

MedOne



7 ELEMENTS OF
COMPANY
CULTURE

PS

PS

MEET THE
SALES
TEAM

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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.



HELPING HEALTHCARE PROVIDERS TAKE CARE OF WHAT IS MOST IMPORTANT

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Written By **Troy Tait**
SVP Customer Care



A NIGHT WITH THE STARS...

It wasn't really a night with the Stars, more like an afternoon with the Stars. Med One was once again the proud sponsor of the Utah Jazz Salt Lake Stars Kids Day, and it was another amazing event for everyone.

At Med One, we believe that thriving communities are the cornerstone of a prosperous society. As a business deeply rooted in the local landscape, we understand the importance of giving back and actively engaging with our communities. Kids Day with the Stars is just one of many events that we participate in on a regular basis. This type of community involvement not only enriches the lives of others, but also enhances our business.

Our involvement goes beyond a monetary donation; it is about building meaningful connections and fostering a sense of belonging. At Med One, we seek opportunities to engage with local initiatives, nonprofits, and grassroots organizations—with a strong emphasis on those activities that benefit kids in our various local communities.

Over the years, two of our largest events are geared specifically to kids: The Stars Kids Day basketball game and the Salt Lake Bees Kids Day baseball game. Both events focus on 5th graders from elementary schools throughout our community. The initiative of the Stars game was

an educational focus on careers in sports with the goal of educating and informing the young students of the possible careers in sports across all fields, beyond just a player, promoting continued education and individual creativity.

Prior to the game, an assembly was held at each school with members of the Utah Jazz, Salt Lake Stars, and Med One, speaking to the kids about the importance of education while opening their eyes to the numerous career opportunities in the world of sports and other industries. The game provided excitement to keep the young fans engaged and included careers in sports educational videos, t-shirt giveaways, and interactive in-game activities.

With over 5,000 5th Grade students attending and another 5,000 in March—the impact of this event was wide reaching. However, the positive impact was not just felt by the kids attending the game. Med One had several employees in attendance to help out. Providing this service was a meaningful experience. I think our Senior VP of Human Capital, Grady Brown, summed it up perfectly when he made the comment, “I was able to attend the game with my 7-year-old grandson, and we had a great time watching these amazing athletes participate in this very exciting event. It’s so rewarding to me personally to be a part of a company that helps so many people in the healthcare industry, and many of the people in

communities where our employees live and work.” The Stars game and Bees games are just two examples of the many community events we participate in. These activities are happening throughout all 14 locations of Med One on a regular basis. Sometimes they are large events and other times they are small, but regardless of the size the impact is huge, both for the recipients and the employees.

As we look to the future, our commitment to provide lifesaving medical equipment to the healthcare industry remains steadfast. As does our commitment to serving the communities in which we reside. We know that community involvement lies at the heart of our business culture. By actively engaging with the communities we serve, we not only enrich the lives of others but also strengthening our own organization. I am grateful to be a part of an organization that firmly believes in trying to make a positive difference in the world.



7 ELEMENTS OF COMPANY

CULTURE



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

A young couple, deeply in love, were lying in the grass one summer evening. The husband looked into his wife's eyes, removed her glasses and said, "Honey, without your glasses, you are very sexy. Without your glasses, you are very beautiful." She responded, "Without my glasses, you aren't so bad to look at either."

Let's put the glasses back on and take a critical look at an element of any thriving and successful business. In the hectic landscape of modern business, intertwined with innovative technology advancements and strategic planning, there exists a profoundly influential force. It is called company culture. I don't claim to be an expert, nor do I speak with any authority on this subject. My intent is to just share, from a high level, a few of my observations.

I firmly believe that company culture defines an organization. It is the glue that binds employees together. It encourages collaboration and drives performance. Company culture is the heartbeat of any organization. It permeates through every department. It is a part of every decision that is made. It influences every interaction. Culture transforms individuals into teams—teams that can accomplish amazing things together. A positive culture is no longer just a buzzword, it's a strategy essential for long-term success.

Sometimes we downplay the importance of company culture. Do we really understand what it means and how essential a positive culture is to an organization?

I once heard about an elderly patient in a hospital who was recovering from a medical procedure. He decided to look at his recovery room chart that was attached to the frame of his bed. He scanned through the pages, then stopped at a particular notation. He was horrified. "I know I was in a bit of a muddle," he said, "but I didn't realize I was that bad," as he apologized to his nurse. "I hope I didn't offend anyone." She glanced at the spot where he pointed. "Don't worry," she said. "SOB doesn't mean what you think. It stands for 'short of breath.'"

Do we understand what company culture really means to our organization? Hopefully, we don't misinterpret its value. Perhaps we should take a deeper dive. Perhaps we should explore the real benefits from having a strong and positive company culture.

RECRUITMENT

One of the most significant benefits of a strong company culture is its ability to attract talent. In today's world, talent is scarce and skilled professionals have their pick of opportunities. More than ever before, prospective employees are scrutinizing company cultures before accepting offers. A company with a strong culture will attract high-quality talent that will want to come to work every day, engage with their work, and give it their best.

"If we hire the right people, and we have the right culture to nurture them, they will pay us back twice as much with their commitment and drive."

RETENTION

A positive culture isn't just appealing to potential hires, it is also essential for retaining existing employees. A strong culture will attract the kind of talent that will stay with an organization for the long haul and not just use the company as a stepping stone. An employee is more likely to remain loyal and engaged when he or she feels valued, respected, connected to the mission of the organization, and enjoys going to work every day. Turnover is very disruptive and negatively affects productivity and morale.

JOB SATISFACTION

A positive company culture cultivates happy and dedicated employees. Do we really, truly look out for the people who work for us? Happy employees, who get fulfillment from their jobs, work harder.

When a company cares for their people, their people care back. It always turns out to be a win/win. It has been said that we should care more about the people we are going to acquire than the money it will take to get them. If we hire the right people, and we have the right culture to nurture them, they will pay us back twice as much with their commitment and drive. I love the quote from Jim Goodnight that my partner Larry Stevens quoted in a previous *Med One to One* publication. This CEO said, "Every night 95% of my single most important business assets and the very heart of this company—our employees, drive out the gate. It is my job to bring them back the next day." How does he do it? By having a strong positive company culture that encourages his employees to come back the next day. Employee happiness really matters.

WORK PERFORMANCE

If you create a great place to work, great work takes place. A strong company culture has been linked to higher rates of productivity. Employees are motivated to work hard and remain dedicated to their employers. A strong company culture also cultivates a sense of purpose and belonging. When an employee feels valued and part of something greater than themselves, they are more motivated to contribute their best efforts and become part of the team. This clearly helps drive the organization forward in pursuit of its goals. If we are wise, we will build a workplace where people can inspire one another to be better.



EMPLOYEE FEEDBACK

With any strong company culture, employee feedback is welcomed and embraced. Feedback is critical. Do we really care about our employees? If we do, we need to find out what they really want and what they are really thinking.

Psychiatrist Karl Menninger once said, "It is hard for a free fish to understand what is happening to a hooked one." I have pondered this statement and thought deeply about its meaning. Sometimes, we just need to get hooked ourselves. I believe this concept is very meaningful as it pertains to our employees. We will only have employee satisfaction when we understand what is going on inside their heads. We really need to understand their needs and their desires. The only way we will find this out is to have open communication and encourage employee feedback.

Most of us have probably never heard of Eddie Rickenbacker. He was an American fighter pilot in World War 1 and a Medal of Honor recipient. He was honored as America's most successful fighter ace in the war. He was also the Chairman of Eastern Airlines in the late 1940s.

While serving in this position, he was faced with a major problem. Eastern Airline customers were complaining because the airline was mishandling luggage way too often. Other than the customers, no one seemed to really care. Rickenbacker decided to take some action. He called a special meeting and invited the top management of the company to attend. They were all booked on a flight to Miami and were instructed to report directly to the corporate office. They were informed that their luggage would be transferred



and delivered directly to their hotel. But according to Eddie's plan, the luggage was not delivered. Instead, he put it on hold and stored it overnight. The day was hot and muggy, and the hotel had no air conditioning. Many of the managers showed up the next morning unshaven, teeth un-brushed, wearing wrinkled clothes and very irritated. There was no sign of the baggage the entire day. Finally, at 3:00AM, the baggage was delivered with a loud pounding on their hotel room doors.

Rickenbacker opened the next morning's session by saying, "Now you know how the customer feels when you mishandle his luggage." He knew his team would be ineffective until his people learned to empathize with their customers. He knew they would not understand until they had been hooked. What a powerful lesson he taught his management team.

How do we learn how our employees feel? We need to listen when our employees are talking. Sometimes our employees need more empathy than advice, sometimes they need more listening than lectures, sometimes they just need a listening ear. According to Eddie Rickenbacker, we need to get hooked. We need to learn what drives our employees and then respond accordingly. We need to foster more feedback.

WORK-LIFE BALANCE

A company with a positive culture helps employees enjoy quality of life by encouraging a healthy work-life balance. They come together and do amazing work during business hours. Then, everyone leaves their work and goes home while they still have enough time and energy to enjoy the evening with their loved ones. Personal time is therapeutic and reduces stress. We all need down-time, even if it is time just "chasing flies."

A woman walked into the kitchen to find her husband stalking around with a fly swatter.

"What are you doing?" She asked.

"Hunting Flies," he responded.

"Killing any?" She asked.

"Yep, 3 males, 2 Females," he replied.

Intrigued, she asked, "How can you tell them apart?"

He responded, "3 were on the remote, 2 were on the phone."

The remote, the phone, the fly swatter, whatever floats your boat. The important thing is time apart from work. This is a part of the work-life balance that is so critical for our employees. Wise leaders will respect their employees' boundaries outside of working hours. The employee returns to the office the next day rested, refreshed, and ready to continue doing their best work. Work-life balance is a significant part of a healthy and productive work environment.

EMPLOYEE RECOGNITION

Recognition is a great motivator. An employee who feels appreciated will work much harder. In a recent survey, employees across the globe listed *appreciation for my work* as the number one attribute that is most important in a job. This survey validated that the deepest principle in human nature is the craving to be appreciated. Recognition turns out to be a reward in and of itself. Everybody needs a cheerleader—someone who isn't telling them they aren't running fast enough but someone who is telling them they have plenty of talent and they are making a significant contribution. Recognition and acknowledgement for contributions and achievements is a key element to positive culture.

Let me conclude by saying that cultivating a strong company culture doesn't just happen. It is an ongoing journey that requires dedication and frequent improvement. Organizations gain momentum when their employees are aligned—moving in the same direction toward the same goal. Leaders play a huge role in championing company culture. They can set the tone from the top, lead out by example, and inspire employees to do the same.

If we neglect our culture, there are some warning signs:

Less laughter in the office.

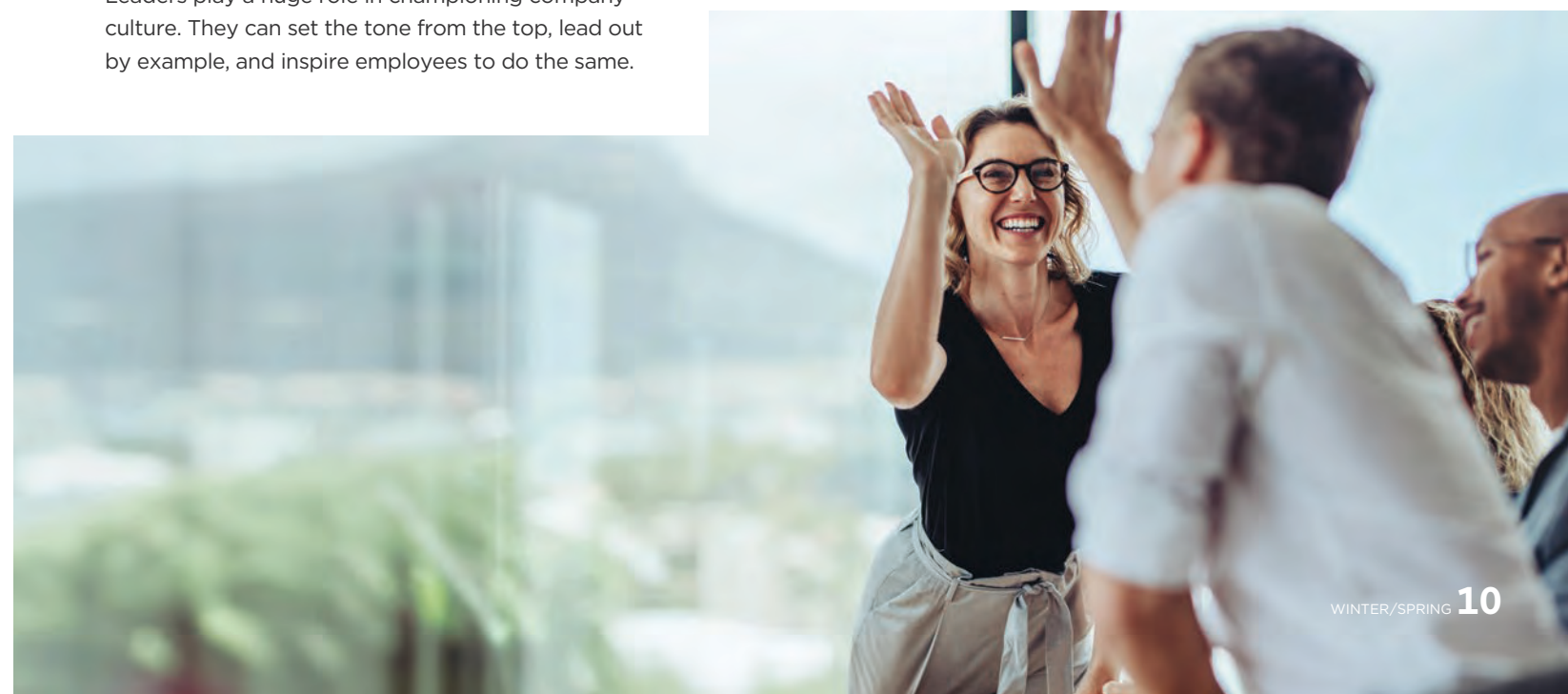
People seeming to be less focused.

A weakening work ethic.

People taking longer lunch hours.

We all hope that we have achieved a positive company culture. However, we cannot just put it on auto-pilot and turn our attention elsewhere. Maintaining a desired company culture requires constant care and attention. We believe we have a unique culture at Med One, but we also know there is always room for improvement. Our commitment to our employees is that we will continue to build and improve on our company culture.

"Everybody needs a cheerleader—someone who isn't telling them they aren't running fast enough but someone who is telling them they have plenty of talent and they are making a significant contribution."



SALES: PLAYING THE LONG GAME

SALES

"FROM MY PERSPECTIVE, THE FUNDAMENTAL PRINCIPLE I LEARNED EARLY ON IN MY CAREER, LONG BEFORE I GOT INTO SALES, WAS JUST DO THE RIGHT THING."



Why would anyone write yet another article about sales? Isn't sales already one of the most over discussed and overhyped topics known to mankind? If it isn't, it certainly feels like the most exhausting one. Just a quick search on Amazon for books on selling brings up over 100,000 results. Can there really be that much left to say?

Given that, I'm sure what I'm about to tell you has been said over 100,000 times, in over 100,000 different ways. But with so much written about the game of sales, there's just too much to cover in a short article. So, I wanted to share some thoughts on two concepts that have contributed to my success.

I've spent the last 30 years of my career as a 100% commission-based salesperson. If I didn't sell, I

didn't eat, so finding the right formula became crucial. Despite that, I never voluntarily read any of these sales books or attended seminars. However, I was forced to and had been indoctrinated into almost every methodology except the one I concluded worked best for me. Most authors want to talk about "closing the deal," "getting to yes," "sales begins when the customer says no," and so on and so forth.

From my perspective, the fundamental principle I learned early on in my career, long before I got into sales, was *Just Do The Right Thing*. But what does that mean? Does it mean doing what's best for yourself, your family, or your company? Is there a simple answer, or does it change depending on the circumstances? I believe doing the right thing is quite simple. It's not about oneself, nor is it about

some greater objective. It's about doing good and considering others. Somewhere along the way, I concluded that there's a master balance sheet in life. Every action has a balancing counteraction. When you put out good, good comes back to you in some form, and vice versa. So, let me explain.

In sales, it's best to be interested rather than interesting. To paraphrase Dale Carnegie, "Become genuinely interested in other people, show interest in them and engage in meaningful conversations to build rapport and understanding." To do this, listen and hear what is on the mind of your prospect. What are they trying to accomplish, and how can you help them reach their objectives? Zig Zigler always said, "You can have everything in life you want if you just help other people get what they want." I believe it's true.



“WITHOUT ACCESS, NOTHING HAPPENS.”

But I’m getting ahead of myself. First, you have to create an opportunity by getting in front of the prospect. This is the first touchpoint in the sales process. Without access, nothing happens. Of course, there’s always the direct approach—cold calling, knocking on doors, sending mailers, emails, etc. I’m not opposed to these methods; they have their place and time. However, for me, I relied on referrals and relationships. Therefore, I would spend time where my prospects spent time, and I don’t mean local taverns.

My clients were in the construction industry, so I got involved in construction trade organizations. I taught classes, held lunch and learn seminars, and even sat on committees and boards that allowed me to interact with my prospects. I created a tight-knit networking organization for professionals who provided services to contractors, such as lawyers, CPAs, bankers, etc. This organization consisted of a limited group of local professionals specializing in providing their services to contractors. The objective was to meet monthly, discuss the marketplace, who was building what, and who needed what. This organization became the best resource for networking within the construction industry.

Long before the term was coined, my objective was to become an influencer in my field among other professionals who interacted with my prospects and knew where to send them should they have needs or questions about the services I offered.

Through these associations, articles, speaking opportunities, etc., I was able to meet directly with my prospects without the primary purpose being the solicitation of my product. These interactions became non-threatening introductions that opened the door to future interactions. At the very least, my name and background became known, so when I contacted them at a later date, I was recognized and my call was likely answered.

The second key touchpoint in the sales process is to position yourself as the best source of the product you offer. This way, when a problem or situation arises that your product can solve, you’re the obvious choice.

Once in front of the prospect with an opportunity to provide my services, I focused on them, not myself, not my company, and not my product. What are they trying to accomplish? The natural instinct of humans is to avoid pain and seek pleasure—there is no other objective. Everything revolves around these two things. Of course, there are those who simply want to do good in the world, invent something, or solve big problems. However, behind all those things is a desire to eliminate pain or gain pleasure through their accomplishments.

Listen, inquire, and seek clarity about their desires, limitations, expectations, and perceived needs. Appeal to noble motives to persuade someone. Focus on the positives of your argument instead of using fear or intimidation. Here’s where *Doing The Right Thing* matters. If you don’t have a solution, let them know. Even better, if someone else, even your competitor, has a solution that will work, let them know. Offer to help find it or make the right introduction. Show them that you’re looking out for their best interests, not just your own. Metaphorically, you’re on their side of the table, ready to tackle the opponent (their need) together. It’s the long game, and you become teammates in the process.

When you do right by the prospect, the good ones, the ones you want as long-term customers, will remember. They will come back knowing that you’re non-threatening and will provide the best possible advice. Accomplishing this makes you a trusted advisor within their circle of influence, which is the ultimate objective. Through this, unexpected things can happen. On more than one occasion, a prospect doing business with a competitor would send referrals to me. Once, after three years of reviewing and consulting on my competitor’s services, a prospect asked me why they weren’t doing business with me. This led to an obvious solution.

I can’t emphasize this concept enough, and I’ll spare you the multitude of crazy off-the-chart examples that may have exposed my weaknesses or cost me immediate sales. But I can sleep at night knowing that I developed the most loyal and ethical portfolio of clients—clients I trusted and enjoyed doing business with. I also like to think that I gained a reputation for professionalism and expertise. Among seasoned professionals in my industry, I gained a reputation where it wasn’t worth the energy for them to solicit my clients. They knew my clients weren’t going anywhere. However, that doesn’t mean I took my clients for granted; I continued to always **Do The Right Thing.**

In the sales game, my overall objectives were to gain trust and create an image (and hopefully possess the skill) of expertise and integrity. I wanted to become their trusted advisor, where the actual delivery of my product was just a formality in our relationship. I wanted to be more than just the product I sold. Of course, I didn’t win over every customer, but I like to think I won and retained the best ones.

I intentionally didn’t mention what I sold because I believe these concepts apply not only to any line of sales but also in business, at home, and in every aspect of life. What I can tell you is that I sold a product that is one of the most disliked among consumers, and there are over 15,000 individuals selling the same product in my marketplace.

One last comment: we are all in the sales business. We may not be selling a specific product, but we are selling ourselves. The best way to sell ourselves is through actions of integrity. Trust that others will notice, because they will. Don’t you notice it in others?

Create high-quality points of contact and always do what is best for the customer, regardless of the outcome, and the right people will take notice and move in your direction.

“IN THE SALES GAME, MY OVERALL OBJECTIVES WERE TO GAIN TRUST AND CREATE AN IMAGE (AND HOPEFULLY POSSESS THE SKILL) OF EXPERTISE AND INTEGRITY.”

LEASING / RENTAL / SALES / SERVICE

Sales

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.

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.



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.



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.



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.



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.



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.

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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.

Sales

CONTINUED...

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.



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.



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.



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.



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.



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.



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.



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.



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.



Annholland Bennett Territory Sales Manager
Annholland Bennett joined Med One in 2021 as a Territory Sales Manager focused on equipment rental and 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.



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.



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.



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.



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.



Tracy Neskorik Territory Sales Manager
Tracy Neskorik 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.



Shawna Oliver Territory Sales Manager
Shawna attended Humboldt State University and has over ten years of medical device sales experience as well as a nursing background. Before moving into sales, she worked as a wound nurse at a skilled nursing facility. Her favorite parts of working in the field are finding solutions and building forever relationships. Shawna's hobbies include oil painting, raising chickens, and spending time with family and friends.



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.



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.



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.



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.



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.



Garrett Wetsel Territory Sales Manager
In 2023, Garrett joined Med One as a member of the lead gen team before moving to the Rental & Sales division. He has over four years of experience in sales and management and has enjoyed working in this industry. What he finds most fulfilling about working for Med One is the opportunity to provide products that make a difference in patient care. When not at work, Garrett enjoys hunting and being outside.



HUMBLE CONFIDENCE



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

Most people want to be more confident. Greater confidence can help build stronger relationships in business and on a personal level. It can also drive us to be more innovative, productive, and successful. When someone seems to lack confidence, they may come across as weak, and that could severely affect their relationships, career, and overall success. Too much confidence, however, projects arrogance, which can be just as detrimental as coming across weak. It seems another trait is needed to strike the delicate balance of appropriate confidence: humility

Humility is another interesting trait that tends to be an attractive quality but is every bit as complicated as confidence. Too much humility can make you invisible, but too little of it also leads to and projects arrogance.

As pointed out in the book *Why Leaders Fail* by Peter Stark and Mary Kelly, the defining factor of a strong leader is rooted in the relationships he or she builds with followers, and how effectively [they] propel the organization toward achievement. Leaders sabotage themselves and their organizations if they allow confidence to give way to arrogance.

I like the idea of humble confidence. When properly blended, these seemingly contrary virtues can be highly effective and attractive to others. Indeed, a humbly confident person is someone that others want to follow.

I like the idea of humble confidence. When properly blended, these seemingly contrary virtues can be highly effective and attractive to others. Indeed, a humbly confident person is someone that others want to follow.

What are some ways to nurture humble confidence and avoid/overcome toxic arrogance?

ADMIT MISTAKES AND TAKE ACCOUNTABILITY

Arrogant people rarely admit mistakes and try to deflect attention to others when they do. A truly confident and secure person readily admits when they make mistakes, learns from them, and takes accountability. Those with a demeanor of humble-confidence also set an example for those in their organization of healthy accountability. Authors Stark and Kelly point out that, "When the team makes a mistake, a strong leader accepts accountability for the mistake and takes responsibility for ensuring the problem never happens again. An arrogant leader would deny any wrongdoing..."

COMMUNICATE IN A RESPECTFUL MANNER

There's a quote that makes the rounds on social media quite often that simply says: "I was raised to treat the janitor with the same respect as the

CEO." Indeed, my own parents taught me this exact lesson by example and still demonstrate it to this day. I wholeheartedly endorse this and would add that there is no place for haughtiness or condescension in the way anyone communicates to a perceived inferior. If we are respectful to others, we will earn their respect in return.

BE OPEN-MINDED AND WILLING TO LEARN FROM OTHERS

The height of arrogance is when a leader, or anyone else for that matter, believes and acts as if they know all the answers and are unwilling to accept input from others. This is a crucial mistake. As Stark and Kelly point out, "If arrogant leaders are defined by a belief that they no longer need to learn anything new, then humble leaders are defined as lifelong learners. Great leaders are continuously trying to figure out how they can improve in all areas of their lives." Part of being open-minded is being humble enough to realize how much can be learned from others and accepting their input.

SHOW GRATITUDE AND GIVE CREDIT WHERE CREDIT IS DUE

I believe that true confidence leads to gratitude, and when kept in a healthy perspective, also gives way to recognizing those who contribute and go the extra mile. When the lights start shining, a humbly confident person is quick to shine it onto others. They genuinely credit family, co-workers, partners, and others for all of their accomplishments. Giving genuine praise doesn't come natural to everyone, but it's an excellent habit to develop that goes a long way with others. At home, at work, and in other areas of life, confident humility leads to recognizing and thanking those who make a positive difference in this world.

BE FORGIVING

All of us make mistakes. When those around us make mistakes, the best reaction is to forgive first, then work to understand context and learn appropriately from those mistakes. This approach will lead to better performance in the future, a better workplace, and improved relationships generally.

ASK FOR HONEST FEEDBACK AND ACT ON IT

Too often, as individuals ascend the corporate ladder, others become less inclined to provide feedback to them on their performance or demeanor. The only way that changes is if the ascending leader actively seeks it, invites it, and fosters a safe environment for providing it. If individuals are open to it and show a sincere desire to act on feedback they receive, others will let their guard down and it will build a collaborative culture.

RECOGNIZE WEAKNESSES

Everyone has them. A humbly confident person knows what they are and isn't afraid to own them openly. They focus on what they do well and don't try to be something they aren't. When someone needs specific expertise in an area they may be weak at, a humbly confident person encourages them to go elsewhere and often knows exactly where to direct them.

ACKNOWLEDGE COMPETITION

To a humbly confident person, competitors are not viewed as threats. Rather, they are a benchmark to be measured against. They understand that competitors do some things well, but don't fear comparison. In fact, they may even encourage it.

When individuals humbly work within their strengths, it can create phenomenal results. Gallup has reported that, "Employees who use their strengths are more engaged, perform better, are less likely to leave, and even boost the bottom line."

Imagine how healthy and powerful the workplace could be if humility permeated the culture. Imagine how empowered employees and leaders would feel if they exuded a quiet confidence.

Imagine how healthy
and powerful the
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With that in mind, people who exhibit these two important traits simultaneously are much more likely to excel both personally and professionally—especially when compared to someone who only cultivates one or the other, or even worse, someone who continually demonstrates arrogance or timidity.

Rather than trying to become more confident or humbler, take a step back and make sure there is a balance of both in your life. It is only when both confidence and humility are present in a person or a workplace culture that each individual is allowed to work from their strengths and find united success.



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

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



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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.

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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.



EMPLOYEE SPOTLIGHTS

ASHLEY CURTIS
Sales Support Assistant



ME AND HONEY BEE

Hello, I'm Ashley. I was born and raised in Salt Lake City and have lived in the valley my whole life. I can't imagine living somewhere else not being surrounded by the beautiful mountains. It's so peaceful when you get out of the city.

I don't have a big extended family, but my immediate family is really tight knit. I'm really close with both of my parents, and I own a house with my mom. I am the middle child; I have one older brother and one little sister. Plus, I am blessed with a couple of amazing bonus siblings as well. My sisters are my best friends, and I am so lucky to have them. I have two nieces and three nephews; they light up my life. My dog is named Honey Bee. I adopted him 4 years ago when he was 2. He is the most funny and affectionate fluff ball!

When I was younger, I wanted to work in forensics. I went for a bachelor's degree and ended up getting my associate degree in criminal justice before I decided it wasn't a career I wanted anymore. I have worked mostly at call centers doing collections or sales but after 10 years, I switched things up and came to Med One! I have been here for three years in Sales Support assisting our leasing representatives.

I have never had employment that was more than a job but Med One truly treats you like a family and makes you feel at home. My favorite part about working here would be the people I'm surrounded by; they make me laugh daily and have taken the time to really get to know me. I have a second job delivering pizzas for Papa John's so unfortunately, I do not have much free time.

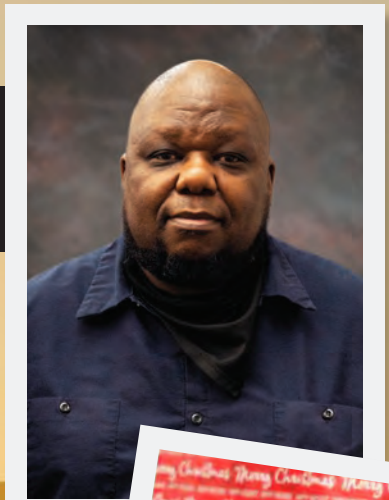


When I am not working you can find me tending to my 70+ house plants, gardening, in the kitchen baking or out frolicking in the wilderness! When the pandemic shut everything down, I needed hobbies to pass the time, so I started baking and propagating/growing house plants for my friends and family. Things got a little out of control and my house turned into a jungle and my family now demands my sweet treats! But on the plus side, this past year I was able to grow a small plant for all of my sister's wedding guests to take home, I also officiated her ceremony making it even more special. Now I think I might want to grow and sell house plants as a hobby.



OFFICIATING MY SISTER'S WEDDING

DEMETRIUS OWENS
Biomed Repair Technician



My name is Demetrius Owens. I was born in Junction City, Kansas in 1969 and am the oldest of 5. Before making Utah my home, I lived in Mississippi for about 2 years, then Arkansas for 2 years. We also lived in Alabama for 3 years.

I attended Granite High. This is where my love for football really transpired. All through high school, I played numerous positions including running back, outside linebacker, and other defensive positions. From 2009-2015 I coached little league for Granger. My brother was by my side every season. Together, we won 5 championships with 3 different teams/players.

In 1998, I married my first wife and had 2 children. After the divorce, I had 2 more children. When I met and married my 2nd wife, I also gained her 4 boys.

During the weekends when all the kids are at my house, we do family activities, from board games to swimming. We like to listen to music together while we play the PS5.

Here at Med One I am in the biomed department. I test and repair all incoming equipment. I work on various machines from pumps to PCs.

I have always wanted to help change the lives of others, working for Med One is giving me that opportunity. The atmosphere is amazing in so many different ways. I love the company and what it represents. The management teams' rapport is great and everyone is on the same page. I personally feel the team listens to our comments and concerns. Everyone's door is always open, and I feel comfortable talking and getting to know our team.



FAMILY IS EVERYTHING



JESSE MELENDEZ

Biomed Repair Technician

I was born in Bellflower, CA and raised in Pico Rivera, CA. I am the oldest of 3 children, with one brother and one sister. Growing up, I liked to watch and play soccer and ended up becoming a CIF and State champion in my junior year of high school.

Right out of high school I met my wife. She supported me through college, and I graduated from the University of California-Riverside with a B.S. in Chemistry. We fell in love with the inland empire and decided to move out to Moreno Valley. My wife and I have been married for 6 years, and in 2023 we were blessed with our first daughter.

I enjoy road trips, camping, hiking, fishing, watching soccer, and spending time with family. I like having spontaneous and unplanned outings with my wife and daughter, they are usually the best. This year we plan on taking our daughter on her first vacation. We are not sure where we are going, but I'm excited to be able to experience our first vacation as a family. In my spare time you can find me at the gym. I recently learned that lifting weights is a passion of mine.



BABY MADELINE



FAMILY OUTINGS

Currently, I am a Biomedical Repair Technician at Med One. I started at Med One as a driver and due to my work ethic, there was an opportunity for me to become a biomed. I took a leap of faith and never turned back. It was the best decision I made, and I have become really close to my co-workers. What I like most about being a biomed is that every day there is always something new to do.

JENNIFER HALL

Help Desk Technician II

I was born and raised into a large, rambunctious family. My parents had 7 boys and three girls. I am the seventh child and was the first girl. The running joke is that I have all the problems because I'm the oldest girl but the youngest of the middle children. We grew up with a hobby farm, so we all participated in 4H showing sheep and rabbits at the county fair. We housed and cared for other's horses and cows. I started riding horses at 7 and helped break them by 9.

I have a six-year-old son, Keaton. During my free time, we go camping, hiking, and any other outdoor adventures we can come up with. Our lives revolve around Legos and cats. I do yoga, and he likes to do it with me most of the time. When my pile of anxiety knits and crochet work gets too large, I will sell them at farmer's markets. My son likes to make bracelets and keychains to sell as well. I grew up dancing ballet and ballroom and minored in dance in undergrad. I don't have a lot of time for them anymore, but I do try to make time for reading books and journal articles within my field of research.

I completed my degree in Molecular Biology at BYU-Idaho, then went to BYU for grad school for my Ph.D. In Molecular Biology, focusing on rare disease human genomics. Currently I'm on a long-term sabbatical, due to family circumstances, but once my son is a little older, my dissertation will be completed.

At Med One, I support IT Help Desk, while also being the application specialist. I deal with all the special applications like MOA, HubSpot, Master Control, etc. I'm working to be the bane of everyone's existence by creating quality standardization throughout the company. I love the people here at Med one. But I also love the chance I have to learn new things constantly within IT and throughout the entire company.

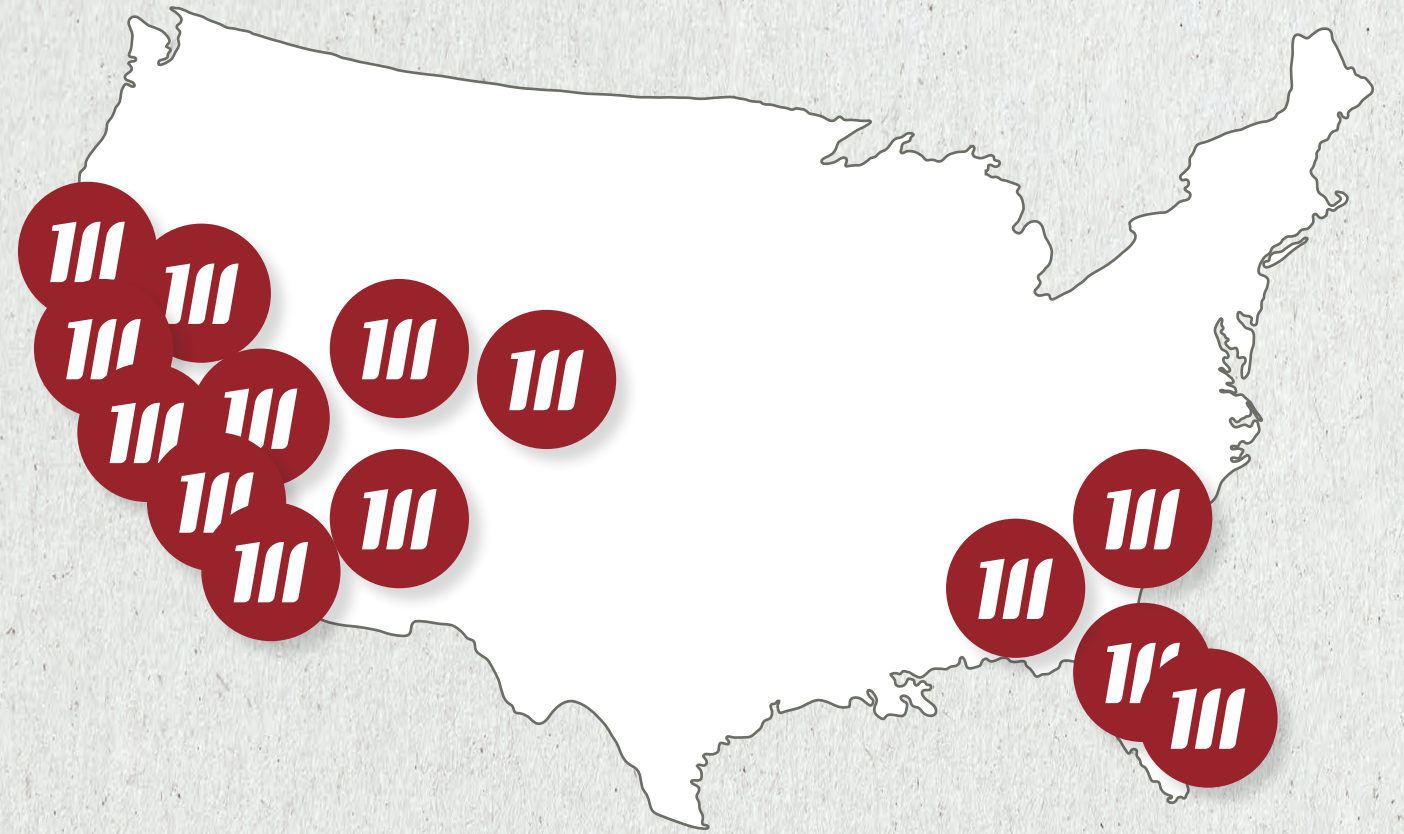


KAYAKING WITH KEATON



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200+ Employees

14 Offices (11 new offices in the last 5 years)

5,000+ healthcare customers (all time)

1.2+ Billion in Leasing (last 10 years)

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100+ Million of Rental Revenue (Since 2015)

100,000+ Deliveries and Pickups (Since 2015)

100+ Vendor Finance Partners

30+ Field and In-House Sales Reps

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.



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Hayward, CA 94545

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Tempe, AZ 85282

CORONA, CA

210 Lewis Court
Corona, CA 92882

WOODSTOCK, GA

105 Smokehill Lane, Suite 100
Woodstock, GA 30188

BURBANK, CA

2521 North Ontario Street
Burbank, CA 91504

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La Mirada, CA 90638

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San Diego, CA 92108

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Aurora, CO 80011

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Sacramento, CA 95834

SANFORD, FL

576 Monroe Rd., Ste 1336
Sanford, FL 32771

MORRISVILLE, NC

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Morrisville, NC 27560

FT. LAUDERDALE, FL

6600 NW 12th Ave #214
Fort Lauderdale, FL 33309

SANDY, UT (Corporate)

10712 South 1300 East
Sandy, UT 84094

HAYWARD, CA

VIEW

FROM THE FIELD



Written By **Anthony Onesta**
Operations Manager

“ At the Hayward office, we are proud of the relationships we have developed with our customers. ”

No two days in healthcare are the same. For us to be successful, we must adapt to our customers' needs and to our territory. Med One Hayward, like other offices, consists of a unique territory where our customers' needs can differ by the hour. Whether that be differences in billing requests, differences in equipment, or differences in service expectations. Long driving distances, extreme Bay Area traffic, urgent orders, and unpredictable road conditions due to weather, are all challenges we face daily. So how do we ensure we are ready to service our customers efficiently and safely? Through constant communication, planning, and the willingness to adapt.

Each day at the Hayward office consists of a daily huddle where we discuss potential orders, and brainstorm on how we intend to solve our customers' needs. We believe that each employee brings a unique perspective to their work, and therefore, each employee should take part in these huddles.

We learn from each other about what approaches work, and which ones do not. Our drivers are the

eyes and ears of our business, and their knowledge about our diverse customers is vital to our success.

The team at the Hayward office is consistently willing to learn, and they do not hesitate to ask questions about equipment or processes. This drive for knowledge gives our team confidence and enables them to provide exceptional customer service.

We have a unique staff at the Hayward office. Some of our employees have been working in healthcare for a long time, while others are new to the business. However, what makes us successful is our team-oriented approach, and we all share one common goal—to take care of our customers, so they can take care of their patients. With every device we deliver, there is a person attached to it. That's why we must be diligent and confident in our work.

At the Hayward office, we are proud of the relationships we have developed with our customers. We have learned that not only we can have a positive impact on our customers, but our customers can have a positive impact



on us as well. We often converse about different interactions we've had with our customers and how their positivity can uplift our spirits for the day. We all believe that a positive mental attitude impacts those around us, which is why we strive to be the very best we can, each and every day

Even though our shift may come to an end, our work continues. That's why we ensure our evening shift drivers are heavily stocked with the most requested equipment and are prepared for their night on the road. If we can set up our team to be successful, our customers will be cared for.

What financial options do customers need?



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

SALES MANAGERS AND REPRESENTATIVES ASK YOURSELVES:

- ✓ Are you struggling to meet your annual goals?
- ✓ Do you currently propose only cash options?

As 2024 unfolds, sales representatives and sales managers alike are concerned that inflation, economic uncertainty, and the continued slim operating margins that healthcare and other customers are operating under will complicate, delay, or defer the purchase of the products and services that they provide.

Too often it is easy to see the glass as half full and become discouraged.

Rather than focus on what may happen and the potential damage to your pipeline, let's find a way to provide solutions.

Looking at healthcare as an example, when considering capital equipment expense, customers have to balance the expenditure with the return. I used to advise our sales teams that they were not competing with another company alone, but with the revenue generating projects that can be viewed as a safety net to offset the challenges identified above.

But how do you compete with, say, a parking lot, a freestanding clinic, or a surgery center and get the financial team to approve an order?

First and foremost, you need to know your company's differentiators and be confident that the users of your equipment or service see how choosing you and your products will improve their daily work or improve their financial results.

The next steps are too often overlooked, yet a key indicator of potential success.

Companies too often present their offering on a cash only basis. But what if they don't have cash? Or perhaps you have been advised that finance will only approve a purchase when funds are available and approved.

In reality regardless of industry, 85% of Companies in the US Lease Equipment.

Companies need to incorporate financial solutions in all offerings.

Customers, like you and I, want to conserve cash and will often do nothing if cash payment is the only option. It is not the user or inside salesperson's role to know and understand what choices they could present to finance.

From the very beginning, consider how financing options can be incorporated into your sales process and conversations with potential customers. By seamlessly integrating finance strategies into your overall sales approach, you'll be able to overcome objections and close deals more effectively.

Some people think that financial solutions or options are only for large corporations. That is a myth that often costs companies lost opportunities. Finance options are not limited to large businesses alone. Small and medium-sized businesses can also benefit from various financing solutions tailored to their specific needs. It is important for businesses of all sizes to explore finance options that align with their customers' goals and consider the resources needed to support their sales efforts and meet their quotas. If you are not currently able to offer finance to your potential customers, now is the time to explore finding a business partner that specializes in serving your market.

Finance strategies shouldn't be an afterthought, they should be an integral part of your sales planning process.



We know that by incorporating our solutions with technology or service options, the benefits go beyond just closing more sales.

By offering flexible financing, you can also:

Increase Customer Loyalty

When customers feel like you're working with them to find a payment solution that fits their needs, they're more likely to become loyal advocates for your brand.

Upsell and Cross-Sell Opportunities

By providing financing options, you open doors to upselling and cross-selling additional products or services, increasing the overall value of each sale.

Stay Ahead of the Competition

In a crowded market, offering flexible financing can set you apart from your competitors. It shows that you understand the financial challenges your customers face and are willing to go the extra mile to help them.

Med One has a 30 year history of working with vendors and their customers. We have specialized in healthcare and believe we understand the needs of both manufacturers and providers.

We have been privileged to work with some of the nation's leading technology companies and healthcare providers. We would love to explore ways we can help you and your customers with our flexible finance options.

Med One offers more than simple rate-based solutions. We will work with you and your sales teams to customize options, we can attend your meetings, provide training, and follow up with the customer to ensure the offer meets their needs and follows their internal approval process.

Visit MEDONEGROUP.COM to learn more about us and our vendor program.



Written By **Jason Smith**
Senior Systems Administrator

As cool as the Vision Pro is, that is not to say there are no shortcomings, though. It is important to remember that while this is bleeding-edge technology, it can still be cumbersome and goofy-looking to wear in public. This can all improve over time as this technology gets better and most likely in the future, several generations from now, it might not even look close to the same product we have today.

One major limitation is the battery life. At 3 hours, the battery life is weak. Thankfully Apple does allow for third-party battery banks, and it still works while charging, so those long flights or *Lord of the Rings* extended edition marathons may not be interrupted by downtime from poor design choices—if you have the right accessories. You also need to finger-peck type since the Vision can only track your index fingers. You cannot type like you would normally on a physical keyboard.

Apple takes head measurements when purchasing the device at a local Apple Store which means one size doesn't fit all, so going from adult to child would likely require you to purchase a smaller Solo Knit Band.

If you wear prescription glasses, they do offer Zeiss optical inserts. They have an online questionnaire when purchasing Zeiss optical inserts that allow you to provide your prescription. These inserts are removable so the device can still be used by others.

Looking Into the Future

WITH APPLE VISION PRO »»



The Apple Vision Pro is a mixed-reality headset that was introduced to the American market earlier this year. Aimed at changing how we use our personal devices and what more they can offer, there has been quite a bit of buzz around the Vision Pro. Understandably, many are questioning what every day, practical applications this gadget could possibly have, while others are simply excited to try out this new and developing device from a leading company.

So what are some tasks the Vision Pro can help with? Well, do you need a cooking tutorial while you are cooking? With the Vision Pro, you can simply bring up your favorite YouTuber with their video tutorial on how to fillet that fish properly, still see the food in front of you, prepare it with both hands free, and prepare or move on to the next steps. This is the overlying beauty of mixed-reality: a little dash of real life, and a little dash of something virtual.

Maybe you would like to plan out a room you are redecorating by placing the furniture, art, or objects in your environment in real time. Using the Vision Pro, you can see the room with the potential additions in their correct scale and color, then decide if they are the right choice for you. There are so many more examples of how cool this product is, and it will only get better as time goes on.

Overall, I'm very curious to see if this brings in a new technological change in our world. There are so many great applications where this could be better than a computer or cellphone, but it's still early to know for certain how far this can go and where it ultimately will lead. Hopefully new battery tech is on the horizon, or maybe just a more efficient way to save energy to prolong usage between charges. This will be something to keep an eye on moving forward and look to others as well who will be competing in this market and see how they innovate on this design.



INFLUENTIAL WOMEN

Although during the month our attention is usually on brackets or green clovers, I think it's important to look back in history and commemorate the women and movements that are responsible for the progression women have been able to experience.

Written By **LuLu Mecham**
Senior Marketing Specialist



During March, we observed Women's History Month. Although during the month our attention is usually on brackets or green clovers, I think it's important to look back in history and commemorate the women and movements that are responsible for the progression women have been able to experience. While there are more important historical figures than I can count, I'd like to highlight a few inspiring women and their stories. Whether they were pioneers in their field, or advocates for change, I know learning about these women fills me with pride for our progress and excitement for the future.

Soraya Jimenez (1977-2013)

Jimenez was a Mexican weightlifter and Olympian who made history at the 2000 Summer Olympics in Sydney. She became the first Mexican woman to win a gold medal in the history of the Olympic Games, achieving this in the weightlifting event. Jimenez's remarkable accomplishment not only marked a personal triumph but also inspired a generation of athletes in Mexico. Tragically, she passed away in 2013 at the age of 35.

Alice Ball (1892-1916)

Ball was a chemist known for her groundbreaking work in the treatment of leprosy. Born in Seattle, she became the first woman and African American to earn a master's degree in chemistry from the University of Hawaii. Ball's notable contribution was developing the "Ball Method," an injectable oil extract from the chaulmoogra tree, which significantly improved the treatment of leprosy. Unfortunately, her promising career was cut short when she died at the age of 24, but her impactful research continued to benefit patients for decades.

Grace Hopper (1906-1992)

Hopper was a pioneering computer scientist and US Navy Rear Admiral. Renowned for her significant contributions to computer programming, she played a crucial role in the development of early programming languages. Her career spanned several decades during which she advocated for the use of high-level programming languages and contributed to the development of UNIVAC I, one of the earliest computers. Her innovative mindset and leadership have left an enduring impact on the field of computer science.

Patsy Mink (1927-2002)

Mink was an American politician and trailblazer. She served as a member of the U.S. House of Representatives from 1965 to 1977 and then again from 1990 until her passing in 2002. Mink was the first woman of color and the first Asian American woman elected to congress. A strong advocate for civil rights and education, she co-authored the Title IX Amendment of the Higher Education Act, promoting gender equity in educational institutions. Mink's legacy extends as a champion of diversity, equality, and progressive policies.

Gabriela Mistral (1889-1957)

Mistral was a Chilean poet, educator, and diplomat. She was the first Latin American woman to receive the Nobel Prize in Literature,

awarded in 1945. Mistral's poetry, characterized by its deep emotional and humanitarian themes, gained international acclaim. As an educator, she implemented progressive educational reforms in Chile, emphasizing the importance of education for children. She also served as a cultural ambassador, representing Chile in various diplomatic roles. Her literary contributions and advocacy for education have solidified her as a revered figure in both literature and social reform.

There are so many more women and figures who accomplished inspiring feats, fought for change, or acted as beacons of hope...

Again, there are so many more women and figures who accomplished inspiring feats, fought for change, or acted as beacons of hope, but these five were a few who stuck out to me this year. I encourage you to learn more about women's history, whether that be an inspiring ancestor of yours, a suffragette, or a trailblazer in your field—there's always more to learn and more progress to be made.



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