

MED ONE TO ONE

Thank you for years
of dedicated service.

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ISSUE **46** OCT / NOV / DEC

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. To subscribe to an electronic version of Med One To One, please visit www.medonecapital.com or send an email to editor@medonecapital.com.

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.

MAKING MEDICAL EQUIPMENT AVAILABLE

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LEASING / RENTAL / SALES / SERVICE

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SOCIAL



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“Holy Sam Flip”

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LETTER FROM THE EDITOR WRITTEN BY: TROY TAIT



Shortly after I graduated from college and started my new life as a grown up with a job, one of my new work associates gave me some very sound advice. He said, “As you go throughout your career, watch, learn and implement.” As we continued our discussion he shared more of his wisdom, stating that “you can spend a lot of money going to seminars or reading books from the gurus who know everything, or you can take advantage of your greatest asset—co-workers.”

As I look back on my career beginnings, I realize just how accurate this guy really was. I have watched my co-workers, learned from their successes and failures and have tried to implement the positives into my own life. Along the way, I have also come up with a few ideas of my own. I have routinely seen that those who have the most put in the most. There have been many who felt they deserved the most but didn’t want to do what it takes to get there.

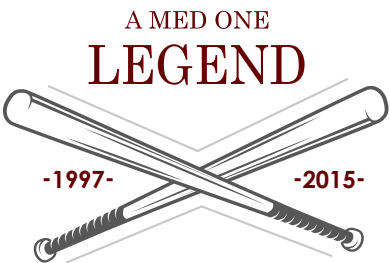
“Mike was dependable and honest. If he said he would do something, he did it as promised.”

Over the last 18 years, I have watched and learned from many at Med One. One of my co-workers in particular who has taught me several valuable lessons is Mike Manning. He joined Med One in 1997 and brought a tremendous amount of experience. He was a seasoned veteran who knew the ropes and how to get things done. For the first part of his time at Med One, I was able to work very closely with him in supporting our dealer network and biomed efforts. From him I learned the importance of building real relationships. Even if a transaction didn’t happen, Mike always created a partnership.

He was always one of the first to arrive at work (I attribute that to his age, as it is a proven fact, old people always start their day way too early) and

always one of the last to leave. He never cut corners and always looked for a solution that would be a win for the end user, vendor and Med One. Mike was dependable and honest. If he said he would do something, he did it as promised. Mike was also well known for creating new phrases that he would use to express great excitement or disappointment. I think it is safe to say, the favorite among Med One employees would be, “Holy Sam Flip”. This phrase was used when a big deal came in or someone made a great play on the company softball team. I also heard it a couple of times in a not so positive tone, like “holy sam flip, Troy, what were you thinking”? Coming in a close second was “Oh my land”.

Mike recently retired from Med One but his influence and impact will continue. He was instrumental in starting our Equipment Services division, hired and developed our first lease sales team, was appointed as our first Human Resources Director and our manager of physical facilities. He even served several years as the head coach of the mighty Med One Legends coed softball team. He taught me some very valuable lessons and has helped make Med One the company it is today. He was a great asset to Med One and we will miss having him here.



MICHAEL F. MANNING

THANK YOU

FOR YEARS OF DEDICATED SERVICE

Med One Capital

Your Reliable

GPS



Most of us have experienced the thrill of driving a vehicle with a backseat driver aboard. It may be a friend, a spouse or even offspring. You know the drill: “You’re driving too fast...slow down,” or, “Why did you take this route? I would have gone a different way,” or even, “Why don’t you ever use your turn signals?” Sometimes we just want to scream. But most of the time, though we hate to admit it, we are guilty as charged. Life would probably go much smoother if we constantly had a GPS to guide us...that we listened to. Recently I received an email from a friend. It is definitely worth sharing and I am confident that many of us can relate to it.

*I have a little GPS,
I’ve had it most my life.
It’s better than the normal ones
My GPS is my wife.*

*It gives me full instructions
Especially on how to drive.
“It’s thirty miles an hour”, it says
“You’re doing thirty-five”.*

*It tells me when to stop and start
And when to use the brakes.
And tells me that it’s never ever
Safe to overtake.
It tells me when a light is red
And when it goes to green.
It seems to know instinctively
Just when to intervene.*

*It lists the vehicles just in front
And all those to the rear.
And taking this into account
It specifies my gear.*

*I’m sure no other driver
Has so helpful a device.
For when we leave and lock the car
It still gives its advice.*

*It fills me up with counseling
Each journey’s pretty fraught.
So why don’t I exchange it
And get a quieter sort?*

*Ah well, you see, it cleans the house,
Makes sure I’m properly fed.
It washes all my shirts and things
And—keeps me warm in bed.*

*Despite all these advantages
And my tendency to scoff.
I do wish that once in a while
I could turn the damned thing off.*

“Med One clearly makes equipment available by doing whatever it takes. We do it through leasing. We do it through rentals. And we do it through equipment sales.”

May I suggest that Med One is a reliable GPS when it comes to providing financial solutions. It has been said that Med One does one thing very well—whatever it takes. We take this slogan seriously. Some may perceive Med One as a LEASING company. Others may believe us to be a RENTAL company. Still others may suggest that Med One is a company that SELLS used medical equipment. But guess what? All are right! We are a company that does all of this and more. Med One clearly makes equipment available by doing whatever it takes. We do it through leasing. We do it through rentals. And we do it through equipment sales. In short, Med One provides innovative solutions that enable our customers to acquire equipment.

Several years ago I came across the following story. It is about creative communication between an inmate and his wife.

An inmate received a short letter from his wife. The letter read:

*Dear Honey,
I have been thinking about planting a garden and growing some vegetables. I am not certain how to go about preparing the ground. Also, when is the best time to plant the garden? Please advise.
Love, your wife.*

The inmate, knowing that the mail was read by the prison guards, wrote this short note back to his wife.

*Dear Darling,
Whatever you do, don't plant the garden in the side yard.*

*This is where I hid the gold. I will give you more advice in a few days.
Love, your hubby.*

A few days later, the inmate received another short letter from his wife. It read:

*Dear Honey,
The strangest thing happened yesterday. Several men came with shovels and dug up the entire side yard. What should I do?
Love, your wife.*

The inmate responded:

*Dear Darling,
Now is the time to plant the garden.
Love, your hubby.*

This humorous story suggests that difficult problems can be solved through innovative solutions. This is exactly what we do at Med One—solve problems with creative solutions (although our solutions don't involve prison guards). Early in my selling career, I embraced a unique philosophy: “No one becomes great at sales until they first become great at overcoming objections.” I had quickly learned that an objection is only an objection until it becomes an opportunity. This is what Med One is really good at doing—turning objections into opportunities. We are especially good at providing solutions that overcome any objections. Some objections are roadblocks. They are intended to stop us in our tracks. Others are merely bumps in the road. Our job is to either negotiate around them or through them. Our sales people have been trained to ask questions and then listen. Before we can provide solutions, we must first find out exactly what our customer wants.

During my 40+ years in sales, I have encountered just about every objection that is out there. A few, however, keep surfacing over and over again.

“We don't lease.” It is true that some hospitals just plain don't lease. But most of them will utilize some innovative methods to acquire equipment without having to show it on their balance sheet or categorize it as a lease. It may be a rental or even an equity rental. Most hospitals do not have adequate cash reserves to acquire all of the equipment they need. This objection is not a roadblock, but merely a bump in the road. We view it as an opportunity. Med One is a reliable GPS with innovative solutions to overcome this and other objections.

“Why should we use Med One over one of your competitors?” This is a very legitimate question. There are many leasing companies out there, but leasing is all they do. There are a number of rental



companies out there, but rental is all they do. At Med One, we do it all. We listen to the needs of our customers and structure a solution that fits their specific concerns. This objection is not a roadblock, but merely a bump in the road. We view it as an opportunity. Med One is a reliable GPS with innovative solutions to overcome this and other objections.

“We have no capital dollars allocated to acquire this equipment.” In many cases, this is no reason to wait for next year's capital budget. Med One can provide solutions to get the equipment now, bridge the capital budget gap, and allow for a purchase with equity when capital money becomes available. This objection is not a roadblock, but merely a bump in the road. We view it as an opportunity. Med One is a reliable GPS with innovative solutions to overcome this and other objections.

“We don't have a signed contract enabling us to rent your equipment.” Most hospitals rent equipment to meet peak need demand. We have nearly \$35 million in rentable equipment that we make available to the medical community. We have learned that if we provide exceptional service, better and cleaner equipment, and competitive pricing, we can entice many hospitals to go off contract and rent from us. After using us once, they come back for more. This objection is not a roadblock, but merely a bump in the road. We view it as an opportunity. Med One is a reliable GPS with innovative solutions to overcome this and other objections.

“We want the option to own the equipment but we don't want to commit.” This eliminates most lease agreements. It also eliminates the rental companies because they do not sell their rental inventory. Most all of our competitors will cave when this objection is voiced. Not Med One. We have several solutions that provide an avenue to ownership but that require little or no commitment. This objection

is not a roadblock, but merely a bump in the road. We view it as an opportunity. Med One is a reliable GPS with innovative solutions to overcome this and other objections.

These roadblocks aren't roadblocks at all if looked at from the right perspective. Isn't business all about perspective? Isn't life all about perspective? We all need to embrace a proper perspective and just decide what we really want.

A teenager once lost a contact lens while playing basketball in his driveway. After a fruitless search, he told his mother the lens was nowhere to be found. Undaunted, she went outside and in a few minutes, returned with the lens in her hand.

*“How did you manage to find it, Mom?” the teenager asked.
“We weren't looking for the same thing,” she replied.
“You were looking for a small piece of plastic.
I was looking for \$150.”*

To our customers we ask, “What are you looking for? What kind of a financial partner do you want? Do you want someone who will think outside the box? Are you looking for someone who possesses a spirit of innovation? Do you want to associate with someone who will utilize a creative approach?” If this is what you want, look no further. Med One is your financial partner. We will be a reliable GPS and we will guide you through the maze of financial obstacles and deterrents. We only ask that you give us a try. We will live up to our motto: Med One—making medical equipment available.



WRITTEN BY: JEFF EASTON



For more than 24 years, since April of 1991, Med One Capital has done a good job of demonstrating how we bring value to our market place and what makes us important to the market place. This has allowed us to stay in the niche that has been created. I have now been with Med One Capital for over 8 years and it has been a great experience; I am very grateful for this opportunity that I have to be a part of this great company. At this wonderful time of the year I would like to take this opportunity to reflect and be grateful and thankful for what I have been blessed with, and I invite each of you to do the same. Perhaps one of the greatest stories I have heard about being thankful is told below. There is much that we are given and blessed with in our lives and I hope that we all recognize this and are kinder to those around us.

Old Ed strolls along the beach to his favorite pier. Clutched in his bony hand is a bucket of shrimp. Ed walks out to the end of the pier, where it seems he almost has the world to himself. The glow of the sun is a golden bronze now. Everybody's gone, except for a few joggers on the beach. Standing out on the end of the pier, Ed is alone with his thoughts...and his bucket of shrimp.

Before long, however, he is no longer alone. Up in the sky a thousand white dots come screeching and squawking, winging their way toward that lanky frame standing there on the end of the pier. Before long, dozens of seagulls have enveloped him, their wings fluttering and flapping wildly. Ed stands there tossing shrimp to the hungry birds. As he does, if you listen closely, you can hear him say with a smile, 'Thank you. Thank you.'

In a few short minutes the bucket is empty. But Ed doesn't leave. He stands there lost in thought, as though transported

to another time and place. When he finally turns around and begins to walk back toward the beach, a few of the birds hop along the pier with him until he gets to the stairs, and then they, too, fly away. Old Ed quietly makes his way down to the end of the beach and on home.

If you were sitting there on the pier with your fishing line in the water, Ed might seem like 'a funny old duck,' as my dad used to say. Or, to onlookers, he's just another old codger, lost in his own weird world, feeding the seagulls with a bucket full of shrimp.

His full name: Eddie Rickenbacker. He was a famous hero in World War I, and then also served in WWII. On one of his flying missions across the Pacific, he and his seven-member crew went down. Miraculously, all of the men survived, crawled out of their plane, and climbed into a life raft.

Captain Rickenbacker and his crew floated for days on the rough waters of the Pacific. They fought the sun. They fought sharks. Most of all, they fought hunger and thirst. By the eighth day their rations ran out. No food. No water. They were hundreds of miles from land and no one knew where they were or even if they were alive. Every day across America, millions wondered and prayed that Eddie Rickenbacker might somehow be found alive.

The men adrift needed a miracle. That afternoon they had a simple devotional service and prayed for a miracle. They tried to nap. Eddie leaned back and pulled his military cap over his nose. Time dragged on. All he could hear was the

WHERE WE STAND

COMPANY NUMBERS THROUGH SEPT 2015

| MED ONE CAPITAL | SEPT 2015 | 2015 YTD |
|-------------------------|-------------|---------------|
| LEASING AND FINANCE | | |
| NEW EQUIPMENT PURCHASED | \$8,354,004 | \$75,254,145 |
| NUMBER OF NEW LEASES | 37 | |
| TOTAL CUSTOMERS | | 1896 |
| TOTAL EQUIPMENT LEASED | | \$273,363,353 |
| EQUIPMENT RENTAL | | |
| TOTAL RENTAL REVENUE | \$1,191,002 | \$11,106,557 |

slap of the waves against the raft...but suddenly Eddie felt something land on the top of his cap. It was a seagull!

Old Ed would later describe how he sat perfectly still, planning his next move. With a flash of his hand and a squawk from the gull, he managed to grab it and wring its neck. He tore the feathers off, and he and his starving crew made a meal of it—a very slight meal for eight men. Then they used the intestines for bait. With it, they caught fish, which gave them food and more bait....and the cycle continued. With that simple survival technique, they were able to endure the rigors of the sea until they were found and rescued after 24 days at sea.

Eddie Rickenbacker lived many years beyond that ordeal, but he never forgot the sacrifice of that first life-saving seagull... and he never stopped saying "thank you". That's why almost every Friday night he would walk to the end of the pier with a bucket full of shrimp and a heart full of gratitude.

[Max Lucado, "In The Eye of the Storm", pp...221, 225-226.]

I am thankful to Larry Stevens and Brent Allen, the two wonderful owners of Med One Capital. There are no two more wonderful people to work for and associate with on a daily basis. I am thankful to my fellow employees that I work with on a daily basis. Some of them have worked for Med One Capital for approximately 20 years and some have just been with us for a short time. However, I am grateful for the efforts that each one of them put in each day to help make Med One the best it can be and to serve those whom we serve.

Finally, I am grateful for each one of our over 2,000 customers, vendors, and banks with whom we serve and who allow us to function as a company. It is truly wonderful to associate and work with each of you. 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.

"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."

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. I am so grateful to be part of a wonderful company that truly does care about all of our customers, vendors, banks, 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 24 years be a time where Med One Capital makes an even larger impact on the niche in which we service in "Making Medical Equipment Available".

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.

what's in the bag?

WRITTEN BY: ROBB STEVENS



Part of the magic of Christmas morning or a birthday celebration at my house is watching the wonder and excitement of my children as they see the gifts or bags with their name on them. They can hardly wait to pull the wrapping off and find out what's inside!

Surprises are fun, but curiosity is at times more than some of us can stand. Whether it's for us or not, we simply must know what's inside the bag, the box, or behind the wrapping paper. Recently I had in my office two black gym bags filled with promotional items for one of our customers. The bags (pictured) easily



looked like a couple of bags full of cash straight out of the movie "Ocean's Eleven". At least that's what everyone who came by thought. Don't I wish? As those bags sat for two days in my office, I was amazed at how many people asked me what they were for and what was inside. I learned from this little unintentional experiment that bags create curiosity and may even give you a story to tell.

I have on occasion packed golf clubs out of town and there is always at least one person at airport check-in, on a rental car shuttle or at a hotel who asks where I'll be or have been playing. Thus, a conversation ensues with a perfect stranger with whom I may never have even said hello to otherwise simply because of curiosity.

However, sometimes the buildup of curiosity creates disappointment if a bag isn't filled with what we hoped it might be. It can also be a problem if our bag isn't filled with what we need to be prepared.

What story does your bag tell about who you are, what you've done or where you've been? Is it worn out, brand new or somewhere in-between? What do people assume about what's on the inside after seeing the outside? Are they happy or disappointed once they find out?

While our bags create curiosity within others, the actual contents are what matter. They become a key part of our preparation for anything we are doing in life. It's not the bag itself, but what's inside it that counts. As all boy scouts learn, it's important to "be prepared" in any situation. The care you took when filling your bag with the right tools for a specific activity will determine whether you succeed or fail. If you go into an endeavor with the right amount of preparation, you can be confident and assured that you have what it takes to succeed.

Capital One may ask you "What's in your wallet?" as if to imply that without their card, you are somehow missing out on something. While we are not Capital One, we are Med One Capital (yes, there's a difference), my questions to you is, what's in your bag? That question can be considered on a literal or a figurative basis. As we begin a new year, it's a great time to assess your preparedness on any level. Maybe you need to sharpen a skill, buy some better gear for your pursuit, or improve a relationship. On the other hand, perhaps your bag is too full of items you don't need or no longer use—items that are just weighing you down. Filling your bag with the right items can sometimes mean cleaning old or unneeded items out to make room for the essentials. It also never hurts to leave a little bit of extra space in which to add good things later. Whatever the case may be, it is always worthwhile to assess your situation from time to time and adjust accordingly. Once that is done, it makes sense to look forward rather than backwards. We can follow the simple advice of William Durant who said: "Forget mistakes. Forget failure. Forget everything except what you're going to do now and do it."

"Forget mistakes. Forget failure. Forget everything except what you're going to do now and do it."

Once all the holiday traditions are done and the magic of the season is past, it is then time to transfer our focus from curiosity and wonder to preparedness and purpose. A friend of mine likes to say "the more you are prepared, the more you will be prepared for that which you are not prepared." So there you have it—I have "let the cat out of the bag" by saying, when we're prepared with a good "bag of tricks," we can more often say "it's in the bag" which is to say, we're assured of a successful outcome. We will have more control over situations that would otherwise turn out as a "mixed bag" and finally, when we're organized and well-equipped, we won't have to ever be left "holding the bag."

Don't Let Your Well Run Dry

WRITTEN BY: ANNA MEACHAM



The other week, in the midst of late nights, sickness, and an endless to-do list, I heard a song lyric that really caught my attention: "Don't let your well run dry." I felt like I couldn't keep up with everything I wanted to accomplish, but after hearing this song I realized that my 'well' was quite barren. Just as a self-replenishing water source is invaluable to the people who rely on it, a arid and overdraught well is useless to everyone. There is a valuable lesson to be learned from the dry well that has ceased replenishing: take care of yourself first or you will have nothing left to give others.

A well must replenish its water supply in order to sustain those that rely on it, and likewise an individual must ensure they replenish their resources before they give to others. That is the difference between balance and burnout—discovering and cultivating a source of personal replenishment before reaching absolute burnout. Taking care of yourself is not equivalent to indulging yourself. In fact, sometimes it's just the opposite: rather than indulging in excessive amounts of unhealthy food, one might take care of their physical and mental health by eating healthier.

Taking care of yourself does not have to be a constant struggle, either. Think of oxygen masks on airplanes: adults are instructed to put their own masks on first before they help children or others who might need assistance. It doesn't take long to put your own mask on, but it allows you to stop worrying about yourself so that you can focus your attention on those who need help.

While this principle can apply to many areas of life, application of these principals to our office lives is imperative. As office employees, we can forget that if we don't make the right choices our environment can become unhealthy and we can lose the strength, energy, and ability to perform our jobs well. Following are some suggestions for employees to take responsibility for their own mental and physical health, as well as some suggestions for employers to help encourage their employees to live healthier lives.

The three keys to a healthy office environment are to stay moving, to eat right, and to have face-to-face conversations. Simple enough, right? Working in an office environment can seem luxurious to those who work on their feet all day, but sitting for long periods of time can cause health problems due to the high levels of sedentary behavior. According to CNN's article "Sitting Will Kill You", sitting decreases the blood circulation in our legs and increases our chances of contracting type 2 diabetes by 90%.

If you get up and walk around at least once an hour, you can stave off these negative effects while also stretching your legs, increasing your heart rate, and strengthening back muscles that become weak from sitting for so long. As a double bonus, if you walk to converse with your coworkers instead of calling or sending them an email, your mind can benefit from some human interaction as well! It can also be very beneficial to take walks during your lunch break—even if you only have a parking lot to meander around. This gives both your brain and your body a break from your 8-hour sit-ins. As for a healthy office diet, avoid unhealthy snacks that are high in sugar and low in protein, as they only provide short bursts of energy



"There is a valuable lesson to be learned from the dry well that has ceased replenishing: take care of yourself first or you will have nothing left to give others."

rather than sustained energy. This lack of sufficient fuel often leads to excessive eating.

As for psychological or mental health in the office, learn to recognize signs of stress in yourself and then take measures to reduce it. Work is often the highest stressor in people's lives, and stress can drastically increase a person's risk of injury, notably heart attack and stroke. Forbes estimates that workplace stress is responsible for an annual \$190 billion in healthcare costs. Most workplaces offer insurance coverage for stress management to more effectively inhibit this unintentional and preventable form of self-harm.

Med One Capital does a great job of taking care of its employees. Not only do they enjoy the benefits of on-site flu shots before flu season, but they also enjoy exercise incentives to offset the costs of gym memberships, an open lunch area which encourages conversation, and good insurance options to take care of themselves and their families. All of these measures help employees know that they are cared for, and in turn allow Med One to reap the benefit of healthy employees who contribute more to their work.

As I've made a personal effort to not let my own well run dry, I've been a happier, less stressed individual. As I've tried to be more active, eat healthier, and take on less projects I've been more efficient at work and happier in all other areas of life. Taking care of yourself before you give to others will only benefit you (or your employees) in the long run.

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, Support Surfaces 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.

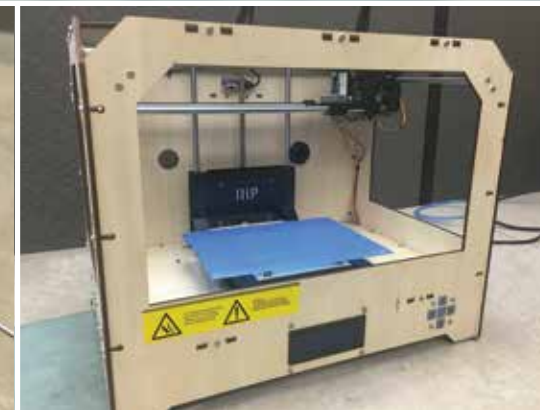
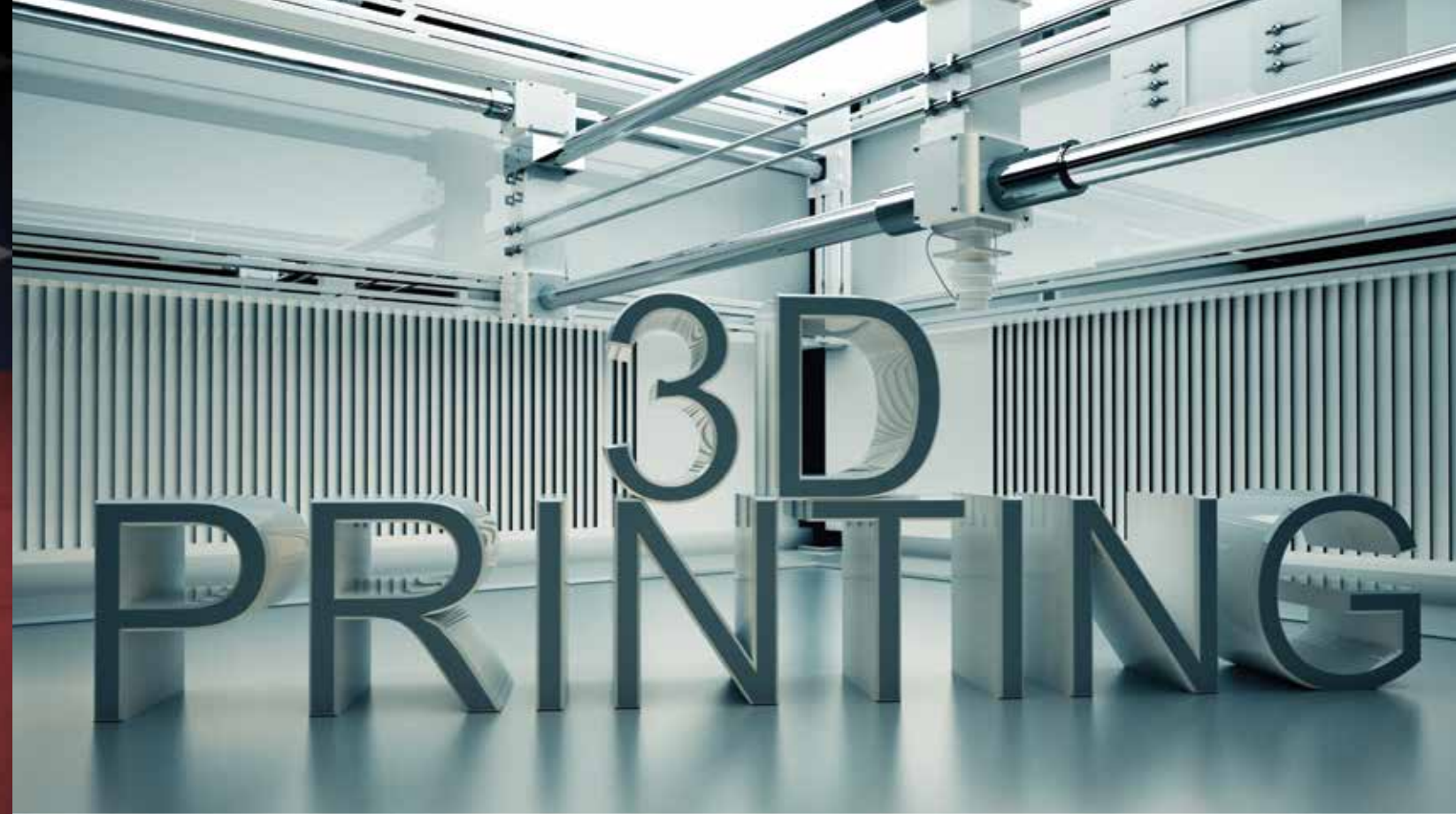
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WE HAVE OVER TWENTY-FIVE YEARS OF EXPERIENCE WORKING IN THE HEALTHCARE INDUSTRY. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME, AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.



WRITTEN BY: **NATE DAVIS**



Med One Capital had the great opportunity to assist For Families of Active Military this Thanksgiving by delivering boxes of food and turkeys to military families stationed at Fort Irwin and Camp Pendleton, both in California. The For Families of Active Military organization was founded in 2006 to increase awareness of the hardships that military families experience and has since been giving back to those who sacrifice for our country.



Recently Med One acquired a 3D Printer because they have dropped in cost, making them very reasonably priced. It has been super fascinating to see what it can do. The one we got is simple: it only prints in one color, and only can print with PLA Plastic, which is a corn-based biodegradable plastic. It's hard and not very flexible. The plastic, called 'filament', comes in a 1 Kilogram roll.

There is a large online community of people that have designed 3D objects and then posted them for anyone to download and print. I truly had no idea the size of the 3D printing community until we bought our printer. One of these large communities is located at www.thingiverse.com, where you can browse, download and print anything you find on the site.

Our Biomed department has printed screwdriver holders to mount on the wall, cases for electronics, as well as solder holders. There are tons of practical items and some really cool decorations. When you have a few free minutes, I would encourage you to browse that site and see what is possible.

As Ibby mentioned in her blog post on our website a few weeks ago, 3D Printing technology is making its way into the medical field. The ability to prototype and test medical procedures on accurate models before performing them on humans is very fascinating. The possibilities are endless, and the technology keeps getting cheaper and more robust.



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.



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.



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.



Scott Wertz Director of Strategic Development
Scott Wertz joins the Med One team as the newest Director of Strategic Development, bringing 20 years of financial service experience with him. He received a Bachelor's degree in Economics from the University of Utah. His past work includes holding the position of President of Rocky Mountain Financial services, working as a financial advisor for Morgan Stanley and AXA Advisors, and working as an insurance wholesaler for Crump Insurance.

COMMERCIAL 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.



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.



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



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.



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.



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.



Bryan Dabney Georgia
Bryan Dabney has 25 years of experience as a respiratory therapist and comes from Respiricon where he worked as a Traveling Clinical Specialist and an Account Manager. Bryan was born in Livermore, California and lived there until advancing his schooling in Rexburg, Idaho at Ricks College. Bryan finished his schooling at Weber State University and graduated with his Bachelor's degree in Respiratory Therapy.



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.



John Campbell Senior VP of International and Government Sales
John Campbell has been with Med One since 2003 and has worked in business development, special projects, equipment services and international sales. He has over 40 years of experience in the medical industry with various positions in disposable sales, distribution and capital equipment sales.



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.



Karen Raven VP International and Government Sales
Karen Raven is a leader of the Med One Capital International 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.

Our Sales Team is comprised of experienced professionals 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. We work with the largest equipment manufacturers in the healthcare industry.

Med One has locations in Salt Lake City, Southern California, Northern California, Texas, North Carolina, Florida, Atlanta and Massachusetts.



was born in Texas and grew up near Dallas. Five days after graduating high school I came to Utah to attend Brigham Young University, and I've been hooked on the Mountain West ever since. I'm still a Texas girl at heart but I've grown to love the mountains.

At BYU I met my husband, Garrick, through the music program. As we started dating we became confident that no one in the history of the universe had ever been so happy in a relationship before, so we got married 10 months later (and yes, we are self-absorbed millennials, if you must ask).

We both love music; our combined music library starts at Gregorian chant and covers everything to the present. I'm classically trained and he's jazzically and rock trained, and we meet somewhere at the crossroads of 80's lo-fi punk and Joseph and the Amazing Technicolor Dreamcoat. This past summer we toured the East Coast in a band together, he on bass and I on drums. We love attending concerts as well.

I love three things in life- reading, traveling, and music. In high school I was the drumline captain and won two national championships on the marimba, an instrument you probably won't know about until you stop reading this and google it. I was also on the poetry team and pitched for the softball team. Once

I got to college I traveled abroad every summer. Two of these trips were with the BYU orchestra, one to Germany, Belgium, The Netherlands and France, and the other to Italy, Slovenia, Hungary, Croatia, and Turkey. Another trip was a study abroad to live in Jerusalem, Israel for a summer. I feel lucky to have seen these beautiful places in the world but more importantly to meet the people living in each—we are all so similar in so many ways. As for reading, I am currently trying to read as many biographies as possible because they're the closest thing to instruction manuals on how to be an adult.

Growing up I always wanted to be an ice cream truck driver or Tina Fey, so when those fell through I settled for the third best job in the world, working at Med One Capital. I'm so thankful that I work in a place where I am valued as a person and where I'm surrounded by great people who teach me so much.

ANNA MEACHAM

MARKETING AND DESIGN ASSISTANT



LUIS AGUIRRE

ASSISTANT WAREHOUSE MANAGER

grew up in Cali, Colombia. Cali is the second largest city in Colombia. It is located in the southwest region close to the Pacific Ocean. I have my bachelor's degree in Civil Engineering. I have worked at Med One for about 3 months. I worked as a Civil Engineer for 10 years and recently came from shipping and receiving at Home Depot. I enjoy riding my motorcycle and spending time with my family. I like to work on projects at home such as welding, building obstacles for my wife's horses, and fixing my motorcycle. My wife and I have been married for 10 years. She is a respiratory therapist and works as a clinical auditor at IMC. My wife loves her two horses. I have a son, Sebastian who is 17 years old. I enjoy watching soccer and really like 80's rock. I like action and sci-fi movies, I like to BBQ and grill and enjoy watching Food Network. I have 4 dogs: Tyson is a boxer, Harley is a boxer bulldog mix, Cody is a rat terrier and Jackie is a Chihuahua mix. My wife's horses are Koda and Tinkerbell. Med One is a great company to work for. I love my job in shipping and receiving, the people are nice and friendly. I plan to be with Med One a long time.



TIM LOFTIS

DIRECTOR OF STRATEGIC DEVELOPMENT



My colleagues here at Med One often joke about me being "The Most Interesting Man in the Office", like the Dos EXX beer commercial. As I write this I laugh and think there may be some slight truth to it.

I was raised in the suburbs of Chicago with my brother and two sisters, where I finished high school. I visit often and am still a big Bears fan. I went to Boston University's professional acting school and loved my days on the Charles River and Fenway Park. Even though I grew up in Chicago, I've been a Red Sox fan since the 1975 World Series and I was in Fenway in 1986 when the BoSox beat the Angels for the AL pennant. I went to Occidental College in Pasadena, CA finishing my degrees in Political Science and Acting and always enjoy Manhattan Beach and Dana Point. After graduation I moved to San Francisco and lived two blocks from the "Crooked St" on Lombard in Russian Hill and worked for the Mayor, Willie Brown. In 1997 I moved to Salt Lake City and I finished my MBA at the University of Utah. I'm thrilled to see both their football and basketball programs flourishing in the PAC-12 and a fan of the Utah Jazz.

I have a 17 year old son, who hopes to be the next Eminem...or a sushi chef. I look forward to seeing him pursue his dreams. Two years ago I married my wife Maria and we have had a blast; she coordinates the international travel for the Salt Lake Chamber of Commerce and we've been to Switzerland, Germany, Liechtenstein, Italy, Hungary, France and the Czech Republic. Scotland and Ireland may be next. In my spare time, I race a "Lemons" car (a \$500 endurance race car), play sand volleyball, brew beer and have bbq's (I built a barbecue pit in my backyard big enough that I can smoke a whole pig!). However, I love the ocean and my favorite hobbies are scuba diving and sailing. Pretty funny for a guy in Utah!

In my career I've always tried to work in areas where I made a difference. During college and for many years after, I was an actor. I worked in politics both in California and in Utah - talk about a wide political perspective! I was involved in alternative energy development at Utah State University's Energy Dynamics Lab, where we worked on "wireless energy transfer" for electric vehicles and other innovative technologies. I've been in finance for about 17 years and have worked for UBS, Morgan Stanley and Chase. Now I've found a home at Med One and I feel grateful to work in healthcare where "making medical equipment available" means supporting patients of great hospitals across the country and working with an awesome team that truly understands work life balance and appreciates my work hard/play hard attitude.

SPOTLIGHTS



What can **LinkedIn** do for you?

WRITTEN BY: IBBY SMITH STOFER



Social Media can be a personal tool to connect with friends. It can also be a publicity tool to help educate others about you and your business. Many of us check our Facebook, Twitter or Instagram sites on a daily basis, and some obsessively check them hourly or more. But when was the last time you looked at your LinkedIn profile? Sometimes we forget about this outlet when we're not in a stage of life where we need to use it, but it can benefit both you and your business if used in the correct way.

Many people initially utilize the LinkedIn system as a way to find a job. They put a detailed resume online and make connections with former colleagues. They search companies they're interested in and prepare for the chance to interview with those companies.

Many are successful in their endeavors and are now happily employed. They never think about the LinkedIn site unless they get connection news about work anniversaries, birthdays, skills update requests, etc.

But it turns out that LinkedIn is useful even when you're not looking for a job. It is truly an online business connection system that many of us use once and forget to update. Recently I've had the opportunity to participate in a number of webinars that have focused on getting even more out of LinkedIn. Quite frankly, some of their ideas were eye-opening.

During one webinar the speaker referred to something called your "headline". If you don't manually update this section, the system automatically selects your first title from your Experience section. This is great if you want to post a resume, but less desirable if you are trying to attract potential users of your product or service. Here is an example of what it might look like:

Ibby Smith Stofer
Director Market Research at Med One Capital

Following the webinar, I changed it to look like this:

Ibby Smith Stofer
Helping providers and suppliers find creative ways to acquire medical devices, through lease financing/contracting/strategy.

I am still working on improving the headline, but for now it at least tells potential customers and colleagues what I think I bring to the party. It's about how you can help them solve a problem they have and less about you.

"Sometimes we forget about this outlet when we're not in a stage of life where we need to use it, but it can benefit both you and your business if used in the correct way."

After linking my profile to my employer's site (another useful tool), my entire network of contacts and followers was notified that I had made this change. After making the above change, a former colleague reached out to me via my LinkedIn account and asked if Med One Capital could help them with their business challenge. It may have been coincidental, but I for one think it was the change in my headline that caught their attention.

So now the question is, how are you using your account? Is it a tool to bring in business or just a dormant account used only when prompted by some notification or email? Can you use it more effectively to let your customers and potential customers know what you're capable of doing for them? Are you promoting yourself and your company to the fullest?

Whether you are a healthcare provider, a healthcare supplier, a friend of mine or anyone else at Med One Capital, I believe that we can use LinkedIn more effectively.

There are so many groups on LinkedIn and so many ways to connect that one could spend hours and days updating his or her profile. I am not advocating that you abandon your job responsibilities to keep all of these up to date, but small changes and updates can make a big impact for yourself, your company and your customers.

Because of the many varied groups that use LinkedIn that share my interests and connections, I've chosen to use only that outlet for my own time management reasons. Each individual can choose which social media outlet(s) he or she prefers to use, but in today's world being online is the norm. Rare are the individuals who choose to go off-grid. Whatever your choice, don't forget that like any tools we use in business, it will often need updating and should place your customers first. An internet search for social media webinars will amaze you with the sheer number of choices available. Best of luck to each of you.

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