to waiver leaving us short of obtaining our goal.



During our 5K, after about 1-1/2 miles, my 12 year old started to think it wasn’t such a good idea to be running the race. He hadn’t been feeling great and skipped breakfast. While I wanted to agree and call it a day, my new motivation to finish came from helping him finish. We broke it down into shorter distances. Running for a portion, then walking. With about 1/4 of a mile to go, an older gentleman passed us. I said to him, “We can’t let that guy beat us.” Before I could finish my sentence, my

“There are a lot of things in life where a little motivation is necessary to get us to finally make a commitment.”

son was off and I was trying desperately to catch up. We passed the guy about 75 yards before the finish line. I won’t tell you what place we finished in the race because it really doesn’t matter. In fact, it wouldn’t have mattered if the older gentleman beat us. Our goal was to finish and we did. There were several motivating factors that contributed to our success despite the overwhelming desire to give up and call it a day.

I learned a lot of lessons from that simple race. Always make sure you have the right type of motivation—something that will really keep you going when things get a little difficult. At times, that motivation may change to something even more important. Also, don’t be afraid to walk even though everyone else is running. Finally, don’t ever let the old guy pass you by and finish before you do. I think these are valuable lessons that can be applied to whatever your challenge might be, whether personal or business related. It is amazing what can happen when you stick with it (even if it involves running).

P.S. The chocolate frozen yogurt with granola and almond slices was amazing!

WRITTEN BY: LARRY STEVENS

THE LEASING AND RENTAL

Roller Coaster

LETTER FROM THE OWNERS



As I reflect back over the events of the past few years, I am reminded of the most turbulent and “gut wrenching” roller coaster ride I’ve ever been on. A few years ago my family and I were vacationing in Southern California in the late fall. Given the time of year, the weather can be a little erratic. On the morning that we were scheduled

to visit Knots Berry Farm, the weather looked cool and drizzly. When we drove into the parking lot of the park, we had serious doubts that they were even open, as there were very few cars. To our surprise and great pleasure, the park was open but virtually empty of visitors. It was as if we had reserved the whole facility just for our family. Every ride we wanted to go on seemed to be waiting just for us and we could “re-ride” by just staying on and going again. As you may know, Knots Berry Farm has a unique and varied collection of roller coasters.

One ride that caught our attention is called the “Xcelerator”. You start with a tremendous thrust, like being shot out of a cannon, and travel at about 80 miles an hour down a straightaway and then up a hill that seems to be at a 90 degree angle and over 100 feet high. At the top of the hill, your car almost comes to a stop and you look around with a sensation that you are suspended in mid air, only to plunge back down at another 90 degree hill. Along the way, there are sharp G-force curves, 360 degree loops, hills, and more speed. By the time the ride is over, you are scared to death and certain that you never want to leave solid ground again. This roller coaster is definitely not kid friendly but I, together with the more adventurous members of the family, probably rode that instrument of torture 5 times in a row. One can only imagine the condition of our stomachs when we finally had the belated good sense to get off.

The past 5 years has had a lot of the same characteristics of the Xcelerator. Whether you are considering international affairs, domestic politics, or the national economy—it’s been a heck of a rollercoaster ride so far,

and unfortunately we don't have the option to get off and settle our stomachs. Med One has been in the midst of its own roller coaster ride during this period as well. We've seen our new business bookings and revenue growth take off like it was shot out of a cannon, only to slow down and then accelerate again. We've seen the changing dynamics in healthcare totally alter the landscape that we have viewed as stable for so many years. The tendency for smaller fish to be gobbled up by the larger ones continues unabated both in terms of our customers as well as the manufacturers of medical equipment (the main source of our business). This constant state of consolidation makes it difficult to identify who the main players are and all but impossible to manage equipment demand and supply.

We've experienced gut wrenching G-force curves and even a few 360 degree loops in our leasing business. Our equipment leasing business has in many ways become frustrating and unpredictable as healthcare reimbursement models have changed and consolidation continues. In recent years, many hospital capital budgets have had lots of cash to spend.

“Leasing continues to be a very powerful way for healthcare providers to leverage their capital budgets and to avail themselves of the use of cutting edge patient care equipment.”

When there is an abundance of cash, leasing seems to drop down to a secondary acquisition option. Leasing continues to be a very powerful way for healthcare providers to leverage their capital budgets and to avail themselves of the use of cutting edge patient care equipment, but faced with the opportunity to use cash CFO's will often take that route. Often times it seems that our main competitor is the internal cash reserves of our customers. As cash reserves become thinner, however, we are confident that hospital financial managers will again choose to use leasing as a critical method to acquire the use of equipment. I will admit my frustration and impatience in having to wait for the cycle to come around again.

Another G-force that we have experienced is in the unprecedented growth of our short-term rental business. Revenue growth and capital investment in the rental business seem to be increasing at an almost 90 degree angle. As we have become proficient in telling our story to the market, more and more customers are coming on board to rent better, newer, higher quality equipment at the discounted pricing that we are able to offer. Customers seem drawn to us by the prospect of the availability of a dependably stable inventory of important patient care equipment at very affordable pricing. We find that they stay with us once they experience the uncommon excellence

of Med One's customer service provided by our Med One team members. It seems that many hospitals are managing their equipment budgets by using peak need rental options to fill in the temporary gaps caused by fluctuating patient census. Our rental business has experienced significant increases in revenue growth as we have enlarged our geographical footprint to serve more customers. Med One has added several regional centers to allow us to locate our people and our equipment closer to our markets.

Considering the state of our national economy, and the roller coaster ride on which we seem to find ourselves, we are very pleased with the successes that Med One has experienced in the past 5 years. We have encountered challenges that earlier in our history would have been fatal to the very existence of the company. In every case, our team has met the challenges, identified creative solutions and weathered the storm. And that brings me to the main point of this reflection. I personally have been greatly blessed to be on this rollercoaster ride with the finest and most dedicated team of people that I could ever hope to be associated with. In my entire business career, I have not been privileged to work with such an outstanding group of people. The employees of Med One take great pride in serving the needs of our customers and business partners with expertise, efficiency, and style. Our customers are able to expect and receive the highest level of

customer centric service and caring regardless of the nature of the request. As we have been (and continue to be) going through a period of rapid growth and expansion, our leadership team has taken upon themselves new and greater challenges and accepted assignments to accomplish things that are unprecedented in the history of our company. We have welcomed many new employees into the firm to fulfill roles that a year ago didn't even exist. These new associates have each learned the Med One motto, that we at Med One do one thing very well...whatever it takes! We are so pleased as our seasoned and our new team members achieve success, and produce growth and collectively work to move the company forward into higher and higher plateaus.

We are blessed to be serving a business segment that is so vital to the well being of our society. The satisfaction that comes from solving problems, meeting expectations or achieving a success in this arena is incomparable. I am sure that Med One's name seldom, if ever, comes up in the consciousness of most hospital administrators or other healthcare executives. However, we are often called upon by the actual caregivers to help to solve problems or to provide resources or facilitate needs in situations that the largest of our competitors are either unable or unwilling to even attempt. It gives us great

satisfaction to know that when we have been successful, we have made an important difference in the life of an individual who desperately needed that help.

At Med One Capital, our mission statement is "Making Medical Equipment Available". Our customers and business partners can comfortably count on Med One to continue a strong focus on this mission as we continue together on this ride that doesn't seem to have an end in sight.

1. Our sources of capital are very solid and insulated from many of the outside influences that normally impact the national credit markets. We have the resources to continue to Make Medical Equipment Available to an expanding base of customers.
2. We continue to enjoy the flexibility to create and enhance programs that our customers and business partners can access to keep needed equipment available for important patient care.

3. We are preparing to introduce new and expanded capacity to serve our customers and potential customers throughout the United States. Our focus continues to be directed toward helping hospitals to acquire the use of important equipment that might not be available to them in an environment of restricted access to capital.

4. We have made significant capital investment in order to build our inventories of patient ready equipment available for peak need rental. Our capacity has grown by over 500% (\$25 million plus) since 2012 and we are prepared to add more as demand will dictate.

I don't think we'll be off this roller coaster anytime soon. Navigating through these turbulent times is going to be tricky at best and will require steady hands and calm nerves. I assure our employees, our customers, and our business partners that we are committed to keep our seat belts fastened and to stay on the ride so that we can continue to do what we do best—whatever it takes.



CHANGE

“If you want something you’ve never had, then you’ve got to do something you’ve never done.”

CHANGED FOR GOOD



I recently heard someone say that Med One is a little different now, that our story has changed and that we are a bit of a different company than we were a number of years ago. Although this individual was talking about this in perhaps not a completely positive manner, I am here to

COMPLETELY AGREE that some things have changed and they have changed for the better—this is an extremely positive event. We have adapted, because as a niche oriented entity it is extremely significant that Med One stays nimble, adapts to change, and most importantly that we don’t just rest on our laurels. We must move forward with confidence and do things that will make Med One an improved company and therefore increase our customer service to our wonderful client base of over 2,000 different medical entities.

In the last 24 years since its founding in 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 how it has

WRITTEN BY: JEFF EASTON

allowed us to stay in the niche that has been created. I have now been with Med One Capital for 8 years and it has been a great experience. Just as all of us are aware of the challenges of the national and world economy for the majority of the past 8 years, we here at Med One Capital have decided to take what could be a time of uncertainty and 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 what our vendor partners and customers need. We have developed NEW fantastic capital partners

“We have been able to adapt, understand the market, and what our vendor partners and customers need.”

who allow us to do what we do best: “Making Medical Equipment Available”. We have become a much stronger company as they have recognized the value that we bring to the niche that we work in. The first 24 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 few customers to a company that services thousands through leasing, rental, and repair; a company that started with only a couple of vendors to one that now does transactions with many different vendors including multiple core vendors; and a company that has true fantastic capital partner relationships.

How we react to changes in the next 24 years will become even more important than how we did in the first 24; we will not be allowed to rest. We will continue to generate new transactions, develop new customer and vendor relationships as we improve our current ones, and develop new capital partners as well as strengthen our existing partner relationships. We will continue to evolve from a technological standpoint, and we will continue to adapt for large increases of business as has been necessary over the past few years. We hope to avoid any issues as we have implemented new systems, processes, and key employees. In addition, we have already put in place the ability to transact 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, and this is advantageous for everyone. It is now more important than ever that Med One Capital stay in tune with the market and the needs of our customers and vendors. This will help the next

24 years be even more successful than the first 24 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. Whether it’s equipment financing or rental, 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.

We are dedicated to listening to and working with our customers and vendors to become even more improved partners ourselves. 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 me 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 24 years be a time where Med One Capital makes an even larger impact in the niche in which we service by “Making Medical Equipment Available”.

WHERE WE STAND

COMPANY NUMBERS THROUGH JUNE 2015

MED ONE CAPITAL	JUNE 2015	2015 YTD
LEASING AND FINANCE		
NEW EQUIPMENT PURCHASED	\$27,995,529	\$53,164,697
NUMBER OF NEW LEASES	62	
TOTAL CUSTOMERS		2329
TOTAL EQUIPMENT LEASED		\$290,887,569
EQUIPMENT RENTAL		
TOTAL RENTAL REVENUE	\$1,379,273	\$7,405,180

Med One Capital

BOARD OF DIRECTORS

2015 – 2016

After experiencing steady expansion for the past few years, Med One Capital is creating a Board of Directors to guide the further development of the company. Comprised of prominent local business leaders, this board will help in the governance of the company as it continues to develop and expand.

The company has experienced significant growth in the last few years, and they expect to see further growth, as is seen in their decision to seek the help of the new Board of Directors. In recent months Med One Capital has created many new positions within their corporate office as well as within multiple distribution centers throughout the country.

The Board of Directors will convene during the 2015 and 2016 business year. Med One Capital is pleased to announce that the board will be comprised of the following members: Med One President and CEO Larry R. Stevens; Med One Executive Vice President and Co-Owner Brent H. Allen; Principal at Robert C. Gross Associates and former banking president and state government executive Robert C. Gross; current President of the Days of 47 Committee and past President and CEO of the Utah Workers Compensation Fund Lane A Summerhays; insurance and commercial lending specialist and Senior Vice President at the Buckner Company Randy C. Emery; Chief Marketing and Communications Officer at Arches Health Plan of Utah Tricia L. Schumann; marketing, brand strategy and PR expert William J. Brady of Eli Kirk Riser; and Ray, Quinney and Nebeker senior partner Michael W. Spence. Med One welcomes these new board members and looks forward to the experience and insight they will bring to their new responsibilities.



Larry R. Stevens

Chairman, President / CEO **Med One Capital**

Mr. Stevens co-founded Med One Capital in 1991, and it has become a national leader in providing equipment to the health care industry. Med One provides leasing, rental and sales of critical patient care equipment to acute care hospitals. The company serves over 2,600 hospitals throughout the United States, Canada and the Caribbean Basin.



Brent H. Allen

Executive Vice President / Co-Owner **Med One Capital**

Mr. Allen co-founded Med One Capital in 1991, and leads the equipment leasing team responsible for building the lease portfolio, which currently stands at over \$300 million in asset value. Mr. Allen's experience in the equipment leasing industry spans more than 40 years and dates back to the mid-1970's.



Robert C. Gross

Principal **Robert C. Gross Associates LLC**

Mr. Gross is a trusted advisor, attorney, organizational executive, corporate governance and leadership consultant, international diplomat, and corporate director. He was formerly President and CEO of First Interstate Bank of Utah, the founding Executive Director of the Utah Department of Workforce Services, and the Utah Governor's Chief of Staff. He currently chairs the boards of Potash Ridge Corporation and the Utah State University College of Humanities and Social Services.



Lane A. Summerhays

President and CEO (Retired) **Workers Compensation Fund of Utah** | President **Days of 47 Committee**

Mr. Summerhays has enjoyed a long career as a senior executive in private industry as well as public service organizations. Mr. Summerhays served as President and CEO of Workers Compensation Fund of Utah from 1992–2008. During that time he presided over the total overhaul of the agency, transforming it from a department of state government into an independent, financially strong private company. Since his retirement from active leadership of the Fund, he continues to serve as a member of the board of directors. He served as chairman of the Utah State Prison Relocation Committee and currently serves as president of the Days of 47 Committee.



Tricia L. Schumann

Chief Marketing and Communications Officer **Arches Health Plan of Utah**

Ms. Schumann has since 2013 been on the ground floor of building a new and exciting health insurance company in the state of Utah, Arches Health Plan. Prior to joining the Arches team, she was employed as a senior executive in several communications and technology companies. Ms. Schumann was recently accepted into the Harvard Business School Executive Education General Management program beginning in the fall of 2015. She is an associate instructor at the David Eccles MBA Marketing Department at the University of Utah. In 2015 she was recognized by Utah Business Magazine as one of "30 women to watch" in the state of Utah.



Michael W. Spence

Attorney **Ray, Quinney and Nebeker** | Corporate Counsel and Corporate Secretary **Med One Capital**

Michael W. Spence has been appointed corporate secretary of Med One Capital, Inc. He is a Shareholder in the Salt Lake City law firm of Ray Quinney & Nebeker P.C. He serves as the senior member of the firm's Executive Committee, which oversees and manages all aspects of the firm's business. Mr. Spence has extensive experience in representing businesses in Utah and throughout the United States including banks, equipment leasing companies, new motor vehicle dealerships, real estate developers and others in all aspects of their business, including transactions and litigation. He has served as Med One's corporate counsel for 25 years.



Randy C. Emery

Senior Vice President – Surety Division Manager **The Buckner Company**

Mr. Emery has been a senior executive in the commercial insurance industry for over 25 years. Prior to entering the insurance industry, he was head of commercial lending at First Interstate Bank of Utah, and Citi Corp in Utah. His responsibilities included oversight of all major commercial lending, international banking, and cash management services. He currently serves on the boards of WEX Bank and Westech Engineering.



William J. Brady

President and Partner **Eli Kirk Riser**

Mr. Brady is a lifelong leader who has used his passion for building people to create successful organizations in business, service and student government. He is currently partner and president at Eli Kirk Riser, one of Utah's largest marketing firms, serving international technology brands like Hewlett-Packard, Adobe, Micro Focus, and Landesk, as well as local brand giants including Big-D Construction, dōTERRA and both BYU and the University of Utah. Prior to his current role at Eli Kirk Riser, Bill was a founding partner of M2 Results, a leading brand strategy firm in Salt Lake City. Previously, he oversaw Wall Street PR for a \$1.3B publicly traded company and directed international PR for a multinational software company. In addition to his proven track record in leading people, he is an expert in brand development, lead generation and digital marketing, and speaks and writes on these topics.

TOOLS FOR THE JOURNEY

WRITTEN BY: **ROBB STEVENS**

Recently, while on a morning road bike ride, I was on a rather new expressway in the Southwest part of Salt Lake Valley called the "Mountain View Corridor." On this divided highway, there is a 5-mile stretch up in the remote foothills with no stoplights or stop signs, so it's a great place for a cyclist to go. On this 5-mile stretch of road there is often road-kill and other random items that you would typically see on the roadside. But on this particular morning, I started to notice some scattered items that you wouldn't typically see. First I saw several CD cases. A little bit farther down the road, I saw some pens, small containers of lotion, water bottles and other various items that might be in a car, diaper bag, or purse. Then I saw an empty diaper bag. There is



no way I'll ever know for sure how or why all of these items found their way onto the roadside like that. My theory is that a young child riding in the backseat of a car with the window down was clearly bored and got his or her hands on the CD's and bag and found entertainment from casually throwing things out the window unbeknownst to the distracted parent. At the end of that journey, I'm sure there was a very surprised and upset parent who realized their belongings were now gone!

As I thought about all of those discarded items, I started to think about our journey through life. On some days the journey feels very long, frustrating and maybe even dull, as the car ride might have been for the toss-happy toddler. At times we may become impatient with certain parts of the journey. When we do, it may even seem like a good idea to discard or reject intangible tools that we've been given to sustain us on the journey, à la the discarded diaper bag. From a business perspective, there are many intangible things available to the conscientious person that one might overlook. Each of us, regardless of where we are in the business world, can benefit greatly from such things. Here are five that are important to me:

Valued Gifts we should not discard:

Help: In the business world, we all want our customers, our potential customers, our vendors and our co-workers to see us as competent. That is human nature and there's nothing wrong with being competent and for that matter, confident. We should strive to be both. There is something endearing though, about a willingness to admit to ourselves and to others that we don't have all the answers, that we may not fully grasp a problem or a solution in every instance. It shows good character to ask for help, to counsel with others and to collaborate when needed.

Experience: One thing that I value greatly is the wisdom and experience of those who are older and wiser than I am. Whether it's those we report to, parents, grandparents or even just co-workers, there is so much to learn from those who have already been down the road we are traveling. I have tremendous respect for my "elders" and greatly appreciate all I can learn from them.

Perspective: I have come to realize in business and certainly in life that each person approaches a situation from a different frame of reference. Perspectives are formed by a set of life experiences, associations and personality traits that are unique to each one of us. I have learned to better understand the perspective of others and to try hard not to react to a situation until I understand as much of the context as

possible. There may be 100 different reasons, most of which we are wholly unaware of, that fuel a person's approach to something, so when we "seek first to understand and then to be understood," we will be much better off.

Accepting Correction: My dad once joked that he was only wrong one time in his life—and that's only because he thought he was wrong and he really wasn't. That made me laugh because I know him well enough to know that, while a very smart and capable man, he also understands his own limitations. At times we are all in need of correction and we will become better people when we are humble enough to accept needed correction.

"A negative thinker sees a difficulty in every opportunity while a positive thinker sees an opportunity in every difficulty."

Open-mindedness: Most people do not enjoy change. Familiar is more comfortable and easier to do than unknown! But we grow and improve when we learn to get beyond the "this is the way we've always done it" mentality. In business, success is never stagnant. I believe that optimism is a key part of being open-minded also. A negative thinker sees a difficulty in every opportunity while a positive thinker sees an opportunity in every difficulty. All of us will face difficulties in life, and we'll be much better off when we are optimistic and thus, equipped to creating opportunities that may not otherwise exist.

To throw any of these things out the window just because we feel we can do without them is never a good idea. Rather, we should embrace the intangible gifts we have access to as opportunities to learn and grow and help others to do the same.

How to Save a Life

WRITTEN BY: ANNA MEACHAM



My brother's life would have ended if ventilators, monitors, defibrillators, and infusion pumps were not available to the emergency responders and medical staff that tended him.



Several years ago I came very close to losing my brother when he suffered a sudden cardiac arrest. At age 22 a congenital heart problem that had been closely monitored by his cardiologist caught up to him as he played a game of basketball, and it caused his

heart to stop. He lay without oxygen for an estimated ten minutes before paramedics made it to the scene. The lack of oxygen sent him into a comatose state during which time he suffered seizures from the swelling of his brain. He spent a month in the hospital, and my family spent a month in trepidation.

Now, this story has a happy ending—my brother has now fully recovered from his brain trauma and eventual heart valve transplant through miraculous means—but during that intense month we had no idea whether or not he would live or be his normal self after incurring such traumatic injuries to his heart and brain. It was a time of fear and uncertainty. But, despite the uncertainty, my family relied on two things: the hard work and expertise of medical experts who had dedicated their lives to saving others, and the medical equipment that completely supported my brother's life. We were assured by knowing that everything possible was being done to help him.

As a new employee at Med One Capital, I often think back to that time in my life because it was my first introduction to the life-saving medical equipment that I work with now. I had a vague notion that it was keeping him alive, but I viewed it with fear because it made him appear so foreign and it only added to my anxiety. I have distinct memories of him lying in that hospital bed looking severe and intimidating because of the manifold machines he was hooked up to. But now, those memories appear differently in my mind as I've learned exactly what those machines were

doing. They were keeping him alive, the only things to do so. The ventilator was breathing oxygen into his lungs. The monitor was alerting the nurses of the condition of his damaged heart. The infusion pump was administering life-saving medication, like anti-seizure medicine and antibiotics for pneumonia that he developed. The defibrillator, which the EMTs had used to restart his heart, always stood ready to be used again if needed. All these devices were necessary to keep my brother alive, and I now remember them in a much different light.

These machines are the lifeblood of our business here at Med One Capital. Many of the devices that we make available to care facilities hold the capacity to save an individual's life. According to the National Center for Biotechnology Information, there were 161,476 ventilators needed in acute care hospitals in the US in 2010, not including general hospitals. There will always be a need for high-quality medical equipment in medicinal facilities, and Med One Capital strives to make it available to all, especially those who have unique financing needs.

“These machines are the lifeblood of our business here at Med One Capital. Many of the devices that we make available to care facilities hold the capacity to save an individual's life.”

My brother's life would have ended if ventilators, monitors, defibrillators, and infusion pumps were not available to the emergency responders and medical staff that tended him. Working at Med One Capital makes me feel like I'm doing my part to help others with their medical needs and to give their families hope. I can work to promote awareness of the miraculous equipment and technology we provide to trained healthcare providers. I might not have the advanced training to save a life, but through my position at Med One I can still impact those that need care.

EQUIPMENT ACQUISITION

INFUSION, RESPIRATORY, MONITORING,

OXIMETRY, IMAGING, SCD, & MORE

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.

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.

RENTAL, SALES, & SERVICE

Equipment Rental

Our Equipment Rental division 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, SCDs, Ventilators, Bi-pap Machines and much more.

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.

Asset Management

Med One 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.

REQUEST A QUOTE AT

WWW.MEDONECAPITAL.COM

P 800.248.5882 E info@medonecapital.com

EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF A SPECIFIC CUSTOMER. CONTACT US TODAY TO LEARN HOW WE CAN HELP YOUR FACILITY ACQUIRE THE EQUIPMENT IT NEEDS.

WE HAVE OVER TWENTY-FIVE YEARS OF EXPERIENCE WORKING IN THE HEALTHCARE INDUSTRY. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME, AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.

SOCIAL MEDIA

WRITTEN BY: BRYSON CUTLER



Remember when marketing was events, advertisements, magazines, newspapers and even old fashioned word-of-mouth? Nowadays, marketing still includes all those things, but the social media age has provided us a tool to better engage with customers. In fact, social media allows us to perform the many tasks that marketing requires by using just a few platforms. Now more than ever brands and businesses can build relationships that wouldn't be possible through normal human interactions.

Engagement is arguably the greatest value of social media marketing. The question is often asked, "How does clicking "like", "retweet" and "share" on a post provide meaningful engagement?". Business is about building relationships, and eliciting action from customers with a post on social media is the start of a relationship. As in any business-customer relationship, the strength of it depends on your brand and the individual with whom you're interacting. However, a positive experience from a social media post can build a love of your brand and can lead to customers increasing your word-of-mouth presence.

No matter how big or small your company may be, social media has value for all. It isn't just for marketing either. As MOZ, a popular web based SEO company, perfectly points out, "The community engagement that social media affords is beneficial to nearly every part of your organization, from the product team to HR and more." Whatever your experience in social media has been personally, your social engagement can provide many benefits to your company. We invite you to connect with Med One online as you begin or continue your social media experience.

“Now more than ever brands and businesses can build relationships that wouldn't be possible through normal human interactions.”



WAS THERE ROOM?

WRITTEN BY: TOM LINDSEY

As Med One recently entered the US rental market providing local rentals of medical equipment, I posed this rhetorical question: is there room for another national company providing these products and services? My supposition was in the affirmative, and almost two years later the resounding answer is "YES". Med One has seen solid growth in this division of the company. As we continue to grow hospital and non-acute care rentals, it is apparent that Med One is filling a clear need.



As a newer competitor, Med One continues to believe that many decision makers have chosen us for two basic reasons. First, our equipment is top notch and always in excellent condition. Second, our pricing is very competitive. These two aspects, in concert with fast delivery and pick up times, give customers reason to rent from us—sometimes outside of the current GPO, IDN or individual hospital contracts in place. In many instances, no contract seems to bind a customer if better, cheaper equipment is available from a non-contracted source.

Our rates are fair and consistent, whether for typical Moveable Medical Equipment (MME) such as a ventilator or for a support surface/bed-related item. Why, we ask, should the customer pay significantly higher rates for therapeutic support surfaces simply because the market rental rates for these rentals have historically allowed companies to overcharge customers? At Med One, no rental type is more important than another, and our competitive rates result in substantial savings.

I am pleased to announce that Med One now offers a full line of acute care hospital and Long Term Care beds, including Bariatric and Low-Bed types, as well as standard beds and gurneys. Also, we now carry a full line of regular and bariatric size therapeutic support surfaces. This makes Med One a full service rental provider in every aspect, able to meet customer needs for all rentals.



When a hospital experiences the rental of newer, quality equipment, it's like renting a car with all the upgrades. Given the choice, who wouldn't choose an upgraded vehicle? Med One realizes that just as one has multiple choices when selecting a rental car at an airport, hospitals choose their rental company based on the condition of the equipment, assuring patient safety and the latest features. If the upgrades come with a lower cost, we believe customers will keep coming back to us for all their rental needs.

The Med One formula for local rentals is simple and effective. It is my great pleasure to serve the company in expanding our rental offerings to new cities throughout the US. I have no doubt that we will continue to win our share of the rental market with this formula. Look for coming announcements from Med One regarding new offices!

MED ONE SALES GROUP

VENDOR LEASING



Robb Stevens SVP and Director of Lease Originations
Robb Stevens began his career at Med One Capital in January 2002 as part of a leasing sales group and was appointed as SVP and Director of Lease Originations in 2012. He has been a top contributor to lease originations, vendor development, creating strong relationships with customers, and successfully blending all aspects of the leasing sales process to maximize returns.



Doug Green VP of Leasing Sales
Doug Green joined Med One in January 2002 as part of the leasing sales team. Prior to Med One, Doug worked in sales and business development at Boise Cascade and Franklin Covey. As Vice President of Leasing Sales, Doug leads a sales team dedicated to providing customer-friendly solutions that allow hospitals and healthcare providers a way to acquire the critical equipment they need.



Carter Allen VP of Business Development
Carter Allen has been in the financial industry for 15 years and has been with Med One Capital for the past 12 years. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter is also involved in developing new relationships with medical device companies looking to increase their sales by offering creative financial options.

GENERAL LEASING



Dal Holman Finance Account Specialist
Dal Holman was born and raised in Kamas, UT and joined Med One in 2015 as part of our general leasing team. He graduated from Weber State with a BS in Technical Sales. Dal has ten years of experience in sales and marketing and has worked for companies like Wells Fargo Bank and the Utah Jazz.



Tim Loftis Director of Strategic Development
Tim Loftis joined Med One as a Director of Strategic Development with over 15 years in sales and business development with Morgan Stanley, JP Morgan Chase, and the Economic Development Corporation of Utah. Tim received his MBA from University of Utah and a BA from Occidental College. He serves our partners in the medical community by providing effective solutions in a responsive and friendly manner.



Quin Campbell Director of Strategic Development
Quin Campbell joined Med One as a Director of Strategic Development in 2015. He is a graduate of Utah State with a Bachelor's degree in Marketing. Quin brings 4 years of experience in management and enjoys being a problem solver and making sure customers have a great experience.



Spence Tueller Director of Strategic Development
Spence Tueller joined Med One as a Director of Strategic Development. He graduated from BYU with a degree in Health Science and Business Administration. Spence also has experience in lease sales as well as a background in general sales and business development.

ALTERNATE SITE and HOSPITAL SALES



Jeremy Quick Alternate Site and Hospital Equipment Sales
Jeremy Quick joined Med One Capital in August 2009 with an extensive background in sales and marketing. Jeremy's responsibilities include creating relationships in the non-acute care market to present Med One's products and services. This allows him to reach out to nursing schools, clinics, research facilities, and EMS companies. He enjoys helping these diverse customers acquire medical equipment to aid in the treatment or instruction of those in need.

NATIONAL EQUIPMENT RENTAL



Brian Smiley Director of Rental Logistics
Brian Smiley has been a part of the Med One team since 1999 and serves as the Director of Rental Logistics. He received his Bachelor's degree in finance from the University of Utah and is also certified on the CareFusion and Smiths Medical equipment that Med One works with. He enjoys watching football and spending time with his family, especially coaching his three sons at football and soccer.



Karen Raven Vice President of National Sales
Karen Raven is a leader of the 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, vital signs monitors, and enjoys working in healthcare because the products sold save lives every day.



Felecia Leckrone Mid-Atlantic Region
Felecia Leckrone loves the medical industry and is following in her father's 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.



Scott Wooster Northern California
Scott Wooster has 27 years of experience in medical equipment sales. His specialty is in equipment rentals, asset management, and medical device sales. Scott has also held management positions in several medical companies. Scott enjoys being a customer advocate, helping hospitals find solutions to fulfill their equipment needs, and helping facilities provide the best care possible.



Brad Johnson SVP Equipment Rental
Brad Johnson is the Senior Vice President of Equipment Rental and has been working at Med One Capital since 1994. He works closely with various companies and hospitals in the effort of achieving the highest utilization of our rental equipment as possible. Brad graduated from the University of Phoenix with a Bachelor's degree in Business and Accounting. He enjoys playing golf, fishing, hunting, and spending time with his family.



Tom Lindsey SVP National Director of Rental
Tom Lindsey has over 35 years of experience in the medical sales and rental industry, allowing him to successfully and professionally represent and value products, services, and manufacturers. He graduated from Brigham Young University with a degree in Microbiology, was a former EMT, and is CBEST certified. Tom has been involved with Med One Capital since 2001 and continues to be a valuable part of the team.



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.



Mike Daniels Southern California
Mike Daniels has over 25 years experience in sales and marketing and started in the medical rental arena in 1985. Over his career, Mike has worked with everything from movable medical equipment to specialty support surfaces—both rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



Greg Salas Southern California
Greg Salas joined Med One after working with them through Good Samaritan Hospital for many years. He specializes in patient monitoring equipment and has previously worked for Hewlett Packard and Philips Medical. After attending Fullerton State and playing for the basketball team, Greg finished his education at DeVry Institute of Technology and received a Bachelor's Degree in Electronic Engineering Technology. Greg loves the beach and basketball and spends most of his time with his six kids.

LEASING
RENTAL
SALES
SERVICE

Our 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.

Based out of Salt Lake City, Utah, Med One has distribution centers in Southern California, Northern California, Texas, North Carolina, Florida, and Massachusetts. We work with the largest equipment manufacturers in the healthcare industry.

EMPLOYEE SPOTLIGHT

Dal Holman

I was born and raised in a small town called Kamas, UT. My family was very active, and we would spend a lot of time in the Uintah Mountains fishing, hunting, and camping. I love to play sports, so when I was young I would play whatever sport was in season. I am still very active and continue to participate in recreational activities. I love to play golf, softball, and recently got into cycling. I participated in my first triathlon and hope to compete in many more.

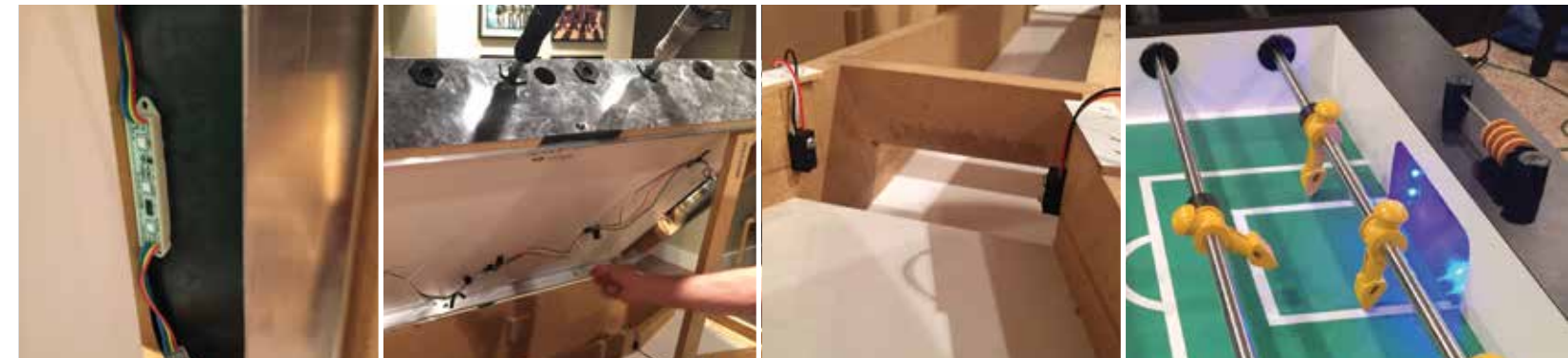


I married Whitney in 2010 and we live in Midway, UT. Whitney grew up on a dairy farm in Midway and we try to help out on the farm as much as we can. We have 2 boys, Krue and Logan, with a third boy coming in September. We're surrounded by lots of family and friends and love the beauty and serenity that we find in Midway.

I have been in the sales industry for the majority of my career. I graduated from Weber State University in 2008. I've worked for companies like Wells Fargo Bank, The Utah Jazz, and my own company OrthoSolutions. I have been with Med One Capital for nearly four months and I have learned a great deal about equipment finance.

I love the challenge of creating something new...

I have been given the responsibility to grow our non-healthcare equipment leasing division. I love the challenge of creating something new, and I am grateful for the opportunity to work for such a great company that prides itself on providing a quality customer experience.



WRITTEN BY: NATE DAVIS

Those who know me know that I love to tinker and try new things. Last year, one of my really good friends got me into playing foosball. We have foosball tournament nights regularly. No, I am not the best, but I have a great time.

While playing one day I thought, wouldn't it be awesome to have a digital scoreboard? To be able to detect when a point is scored? Well, my brain went to work and with some Googling, I was able to pull it all together into an IoT device.

IoT stands for "Internet of Things". IoT devices are very small computer systems to which sensors can be attached and that are connected to the Internet. It turns out that there are a lot of devices out there that can be developed into small IoT devices which are becoming more and more useful. Some popular IoT devices are Arduino, BeagleBone, PandaBoard, and Raspberry Pi. There are a huge range of sensors, like Temperature, GPS, Humidity, Light, and IR (Infrared). The sensors can be used to alert us and help keep our lives organized.

To complete my foosball project, I decided to go with a Raspberry Pi as the brain. I used the IR Sensors which detect a break in the IR beam. You have one side that is transmitting an IR beam, and another side that reads when the beam is broken. With these in place, I was able to detect when a ball passed into the goal. I

even decided to add some LED lights that flash in the goal post so I could see when the system detected that a ball had passed. The system runs a little program that keeps track of the score and changes it when one of the side sensors detects a change.

It was quite the fun project, and it taught me why the IoT devices are really starting to flourish. The myriad of sensors and the flexibility of the platforms allow some amazing things to happen. Microsoft recently entered this space with their Windows 10 IoT support. More and more of these small connected devices will open a world where augmented reality exists, and where my fridge can even answer the question, "Am I low on milk?".

"It was quite the fun project, and it taught me why the IoT devices are really starting to flourish. The myriad of sensors and the flexibility of the platforms allow some amazing things to happen."



Midway, Utah

Rental Solutions For Daily Problems

To those who work in the medical field: does your list of daily challenges include any of the following?

- ✓ Product Recalls by the FDA
- ✓ Seasonal spike in inpatients/unexpected increase in daily census
- ✓ Specialty needs for specific patients
- ✓ Inability to repair or purchase parts for your equipment
- ✓ A merger or acquisition requires clinical sharing but it is inhibited by incompatible devices

Hospital personnel wrestle with any of these on a daily basis. Whether you are in supply chain, biomed or are a clinician, these all affect your facility's ability to deliver quality patient care. When waiting for better solutions, personnel can become overwhelmed when they are juggling patient needs, cannibalizing instruments or holding emergency training on different devices.

Frequently, the clinical needs caused by the above issues are in direct conflict with a clinic's financial goals or current budget availability. It is then that the providers look for alternate ways to provide the devices needed to provide quality care.

Recalls are a daily event but sometimes they require all devices to be immediately removed from service. No one plans for that to happen and the immediate need across all current users of that technology radically skews the supply and demand curve. Where can you find replacements? Is this permanent or short-term removal from the market? How much will it cost to purchase or rent replacements? In these situations the manufacturer will often support their customers with alternative models or will reach out to national and regional rental companies to substitute devices and they pick up the rental fees.

Seasonal conditions such as pneumonia or flu outbreaks add strain as the volume of patients requiring certain devices can increase dramatically and the duration is often unpredictable.



In the event of mergers resulting in mixed manufacturers or models across a system, there generally is not a capital budget for standardization of all devices. CFO's often see this issue as one that can be dealt with over time. The Director of Nursing, however, who is managing high patient to clinician ratios and is sharing staff across facilities, sees this very differently. Patient care and safety require a good knowledge of the devices, and the risk of error is real. The Chief of Information may chime in with concerns over the interoperability with their IT systems as well.

Providers are looking to find additional devices that are of the same version and software revision that they currently use so that their staff does not have to undergo any training on a new device. It is usually needed quickly and may still require some training for biomed and clinicians.

None of these situations is desirable and they certainly present many challenges for the healthcare provider. Nationally there are a select few companies that offer what in the industry are known as "peak need" rentals of movable medical equipment (MME). These range from monitors to beds and include ventilators, infusion devices and a myriad of other devices used daily by hospitals and other healthcare providers. You can rent on a daily, weekly or longer basis. The rental fees are generally considered an operating expense and do not require CFO or budget approval.

Still yet, some companies offer bridge programs allowing a portion of any rental fee to apply toward purchasing when budgets allow. This option will provide brand new equipment with a minimal commitment but accelerates the access that might otherwise be difficult to achieve for an extended time. Unfortunately, not all rental equipment is equal. Sometimes it has bounced around so many times that it may be dirty and potentially contribute to hospital acquired infections or staff health issues. Also, if it has internal protocols (smart software) these may not have been cleared and the existing guidance may not be right for your facility.

To aid hospital personnel faced with the need to rent devices, here are some points to consider:

- ✓ Is the company an authorized rental provider?
- ✓ Where did the device last reside? Will they provide you with a device history?
- ✓ Does the company have certified biomedical technicians to clean and repair units so they arrive patient ready?
- ✓ Can and will the company provide the latest or requested versions of any software already installed or will that need to be done on site by your staff?
- ✓ What is the minimum rental period? Can it be converted to more cost effective rates if retained longer than anticipated?
- ✓ Will the company notify you in advance of the expiration of the rental period or will the unit simply stay in place with continued billing?
- ✓ Does the company have references and a reputation that meets your requirements?

Certainly there are additional considerations, but this list is intended to aid in determining the company or companies you may choose to rely on for your equipment rental needs.

Med One Capital has specialized in working with healthcare providers for over 20 years and we offer our off-leased equipment as rental options to help insure that the units you rent are in top patient-ready condition and are offered under terms and at competitive rates you find acceptable. We have field based representation, regional distribution centers and certified biomedical technicians committed to providing you with the products you need that are patient ready and meet all of your requirements. Please visit us or call our in house expert Brian Smiley at the phone number below. Thank you.



www.medonecapital.com/oursolutions/rentequipment

Brian Smiley at 800.248.5882

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