

MedOne TO One



**THE FIRST HELLO.
THE LAST GOODBYE.**

LETTER FROM THE OWNER

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MEET THE 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.

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THE LAW OF ATTRACTION

The Montage Deer Valley once again provided a stunning backdrop for the Med One Annual Meeting. This event, a highlight of the year for me, brings employees together to celebrate achievements, share insights, and generate an energy that propels us through the year.



Troy Tait
SVP of Customer Care

This year, I had the honor of speaking at the first general session and introducing the theme, "Elevate and Excel - Achieving Milestones Together." Along with introducing the theme, I had the privilege of announcing a significant milestone for Med One: the appointment of a new President/COO. Larry Stevens, our current President, shared the news that he would be stepping down from his role but would remain CEO and Chairman of the Board. His successor, Robb Stevens, has been with Med One for 22 years and is a capable leader whose talents will help Med One continue to build on its 33-year legacy of success.



Robb Stevens
President / Chief Operating Officer



Carter Allen
SVP / Director of Medical Leasing



Med One Annual Meeting / Montage Deer Valley

After discussing this exciting leadership change, I focused on the theme and how we can all work to elevate and excel. I used several examples of individuals excelling in their professions and posed the question:

**Why do people play golf?
It is one of the most frustrating sports, with almost no chance of achieving a perfect score.**

Yet, people continue to play despite the low probability of even achieving par.

I followed up the golf analogy with another question: when you decide to buy a new car, have you ever noticed that you suddenly start seeing that model everywhere you go?

These questions led me to one of the key elements of elevating and excelling, which is the law of attraction. Many people have a plan or strategy for success, but what allows some to reach new heights and excel beyond previous goals?

The Law of Attraction - thinking positive thoughts to bring positive results - propels us to new and higher levels of success. In golf, for an average player, positive thinking or the law of attraction brings them back to the course. Golfers seldom focus on the 95 bad shots they made; they remember the one great shot, which motivates them to return.

Focusing on positive thoughts generally leads to positive results. Athletes who excel often emphasize the importance of a positive mindset alongside the physical aspects of their sport. The same principle applies to all areas of our life, including work, personal, spiritual, and more.

By applying the law of attraction and focusing on positive thoughts, we are more likely to see positive outcomes.

While this is not a 100% guarantee, it has proven to be a key element time and again.

THE FIRST HELLO. THE LAST GOODBYE.



Written By **Larry Stevens**
CEO / Owner



Back in the 1990s, when Med One was born, there was a popular song performed by an artist named Roger Whittaker. Some of the poetic phrases in this song include:

*They say, when you gain a lover,
you begin to lose a friend,*

*That the end of the beginning's
the beginning of the end.*

*They say the moment that you're born
is when you start to die*

*And the first time that we said hello
began our last goodbye.*

*We know that summer's coming means
that winter's waiting there,*

*And gold would not be precious
if we all had gold to spare.*

*You only know how low is low
the first time that you fly*

*And the first time that we said hello
began our last goodbye.*

*If I could live forever, it is certain I could never
know another single second so sublime.*

*That moment of our meeting when our hands first
touched in greeting how I wanted to hold back
the hands of time.*

*When they begin the overture,
they start to end the show,*

*When you said, I'll never leave you
then I knew that you would go.*

*The sound of all our laughter
is now echoed in a sigh*

*And the first time that we said hello
began our last goodbye.*



The point of the poetry in this song is, of course, to point out that in life, beginnings tend to be undeniably coupled with eventual goodbyes. Often totally unimagined, unprepared for, and way into the future, but goodbyes, nonetheless.

When we first said “hello” to Med One almost 35 years ago, there was never any recognition or acknowledgement that at some point, it would come time to say goodbye.

Back then at our first “hello” I was only 46 years old. My oldest daughter (Sheri) had just gotten married. My oldest son (Robb) was 16 years old – and at the time thought the old man had the most boring job possible. My youngest son (Mark) was 10 years old and had no idea what the old man even did for a living. Rounding it out, I had two other beautiful daughters. Amy was 18 and in her freshman year at Utah Valley Community College and Mitzi was 14 and trying to figure out what high school was all about. In addition to 5 growing children, I had a beautiful wife, Sheila, to whom I had been married for 22 years.

Almost in the blink of an eye, after experiencing the 33 year overnight success that is Med One, I’m now nearing my 80th birthday. My daughter Sheri’s husband, Troy, has been with Med One for over 30 years and now oversees our technology and marketing functions. Amy graduated from BYU, got an MBA, and now owns a very successful business which she envisioned and started. Mitzi’s husband, Chris, is National Director of Training for Med One. Mark manages our leasing portfolio and oversees Med One’s operations. Not to be outdone, Robb was named President and Chief Operating Officer of Med One during our annual meeting last month.

I still have a beautiful wife, but now I’ve happily been married to her for 55 years, and she doesn’t seem to ever get any older. It is almost incomprehensible to me how much can happen virtually in the blink of an eye between the first hello and the last goodbye.

Back then, at its beginning, Med One had a total of 4 employees. Brent Allen had all of his hair, his good looks, and a file drawer of funny stories. We operated out of a small, rented office space. The extent of our technology consisted of a land line telephone, a fax machine, an electronic spreadsheet program called Lotus, and the Word Perfect word processing program. That was how we sent proposals out. Microsoft Windows was just starting to emerge as the next big thing.

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Today, in another blink of an eye, there are only 2 of the original employees left (Brent and Larry). Brent still kind of has his good looks, (although they are much more refined these days), he still has some of his hair, and he now has two full file cabinets of his classic funny stories. Med One has 250 employees working throughout the United States. We own two beautiful buildings at our headquarters in Sandy, Utah, as well as 13 offices in key cities across the country. Our sales force is now 30+ strong. With the advanced technological capabilities Med One has created and developed over the years, we are perhaps one of the most technologically advanced companies for our size in the nation. It is estimated that we have active leases with over 50% of the acute care hospitals in America and we rent equipment to over 25% of them.

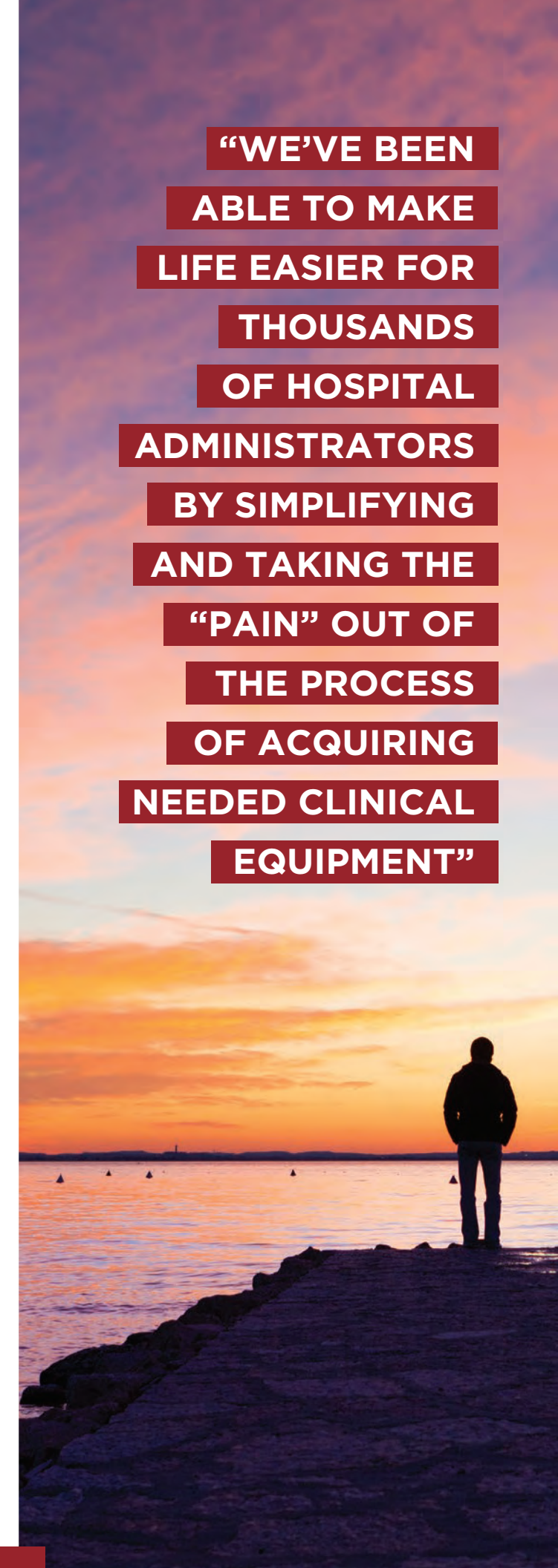
Med One has developed capacity and capabilities that we never dared dream could happen. We are privileged to do business with some very high-profile banking partners, and some of the most recognizable healthcare organizations in the world.

Notwithstanding all of the growth and financial success we’ve had, the main accomplishment that makes me proud and happy about what we have done is that during the past 31 years, we’ve been able to make life easier for thousands of hospital administrators by simplifying and taking the “pain” out of the process of acquiring needed clinical equipment that may not have been budgeted for in the time frame under which it was needed.

Indicative of this is an interaction I recently had. One of many, many long-standing relationships that we cherish is our relationship with the largest non-profit hospital system in the United States – Common Spirit which is part of the Catholic Health Initiatives organization. I’ve had a relationship with Chris Lovett, the System Director of Capital Services for many, many years. Chris recently said to me, “We need this equipment immediately and the only way we can get it is through our Med One program, because it takes a minimum of 1 year to complete a contract within our system that would allow for us to deal with this new vendor.” That statement sums up literally hundreds of similar conversations that our team members have day in and day out with the institutions we are privileged to serve. This sentiment probably provides more personal satisfaction about what we have accomplished in the past 33 years than anything else I can think of.

This will be my last regular article for *Med One to One*. It has been an honor and privilege to be able to regularly contribute to this world class publication. I am extremely proud of what *Med One to One* has come to mean to many of our customers and associates. It has grown and evolved from a simple employee newsletter first conceived during Robb’s college internship here at the company. It has grown from those humble beginnings into a high-quality publication which is published quarterly and boasts a circulation of over 3,400 hard copies mailed out and over 3,700 electronic subscriptions. *Med One to One* is a primary and powerful tool that we use to tell the Med One story and connect us with our many constituents. Hopefully I’ll still have an opportunity to make an occasional contribution to this impressive publication in the years to come.

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While I have been somewhat “retirement adverse” over the years, I understand that the time has come for me to step away and allow our very impressive senior management team, which has effectively and efficiently operated the company for many years, to fully assume their stewardship and take Med One to the next level.

As independent owners, Brent and I have high expectations that Med One will continue to grow and expand in a very intelligent and disciplined way. Our expectations for the years ahead are very aggressive and very lofty. The team will have their work cut out for them. It will require great vision, exemplary unity, and focused effort to meet our expectations. We have great confidence in this great team that we have assembled over many years. Collectively they share an important stewardship. I believe this group is indeed a world class, championship caliber team. I have great confidence in Robb’s ability to lead this team to excellence. In addition to my confidence, I am



extremely proud of the fact that my oldest son has become one of the key producers of revenue, has embraced this new role, and has developed the skills and qualities necessary to lead this company.

I have no sadness as I prepare to step away from active, day-to-day involvement, but I have a great deal of satisfaction and pride at what this little “experiment in entrepreneurship” has become and will yet achieve. Both Brent and I will be pleased to be able to stay involved in supervision at the board level.

During my career, I have embraced many key principles which have become important to me, shaped my philosophy, and driven my input into the culture of Med One. I’d like to say my goodbye as the Chief Operating Officer of Med One by highlighting a few of the significant elements that I believe are important ingredients in the Med One culture.

People don’t buy what you do, they buy why you do it. - Victoria Kurichenko

When people are financially invested, they want a return, when they are emotionally invested, they want to contribute. - Simon Sinek

You don’t hire for skills, you hire for attitude, you can always teach skills. - Herb Kelleher

You can judge the character of a man by how he treats those who can do nothing for him. - Johann Wolfgang von Goethe

Bad leaders care about who’s right, good leaders care about what’s right. - Simon Sinek

We achieve more when we chase the dream instead of the competition. - Simon Sinek

Customers will never love a company unless the employees love it first. - Simon Sinek

Be the leader you wish you had. - Simon Sinek

Nothing is forever in this world - not even our problems. - Charlie Chapman

The first hello was uncertain and somewhat frightening. The last farewell may be bittersweet and even awkward. The in-between, however, is a journey that I will continue to cherish all of my days and I am so very fortunate to have taken that journey with people whom I admire, respect, and love.



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.

THINGS

THAT NEVER CHANGE

Written By **Mark Oligschlaeger**
Board of Directors



In life and in work, the only constant is change. That is certainly true in healthcare, where we are privileged to work in one of the most competitive and dynamic industries, and where we have seen many of the biggest changes and advances over the last decade. If history is any guide, we can safely bet that the next decade will be similarly exhilarating.



YOU CAN'T PREDICT. YOU CAN PREPARE.

How that future unfolds is anyone's guess. As business leaders, we forecast and we plan, doing our best to make decisions under uncertainty. But as the saying goes, "You plan, God laughs." Planning is important, but it's most important to plan on the plan not going according to plan! There's a reason that some events are called surprises—it's not possible to see them coming. Who could have predicted COVID-19 and the profound impact it would have on our lives and businesses? As we move through our careers, we hopefully develop the humility through experience to know that the future is something we can't know much about, while still hoping to be directionally correct in our best guesses. As a British statistician once wrote, "All models are wrong, some are useful." We model for every conceivable risk, but the biggest risk is the one that nobody is talking about—the one you don't see. Like earthquakes in California, you don't know when or where they will hit, but you are hopefully always prepared. You can't predict, but you can prepare.

I recently enjoyed reading the book *Same as Ever: A Guide to What Never Changes* by Morgan Housel. He quotes Jeff Bezos, founder of Amazon, who once said that he's often asked about what will change over the next ten years. "I almost never get the question: 'What's not going to change in the next ten years?' And I submit to you that the second question is actually the more important of the two."

WHAT NEVER CHANGES

In May, Med One Group announced the significant appointments of Robb Stevens as President and Chief Operating Officer and Carter Allen as Senior Vice President - Director of Medical Leasing. These two promotions were well deserved and over two decades in the making, as Robb and Carter have been prepared for these responsibilities since joining the company in 2002. We congratulate Robb and Carter and wish them great success in their new roles, as we also pay tribute to and collectively thank Larry and Brent for their steady and remarkable leadership of Med One.

So, what is not going to change? As Housel says, "When people face an uncertain future, they try to forecast with more intelligence, data and precision. Far more effective is to do the opposite: look backward and be broad. Rather than attempting to figure out little ways the future might change, study the big things from the past that stayed the same." The key to facing the future lies in knowing where you are, even if you can't know precisely where you're going. What are the universal truths and common threads that have made Med One a winning company over such a long period of time?



ROBB STEVENS



CARTER ALLEN



I can think of many, all of which are emphasized in the Med One Way, which can be readily recited by employees. Brent and Larry have cultivated a culture of courage, innovation, creativity, integrity, and above all, genuinely making customers and employees the central priority.

Larry recently wrote in this publication: "It is, to me, an unforgivable sin for any of our employees to ever say to a customer, 'I'm sorry, we can't do that; it is against our company policy.' We know that our customers do not care about our company policies! We know that they do care about finding solutions to the problem that they are having now."

Similarly, Brent wrote about the importance of doing what is expected - "And Then Some." "Long ago, we coined the slogan - '**At Med One, we want to be really good at one thing - WHATEVER IT TAKES.**' This is the culture that we strive to impress upon our employees. We sincerely want each person who works for us to have the same commitment to providing excellent service to our customers that we have always had since there were only four of us."

These are the principles at the core of Med One, and they will never change. They will always ground our commitment to our customers. As the company continues to grow and welcome new

"WHEN PEOPLE FACE AN UNCERTAIN FUTURE, THEY TRY TO FORECAST WITH MORE INTELLIGENCE, DATA AND PRECISION. FAR MORE EFFECTIVE IS TO DO THE OPPOSITE: LOOK BACKWARD AND BE BROAD. RATHER THAN ATTEMPTING TO FIGURE OUT LITTLE WAYS THE FUTURE MIGHT CHANGE, STUDY THE BIG THINGS FROM THE PAST THAT STAYED THE SAME."

leadership, they will study the "big things" from the past that have stayed the same, and they will earnestly do all they can to preserve what is special as they provide thoughtful, decisive leadership. They won't throw out the playbook and start over. They will stack little wins and occasional big wins, make marginal gains, and watch success build upon success. I am looking forward to the continuing legacy and bright future of Med One!

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 President / Chief Operating Officer

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, and then as COO in 2024. 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 / Director of Medical Leasing

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.

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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.

WWW.MEDONEGROUP.COM

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 Neskoriik Territory Sales Manager
Tracy Neskoriik 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.



Aidan Francis Territory Sales Manager
Aidan joined Med One in 2023 with over three years of sales and account management experience. He enjoys working in this industry and connecting with a diverse range of people while building meaningful relationships and setting and accomplishing goals. In his spare time, he loves nothing more than rock climbing up a canyon and riding motorcycles.



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, Zack 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 weight lifting.



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.




SETTING THE STAGE FOR SUCCESS



Written By **Robb Stevens**
Chief Operating Officer / President

Lionel Messi is one of the best and most well-known soccer stars on the planet. He led Argentina to a World Cup win in 2022, and as a midfielder, Messi has been named for a record 7 years as the best in the world. In 2017, Messi signed a lifetime sponsorship agreement with Adidas. As one of the biggest sponsorships deals ever seen in sports, his deal with Adidas is worth a massive \$25 million per year which he'll be paid annually for the rest of his life!

While he may be one of the richest athletes in the world (6th on the list) with some fancy footwear, his shoes do more than just help him score goals. They are a manifestation of former CEO Herbert Hainer's vision set for the German company in 2001.



When Hainer took over Adidas, the company was losing market share and stumbling on new footwear designs. A less bold CEO in those circumstances would have put the financial clamps on the organization and tried to turn around the profit and loss (P&L) by pushing employees to sell more shoes, clothing, and accessories more efficiently. Hainer was well aware that the financials were vital, but he didn't lead with them. Instead, he reframed the company's vision to be all about helping athletes to fulfill their potential. As he describes it:

"The goal wasn't to be the biggest and the richest, it was to start creating products that help athletes perform better, so the runner can run faster, the tennis player and the soccer player can play better. If we did that and provided good service to our consumers, the financials would follow. All we had to do was help people achieve their personal best, and by doing so we'd also be making the world a better place. I wanted to give the company the belief that this is more than just a revenue game and we are more than just a revenue company."

Hainer's vision was backed by action. When investors would punish Adidas for having a lower profit margin than Nike, he'd respond calmly that Adidas' product development costs were higher because they were going to make the best performance product.

"We will never disappoint an athlete with our product they are wearing," he said. "If we help them make their dream come true - winning an Olympic gold medal, the French Open, etc..., then we have achieved more than just revenue numbers."

Yet, as planned, when it came to the numbers, Adidas scored big. By the time Hainer retired fifteen years later, he'd revived the Adidas brand and had seen the company's market capitalization rise from \$3.4 billion to over \$30 billion. In so many instances of successful companies, the focus has not been on achieving financial outcomes.

Rather, profits are an outcome of achieving their company's vision.

The purpose, or the why of the business is the reason we do the thing that makes the profit. A company's vision is what motivates and inspires employees to do what they do. It would not be particularly inspiring for a business leader to tell employees: "I need you to double net profit," nor would it inspire employees if their why was "we want to double return to shareholders."

Then what do people rally behind? **A common purpose or vision.**

Med One's vision statement expresses our desire to positively impact lives and communities. Involvement in the healthcare sector gives our company a unique opportunity and responsibility to participate in preserving and improving individual lives.

Our common purpose always goes back to these points:

**WE MAKE MEDICAL
EQUIPMENT AVAILABLE**

**SICK BABIES SHOULDN'T
HAVE TO WAIT**

**WE DO ONE THING WELL.
WHATEVER IT TAKES TO
DO IT RIGHT (AND TAKE
CARE OF OUR CUSTOMERS).**

Over the years, many stories have been shared about Med One Employees and leadership working toward our common purpose. In fact, every company has its stories. Those stories define a company's mission. They give it a voice and more



importantly, a heart. They represent the buy-in of employees and customers alike. The stories that often go untold, bring to mind Albert Einstein's point that:

"Not everything that counts can be counted, and not everything that can be counted counts."

It is often from the things that cannot be counted that the stories come from and what defines us as a company.

As Bill George, a former CEO of Medtronic described, "Employees want to jump out of bed in the morning to invent something new, produce a high-quality product, or help doctors in an operating room. This holds true whether we're talking about South Korea, China, Poland, or Argentina. It motivates senior leaders, the woman on the production line, an engineer back at the lab, and the person who will drive through the night halfway across the state of Michigan to deliver a defibrillator so a doctor can start a procedure at seven o'clock the next morning. That's a true story."

"NOT EVERYTHING THAT COUNTS CAN BE COUNTED. AND NOT EVERYTHING THAT CAN BE COUNTED COUNTS."

How does an individual employee make a positive impact on a company's overall vision? I'll offer one specific recommendation: Deliberately seek ways to take meaningful initiative in your specific job.

A story I recently heard illustrates the empowering and enlivening impact of taking initiative:

Two employees were once vying for the same promotion at work. One had been at the company for 5 years, while the second one had been there only six-months.

From an experience perspective, the 5-year employee had the clear advantage.

To help make the hiring decision, the hiring manager devised a simple challenge for these two candidates. He brought them in separately and gave them a seemingly simple task. He said:

"I want you to go to the store and buy some oranges. My wife needs them."

When the 5-year employee returned from the grocery store, the manager asked: "what kind of oranges did you buy?"

"I don't know," he answered. "You just said to buy oranges, and these are oranges, so here they are."

"How much did they cost?" the manager asked.

"Well, I'm not sure," he said. "You gave me \$50. Here is your receipt, and here is your change."

Then it was the 6-month employee's turn. When he returned from the store, the manager again asked, "What kind of oranges did you buy?"

"Well," he replied, "the store had many varieties—there were navel oranges, Valencia oranges, blood oranges, tangerines, and many others, and I didn't know which kind to buy.

But I remembered you said the oranges were for your wife, so I called her. She told me the oranges were for a party and she'd be using them to make fresh orange juice, so I asked the grocer which of all these oranges would make the best orange juice. He said the Valencia orange was full of very sweet juice, so that's what I bought.

I dropped them by your home on my way back to the office. Your wife was very pleased."

"How much did they cost?" the manager asked. "Well, that was another problem. I didn't know exactly how many to buy, so I called your wife again and asked her how many guests she was expecting.

She told me 20, so I then asked the grocer how many oranges it would take to make juice for 20 people, and it was a lot more than I expected, so I asked the grocer if he could give me a quantity discount, and he did!

These oranges normally cost 75 cents each, but I paid only 50 cents. Here is your change and the receipt."

The boss smiled and thanked him for his efforts.

IN MY OBSERVATION. PEOPLE SUPPORT WHAT THEY HELP CREATE.

Both of these employees were asked to do the same task and they both did what was asked of them, but there's a clear difference in the way they approached it. Based on that test, which one would you have hired? Which would make the biggest impact on your company's success?

A culture enriched by proactive employees calls to mind the observations of Late business professor and author Orin Harari said it this way in his book *Break from the Pack*:

"...the key predictors of corporate success and shareholder value are not the size of a company's tangible assets, but the size of its intangible assets like its speed in execution and customer care, its culture of constant innovation, and its mobility and agility in capitalizing on fresh, fleeting opportunities. As the Brookings institution found, 80% of shareholder

value generated by the S&P 500 can be traced to intangibles. In other words, to predict who's going to break from the pack, look at who's got the quickest adaptivity and imagination, not who's got the biggest numbers on the balance sheet." (Oren Harari)

Medtronic's Bill George, shared similar thoughts about his company's approach to this dynamic under his leadership:

"Our most important metrics weren't revenues and profits but how many seconds it would take until someone else was helped by a Medtronic product. When I joined the company, it was one hundred seconds. When I left the company, it was seven."

In my observation, people support what they help create. Employees, in their own ways, help shape any company's overall vision. When employees continually fall in love with their customers problems and identify ways to solve them with their company's solutions, that is where relationships and loyalty are created.

A focus on restoring people to full life and health and letting shareholder value creation be an outcome of this vision creates a powerful motivation far beyond making money, but more often than not, like in the Adidas example, when a company vision is realized, strong financial performance is often inevitable.





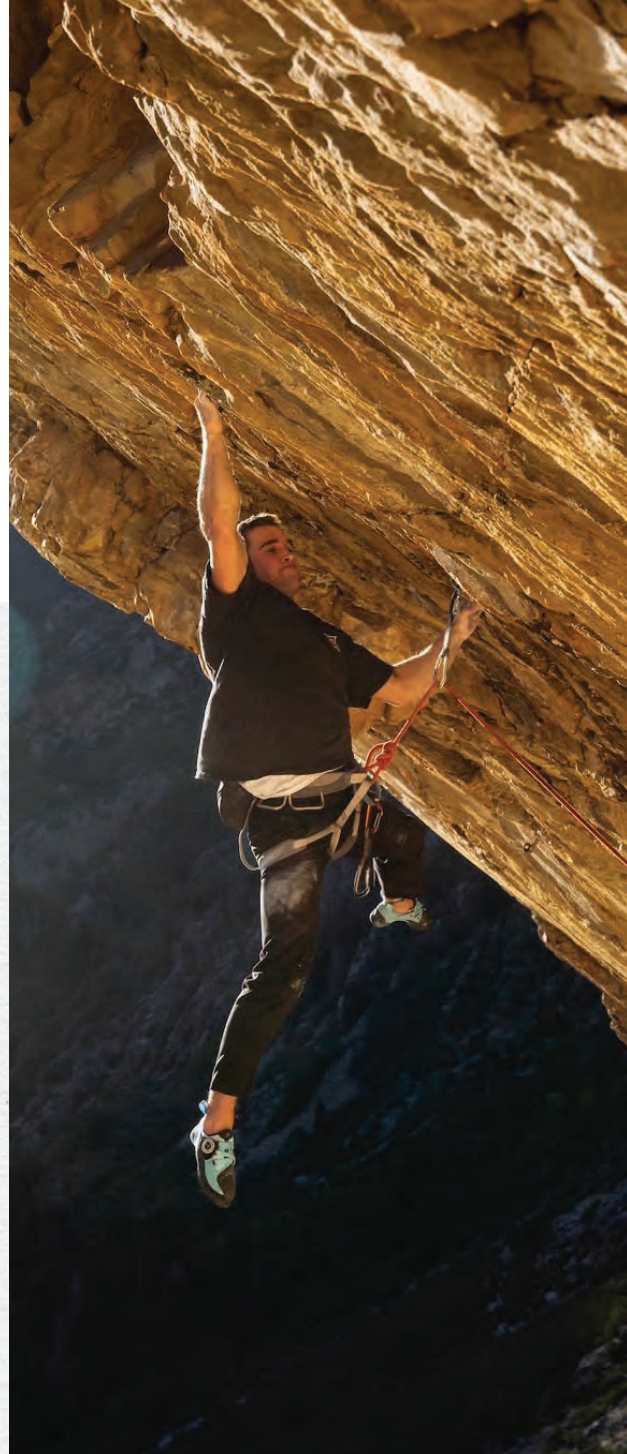
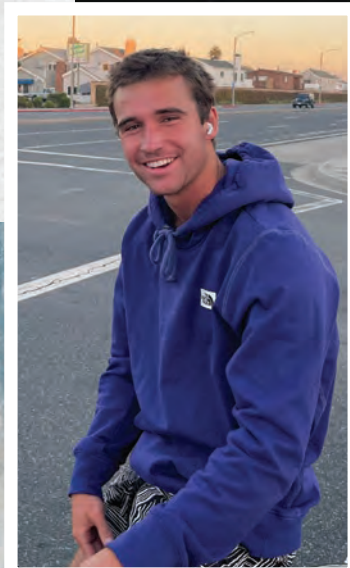
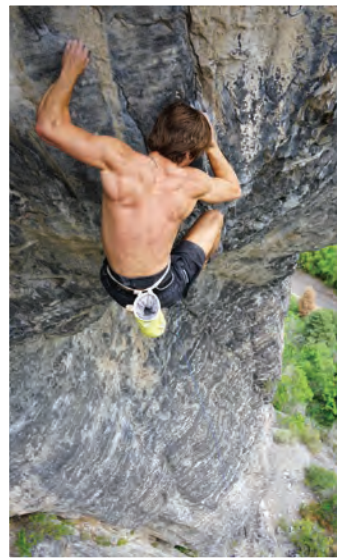
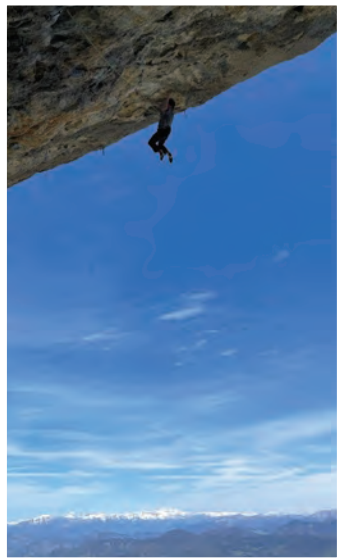
Employee Spotlights



Aidan Francis
Territory Sales Manager

I was born and raised in Las Vegas, Nevada, and now live in Utah. In my family, I have three brothers, a dad, and the most loving mom in the world. In my spare time, I love rock climbing or anything related to mountaineering. I have a huge passion for it. I also like to ride motorcycles and arm wrestle. Along with those, I enjoy going to the gym and hanging out with friends.

I started at Med One in business development, and recently moved to work in rental as a Territory Sales Manager. I enjoy the work I do and have enjoyed learning more about the industry and sales. Although I enjoy everything about the job, my favorite part is making fun of my coworker Garrett.



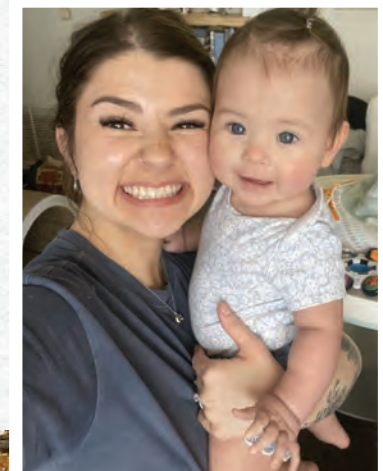
Brandon Alvarez
IT Help Desk

I have been at Med One for a little over a year, and I support the IT Help Desk. I love getting to work alongside my team, and I have enjoyed getting to help all employees at Med One. I have made some great friends in my time here, and I look forward to what the future will bring!

I was born in Las Vegas, NV and moved to Salt Lake City at a very young age. I have two younger brothers, who I get to see very often at family dinners at my parents' house. I now live in Midvale with my amazing wife, Camryn. We have been together for 5 ½ years!

We have a cat named Lydia and a beautiful daughter named Emerie, who will be 1 in August! Becoming a dad has been the best experience of my life, and I love watching my daughter experience things for the first time. They are my everything, and I feel so lucky to have my three girls in my life!

In my free time, you'll catch me playing golf! Working at Med One and meeting my boss, Jon, fueled my passion for it. I love everything about the game and the patience it takes to improve. If I'm not playing golf, I enjoy doing just about anything with my family. We love to go on walks, make food, and watch movies. Some of our favorites are *A Man Called Ove*, *The Life Aquatic with Steve Zissou*, and *The Iron Claw*.





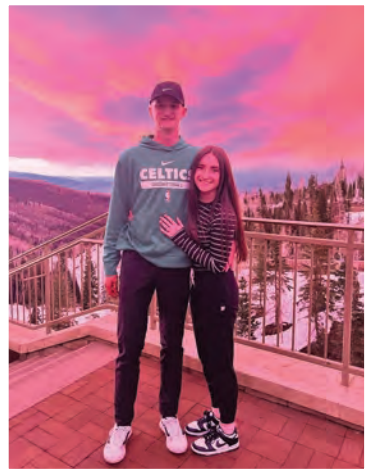
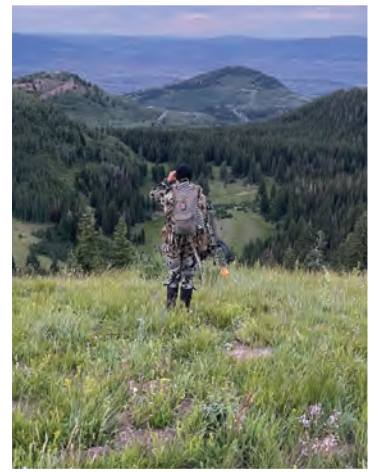
Garret Wetsel
Business Development Specialist

I was born in American Fork, Utah and moved to Idaho before I can remember. Idaho is where I was raised completely. I grew up with 4 siblings — 2 older and 2 younger. After high school, I attended Utah State University starting in Fall of 2020 and graduated with an associate's degree.

The best part about college was finding my wife Brielle. We got married in August of 2022, and it was the best decision I have ever made. I enjoy lots of activities, but my #1 hobby is hunting. I am more than likely one of the most obsessed hunters you may ever meet.

I try to spend as much of my spare time as possible doing a hunting related activity to get me ready for the next year. Whether that is shooting my bow, shed hunting, scouting, or actually hunting.

I started at Med one at the very end of July last year on the lead gen team and have since moved to Rental. I am now a Territory Sales Manager over our Central/Midwest region. My favorite part about this job is the people I work with and the daily pranks I receive from Aidan.



Shawna Oliver
Territory Sales Manager

I was born in raised in central California in a small town called Lindsay. I even graduated from the same high school as my dad. I then graduated with my BA (Interdisciplinary Studies, Leadership) Suma Cum Laude from Humboldt State University. I also have an AA in Humanities, and I keep my LVN license current.

Before my sales career, I worked as a wound nurse at a skilled nursing facility, and I keep my LVN license current. Along with my nursing background, I have 10 years of medical device sales experience. I love working for Med One and being a part of the solution. I also love to build forever relationships through my work.

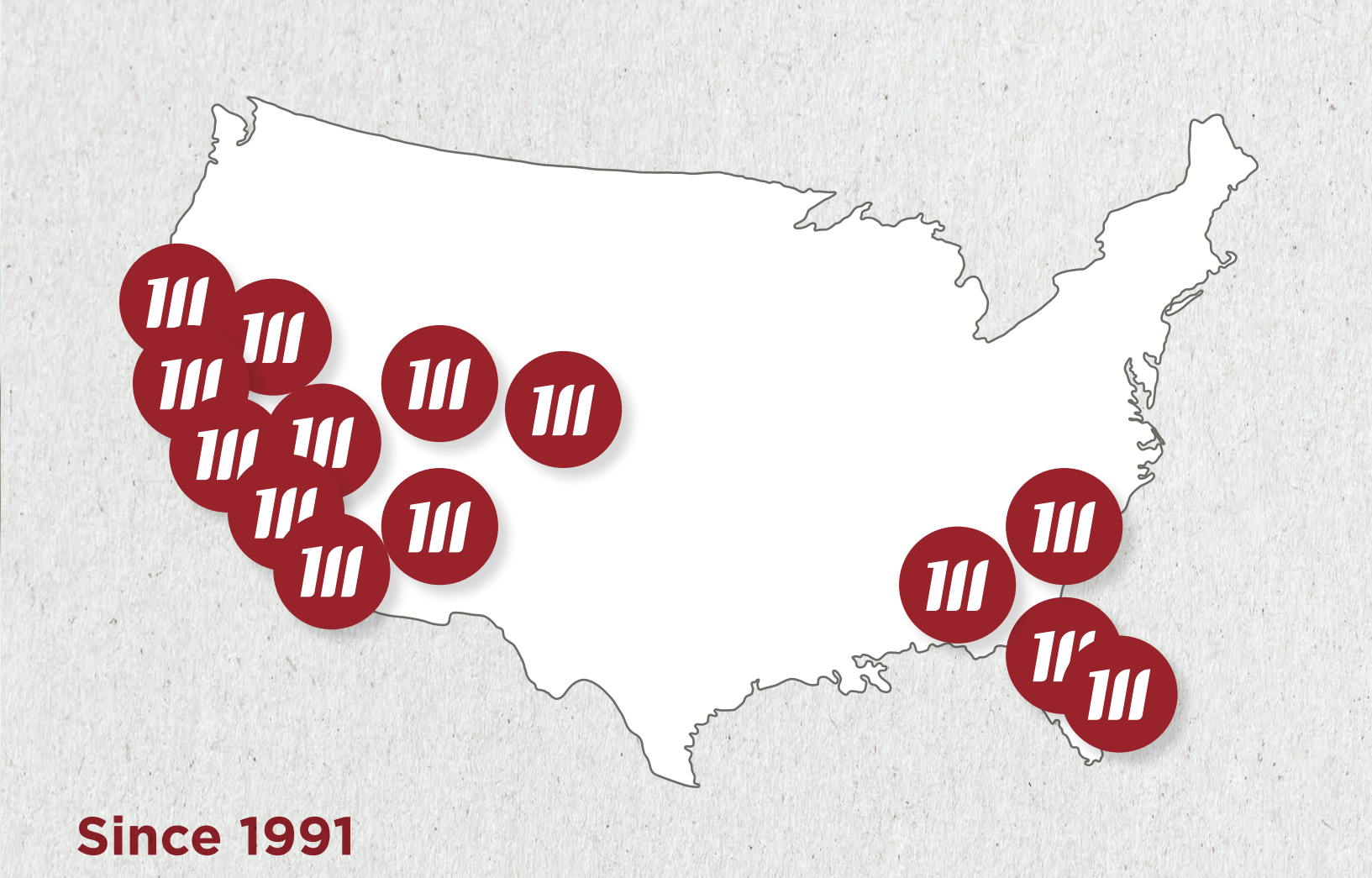


My oldest hobby began at age 12. I took oil painting lessons for 6 years; I like getting lost in the creative process, and I love visiting museums. My newest hobby is gardening and raising chickens. I'm overly obsessed with my chickens (I have a ring camera in their coop). Fresh eggs are the best.

I have been married for 33 years, and we have three daughters, two sons-in-law, and two grandchildren. We also have 4 dogs, 7 chickens, and 2 kittens...E-I-E-I-O!

Most of my free time is spent with family and friends. Last year, we bought a house on the same street as my middle daughter and her family so I could be closer to the grand babies. Hearing my sweet littles say Mimi is my most treasured gift.





MEDICAL EQUIPMENT

FINANCING / RENTAL / SALES / SERVICE

Since 1991

31+ Years in Business

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)

50,000+ Units of Rental Equipment

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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San Jose, CA 95131

HAYWARD, CA

1766 Sabre Street
Hayward, CA 94545

TEMPE, AZ

3120 S. Potter Drive, Suite 2
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

LA MIRADA, CA

13955 Valley View Ave.
La Mirada, CA 90638

SAN DIEGO, CA

7540 Metropolitan Dr., Ste 103
San Diego, CA 92108

AURORA, CO

3449 Chambers Road, Suite D
Aurora, CO 80011

SACRAMENTO, CA

4045 N Freeway Blvd.
Sacramento, CA 95834

SANFORD, FL

576 Monroe Rd., Ste 1336
Sanford, FL 32771

MORRISVILLE, NC

1101 Aviation Parkway, Suite D
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

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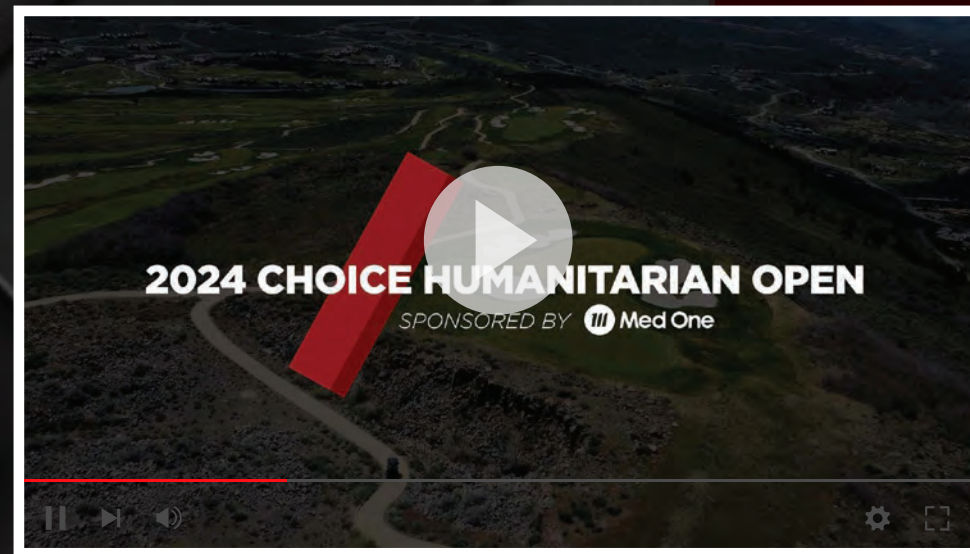
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Think of Your Customers



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

Medical device suppliers and representatives—consider the following scenarios and honestly think about how you would answer these questions.

Have you ever rented a car?

Have you ever rented a hotel room?

Have you ever rented a movie, either online or from a kiosk or stand-alone store that only rented movies?

Have you ever rented skis or other sporting equipment?

Have you ever bought the latest and greatest gizmo, only to find it was not what you thought you wanted?

Have you ever signed up for a service plan for a product you purchased and felt that it was a necessary evil?

Most of you have probably answered yes to at least a few of these. Perhaps it was for convenience, cost, or to try something out before committing, but we've all been there. I'm sure that many of you could add to the list of scenarios, but ultimately, these are just a few of the choices we all make—sometimes daily.

The purpose of this is to ask you to think of your customers and their need to have convenient, cost-effective options to maintain state of the art patient care technology without the burden of ever-increasing capital outlays, expensive maintenance, or the desire to thoroughly test and evaluate new technology before making a significant purchase.

We all know that the financial challenges faced by acute, non-acute, and private providers is still not where cash is free flowing. Conserving cash continues to halt or delay technology decisions every day. Add to that the demand fluctuations from seasonal illnesses and the aging population,

and it is clear having what is needed when it is needed or having the latest technology is hard to manage for any provider.

If we as technology company sales leaders do not consider offering a rental option, we may be limiting our market opportunity to meet customer needs and preference.

Did that thought cause you to pause? If not, envision asking your company to invest in a huge

If we as technology company sales leaders do not consider offering a rental option, we may be limiting our market opportunity to meet customer needs and preference.

organization. This would include covering logistics, delivery and pick-ups, tracking inventory, 24-hour a day response, staffing customer service reps, drivers 365 days a year, biomedical and maintenance staff, and associated risks as well as the reserving versus selling millions of dollars worth of your company's equipment.

Frankly, that is why there are companies who offer dedicated staff to cover these concerns. These companies bear the costs, the risks and the customer satisfaction.

If you select a well-established rental provider, they can become an extension of your company. They can provide access to your products based on customer needs, even when cash flow, short term needs, or wish to try before they buy are objections that have been leading to delays or no decision outcomes.

At Med One we are proud to work with many medical device companies as their authorized rental provider. We have over 15 offices nationwide and are continually expanding to more regions. We welcome the opportunity to explore how our rental or leasing divisions can work with your company to meet the needs of healthcare providers.

You can see a quick comparison of our lease and rental offerings by visiting our website or scanning the QR code below.

You are invited to give us a call to discuss how we, together, can provide solutions that can meet the needs of your customers and enhance your customer satisfaction as well as close more sales. Whether it's rental, lease, or sale of pre-owned equipment, we at Med One Group are here work with you and your company.

Scan the code to compare our rental & leasing offerings:



SUCCESS IS NO ACCIDENT



Written By **Jon Utley**
Director of Information Technology



When I was teenager, my father offered a nice reward if I got licensed for Amateur Radio, better known as Ham Radio. In the late 80s, there were two parts to the first license examination: a written test on electronics, radio science, and rules and regulations, and a practical Morse Code test, which required you to achieve a speed of five words per minute.

I hated Morse Code. This ancient mode of communication really got under my skin; it was holding me back from the prize my father had offered. A man named Gordon West had made some audio cassettes available and I tried very hard to learn this skill that I despised. I ended up barely passing my 5 word per minute Morse Code exam on the second test attempt.

A few years went by, and I never used this Morse Code skill. I preferred to pick up the microphone and use my voice to talk to friends and strangers all over the world.

Most people do not know this, but the sun has an 11-year solar cycle. At the peak of this cycle, Ham Radio can communicate to every continent with just a few watts of power. Shortly after my entrance into Ham Radio, the sun started to change and the frequencies I could use with my beginner license started to be less functional for long distance communications. I needed access to more frequencies, and this meant I needed to do the next level of licensing, including another written test and a much-dreaded faster Morse Code requirement of 13 words per minute!

I eventually passed that level too. Because of my desire for different frequencies and more options on the radio dial, I forced myself to learn Morse Code. And very soon after passing that final code test, I began to enjoy using it. Now I love Morse Code! To date I have spoken to several hundred countries using this beautiful ancient form of communication. I now do a Morse Code session two to three times a month, even though the FCC eliminated the Morse Code licensing requirement years ago.

There may be some things in your life that you do not like, some skill or ability you need to learn to advance your personal or professional life. I



encourage you to be open to the possibility that if you put in the effort, you just may learn to love this once-avoided skill.

I will close with a great quote from one my own childhood heroes:

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and most of all, love of what you are doing or learning to do.”

– PELE

GROWING THROUGH CHALLENGES



Written By **LuLu Mecham**
Senior Marketing Specialist

I have gardened in some capacity throughout my entire life. My dad even used to prepare a little corner of our family vegetable garden for me when I was small, and I could pick whichever veggies I wanted to grow. I love growing vegetables and fruit, but as I got older, I also became interested in growing flowers. It became a bit of a hobby, and I read books, took a flower arranging class, and even made horticulture part of my study abroad in the UK my senior year in college.

A few years ago, when I was living in my beautiful home state of Washington, my husband and I grew a cut flower garden. It was an insane amount of work, but incredibly rewarding. This is all to say, that I have learned so much from tending numerous gardens throughout the years. I have even learned valuable life lessons. One of the main lessons gardening, and especially growing flowers, has taught me is that challenges are always present, but so are opportunities for growth.

Toward the beginning of my flower interest, I read a book about flower breeding that featured a section on the eccentric but genius breeder Leslie Woodriff. Chances are, you haven't heard of him. But you've probably at least seen what he is famous for: the Stargazer lily. Initially, lilies were not used widely in bouquets or arrangements because their blooms faced downward. Woodriff crossbred different lilies, and eventually, bred the Stargazer, named because it had blooms facing



the sky. Because of its big, beautiful, sky-facing blooms, the Stargazer went on to become one of the most popular florals and is easily recognizable by many.

What's funny about this flower, is that its breeder, Woodriff, lived in what many would describe as a chaotic, messy, unorganized manner. Some even described his living situation as a shamble, and his greenhouse reflected that. There were even reports that his greenhouse was so dirty, you could find bits of mold, trash, or dead insects and matter all over the place. It's also impossible to prove exactly what he crossbred to make the Stargazer, since his notes were so disorganized. And yet, he did what no one else could at that time—created a beautiful, reliable, hardy lily with its bloom pointing upward.

To this day, some theorize that the state of his environment resulted in stronger and more disease-resistant breeds because of the challenges they faced while growing in his shamble of a greenhouse.

Challenges are not unique to lilies; they are something we all face regularly—whether you have experienced loss or unexpected changes, life can be hard to navigate. I think we can all learn a lot about growing through challenges from the Stargazer, but I'd like to focus on challenges in the workplace. There will be times where you may disagree with your manager, or you are having trouble learning new software that has been implemented, or you feel like you have not been able to accomplish everything you've needed to that day. I have three tips for you if you have been experiencing challenges while working.

LOOK AT HOW FAR YOU'VE COME

Take the time to reflect on how you've progressed. Remember your first day of the job? It's likely you've vastly improved since then. Sometimes we get impatient or lose perspective of all that we've learned, but remembering how far you've come can be a great motivator when working through challenges at work.

ALWAYS COMMUNICATE

If you need help, ask for it. It's not always easy, or you may not feel that there are resources available to you, but you'll never know how circumstances can improve if you don't voice your concerns in the first place. Similarly, if you feel things are going well, communicate that to those you work with. You never know who else is experiencing challenges and may need some validation.

WORK AS A TEAM

At some point, it is necessary to work with others. Most of us work within a department or group of professionals, and it's important to work as a cohesive team. Recognize each other's strengths, and lean on the team's collective skills rather than trying to do everything yourself, or overloading someone else on your team. Challenges are always easier when faced together instead of individually.

The further we progress in our careers, the better we get—especially when we've grown through challenges and gained valuable skills from working through them. I know it's substantially easier said than done, but I hope once you jump over your hurdles or see the light at the end of your metaphorical tunnel, you will reflect on the changes you've made and the strength and skills you've gained. At that point, you can lift your head up toward the sky knowing that through the worst, you put forth your best, just like the Stargazer.



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