

MedOne



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WITH FUTURE SUCCESS
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Med One To One is a Med One Group publication consisting of editorials, a message from our owners and key stakeholders, testimonials, information regarding our solutions, employee spotlights, and more. Four quarterly issues are produced each year. Issues include the most recent and exciting news from Med One.

Don't get complacent with your surroundings or take things for granted.

A NEW Perspective



Written By **Troy Tait**
SVP Customer Care

In July, I was fortunate to have the opportunity to participate in a strategic planning meeting for Med One held in Banff, Canada. This involved the members of our Senior Leadership team and provided an opportunity to discuss the current and future status on Med One and our position in the market. For me, it was a chance to give serious personal reflection on my role with the company and what changes I could make to be better as a steward of my responsibilities. There were many topics of discussion, and each led to valuable and healthy conversations.

While participating in the actual meeting was very productive and helpful, the most important lesson I learned came at the most unusual time. At the conclusion of our last day, a small group of us decided to have dinner at a small restaurant in Canmore— which is located on the southeast boundary of Banff National Park. As we sat there enjoying the amazing scenery and some really good food, we got into a conversation with our server. She was from Canmore, and it was very interesting to hear her thoughts on the area.

During our conversation, we told her we were from Utah. Her face lit up and she was so excited to talk about our hometown. She is an avid climber and proceeded to tell us how great Utah is. As she was going through the list of all the great places in Utah that she visited, she paused and said it was probably one of the most scenic and amazing places she has been. The more she talked the more I wanted to visit all the places she mentioned. When she finished, we all looked at each other in disbelief. We were sitting in a place—at the base of an amazing mountain, with amazing views all

around us—and she was basically telling us our area was just as amazing.

As we flew back and started to drive home from the airport, I looked at “our” mountains a little differently. I realized that they really are just as amazing as the mountains in Canmore— in fact, I did a little research and found out they are higher— something I didn't think while I was in Canada and probably something I should have already known.

So, what was the lesson I learned that night from our server? Don't get complacent with your surroundings or take things for granted. In business, I think there are times when we think things might be better somewhere else or that other's might be more successful because their company does this or that. It is easy to get caught up in the comfort of something we know or see every day.

Our home office in Sandy, sits at the base of one of the most amazing mountain ranges in the world. I drive by and in these mountains every day, but now, I see them a little differently. The same can be true about our efforts at work. Whether we have been with a company for 30 years or 30 days, we shouldn't be complacent and look past all the things that make the organization great. I understand things aren't always perfect, but just as I learned that night in Canmore, they are usually just as good, if not better than what you think they might be. If you don't believe, just ask someone from the “outside” and get a different perspective.



LIFE'S GIFTS

LETTER FROM THE OWNER

Written By **Brent Allen**
EVP of Sales / Owner



In the last issue of the *Med One to One* publication, my partner Larry Stevens shared some things he has learned from starting a business. I'd like to tag on to his insightful remarks and add my perspective as well. His article prompted me to reflect on some of the lessons I have learned over the years. I like to refer to them as life-lessons. From my experience with Med One, I know that with any endeavor, we only get back what we put into it, nothing more and nothing less. Sometimes we win, and even if we don't win, we learn. What comes back to us are life-lessons that will be with us for the rest of our lives. One person pointed out that these life-lessons are gifts, and they come back to us gift-wrapped. Recently, I paused to take inventory of these gifts. I am in awe at the gift-wrapped life-lessons that have been returned to me. In this article, I will elaborate on a few of these gifts.



A GIFT OF FRIENDSHIP

I recall the story about a young couple touring southern Florida and stopping at a rattlesnake farm they discovered. They engaged in a conversation with the man who handled the snakes.

“Dangerous job...don't you ever get bit by the snakes?”

“Yes, occasionally,” was the reply.

“What do you do?”

“I always carry a razor-sharp knife in my pocket. I cut across the fang entry and suck the poison from the wound.”

“What if you sit on a rattler?”

“That is when I find out who my true friends are.”

Hopefully, none of us will ever need to utilize this test to discover a friendship.

I am grateful for the gift of friendship. I first met my business partner Larry Stevens 58 years ago.

Since that day, we have had a unique friendship. Larry had a wonderful impact on my life. I can hardly remember what life was like without him. He accepted me for who I was, and his friendship helped me achieve my potential. In our life, we cross paths with many good people. These good people bring us happiness. Sometimes we encounter “not-so-good-people” from whom we learn many valuable lessons. Occasionally we rub shoulders with great people. These are the people who give us memories. I have built many wonderful memories because of my association with Larry. Someone once said, “There are friends and there is family. And then there are friends who become family.” Larry is one of these friends.

A GIFT OF CHOICE

I am grateful for the gift of choice. Prior to starting Med One, both Larry and I were victims of acquisitions...not once, but several times. In my case, every company for whom I worked, except one, was sold. The owners walked into the sunset with a bundle of cash in their pockets. The employees were left with a huge unknown future. Each time we were told what a wonderful

opportunity it would be for us. In every case, it turned out to be a disaster. From these experiences, I discovered that life is like a box of chocolates...you never know what you are going to get. Sometimes we need to make a choice and take a chance, or our lives will never change. C.S. Lewis once said, “You can't go back and change the beginning. But you can start where you are and change the ending.” Embracing this philosophy Larry, and I (with two other partners) decided to change the ending. Thus, in 1991, Med One was born.

A GIFT OF EXPERIENCE AND LUCK

I have learned over the years that in every worthwhile endeavor, we begin with two bags. We begin with a “full” bag of LUCK and an “empty” bag of EXPERIENCE. The challenge is to fill the bag of experience before the bag of luck runs empty. Let's face it. Life can be tough. It's easy to get down when things aren't going our way. Sometimes, all we need is a little bit of luck. I will be the first to admit that I am a very lucky person. I don't own chickens but, if I did, I believe that even my roosters would lay eggs. Sometimes luck is just believing that you are lucky.

Frequently, we run into people who have been highly successful. If they refuse to attribute some of their success to luck, I personally believe they are kidding themselves. Every morning I pray that our bag of luck doesn't run dry before our bag of experience fills up.

A GIFT OF HARD WORK

I am grateful for the gift of knowing that it takes more than luck and experience to be successful. It takes a lot of hard work. Thomas Jefferson said, “I'm a great believer in luck, and I find the harder I work, the more I have of it.” Someone else said, “Luck is a dividend of sweat...the more you sweat, the luckier you get.”

Many years ago, I spent a long, hot summer working at a poultry processing plant. My job was hanging live chickens on shackles prior to each chicken being processed. It was a dirty, sweaty, dusty job...not the kind of thing most 18-year-old boys enjoy doing with their summer. I returned home each night filthy and exhausted. One by



one, I watched co-workers quit. But I stuck it out. Today, I look back on that experience and I am so grateful that I didn't quit. I learned something about myself...I learned that I can do hard things. I soon discovered that I was making a significant contribution to the world...I was making it a better place “one chicken at a time.”

Hard work defines the character of people; some turn up their sleeves and go to work; some turn up their noses, refuse to work, and take the easy way out; some just plain don't turn up at all. Which one are we?

A GIFT OF PATIENCE

I am grateful for the gift of patience. One author gave the perfect analogy for patience. She said, “Patience is the ability to idle your motor when you feel like stripping your gears.” Another said, “Patience is when you are supposed to get mad... but you choose to understand.”

I love the patience and strategy demonstrated in the following story about a couple who had been married for 30 years. The wife had a “special box” that she had asked her husband never to open. He

“I have learned over the years that in every worthwhile endeavor, we begin with two bags. We begin with a “full” bag of LUCK and an “empty” bag of EXPERIENCE.”



“As I peer into the rear-view mirror, I cherish the gift-wrapped treasures that have been returned to me. They have had a huge influence on how I have lived my life.”



FRIENDSHIPS – *By chance we met...by choice, we became good friends. My friendship with Larry is priceless.*

CHOICES – *Our lives are fashioned by our choices. First, we make our choices. Then our choices make us.*

LUCK – *Luck is that which is left over after we have given 100%.*

EXPERIENCE – *A man who carries a cat by the tail learns something he can learn in no other way. Thus, experience is a good school...but the fees are high.*

HARD WORK – *Chop your own wood, and it will warm you twice.*

PATIENCE – *One moment of patience may ward off great disaster. One moment of impatience may ruin your whole life.*

OPTIMISM – *Optimism wears heavy boots and is loud.*

ACTION – *Action speaks louder than words, but not nearly as often.*

had honored her request for their entire marriage. One night, when his wife was out of town with some friends, his curiosity got the best of him. He opened the box. Inside, he found 12 crocheted doilies and \$7,500 in cash. After opening the box, guilt set in. When his wife returned, he confessed and apologized for his actions and asked for her forgiveness. She was very understanding and admitted he had been very good to honor her request for 30 years.

“By the way,” he said, “What’s with those 12 doilies?”

She responded, “When we first got married, I decided I was going to be very patient with you. When we had disagreements and I felt like yelling at you, I decided to excuse myself to another room

and vent my frustrations by crocheting a doily”

“WOW,” he responded. “12 doilies over 30 years of marriage. We did pretty good, didn’t we.”

“Yes,” she replied.

“I have one more question,” he said. “How did you manage to put away \$7,500 in cash?”

“That is the money I earned from the doilies that I sold,”

To lose patience is to lose the battle. My experience at Med One has taught me a lot about patience. Success didn’t come quickly for us. We had many disappointments and setbacks. I learned that patience is not simply the ability to wait...it’s how we behave while we are waiting.

A GIFT OF OPTIMISM AND ACTION

Consider this very profound quote: “The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails”. For 32 years, we have constantly focused on “adjusting the sails.” We have done our best to avoid the scare tactics of the pessimists. Early on, we lost our main funding partner. The pessimists told us we were doomed and would never survive. We didn’t listen to the pessimism. We acted, adjusted our sails, and we are in a better capital position than we have ever been. At one point, we lost our main rental partner. The pessimists told us we would need to abandon our rental efforts because we couldn’t survive without this partner. We ignored the negative input, changed our direction, and we are healthier in our rental offering than ever.

Over twenty years ago, we began offering an “equity rental” option to our hospital customers. It is a very creative tool that offers many advantages to a hospital but comes with some risk to Med One. We were told by some that we would sustain major losses from this innovative approach. We ignored the pessimism, continued offering it as an alternative, and today the equity rental remains one of our viable options.

As I peer into the rear-view mirror, I cherish the gift-wrapped treasures that have been returned to me. They have had a huge influence on how I have lived my life.



DO SOMETHING

Written By **Bill Brady**
Board of Directors

Some time ago I sat in a meeting with Mark Sunday, the long-time CIO of Oracle Corporation. During the course of the meeting, Mr. Sunday was gracious in answering numerous questions from the group with thoughtful, heartfelt answers, one of which stood out above the rest.

When asked, “What is the greatest lesson you have learned in business?” Mark replied with something I will never forget: *“Do something. It is almost always possible to recover from a mistake you’ve made, but it’s nearly impossible to recover from a missed opportunity.”*





That advice resonated with me, as I have spent my career proclaiming President Truman’s mantra of, *“Imperfect action always beats perfect inaction”* to colleagues and employees in every size of organization I have worked in.

The call to action takes many forms... From Benjamin Franklin: *“Well done is better than well said.”* From Cheryl Sandberg: *“Done is better than perfect.”* And from my father’s nuggets of wisdom picked up through a lifetime of growth: *“It’s impossible to steer a parked car.”*

It’s a law of physics that action begets reaction, and from the reactions we experience when we “do something” we learn and improve. The process of kaizen, or continuous improvement, that catapulted Toyota from a small Japanese car company into a globally dominant automotive brand is rooted in an understanding that nothing is perfect to begin with. Rather, we only make things better through a never-ending cycle of implementation, measurement, and new implementation. This process is true for products, services, and even people.

What causes us to stall, hesitate, or shy away from action? For most people, that tendency is born of fear. Particularly in work cultures where mistakes are treated with resentment and reprisals, taking action comes with massive risk and easily becomes subordinate to endless talking, researching, and planning—a rut commonly referred to as analysis paralysis.

But sometimes the fear is not born of the work culture itself, but rather is inherent in individuals. Toxic perfectionism—spurred more than ever by having our lives on display in social media—inhibits many talented individuals from doing their best work because they are afraid of making mistakes or shattering the feigned appearance of perfection in their professional or personal lives.

Perhaps Theodore Roosevelt stated the imperative to *“do something”* most boldly and eloquently in his *“Citizenship in a Republic Speech”* in 1910, an excerpt of which adorns a wall in my office:

“IT IS NOT THE CRITIC WHO COUNTS; NOT THE MAN WHO POINTS OUT HOW THE STRONG MAN STUMBLES, OR WHERE THE DOER OF DEEDS COULD HAVE DONE THEM BETTER. THE CREDIT BELONGS TO THE MAN WHO IS ACTUALLY IN THE ARENA, WHOSE FACE IS MARRED BY DUST AND SWEAT AND BLOOD; WHO STRIVES VALIANTLY; WHO ERRS, WHO COMES SHORT AGAIN AND AGAIN—BECAUSE THERE IS NO EFFORT WITHOUT ERROR AND SHORTCOMING; BUT WHO DOES ACTUALLY STRIVE TO DO THE DEEDS; WHO KNOWS GREAT ENTHUSIASMS, THE GREAT DEVOTIONS; WHO SPENDS HIMSELF IN A WORTHY CAUSE; WHO AT THE BEST KNOWS IN THE END THE TRIUMPH OF HIGH ACHIEVEMENT, AND WHO AT THE WORST, IF HE FAILS, AT LEAST FAILS WHILE DARING GREATLY, SO THAT HIS PLACE SHALL NEVER BE WITH THOSE COLD AND TIMID SOULS WHO NEITHER KNOW VICTORY NOR DEFEAT.”

If you are a leader or manager of any kind, instill courage to dare greatly in your employees by celebrating initiative, by creating a safe environment in which they can experiment, and by optimistically recognizing the value of lessons learned when things do not go as planned. Doing so is vital to your team’s investment in your mission and to the energy, creativity, positive attitude, and innovation they bring to work every day.

Of course, these same principles apply even if the only person you are managing is yourself. Grant yourself the grace to try, learn, and improve without the soul-crushing fear of not getting it right the first time. After all, nothing worth building was ever built without some—or many—mistakes along the way.





UNIQUE PATIENCE



Written By **Chris Enger**
National Director of Training

A Hare was making fun of the Tortoise one day for being so slow.

“Do you ever get anywhere?” he asked with a mocking laugh.

“Yes,” replied the Tortoise, “and I get there sooner than you think. I’ll run you a race and prove it.”

The Hare was much amused at the idea of running a race with the Tortoise, but for the fun of the thing he agreed. So the Fox, who had consented to act as judge, marked the distance and started the runners off.

The Hare was soon far out of sight, and to make the Tortoise feel very deeply how ridiculous it was for him to try a race with a Hare, he lay down beside the course to take a nap until the Tortoise should catch up.

The Tortoise meanwhile kept going slowly but steadily, and, after a time, passed the place where the Hare was sleeping. But the Hare slept on very peacefully; and when at last he did wake up, the Tortoise was near the goal. The Hare now ran his swiftest, but he could not overtake the Tortoise in time.

-The Aesop for Children

Today’s work environment can often feel like we are surrounded by hares. Everything is so immediate from the first emails to the closing transactions. All is done at what feels like a hare’s pace.

How can we show the patience and determination of the tortoise when business can sprint on by. How can we be the tortoise showing unique patience, and still win this race when customers are looking for fast hare-like responses?

Here are some tortoise-like qualities we can implement as we work with our customers.

- 1. Listening Actively:** Paying attention to customers’ needs and repeating your understanding of the issue builds the relationship with the customer and shows you care about their need.
- 2. Acknowledge their Urgency:** Understand where they are coming from. Let them know you comprehend why they need a rapid resolution.
- 3. Keep Expectations Realistic:** Give the customer a breakdown on the next steps so they know what to expect and when.
- 4. Stay Patient and Persistent:** Remember that patience and persistence are key. Keep your focus on finding the best solution rather than rushing into a quick fix that might not be effective in the long run.
- 5. Communicate Progress:** Regular updates are critical in demonstrating to the customer of your persistent help. Always be honest in communicating your progress.

I was in the market for a new car recently and now being able to text and email information, I was able to work with multiple dealers at the same time.

The dealership that won my business wasn’t the one with the fastest answers or quickest quote. It was the one who understood what I was looking for and got me the deal I wanted. I had multiple quotes but the one I chose had the items and needs I was looking for.

It’s not about slowing down everything to a crawl, but about juggling speedy service with making sure things work out in the long run. Our goal is to alleviate the customer’s pain. After a while, your ability to understand and tackle customer needs will have customers returning for additional needs and services.

THE **Med One** WAY



CREATIVITY*

Doing one thing very well - “whatever it takes”



OBSERVANT LISTENING

A unique philosophy - what does our customer really need?



UNITED TEAMWORK

It takes all of us to make a happy customer



RESPONSIVENESS*

Unprecedented service builds customer loyalty



ABOVE AND BEYOND

Taking pride in going the extra mile



GENUINE RELATIONSHIPS

A huge secret to getting repeat business



EVERYDAY - DO IT RIGHT

The first time, and every time



OUTSTANDING INTEGRITY

The principle upon which Med One was built



UNIQUE PATIENCE

Perseverance - we will never give up



SIMPLICITY*

Making it easy for a customer to do business with us

How To Use Finance Options to Meet Your Sales Quota



be like magic wands that make your product or service more accessible and enticing to customers. They remove the financial barriers that often stand in the way of closing deals.

Think about it this way: not every customer has the cash on hand to make a big purchase up front. But by offering finance options, you open the door for potential buyers who might not have considered your product or service otherwise. Suddenly, that product or service becomes affordable and within reach. Finance options can be a game-changer, giving you a competitive edge and helping you drive sales growth. Whether you are a territory rep, a sales manager, or a finance leader, achieving sales quota matters.

By offering flexible financing options, you can address your customers' concerns head-on and provide them with the peace of mind they need to make a purchase. Whether it's spreading out payments over time or offering a buy-now-pay-later option, finance can help you break down those roadblocks and pave the way for successful sales.

Let's look at a typical situation selling medical device or software in an economy where margins are slim to null, reimbursement is ever changing, and finance is driven to reduce costs due to declining patient revenues.

Customers love the technology or service, but the budget is frozen according to the finance department. Clinicians are pressuring Supply Chain to make it happen. They voice that the patient satisfaction as well as reduced clinical frustration should be sufficient justification.

In a prior position, your company did offer a variety of finance options through a financial services company. The representatives of that firm did the heavy lifting when it came to understanding the customer's situation and objections. They worked in partnership with you and your colleagues and sales results showed the benefit to both you and your employer.

What if you told your boss the story of sales turnaround that happened by offering options to cash sales? What if you reached out to that firm and introduced them to your company and boss? Perhaps the results could once again spiral in the right direction. Adding finance options and a team of knowledgeable advisors to your sales arsenal can be very powerful in not only closing sales, but in how your customers see the service level and depth of understanding you bring to them.

So, the next time you find yourself struggling to meet your sales year quota, remember the magic of finance options. They might just be the boost your business needs to conquer those targets and exceed expectations.

By incorporating strategic financing into a sales process, customers who were once hesitant to make a purchase due to financial constraints will then have the flexibility they need to say "yes" to a product. Finance options have the power to unlock sales potential and drive success. By understanding your customers' financial needs and offering tailored financing solutions, you can remove barriers and close deals like never before.



Written By **Ibbly Smith Stofer**
IDN & Health Systems Director

In the dynamic world of sales, meeting the annual quota is a crucial objective that often determines

the success and growth of a business and your own career. However, achieving this target can be a daunting task, especially when faced with obstacles such as market fluctuations, intense competition, and changing customer preferences and priorities. Through case studies and best practices, we can unravel the power of strategic finance and its potential to drive sales growth, providing insights and inspiration to sales professionals and business owners alike.

The dreaded sales year quota—it's that elusive number that hangs over your head, taunting you like a dark cloud. But let's face it, meeting your sales target is crucial for the success of your business as well as your individual career. It's what keeps the wheels turning and the cash flowing. Without hitting those numbers, your company's growth and profitability can take a nosedive and you may find yourself on a job hunt as well!

Now, you might be wondering, what do finance options have to do with boosting sales? Well, they have more power than you might think. Finance solutions, such as flexible payment plans, installment options, or leasing programs, can

“Finance solutions, such as flexible payment plans, installment options, or leasing programs, can be like magic wands that make your product or service more accessible and enticing to customers.”

Meet The Sales Team

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. We also work with the largest equipment manufacturers in the healthcare industry. Our sales reps are experts in equipment finance, rental, and sales.

Sales

LEASING / RENTAL / SALES / SERVICE

EQUIPMENT LEASING



Robb Stevens SVP / Director of Equipment Leasing

Robb Stevens began his career at Med One in January 2002 as part of the leasing sales group and was appointed as SVP and Director of Equipment Leasing 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 SVP / Strategic Account Manager

Carter Allen has been in the financial industry for more than 20 years and has been with Med One Group since 2002. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter manages strategic accounts that are essential to Med One's success. His experience with healthcare leasing provides customers with valued solutions.



Doug Green SVP / Director Of Corporate Development

As SVP - Director of Corporate Development, Doug is active in finding and developing new vendors for our leasing division and developing opportunities for rental with new and existing customers, organizations, equipment providers, and manufacturers. He is also looking for additional opportunities in our equipment sales area as well as exploring new markets and revenue-generating capabilities for the company.



Brian Nappi Regional Sales Director

Brian brings more than 20 years of industry experience to the team. He earned his degrees from Penn State & Texas A&M University. He understands that his customers are busy and prides himself on quietly listening and accurately defining their requirements and subsequently offering satisfying solutions that allow them to quickly acquire the equipment they need.



Randy Gregory Regional Sales Director

Randy is a graduate of GVSU in Michigan, where he played football and received his degree in marketing. He has over 15 years of experience selling solutions and products in the healthcare industry. His passion is his family and creating memories with his wife and three kids. He loves to travel, golf, exercise, and attend football games. Randy is all about loyalty and helping others.



Al Mugno Regional Sales Director

Al joined Med One in 2017 as part of our equipment finance team. Al graduated from Iona College with a bachelor's degree in business administration, majoring in marketing. Al has worked as a sales executive in the healthcare industry for over 25 years and has an extensive medical device and healthcare IT background. Al enjoys golfing and spending time with his wife and two sons.



Richard Hedderman Regional Sales Director

Richard Hedderman brings over 20 years of experience in medical equipment sales, business development, and sales management. Richard graduated from Texas Tech University with a bachelor's degree in business administration, majoring in marketing. He has a background in infusion therapy, radiology, and vital signs monitors. He enjoys the occasional round of golf and spending time with his family.



Spence Tueller Vendor Portfolio Manager

Spence Tueller is a part of the Med One equipment leasing team. He works with and manages some of Med One's top medical equipment manufacturers and vendor partners. He has extensive experience developing custom finance solutions and vendor programs to help our valued customers close more business. Spence graduated from BYU with a degree in health science and business administration.



Dal Holman Vendor Portfolio Manager

Dal Holman joined Med One in 2019 as part of our equipment leasing team. He graduated from Weber State with a BS in technical service and sales. Dal has 15 years of experience in sales and finance and has worked for companies like Wells Fargo Bank and the Utah Jazz. Dal enjoys developing meaningful relationships and providing solutions to his clients needs.



Nate Farnsworth Vendor Portfolio Manager

Nate Farnsworth joined Med One Group in 2019 as part of the Equipment Finance Sales Team, although he has worked extensively with Med One as one of their funding partners since 2010. Nate has an extensive background in finance and banking, including healthcare finance. He is a graduate of the University of Michigan.

SMART-C SALES



Annholland Bennett Territory Sales Manager - Smart-C

Annholland Bennett joined Med One in 2021 as the Territory Sales Manager focused on C-Arm sales in the Midwest. Annholland has a background in healthcare and medical sales in the Denver, CO, area. She is originally from Alabama, where she graduated from Auburn University with a degree in communication and business. Annholland enjoys mountain biking, snowboarding, fly fishing, and camping with her husband and dog Emmylou.

INTERNATIONAL SALES



Susan Mingle Director of International Sales

Susan Mingle joined Med One in 2017 as a Director of International Sales bringing 14 years of medical/capital sales experience, with previous experience at BD and Abbot Labs. Susan has a degree in both education and nursing. Her nursing focus was Neonatal Intensive Care. She is passionate about Georgia football, gymnastics, and enjoys traveling and spending time with her daughter and two grandchildren.

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Sales

CONT.

Creativity.
Simplicity.
Responsiveness.

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EQUIPMENT RENTAL & SALES



Brad Johnson SVP General Manager / Equipment Rental

Brad Johnson is the General Manager of the rental division and has been working at Med One Group since 1994. He oversees all equipment purchases and works with senior management in opening new rental locations. 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.



Mike Daniels Regional Sales Manager / West

Mike Daniels has over 30 years of experience in sales and management, marketing a variety of medical equipment from movable medical equipment to specialty support surfaces — both medical equipment rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



Brian Smiley Regional Sales Manager / Central

Brian Smiley has been a part of the Med One team since 1999 and serves as a Regional Sales Manager focused on equipment rental. 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 spending time with his family and working in his yard and garden.



Jeremy Quick Territory Sales Manager / South Central

Jeremy Quick joined Med One in August 2009 with an extensive background in sales and marketing. He is a graduate of the University of Utah with a degree in healthcare. Jeremy's responsibilities include the rental and sale of medical equipment to hospitals, clinics, nursing schools, EMS companies, and research facilities. He enjoys spending time in the outdoors, including skiing, mountain biking, hiking, golfing, and running, along with watching his favorite sports teams.



Skip Horton Territory Sales Manager / Carolinas

Skip Horton joined the Med One Rental Division as a Territory Sales Manager in June 2017. He brings over 30 years of experience in the healthcare industry, with previous experience at Eli Lilly, DuPont, and BD. Skip graduated from East Carolina University with a bachelor's degree in life science. Skip enjoys working skiing, snowboarding, and mountain biking when not helping his customers.



Jay Cantiberos District Sales Manager / Northern California

Jay Cantiberos graduated from the University of Arizona with a bachelor of science degree and an associate degree in respiratory therapy. Jay joined the Med One team in 2019. He brings over 20 years of experience in the medical device industry as well as a clinical background. He enjoys that every day at Med One is new and exciting.



Jay Thorley Territory Sales Manager / Utah & Colorado

Jay Thorley joined the Med One Team in 2015. Prior to Med One, Jay worked in the mortgage industry for 12 years. He enjoys working with customers to make sure that they have the equipment they need to care for their patients. Jay enjoys spending his time with his wife, son, and two boxers.



Casie Woolston Territory Sales Manager / Northeast

Casie Woolston brings with her over 15 years of experience in several different sales roles. Specializing in inside sales, she is a great asset to the Med One Equipment Sales team. Before joining Med One in December 2018, she worked to transform a customer service team into a profitable inside sales team. Her energetic and happy attitude brightens the day of both customers and coworkers alike.



Lisa Woods Territory Sales Manager / Southern California

Lisa Woods graduated from the University of La Verne with a degree in business accounting. Prior to Med One, she worked in sales and marketing for about 25 years traveling all over the world as an international buyer. Lisa was the Director of Sales and Merchandise overseeing 3 sales divisions before switching industries into the medical equipment rental field. She likes to spend her free time with friends and vacationing.



Kyle Smelser Regional Sales Manager / East

Kyle Smelser joined Med One in 2018. He graduated from Indiana University with a bachelor's degree in finance and brings 10 years of experience in Equipment and Rental Sales. Before Med One, he most recently worked to provide hospitals and surgery centers rental solutions for cataract surgery. Kyle enjoys lifting weights and playing board games.



Tyler Lawrence Territory Sales Manager

After attending Southern Utah University, Tyler Lawrence joined the Med One Team in March of 2023. With over 9 years of sales experience and 3 years in medical sales, he has a passion for working and communicating with people. He finds solutions and creates value in anything he does. In his spare time, Tyler enjoys sports, hunting, coaching high school basketball, and spending time with family.



Bryan Dabney Territory Sales Manager / Georgia

Bryan Dabney has over 30 years of experience as a respiratory therapist. Bryan was born in California and lived there until advancing his schooling at Ricks College. Bryan finished his schooling at Weber State University and graduated with his bachelor's degree in respiratory therapy. Bryan loves traveling, camping, fishing, and water and snow skiing with his family.



Victor Garcia Territory Sales Manager / Southern California

Victor graduated from the University of Southern California in 2015. Before joining Med One, he spent five years working in medical device sales, focusing on orthopedics. Victor enjoys being part of the healthcare industry and being able to facilitate solutions to issues our healthcare professionals face every day. During his time off, he enjoys spending time with his family and being outdoors.



David Coulter Territory Sales Manager / Arizona & Nevada

David has nearly 30 years of experience in branch operations and medical equipment/support surface rentals and sales, focusing on superior customer service and solutions to ensure his customers can provide the best outcomes for their patients. David has been married for over 31 years and has one daughter. He enjoys traveling with his family, attending baseball games, and off-road driving adventures.



Andres Regalado Territory Sales Manager / Northern California

Andres Regalado attended DeAnza Community College and then began at Med One in April of 2023. He has over eight years of sales experience, with a recent focus in the medical field. Although the industry is relatively new to Andres, he is excited to learn more and gain experience while helping customers obtain the equipment they need. Outside of Med One, his interests include ultra-running, power lifting, and studying nutrition.



Gary McKee Territory Sales Manager / Florida

Gary McKee is a graduate of FAU with a degree in Business Administration and joined Med One in March 2023. With over 21 years of sales experience including real estate investments, medical device sales, and work with Johnson & Johnson and Stryker Orthopedics, Gary is excited to continue to build relationships with accounts and improve lives in the healthcare space. His hobbies include riding dirt bikes and spending time with his family outdoors.



Ed Ruano Territory Sales Manager / Southern California

Ed is a former U.S. Army First Lieutenant and medical equipment delivery driver for Med One. He brings exceptional leadership and operations experience to the sales division. Ed enjoys learning about military history, healthcare, space, and personal development. Hiking, beach days, pool days, traveling, and adventure-seeking are a few of the things Ed and his family enjoy doing in their spare time.



Brian Ginty Territory Sales Manager / Florida

Brian Ginty graduated from Kennesaw State University and has over four years of experience in medical sales. Brian enjoys selling products and services that directly lead to increased patient care and building relationships with those he works with. Outside of the industry, Brian enjoys playing golf, basketball, and going to the beach with his wife Sydney and their dog Blue.



Tracy Neskoric Territory Sales Manager

Tracy Neskoric graduated from Georgia Southern University and has been in medical equipment rentals and sales for over 30 years. His favorite part of working in the industry is knowing that the services we offer make a difference in the quality of patient care in facilities throughout the country. Outside of work, he enjoys golf, duck hunting, gardening, and spending time on his farm.



Zack Poray Territory Sales Manager / Carolinas

Zack is a graduate of CSU San Bernardino and has been with Med One for over four years. Previously, Zach managed and trained employees in several Med One offices throughout California. As a Territory Sales Manager, he enjoys exceeding customer expectations and easing their chaotic demands. In his spare time, he enjoys carpentry, construction, outdoor activities, and weightlifting.

CREATE YOUR OWN LUCK



Written By **Robb Stevens**
SVP Director Of Equipment Leasing

Honest seekers of success in any pursuit will concede that luck played an important role in their journey. Talent, expertise, determination, perseverance, and many more noble qualities are absolutely important, but so is luck. Whether it's meeting the right person at the right moment, being in the right place at the right time, or making a snap decision that points you in the right direction, good fortune is a by product of sincere effort. It may seem at times that successful people are just luckier than everyone else, but luck isn't just a random gift from the universe (winning the lottery is, but that's a different kind of luck). Effort driven luck has less to do with what happens to you and more to do with how you think and act

In his book, "The Black Swan," author Nassim Nicholas Taleb asserted that luck is the key force at the heart of our economic system, as the biggest rewards tend to come from the deepest unpredictability. The reason free markets work, he contends, is because they allow people to be lucky, thanks to aggressive trial and error, not by giving rewards or "incentives" for skill.

So often in business, luck is almost like an evolutionary power that rewards random adaptiveness. Luck and hope have a complicated relationship. As a business strategy, we certainly cannot simply rely on good fortune. Luck is unpredictable. That said, any successful salesperson believes in luck— not dumb luck, but the kind of luck that comes from hustling and provoking it! The more a salesperson believes that success is a combination of luck and effort, the more effective their sales activities will be. Making phone calls, meeting with and qualifying prospects, and gathering intel about competitors and the marketplace take on much more meaning and urgency when they believe luck is a by product of their efforts, so the opportunity to create luck certainly impacts behaviors and performance.

The strongest thrust behind good fortune is a person's outlook on it. Author Wayne Dyer

said: "If you believe it will work out, you'll see opportunities. If you believe it won't, you will see obstacles." Lucky people are good at creating, noticing, and acting on chance opportunities. They do this in various ways, including strong networking, honing a chilled attitude to the uncertainties of life, and being open to new experiences. There's no question that luck involves an element of chance, but "lucky" people respond to circumstances by spotting an opportunity and then acting on it. In fact, lucky people create their own luck by actively seeking to put themselves in the right place at the right time—and being in the right frame of mind to seize "lucky" opportunities.

If any of us can create our own luck, what are the best ways to tap into it? What kinds of things can you and I do to influence our own luck?

BE OPTIMISTIC:

Lucky people are certain the future will be bright. Over time, that expectation can even become a self-fulfilling prophecy because it leads to

The more a salesperson believes that success is a combination of luck and effort, the more effective their sales activities will be.

persistence in the face of failure and positively shapes interactions with others. When things appear to be going awry, they tend to turn bad luck into good by seeing how they can squeeze some benefit from the misfortune or turn lemons into lemonade. An optimistic outlook helps us to

simply see more—and therefore increase our chances of finding luck—if we adopt the mindset that there is always more to see and more to learn.

BE INTENTIONALLY PROACTIVE:

Good luck has a multiplier effect which means opportunities tend to lead to more and bigger opportunities. Not doing something is as much a choice as doing something and there's there can be a false sense of security in passivity. When we choose to remain static, it leads to a slow but

steady decline. In reality, hanging back only seems like an easy solution but ultimately leads to far bigger problems and diminishes the luck that can come from actively seeking it out.

IMPROVE YOUR NETWORKING:

Perhaps you know someone who got lucky by meeting the right person at just the right time: The hiring manager your friend met at a party just days after being laid off; the angel investor your friend met at a fund raiser just days before his startup would have run out of operating capital; the CEO another friend met at a school play who became his company's biggest account.

You can't luck into meeting the right person if you're deliberately reclusive or anti-social. That said, many of us are not naturally good at starting conversations with people we've never met, so it takes intentional effort and will be uncomfortable at times! The more people you meet, though, the more your odds of getting lucky will increase.

If what you need involves people – to buy, to connect, to mentor, to advise or to expand your horizons, you can only “luck” into the right conversation and relationship if you actively try to meet the right kind of people. Get out there; meet people; talk to the person next to you on the airplane or the person behind you in line; send a complimentary note to someone you don't know who did something awesome. You never know where it may lead or who you might meet, especially if you assume good things will happen.

Fortune favors the brave, but fortune also favors the prepared. When you assume good things will happen you will be primed to seize the opportunity when you meet—and in time, you will—meet the right people.

TRY HARDER:

Everyone wants the bigger customer or the bigger deal. You would love to sell to bigger customers, but you never will unless you try... a lot. You would love to connect with influential people in your industry, but you never will unless you try... a lot.

Most incredibly lucky people are incredibly persistent. They try, and try, and try some more. Many of those efforts don't go anywhere, but some of them do. Is that luck or is that persistence, and a willingness to learn from what didn't work and come back again more prepared, more skilled, more talented, and therefore more “lucky.”

ACTIVELY INQUIRE:

At times, good luck may simply be the right person saying “yes” at the right moment to your proposal, idea, sales pitch, or request. With

Unlucky people are passive and thus wait for the opportunity to come to them, but lucky people are proactive and discover for themselves what they want.

that said though, no one can say yes until you ask. There is great truth to the phrase “nothing ventured, nothing gained.” Unlucky people are passive and thus wait for the opportunity to come to them, but lucky people are proactive and discover for themselves what they want. The job, the promotion, the sale, or whatever it may be, just ask for it. In the process, many people will indeed say, “no,” but some will definitely say, “yes.” Other people will assume you are just lucky, but you will know you made your own luck.

EXPAND YOUR BOUNDARIES:

Take chances and be curious. Luck tends to favor the curious. If you do the same things day after day in the same way, you will typically have the same predictable result. Curiosity can lead you to take on a side project, learn a new skill, or be open to new and different kinds of experiences.

By trying something new or even uncomfortable, you increase the possibility that good things will

happen. As Louis Pasteur said: “Chance favors the prepared mind.”

PAY IT FORWARD:

When we experience good fortune, there is always an opportunity to pay it forward in some way. As we do this intentionally, it will become more natural over time and will always tend to lead to more good things coming your way. Giving people tend to associate with other giving people—and by giving, they make each other “lucky.” Giving also tends to create relationships. When you're sincerely generous, other people respond in kind: With advice, with connections, with assistance... with all kinds of things.

BE GRATEFUL:

Gratitude is so often the answer to so much of the discontent or perception of “bad luck” that we experience in life. Sometimes being content with where we are and what we have can build within us an outlook on life that drives us to more positive outcomes. Whether you're religious or

not, gratitude for a higher power also matters and we would do well to acknowledge that often we aren't just lucky, we're also blessed. I love these song lyrics:

“Some would call it good fortune, some would call it good luck. Some would say that the stars align, but in my mind it doesn't add up. No, some would call it good timing, but I know more than anything, I live in victory because I'm a child of the King. Not one battlefield did I win on my own. Every bounce that ever went my way, I know, I'm not lucky, I'm blessed.” (I'm Not Lucky, I'm Blessed, Love & the Outcome)

At the end of the day, Luck in the true sense of the word is something you can't control. Good fortune and bad fortune can happen to any of us at any time. What we can control though, is how we respond to circumstance or chance, and more importantly how often we put ourselves into positions where we can be “lucky.” While it may be easy to conclude that it's better to be lucky than good, the truth is, it's better to be good. Then your opportunity to be lucky will increase significantly!





EMPLOYEE SPOTLIGHTS

RON SHARP

EQUIPMENT DELIVERY DRIVER

I was born and raised in Sacramento, California. My parents came over from Scotland, and I have one brother. I have a daughter who graduated in 2022 to become a mortician and is now a funeral director. She lives in Arizona with our grandson where we like to visit as often as we can.

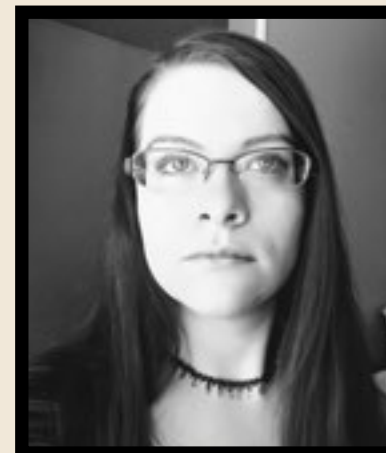
My wife and I have been together for 11 years, and between the both of us, we have 4 adult children.

On my days off, I like to spend time with my family. I enjoy BBQing, going on little trips with my wife, and golfing.

Before joining Med One, I was my grandmother's caregiver. I took care of her for 9 years before she passed away in 2020 at the age of 108 years old from Alzheimer's.

She was like my second mom who I appreciated and loved dearly.

In August, it will be 2 years since I started working for Med One as a driver. I really enjoy working for Med One. My co-workers and I work well together. They feel more like family than co-workers. What I like most about this job is the people. Our clients from day to day appreciate Med One services.



JULIE PITCHER

BUSINESS DEVELOPMENT REP

I was born at home in West Jordan, Utah and am the youngest of three. For a short period of time, my family moved to Delaware before we returned to Taylorsville, Utah where I was raised.

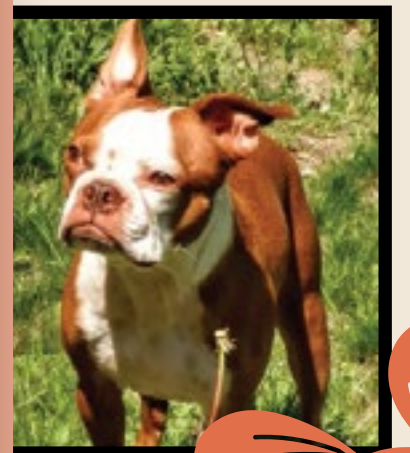
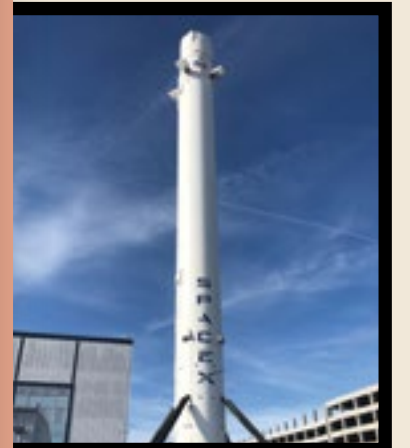
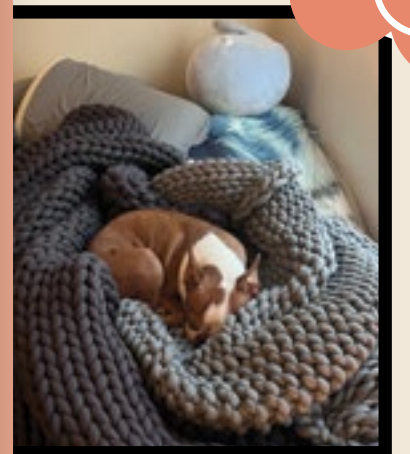
My father worked at Hercules as a Computer Engineer. Hercules has since been renamed ATK Aerospace. One of my fondest memories is traveling out to California to see a rocket that he was working on be launched. Recently, I returned to see the Endeavor space shuttle and Space-X.

I graduated from the University of Utah with a bachelor's degree in psychology. Right out of high school, I thought that being a counselor would be an amazing job. The closer I got to graduating, the more I realized that psychology was more of an interest rather than a passion. I still check out new research as a hobby.

Once I had my degree in hand, I headed out into the work force and rooted firmly in the service industry. I've worked in customer service, tech support, and insurance verification. I'm happiest when work is meaningful.

I've had a few roles at Med One. Currently I work in Business Development, and we are pushing to expand Med One reach into new markets. It's exciting to see what I can do to impact the company in a positive way.

In my free time I love spending time with family, friends, and my dog Randy. We have star parties where we hang out and enjoy the sky. We are planning to see the annular eclipse in October. Otherwise, my hobbies are reading and gaming.



ZACH HUBBARD

EQUIPMENT DELIVERY DRIVER

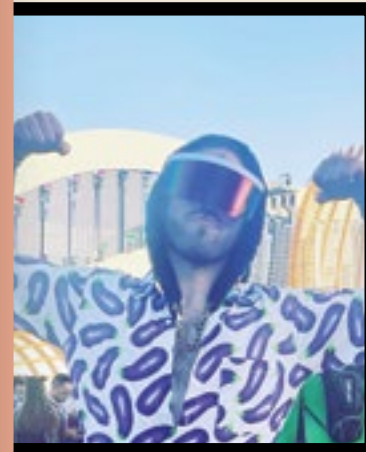
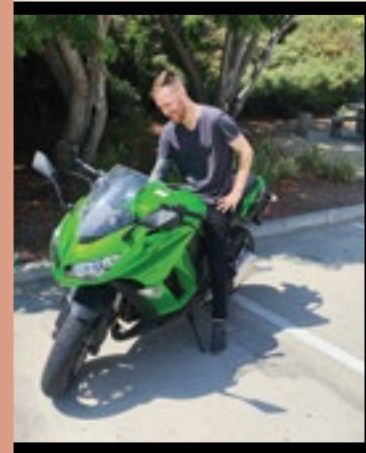
Growing up in Anchorage, Alaska fueled my adventurous heart with wonder and energy. I spent most of my life there, getting to experience some of the best nature that Mother Earth has to offer. My life revolved around the endless summer nights and the shivering winter days before venturing out to the "Lower 48" as we call it. 95% of my family still lives in Alaska, so I still have a good excuse to go up there in the summers to visit.

In my free time you can find me shuffling my shoes at electronic music festivals. I love to travel around the states, and even internationally, to go see some of my favorite DJ's perform at some of the biggest festivals in the world. Defqon 1 is my favorite festival that I have been to, and that is held every year in the small town of Biddinghuizen, The Netherlands. Home to my favorite genre of music, Hardstyle!

I also love to take scenic rides on my motorcycle. SoCal has some of the best canyon riding, and it's nice to take a ride out to Joshua Tree with a tent and sleeping bag all packed up for a night of peaceful camping. It's an absolute dream to see some of the best riders in the world compete at the Isle of Man TT race in Europe.

To express my competitive side, I enjoy computer gaming and being involved in tournaments. In 2010 I got the chance to compete in a national Major League Gaming tournament for Halo.

I started my journey here at the San Diego office as a driver and quickly achieved my interest in being a Biomed Technician. Every day as a Biomed tech is not the same, and that is one of my favorite things about being one. Working on various medical devices that help a person's road of healing and recovery, is one of the most self rewarding experiences I can have while being a part of the Med One team.



AARON BURTON

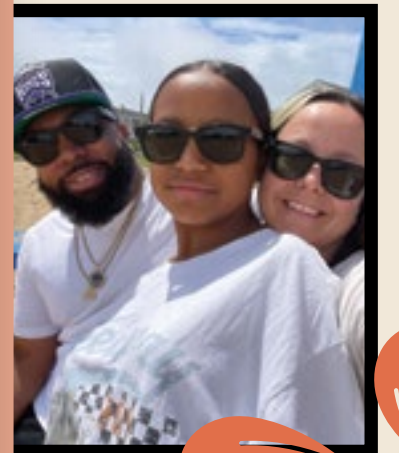
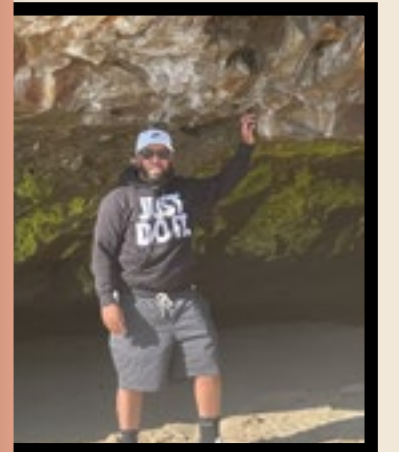
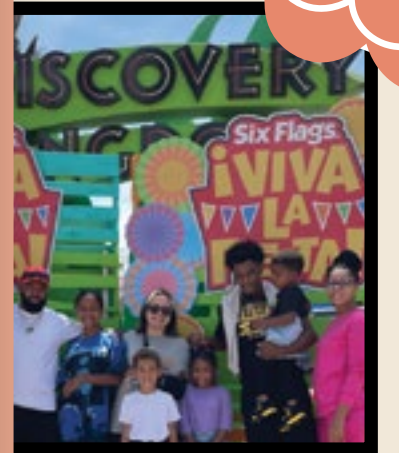
CUSTOMER SERVICE REP

I was Born in Sacramento, California and raised in Natomas on the north side of Sacramento. I attended Inderkum High School. After I graduated high school I attended Sacramento City College to study Early childhood development in hopes of being a first-grade teacher. I quickly grew uninterested in teaching and decided business was the way to go so, I enrolled into American River College and studied business where I obtained my associate in business-science.

My mother and father met in High School and had 2 children. I'm the oldest, then my sister, and then my little brother came after my mother remarried. We all are very close and enjoy family game nights, trips to discovery kingdom, and barbeque cookouts. My sister has two kids who are my world. I also have a stepdaughter that I care for and love very much.

I'm the Sacramento Customer Relations Specialist. I complete rounds in several accounts throughout the Sacramento area checking to see if the patient equipment is set correctly, making sure that the equipment is rented to the correct patient so we can get billing correct, making sure that the preventive maintenance is kept up so we as a company and/or customers are on track with the joint commission. I maintain a relationship with the customers because we care about the medical field as if they are family members.

In my spare time I like to hike, travel, and just be in nature enjoying the outside and everything it has to offer. I like to take my dog Drako to the Sacramento River and play with him in the water. I enjoy all kinds of music from hip-hop to country, pop and gospel. I also enjoy sports a lot. I'm a huge Sacramento Kings fan, Los Angeles Dodgers fan, and Dallas Cowboy fan. I'm currently on an adult basketball team just as a hobby.





MEDICAL EQUIPMENT

FINANCING / RENTAL / SALES / SERVICE

Med One Group exists for the sole purpose of making needed medical equipment available to the healthcare industry. Med One's expertise ensures each customer receives the very best option for them. Med One Group offers exceptional customer service while operating with integrity. Our three pillars include Creativity, Simplicity, and Responsiveness and are guiding principles in helping our customers achieve positive patient outcomes.



Why Med One?

Creative Solutions

Med One offers the most creative leasing and rental programs designed specifically for healthcare facilities.



Equipment Leasing

- Capital Lease
- Equity Rental
- Deferred Payments



Equipment Rental & Sales

- Operating Leases
- Step-Up Payments
- Customized Options
- Peak-Need Rentals
- Rent-to-Own
- Committed Rentals

Rental Equipment: Pumps, Ventilators, Support Surfaces, Monitors, and More

Simple Process

You have enough to worry about... Med One's services are straightforward to make your life easier.



Minimal Paperwork

Hospitals love to work with Med One because of our extremely simple lease document with no hidden fees.



Dedicated Support

Relationships are extremely important to Med One. Your dedicated account manager will help keep things simple.

Responsive Service

With personal leasing and rental executives, you can have confidence in timely transactions and service.



Fast Approvals

We have fast credit approvals with flexible pricing so you are able to get the equipment you need when you need it.



Quick Turnaround

Whether it's a lease transaction, equipment delivery, or pick-up, we value your time and make you a priority.

VIEW FROM THE FIELD



Written By **Chad Agliam**
Operations Manager

The Woodstock, Georgia location is like a tight knit family who go above and beyond for each other to get the job done in so many ways.

Chad Agliam: 6 years have flown by here in Georgia. Many different pieces of equipment have been processed and countless amounts of customers satisfied during that time. Our Georgia team started off in a 3,300 square foot facility, where we excelled during growing pains and a pandemic. We loved this space; it was the first rental office in Georgia, and we called it home for

6 years. Med One has recently blessed us with a beautiful 8,000 square foot facility. This facility has given us room to upgrade our biomed work areas and equipment/parts storage capabilities. This office has really improved every facet of our operation. With the help of Dathan Calvert and the VIZIO blueprint, I know every square inch of our new facility will be utilized to its fullest potential. We are excited for the growth here in the Southeast region and we now have the facility to back up any potential growth for years to come. It is crazy to look back and see how far we've come and exciting to see how far we can go.

I can go on and on about how our new facility has positively impacted day-to-day operations and prepares us for the future. But why not hear it from the gentlemen who operate and utilize the facility every day.

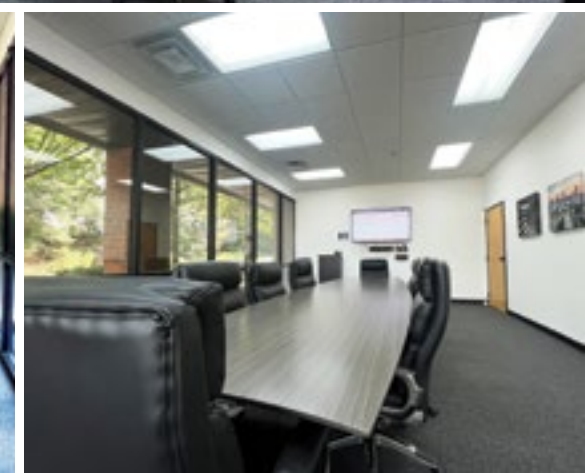
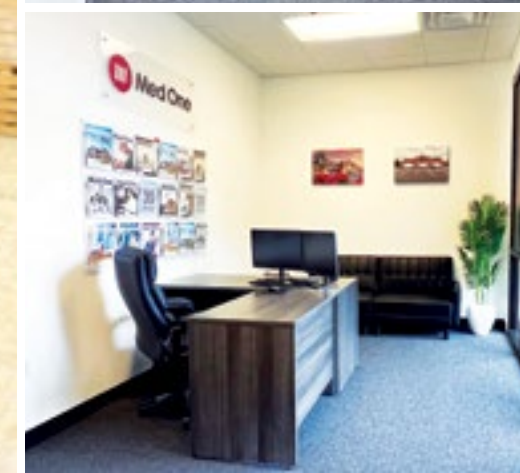
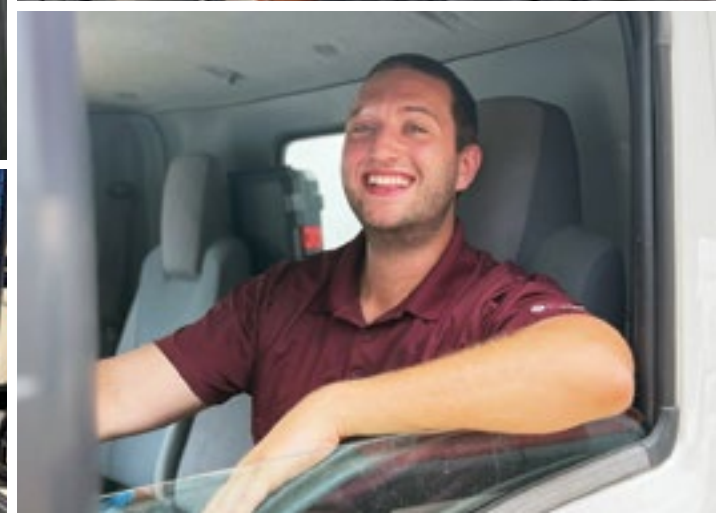
Donnie Poles: The location change has been very beneficial to our staff, which was previously in Alpharetta, GA. First and foremost, it has impacted our productivity a great deal. The new location at 105 Smokehill Lane in Woodstock, Georgia has been a blessing especially because we have 4x

more space to work on and store patient-ready equipment. In addition to the bigger warehouse space, the biomed area is brand new and spacious. I'm able to store more parts and equipment to be worked on in my biomed space. The configuration is great. I have 4 big desks to complete my work on. In addition to the space, our O2 and air lines run through the walls, and we have access to O2 and air right at our work bench. Having a bigger space is also beneficial for our customer base, we can offer equipment that we previously could not because of the space constraints we faced at our old location in Alpharetta. We can provide hospital beds of all types to better serve our customers who need rental beds. In addition, we are closer to most of the major interstates, which cuts down on our delivery and pick-up times for our drivers. Overall, the new location and building has positively impacted every aspect of work here at Med One.

Mark Cabrera: I would lie if I said the transition was anything but smooth as we all find our role setting up our new home. It took some hard work, but with our Operational Manager's guidance and each other's support, we got this office running in no time! I love our new home. Compared to our last one in Alpharetta, this location has room for

not just one biomed, but for two! We can work on multiple units at once in our own comfort. The commute here and back to work saves me half the time prior to going to the Alpharetta location in the past. So, that is a huge plus. The transition has not just impacted me as an individual, but I can tell the new location has boosted the morale of our team. Our work efficiency has also risen to accommodate the new upscale sizing of our facility here in Woodstock. We can park wherever we want at our new location. Which is great, because at our old location, we had assigned lots. I love our conference room as it makes you feel that you are a part of something even greater at Med One. Overall, this new office is a great adjustment for our team. I look forward to making new memories here.

Alex Westmoreland: Moving to a new place is always challenging but here at Med One we overcome and adapt to such challenges. It is adventurous and fun to be in a new place and have new surroundings. Luckily the Woodstock location is filled with a variety of different locations to eat as well as a gas station less than a mile away. As a driver, having a gas station right next to our facility saves us a great amount of time and stress. In the Woodstock location, we are closer to many of our



accounts, and that is great for our response times and business with our customers. The warehouse we moved into is huge compared to the Alpharetta location. This allows us to have our own space to ourselves when needed and more space for equipment and organization. I feel like our new Warehouse is better organized and the equipment is much easier to find and locate overall. One of the biggest advantages the Woodstock warehouse has is the A/C unit. I remember during the summer in Alpharetta cleaning pumps in the back of the warehouse while it felt like 120 degrees. Now in Woodstock we have A/C to keep us nice and cool and heat for the winter. This will help our productivity. Eventually we will have pallet racks throughout the warehouse to stack beds onto. We also recently got a forklift to help us do such things. These things would not have been doable in the much smaller building in Alpharetta. Overall, the A/C & heat, amount of space, local amenities, being closer to clients, and business growth are all huge advantages of moving to the new Woodstock location. I think Med One Woodstock is heading in the right direction, and I look forward to continuing to witness us grow and excel at this new location.

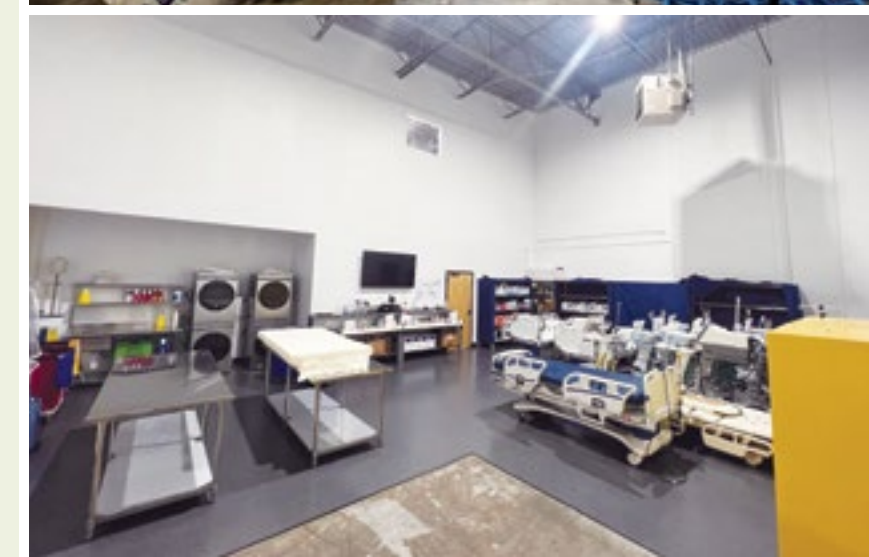
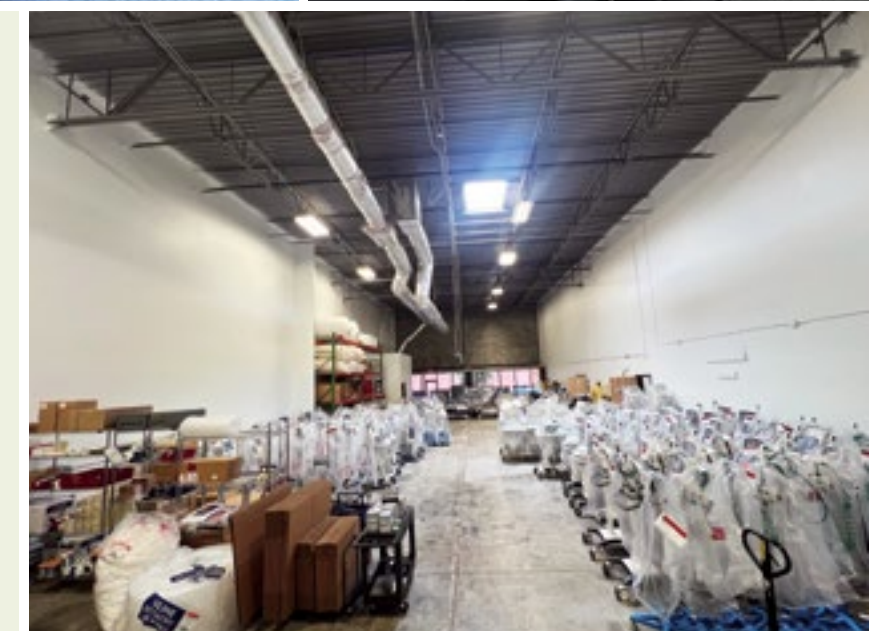
Brandon South: Where to begin...after all I have just reached my 5-year anniversary with Med One and have seen a lot. I'll start from the beginning

when I first started with Med One. We were in Alpharetta, Georgia in a small end of a warehouse building what at times seemed no bigger than a studio apartment. I met Chad who is the boss and runs the ship. It was a very easy transition in getting to know the medical side as Chad was going above and beyond in teaching and instilling knowledge into me to go out and succeed with our customers, attract new ones, and build a long-lasting relationship. Oh boy were the times different as we had to print out 2 copies of tickets. The customer got one, and they had to sign one for us to keep on record as we didn't have the signature on the phone yet. At that time, we didn't have a biomed as Chad would work on everything unless not familiar with equipment. In that case, we would have somebody come out and work on the equipment.

Everything was going swell until July 2018, where I woke up in the hospital from a Diabetic Coma, Stroke and, Blood Clot and stayed in the hospital for a month in which Chad and his family as well as Bryan came to see me in the hospital which meant the world to me and will never forget! I then went to my mom's after being released from the hospital and rehabbed physically, mentally and emotionally for 6 months.

Then 2020 came and a Pandemic sent the world into a frenzy as we got busier and busier. By that

time, we had more than outgrown our place in Alpharetta and needed more room, so we found a new and bigger warehouse in Woodstock, Georgia in 2022. Although it was a new part of the state it worked out better for most everyone as it was closer to their homes and closer to more of our customers. As our new warehouse has bigger space, it allows us to bring in more equipment for our customers and hopefully become the hub for the East coast. The best part of all of this is the people I get to work with day in and day out. Chad, I consider family—like a brother who has been there for me in the best of times and the worst of times. Bryan as well as Chad came to my mother's funeral in 2021 and have always been there when needing info about equipment or anything related to Med One. There is Alex, who has been a great addition to the Med One family in servicing our customers' needs and wants and always being positive in day-to-day tasks. There is also Donnie and Mark who service equipment to get it in and out to our customers whenever needed. The Woodstock, Georgia location is like a tight knit family who go above and beyond for each other to get the job done in so many ways. It's nice to have a job that you can come to daily knowing that it's a comfortable and friendly environment to be in on a regular basis. One of the best jobs, if not the best job, I've ever had!





Our Favorite «Sound»



Written By **Jon Utley**
Director of IT

The author Dale Carnegie once wrote that, “A person’s name is, to that person, the sweetest, most important sound in any language.” Recent science has supported this claim—it turns out that hearing your name said out loud releases dopamine and serotonin (also known as the happiness chemicals) into your brain. I am not sure exactly how or why this happens, but it may have to do with early brain development and our earliest experiences hearing our name spoken by our parents. While our name was being used so often, our every need was attended to. We heard it spoken while receiving affection, food, or a much-needed change of fresh clothes. As we grew older, more and more people learned and used our names.

Let’s face it: humans want attention. Some may want it more than others, but everybody appreciates feeling seen and recognized. And when we feel that way, we pay closer attention to the person talking to us. Maybe this is the reason parents are inclined to use their child’s full name when they’re in trouble!

I am not sure if others feel this way, but when I speak to a customer service center representative on the phone and they use the word “sir” or “ma’am,” it can come across as a little impersonal and sometimes curt. Most of the time this person has my name on their computer screen. What sounds better to you? “Thank you for calling, sir. I can help with that.” Or, “Thanks for calling, Mr. Johnson. I can help you with that.” Notice how in this situation our first name was not used, as first names are better suited for more personal environments. It might be odd that a stranger uses your first name without you offering it to them. When I order from Starbucks, I give my first name and when the employee says, “Have a great day, Jon,” I appreciate that. Now did the Starbucks encounter release serotonin and dopamine? Probably a little. But more importantly, my subconscious realizes that this person is paying attention to my order and has also been trained in the wonderful magic of using a person’s name.

There are many ways to use people’s names in everyday conversations. Saying “Hi, Jack, how are you doing?” instead of simply “Hi, how are you?”

can make a person feel more deeply recognized. Using a person’s name to respond to something they said is also a great strategy. “Thanks, Jack,” “That’s a great idea, Jack,” or “I appreciate your input, Jack” are all good examples. Again, by using Jack’s name, he felt needed and listened to. It provided him with a small burst of dopamine and serotonin, and it also signaled to him that you care about his ideas.

Of course, the first step in using people’s names is learning them in the first place. If you struggle to remember names, here are a few tips.

Say Names Out Loud

As soon as you’re introduced to somebody, say their name out loud back to them. That will help them feel noticed and help to cement the information in your brain.

Try a Mnemonic Device

You might also try forming a mnemonic device, or memory aid, to help you. For example, if you meet somebody named Terry, you could think to yourself “Terry rides the ferry” and picture your new acquaintance doing just that. These devices may seem silly, but they can be effective.

Do Your Best

Finally, stop telling yourself (and others) that you’re bad at remembering names. Saying this might actually set your brain up for failure—and indicate to the other person that they’re not worth the extra effort to make their name stick. Instead, just do your best. If you do forget someone’s name, just admit it and ask again. They’ll appreciate that you’re making an effort.

I wish I knew your name, so I could use it here: _____, in your interactions with others, try to use names of your coworkers, family members, friends, and even those Starbucks employees with name tags. You might well be uttering their favorite sound.

Tips to Remember Names



Say Names Out Loud



Try a Mnemonic Device



Do Your Best



Written By **LuLu Mecham**
Marketing Specialist



7 ESSENTIALS FOR NURSING STUDENTS

Nursing school is notoriously grueling, but there are some tools that can make it slightly easier.

With Autumn upon us, many are headed back to school. Amongst those students are prospective nurses starting or coming back for a semester full of notes, classes, and clinicals. Nursing school is notoriously grueling, but there are some tools that can make it slightly easier. We've gathered a list of nursing school essentials that will help you or a budding nurse in your life get through the long days of learning the ins and outs of patient care.

PLANNER

It goes without saying, but nursing students are completely booked and busy. A planner helps to organize and schedule out days and weeks ahead so nothing is forgotten or neglected. There are many great planners out there, and choosing one completely depends on your preferences. Some prefer paper planners, and some prefer digital calendars or planning apps so they can sync across devices. Before nursing school starts, try out some different planners and see which one you prefer and would stick with.

STETHOSCOPE

A nurse receiving or buying their first stethoscope is a milestone in and of itself. Serving as a symbol for those working in healthcare, a stethoscope is also a useful and necessary tool when evaluating patients. Although they can be expensive, a nice stethoscope will be used for a long time to come. Stethoscopes can also be meaningful gifts if you know someone heading into nursing school.

QUALITY SHOES

Nurses and nursing students are always on their feet. Foot health is incredibly important in general, but also for the longevity of a nursing career. Running and walking shoes like Hoka or Brooks are a popular choice for workers on their feet most of the day. There are also shoes like Danskin Clogs, Balas, or Cloves that provide enough support and comfort and are popular in the healthcare field. It is important to make sure you get the right fit, so we would suggest trying on the above-mentioned shoes in store before purchasing.

REFERENCE MATERIAL

When in nursing school, it is virtually impossible to remember everything early on. This is when reference books, sheets, cards, and other material comes in handy. Consider having pocket charts, laminated reference guides, flash cards, and other material to reference whatever you are studying at that time or to even get started studying for the NCLEX. A convenient product is the Badge Guru 2.0—a product developed by nurses for nurses. This is a set of comprehensive clinical reference cards that can be conveniently clipped onto your badge and available at any time.

COMPRESSION SOCKS

Like a good pair of shoes, compression socks are an excellent companion to any nurse's uniform. Compression socks help by applying pressure to lower legs. That pressure boosts circulation and decreases swelling and blood pooling in veins. That often results in less leg and ankle pain, lower probability of developing or worsening varicose veins, and other health benefits. There are different levels of pressure available depending on the compression socks, so it is helpful to talk to your doctor about what would work best for you. In some cases, doctors can even prescribe compression socks, and they could be covered by your insurance.

SCHOOL SUPPLIES

Anytime school starts, students will need pens, highlighters, notebooks, and other supplies. This applies to nursing school as well. Be sure to have a good stock of note-taking supplies like those mentioned above as well as a pen light for writing and patient care, sticky notes for textbooks, mini notebooks for notes on-the-go, a voice recorder for lectures, and anything else you might prefer to take your notes to the next level.

WATCH

A watch is a must in nursing. Often, medication that is administered will need to be timed, a heart rate or other vital will need to be calculated, times will need to be charted, or other tasks will come up that require a watch. While nursing watches are available, many nurses use a smart watch, or another watch they happen to have. Decide what works best for you.

Nursing school is different for every student, and many will find their own favorite items as they get closer to graduation. Until then, the above list should be about enough to get a student by if counting in textbooks and scrubs—which are usually picked by the nursing program. Although the years will be difficult, soon enough, new nurses will emerge into healthcare facilities and perform the important work of caring for patients. Good luck to all of those starting or returning to school, and we thank you for the work you are doing!



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» ISSUE 76

SUMMER / FALL 2023

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