

# MedOne

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THE PILLARS OF MED ONE

A SUCCESS STORY

P15 EFFECTIVE LEADERSHIP  
IN AN AI WORLD

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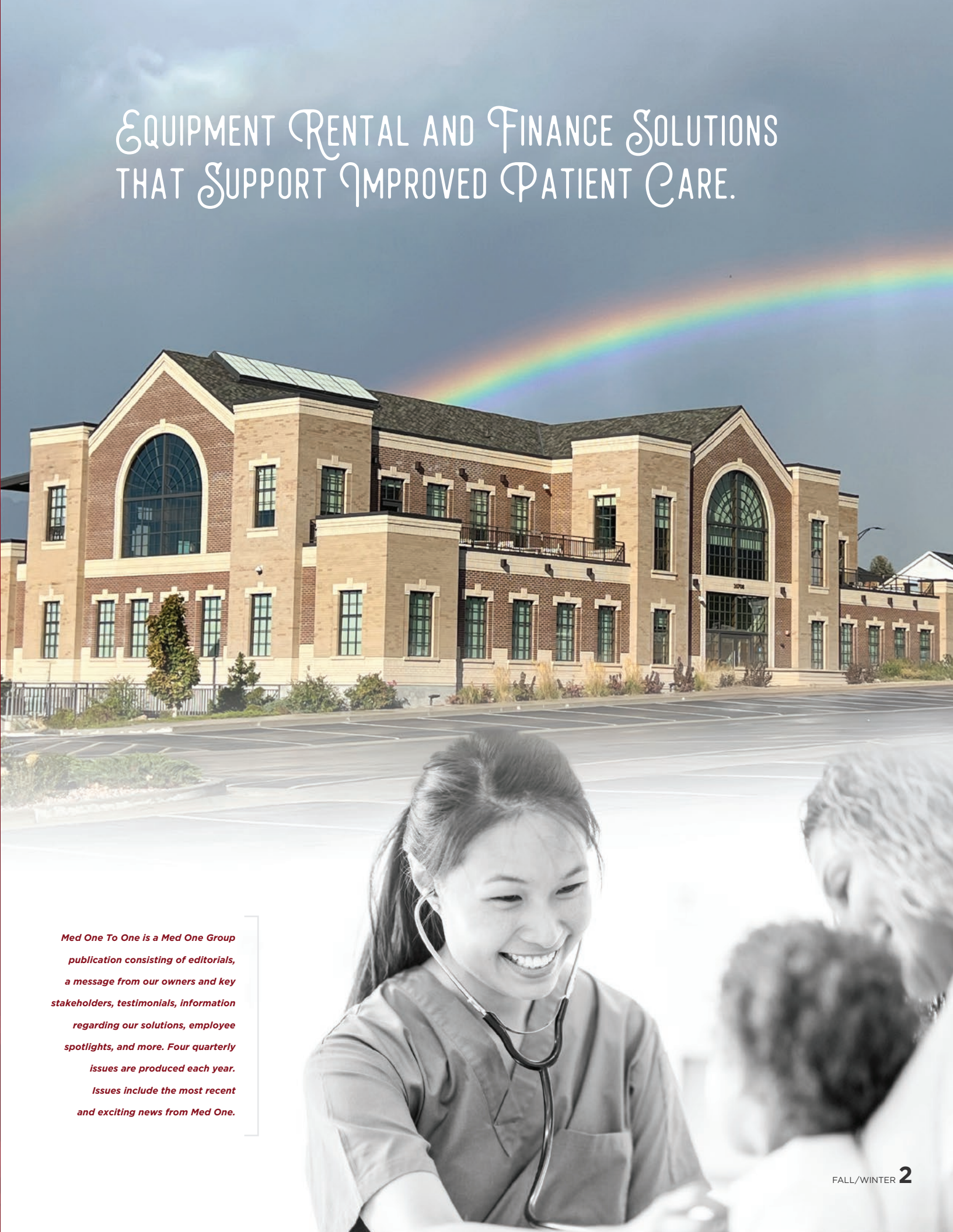
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EQUIPMENT RENTAL AND FINANCE SOLUTIONS  
THAT SUPPORT IMPROVED PATIENT CARE.



*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.*

# THE NEW YEAR

2025

*A Time for Reflection & Renewal*



Written By **Troy Tait**  
SVP Marketing and Technology

As the new year is now upon us, it's natural to reflect on the journey we've taken over the past months. This is the perfect moment to pause and celebrate your achievements, big or small. Perhaps you hit significant milestones, overcame personal challenges, or discovered new passions.

Even if the year felt tough at times, every step forward—no matter how small—has been a testament to your resilience. Take pride in how far you've come and remember that progress is always worth celebrating.

Reflection is also about learning from our experiences. Not every plan may have gone as intended, and that's okay. Challenges often carry the greatest lessons, shaping us into stronger, wiser versions of ourselves.

Ask yourself: What did I learn this year? How have I grown? Use these reflections not as a measure of failure but as a blueprint for the future. Each setback has given you tools to tackle the next phase of your journey with even greater determination.

I love working with our marketing department. They are some of the most talented individuals I know. One of the things about them that impresses me the most is their ability to take a blank page and turn it into something amazing.

Just as our marketing team begins a project with a blank page, you too have the opportunity to create something new and amazing with this New Year. Set intentions that align with your passions and values.

Remember, these don't have to be grand resolutions; even small, consistent efforts can lead to meaningful change. Focus on progress over perfection and trust the process. The year ahead holds infinite possibilities for those who dare to dream and act.

It's also important to carry gratitude into the new year. Acknowledge the people who stood by you, offered support, or inspired you along the way. Gratitude has a way of amplifying joy and reminding us of the abundance we often overlook. Make it a point to nurture those relationships and cultivate kindness in every interaction. The energy we give to others has a way of coming back to us tenfold.

Finally, take a moment to breathe and recharge. The world moves quickly, but there's power in slowing down and grounding yourself in the present.

Whether through quiet reflection, spending time with loved ones, or doing something that brings you joy, give yourself the gift of rest.

You deserve to enter the new year feeling renewed and ready to take on whatever comes your way. So farewell 2024 – it was a great year full of lessons and memories. Now it is time to look forward to 2025 and make it the best ever!

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INTENDED, AND THAT'S OKAY.



Written By **Robb Stevens** & **Carter Allen**

# THE PILLARS OF MED ONE

A S U C C E S S S T O R Y



Carter Allen  
SVP Director of Medical Leasing



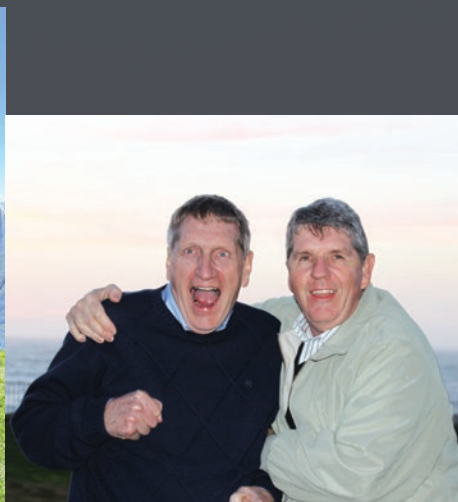
Robb Stevens  
President, CEO

It's been correctly observed that with the courage to begin and the discipline to endure, victory becomes a matter of time. What does victory look like for a business? Throughout a company's lifespan, the proverbial needle is constantly on the move. For entrepreneurial Med One founders, Larry Stevens and Brent Allen, victory looks like consistent growth and a sustainable business plan in which the torch can be confidently passed to a new generation of leaders.



Nearly 34 years after founding Med One, Larry and Brent have officially stepped away from full-time work in 2024. We say, “stepped away” because they are almost allergic to the word *retire* and they will both have active involvement from their seats on the company’s board of directors. These two great men have shown tremendous courage, optimism, and discipline throughout their careers. Having endured through the early pivotal years of Med One and for 33 years since, they have rightly observed on more than one occasion that they are now “more than three decades into this overnight success.”

From the first courageous steps it took to start the company to the discipline it has taken to see it through these many years, Larry and Brent have built a wonderful and successful company that is truly unique in many ways – particularly the company’s structure. The successful blending of a medical focused leasing company with a strategically complementary rental business puts Med One in a class by itself. While many lessors do medical assets and several medical renters and resellers exist, we’re not aware of any others that have blended the two functions in the way that Med One has done.



The creative and optimistic vision of our founders for what Med One could become has had a powerful impact on the culture. In the lore of Med One, there have been slogans, catchphrases and words aplenty (“we do one thing well, whatever it takes”), but the real and lasting impact on the company’s culture has ultimately been powered by Larry and Brent’s action and examples. They have set a strong tone of simple, innovative, customer-focused solutions in a financial services world that is all too often commoditized. The importance they have always placed on being relentlessly responsive to customers has been contagious company-wide and has led to many satisfied and loyal customers from day one. The company’s relentless commitment to customers continues to this day. In short, their approach to the world of medical equipment leasing and rental has been practical, smart, and refreshing to all who’ve encountered it.

Larry and Brent first became friends while serving in New Zealand together as church missionaries in the mid 1960s. Their paths then crossed professionally for the first time in 1971 at a Utah-based leasing company called FMA. When that company sold, they moved down different paths for a few years, but were then reunited when Medirec, a medical equipment rental company brought them on board to start a leasing division they called Cura Financial. Leasing patient care equipment quickly became a passion which later fueled their courageous decision to start their own company, Med One Capital in 1991.

Ours has been the privilege and opportunity to witness the unfolding of the Med One story from



day one up through the present day. With front row seats, we have been keenly aware of the ups and downs, trial and error, uncertainties and triumphs, frustrations and joys that have come with this Med One experience. In 2002, after 11 years in business, we were brought on full-time to help expand the company’s lease originations efforts - which to that point had largely been done by Larry and Brent personally.

What have we observed and learned from these two great business leaders? They both have a fantastic work ethic. They have set a gold standard for doing whatever it takes to earn business from a customer. While working hard, they also taught us the importance of playing hard and striking a good balance between the two. The most direct application of this work hard/play hard principle has revolved around their shared love of golf. Over the years, when there have been customers to visit or conferences to attend, more often than not, a round of golf factored prominently into those business trips. Some of the best golf courses in the United States also became a place where customer relationships were built and solidified, and business deals were completed. Golf has become a prominent feature of our company culture as a business tool, a favored means of charitable giving, and certainly a favorite non-work activity for many within the Med One community.

Work ethic is more than just putting in the hours and hard driving toward goals and dead-lines. Part of Med One’s secret sauce has always been the demonstrated importance of giving every customer a world-class experience. Every company has internal drama and constraints, but Larry

“WORK ETHIC IS MORE THAN JUST PUTTING IN THE HOURS AND HARD DRIVING TOWARD GOALS AND DEADLINES. PART OF MED ONE’S SECRET SAUCE HAS ALWAYS BEEN THE DEMONSTRATED IMPORTANCE OF GIVING EVERY CUSTOMER A WORLD-CLASS EXPERIENCE.”



and Brent have always emphasized the importance of shielding our customers from all internal issues that arise in the business process. Those in the Med One community have always been led to conduct themselves and present the business with utmost class and dignity. That includes the importance of listening intently to customers, carefully considering their unique needs and responding as quickly and completely as possible.

Those who know Larry are aware of his innate leadership qualities. He projects authority and self-confidence and has a remarkable ability to articulate the company’s vision to employees and customers, bringing often complex ideas to life and inspiring others to confidence in his vision. Larry has an excellent sense of optimism. Loyal to a fault, he believes in those he leads and gives them opportunities to learn, succeed and contribute. From him we have learned that there is an opportunity to learn and grow in every problem that may arise. As a business leader, he was never one to get overly bogged down by what may appear to be unfavorable circumstances. He is by nature, a problem solver and especially loves to help customers solve problems. Over the years it has been marvelous to see the way he sits with a customer, listens intently as they describe a product or sales process, takes it all in, then seamlessly transitions into a creative response that offers a spot-on solution to their unique sales challenges. He sees and understands the big picture. A business has many moving parts, and he has always had an ability to see those many parts working together in unison to create a well-oiled machine.

Brent has often been best known for his quick wit, humorous and entertaining stories—always applied to important lessons about business and life, and his down-to earth personality. While he has carefully honed his entertaining persona, Brent’s good sense and business acumen have also had a tremendous influence on Med One. He has a great ability to read a room, put people at ease, quickly identify problems and recommend well thought out solutions. He is fair minded, and cares deeply about the best interest of customers and employees alike. His pragmatic side has also prompted him to ask deep and probing questions of his leadership team in a non-threatening way that encourages accountability and motivates improvement. The real genius behind Brent’s many entertaining stories is the way he flawlessly ties them into the Med One way. He has never seemed unprepared for any occasion to lighten the mood and teach important concepts with his signature humor. Creativity has always come naturally to Brent. He has an ability to always think outside the box-whether it’s creating a unique program for a vendor or sharing our story with customers. It’s no wonder that Creativity is one of the Med One’s pillars. One day we may even find the key to Brent’s vault of stories!

Larry and Brent have built a legacy company that is rich in culture. They have often said that when they began Med One, they started with a bag full of luck and an empty bag of



experience. The goal was to fill the bag of experience before the bag of luck ran empty. Their company’s bag of experience has filled up, and we hope the bag of luck continues to be the gift that keeps on giving. Well, I think we can all agree that their bag of experience is full.

The valuable lessons we have learned from these two great business leaders over the past three decades have had a tremendous impact on us and have shaped our own approach and preparation to walk in their shoes. In our view, it’s not an overstatement to say that they have, in many ways, internalized what it means to live full and balanced lives. One author’s description of a life lived to the fullest depicts Larry and Brent very well:

“The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To himself he is always doing both.” (Lawrence Pearsall Jacks)

“COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND WORKING TOGETHER IS SUCCESS.”

HENRY FORD



# 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.*

**WWW.MEDONEGROUP.COM**

### EQUIPMENT LEASING



**Robb Stevens** President / Chief Executive 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.



**Josh Lampropoulos** Regional Sales Director - Leasing  
Josh joined the Med One team in October of 2019 and has worked in almost every aspect of healthcare - from devices to health technology to now leasing. His favorite part about working in the industry is knowing at the end of the day, he is helping someone receive better care because of the equipment and technology Med One has placed in doctors' hands. After work, Josh can be found golfing and fly fishing.



**Carter Allen** SVP / Director of Equipment 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.



**Marianne Angarone** Territory Sales Manager - Leasing  
Marianne Angarone graduated from University of Illinois, Chicago, with a BA in communications before joining Med One in 2024. She joined with over 20 years of experience in capital equipment leasing and financing, focusing on the dental, private practice, and surgical center industries. Marianne enjoys being a part of providing the technologies that are necessary to quality patient care. During her spare time, she enjoys traveling and experiencing other cultures.

### 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

## EQUIPMENT RENTAL & SALES



### Brad Johnson SVP General Manager Rental Division

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.



## CONTINUED...



### 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.



### Brian Smiley Regional Sales Manager / Central

Brian Smiley has been a part of the Med One team since 1999 and serves as a Regional Sales Manager focused on equipment rental. He received his bachelor's degree in finance from the University of Utah and is also certified on the CareFusion and Smiths Medical equipment that Med One works with. He enjoys spending time with his family and working in his yard and garden.



### Jeremy Quick Territory Sales Manager / South Central

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



### 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.



### 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.



### 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 Neskoriak Territory Sales Manager

Tracy Neskoriak 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.



### 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.



### 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.



### Mike Wiltsie Territory Sales Manager

With over fifteen years of experience in sales, Mike Wiltsie joined Med One in 2024. He graduated from San Diego State University in 2007 and has since enjoyed helping customers find solutions that take the burden off of them and their patients. Mike's hobbies include snowboarding, traveling, attending concerts, and spending time at the beach.



### Lauren Pierson Territory Sales Manager

Lauren started working for Med One in July of 2024 as a Territory Sales Manager. Before working at Med One, she worked in software sales as an account manager. Her favorite parts about working in the medical equipment industry are meeting new people and learning about the equipment and how it can help patients. When she's not working, she enjoys hiking, finding new lakes with her dog, trying new local restaurants, and playing board games.



### Stuart Motley Territory Sales Manager

Stuart joined the Med One team in July of 2024. Prior to working with Med One, he worked in surgical sales, as well as software sales to help hospitals manage their electronic medical records to automate workflows. His favorite parts about working at Med One are meeting new people each day and solving problems to help improve patients' lives. Outside of Med One, his hobbies include hiking, camping, exercising, reading, and exploring new places.

# EFFECTIVE LEADERSHIP IN AN AI WORLD

Written By **Steve Weber**  
Board of Directors



In the last issue of *Med One to One*, my esteemed colleague, Bob Gross, did an excellent job of discussing the issue of change and transitions. It is often said that “Change is inevitable...Growth is optional.” Bob concluded in his article with a checklist for leaders. Perhaps the biggest technological change we are facing today is AI (artificial intelligence). I want to build on that list and address this statement: “AI is inevitable... Effective Leadership is optional.”

Let’s start by talking about AI. Depending on who and what you read, AI is going to either take over the world, eliminate everyone’s jobs, start a nuclear war, replace the need for leaders, make us more efficient, or be a fad. I have been in the technology business for over 30 years, and quite honestly, similar comments were made about mainframes, PCs, servers, networks, ERP systems, Blackberries, the internet, mobile phones, the cloud, etc. Each of these had tremendous business potential. For example, mainframes allowed companies to fully automate their billing process, providing major cost and time savings. ERP systems provided a ready-made and efficient business process, greatly reducing rework, cycle time, and cost. Cloud computing gave us access to computing resources in minutes rather than weeks, providing tremendous business agility. If implemented well, each of these would greatly improve customer service.

Although the business potential was obvious, a lot of people (and companies) did one of two things with these technological changes: they experimented and used them primarily because other companies did, or because these technologies would force major organizational or personal change, they ignored/delayed them in the hope the hype would die down.

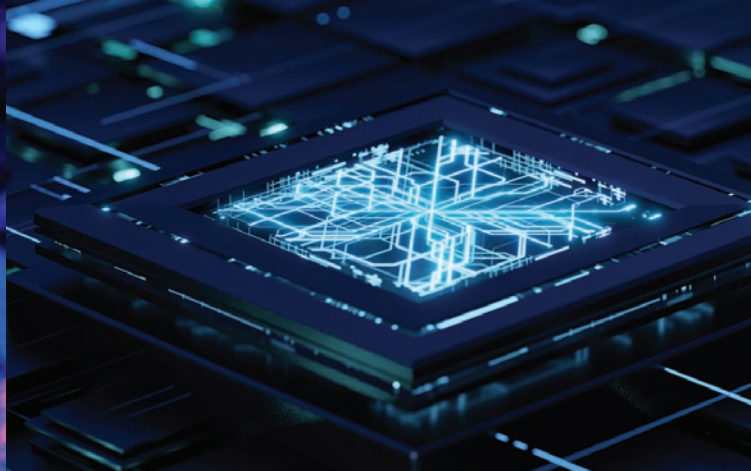
As we all know, these technologies did not go away. Instead, they got better, cheaper, and faster. They could not be ignored. Unfortunately, the folks in the second scenario were late to the game. In their haste to catch up to their competition, they tried to quickly implement each technology, often resulting in major project cost overruns, large ongoing operating expenses, and few, if any, tangible business benefits. In some cases, it put them out of business. Kodak was an example of that with digital cameras.

AI is no different. It is also not going away, and like other technologies, will get better, cheaper, and faster. It has the potential for major efficiency gains in the areas of communications, computer programming, marketing, etc. Given the fact AI is a learning technology, it has great potential to materially improve business processes, customer call center service, analytics, and other operations we have yet to envision. So, how do we make sure AI’s business potential is not ignored and is realized sooner vs later? Two words – *effective leadership*. Note I did not say *leadership* but rather *effective leadership*.

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FOR LEADERS, MAKE US MORE  
EFFICIENT, OR BE A FAD."

If that answer is accurate, it begs the question “What does effective leadership look like?” In my experience, effective leaders routinely do the following:

- *They wake up every morning with two questions on their mind. First, in my area of responsibility, how can I help the organization get better – operationally and strategically? In essence, how can my area of responsibility do everything possible to contribute to those results and keep us secure? This could include implementing major process improvements, making sure employees receive continual skill development and feedback, or acting on new competitive analytics. Second, how can I personally get better today? This could include regular attendance at leadership conferences, receiving regular feedback from staff, or utilizing a personal mentor.*



## “HOW CAN WE USE AI TO MAKE THE ORGANIZATION BETTER AND SAFER - NOW AND IN THE FUTURE?”



● *As they go about their day, effective leaders continually remind their staff/project teams/various operations/employees of the business problems they should be solving. Given the proliferation of data and prevalence of cybersecurity attacks, solving these business problems ALWAYS includes secure systems and processes, and accessing clean and accurate data. Some obvious examples are:*

- “We are installing this system to improve sales from X to Y”
- “We are taking too long to respond to customer questions. We need to cut that cycle time in half.”
- “This process is inefficient and costs too much money. We need to reduce the errors by 50% and achieve a 20% cost reduction.

It is critical that not only the problem be defined in business terms, but that the success target is explicit.

● *As an effective leader touches base with their staff and employees, they discuss, provide feedback, and reward great performance. In my experience, great performance has three dimensions:*

- The results being achieved relative to the success target.
- The process followed in achieving those results.
- The behaviors exhibited during the process.

● *Because the world is getting more complex by the day, effective leaders excel at participative management. They and their organizations cannot thrive without utilizing the unique skills and abilities of everyone in the organization. Participative management done well entails well defined business problems and success targets, as well as a process whereby effective leaders engage those closest to the problem to help solve it. It could include individuals or teams, but it is not a delegated abdication of responsibility. Unfortunately, few companies do this really well.*

● *Finally, effective leaders also excel at communication. Being good at this has a lot of nuance and subtleties. Not only does the content need to be timely, accurate, and make sense, it is absolutely critical that it is tailored to the targeted audience (the organization as a whole, an individual, the management team, one’s direct reports, the Board, etc.). In other words, it needs to be delivered in a media and a way that is as easy as possible for the targeted audience to understand. This may require multiple versions of the same content. The nuance is making sure the messaging implicit in the communication answers the typical audience’s questions.*

For example, let’s consider a critical business/technology project status report. There are at least four audiences for that report (senior management, the business sponsor of the project, the line management of the team members, and the team members themselves). Senior management typically

wants to know if it is going well or not, why, and any major issues. The business sponsor wants to know if the project is on time, on budget, and on target to deliver the projected business benefits. Line management wants to know the status of their resources/people on the project. Is everything going according to plan, or will more resources be needed? Finally, the team members want to know what was accomplished this week, and the plan for next week so they can get their assignments done when needed. As you can see, these are four different reports are on the same topic, but use different language that’s best suited for it’s audience.

*Equally important to these five skill areas is HOW they are practiced. To be an effective leader requires:*

- *Being sensitive to and truly understanding the feelings of others.*
- *Genuinely hearing and valuing what others have to say. However, valuing does not necessarily mean agreement.*
- *Being comfortable with taking personal accountability, even when it is unfair.*
- *Being openly committed to the growth of people. Not only does this include feedback, but placing a priority on putting staff in positions that matches their unique skills and passion (even if this requires a job change or demotion).*
- *A relentless focus on team chemistry and “having each other’s backs.”*

In some literature regarding effective leadership, these “how” bullets are often equated to servant leadership. In my view, they are just requirements for effective leadership.

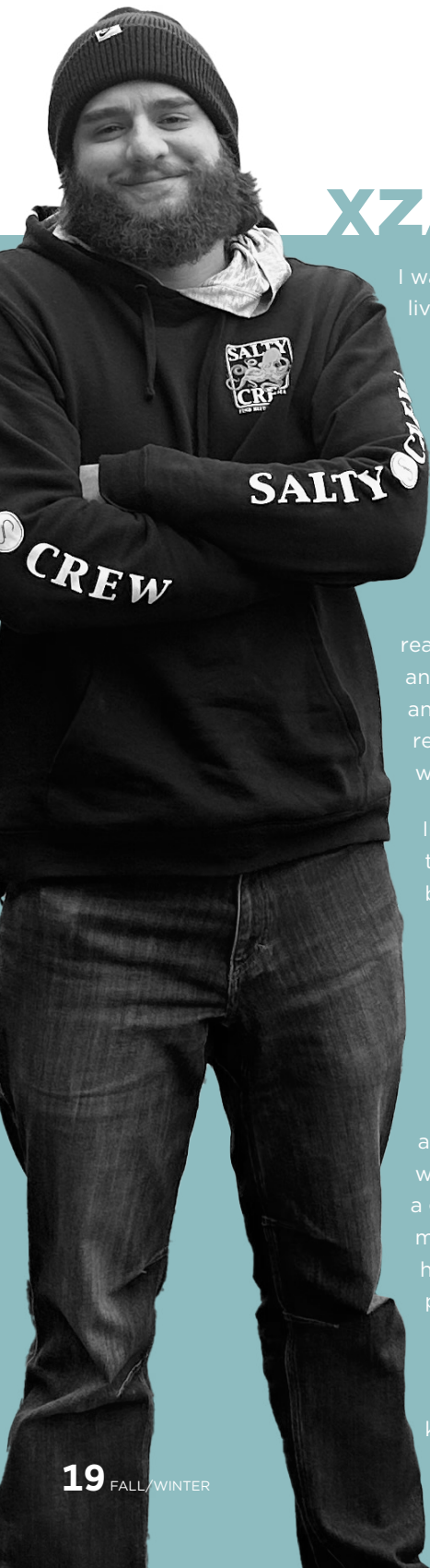
One example of effective leadership was in the movie *Hidden Figures*. Dorothy Vaughan supervises (without the title) the computer area which does

mathematical calculations on paper for NASA. The computer area was all African American women. When an IBM mainframe is purchased and installed, Dorothy can foresee the day when the women will no longer be needed to do calculations. Even though she is not the formal supervisor, she takes the initiative to learn Fortran and encourages her computers to do the same. Because of this, she is the only one who can start and use the mainframe. Through her effective leadership, she helped the organization get better, got programming jobs for her team, and created a formal supervisory role for herself. Effective leadership often results in a win for everyone involved.

In conclusion, it is my view that effective leadership is critical (not optional) in an AI world. We should wake up every morning asking ourselves, *how can we use AI to make the organization better and safer - now and in the future?* Before we implement AI, we should always ask *what business problem are we trying to solve with AI* and be explicit on what success means to us. As Med One deploys AI solutions, evaluate people and projects on the three dimensions of performance. As problems are identified and AI solutions assessed, determine how well the employees closest to the problem are consulted and utilized. Finally, make sure everyone in the organization understands what we are trying to accomplish with AI, along with the benefits, risks, and future opportunities.

As Bob said in the summer/fall issue of Med One to One, change is never easy—for individuals and organizations, especially the potential change that AI can enable. But with effective leadership, we on the Board are confident AI and other changes will provide a bright and exciting future for Med One and its customers.

# EMPLOYEE SPOTLIGHTS



## XZAVIER CLARK

I was born here in Salt Lake City and have lived here all my life.

I have one younger sister; we're close. On the weekends, I will occasionally go out and support and party with her because she DJs at local bars and clubs.

Three years ago, I decided I needed to make a change in my life, so I started going to the gym, I bought a couple motorcycles, and started getting outside to really experience Utah's scenery with friends and family. I have done a couple road trips and backpacked through southern Utah. As a result, I'm much happier and healthier than I was and I'm closer to my friends and family.

In my spare time I get grandiose ideas and two years ago, I started my own business, but I shut it down a year later after a falling out with the friend I had started it with. Since then, I've kept my entrepreneurial spirit and am leaning towards a food truck idea I've had that I'd like to start most likely with family.

I currently drive for Med One after making a career change from UPS management where I started right out of high school. After a grueling seven years in operations there, my best friend, Anthony, asked me to come here and drive with him. It's an entry level position but I am happy to be here, as it can be rewarding. For example, when we deliver items to primary children's I get to see how what we do is so beneficial for kids in our community.



**MEDICAL EQUIPMENT  
DELIVERY DRIVER**



**SANDY, UT**



**TERRITORY SALES  
MANAGER**



**SACRAMENTO, CA**



## LAUREN PIERSON

I was born and raised in the East Bay Area, Castro Valley, CA. I went to Chico State for school and moved to South Lake Tahoe for about 2 years before moving to the Sacramento area in 2016. I bought my house in Citrus Heights in 2019 where I live with my boyfriend, Corey.

My dad was a fire captain in San Rafael and my mom was a court reporter; they're amazing and I owe everything I have to them. They're now both retired and live in the house I was raised in. I'm the youngest sibling, one of my sisters lives a few blocks away from my parents with her husband and two daughters, and my other sister lives in Roseburg, OR with her husband and 3 kids. I don't have kids myself, but I have my black lab, Mater, who is my shadow. He's about to turn 6 and is the sweetest boy ever. If I could, I would take him everywhere with me. Around 2 years old, he got really into mail so we call him Mailman Mater, I created an Instagram that I never post on but it's funny to see him get the mail still.

I love to travel, the most memorable places I've been to are Australia, Italy, Greece, and St. Thomas. My typical weekends are spent with friends either going to sports games, concerts, or events. If we have the time we love taking weekend trips to Lake Tahoe.

When I have the time I foster dogs through a local shelter, Homeward Bound. They specialize in rescuing Golden Retrievers from other countries but take in other large breed dogs as needed as well. So far, I've fostered about 10 dogs and my hope is to have enough property in the future to work as a foster center for shelters.

I love to work on projects around the house. Last year I redid my fireplace and this year (with a lot of help) I redid my floors and my kitchen island.

I grew up going to A's games in Oakland, so I'm really excited for their (temporary) move to Sacramento. Aside from that, I love planning events (holidays, birthdays, etc). I've thrown a Prom and emo-night for two of my friends and every year I host an event for my birthday I call Lo-lympics. So far, we've played kickball, flag football, done obstacle courses, and teamed up in Minute to Win It games. Oddly enough I've never won but we look forward to it every year.

As I mentioned earlier, I attended Chico State and studied Communication. I was in a business fraternity, Delta Sigma Pi. Fun fact: my sister was in the same fraternity at San Luis Obispo so we are technically sisters and brothers.

I'm a Territory Sales Manager for Sacramento/Reno. Given that I've spent my entire life living in Northern California, I think I've found the perfect spot for me. I love meeting new people with such important roles and doing what I can to help their patients. It's been an eye-opening experience to learn about everything that goes into running medical facilities and I'm eager for what the future holds.



# MARCUS HENSLEY

I was born in Midvale, Utah in the same hospital as my wife who was born three days before me. We may have just passed each other as we were coming into this world. I have always thought that was pretty cool and that we were destined to know each other and be together.

My wife and I have been married for 12 years and I have four wonderful children. A 10-year-old boy, an eight-year-old boy, a six-year-old girl, and a four-year-old girl. We have a pet bearded dragon named Leo and a Jumping Spider whose name changes weekly it seems like. We love catching flies around the house and feeding them to the Jumping Spider. My girls love to hold it and let it crawl around on their hands. Sadly, as you've guessed, we cannot introduce the spider to the bearded dragon for the safety of the spider.

I would say one of my biggest hobbies is CrossFit. I coach 2 Classes a week at my CrossFit gym near my home. As a parent of four children, I don't have a ton of spare time, but my favorite thing to do is watch my kids play sports, compete, and try new things - whether that's just playing outside, riding motorcycles up at the cabin, fishing, hunting, or just making up new games in the house.

I attended UVU and graduated with a marketing degree and a minor in business management. The interesting thing about this degree is I have never worked in a marketing role. I have either been in operations, sales, or HR. I feel the skills I learned while obtaining my marketing degree have helped support me in the various roles I've held in HR and people operations.

I am the HR partner here at Med One. A lot of people will say I handle the things no one else wants to do, but I do not feel that is true. I love being in human resources and being able to be a resource for learning and develop, employee progression, crucial conversations, liability analysis, and overall, being an advocate for our employees while supporting the goals and initiatives of Med One and its leadership group.

I chose to pursue a career in human resources because I have a passion for learning and development. Seeing employees progress, watching managers gain experience and knowledge to better support their teams, creating useful resources and documentation to improve processes, and increasing transparency and visibility into employment related items.



MARKETING ASSISTANT



SANDY, UT



# JORDYN CASEY

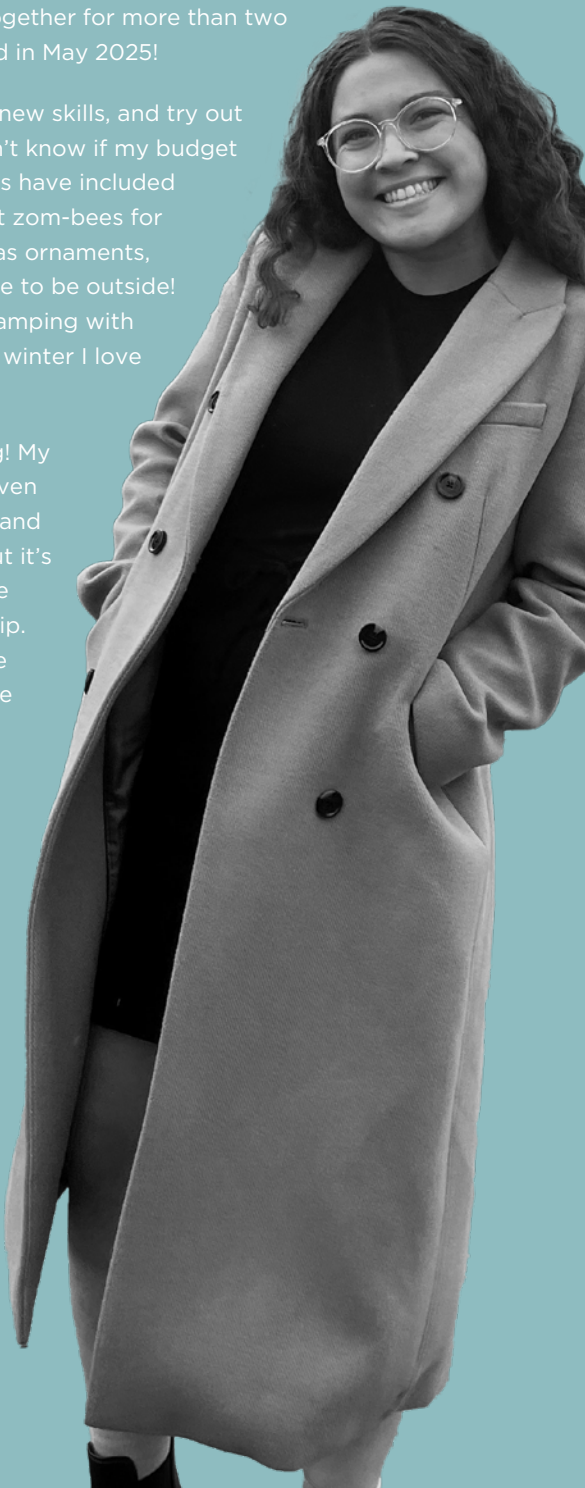
Hi there! My name is Jordyn Casey, I am the Marketing Assistant for Med One! I grew up in Syracuse, Utah - It's a small town right next to the Salt Lake and is known as "The Gateway to Antelope Island". I actually worked at Antelope Island for three summers during college as a Park Ranger Aide.

I studied marketing at Utah State University and am a proud Aggie! I have a huge passion for marketing. I love that allows you to be both analytical and creative. While I was a student, I spent two years working as a Business Ambassador helping to recruit high school students to the business school. I love working with high school students to help them feel more excited and confident about their future. During my senior year, I met my fiancé, Tyler, and we have been together for more than two years now. We are getting married in May 2025!

I love to do anything crafty, learn new skills, and try out different mediums (although I don't know if my budget likes it as much). My latest projects have included clay magnets for my desk, crochet zom-bees for Halloween, punch needle Christmas ornaments, and stamped tea towels! I also love to be outside! During the summer, I love to go camping with friends and family, and during the winter I love to ski!

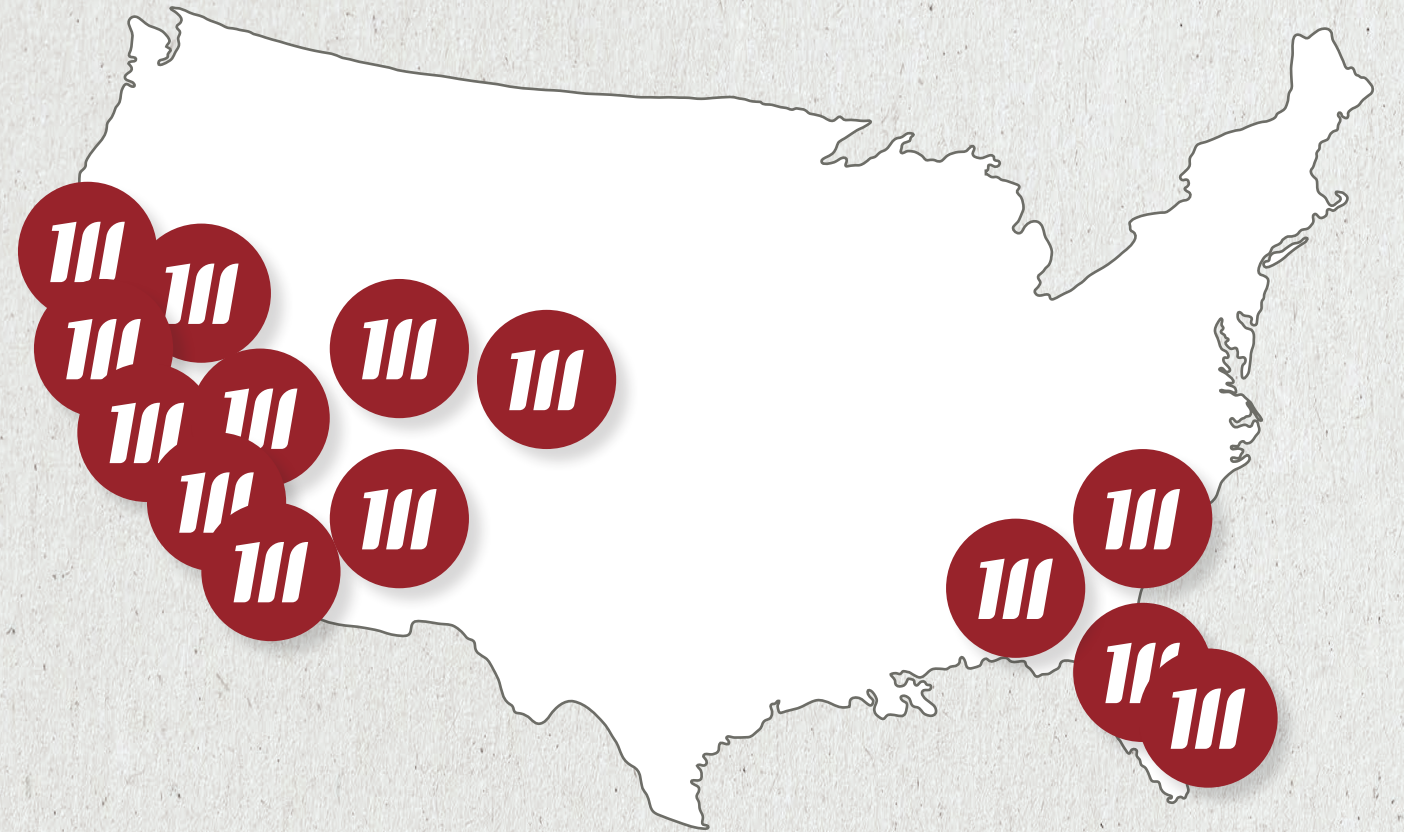
I have a huge passion for traveling! My goal is to visit all 50 states and seven continents. So far, I'm at 17 states and two continents which isn't a lot but it's a great start! My favorite place I've visited was London for a school trip. I loved the food, the museums, the plays, and all the historical sites we visited! I already want to go back!

Like I said before, I am the Marketing Assistant, and I truly love what I do! My favorite parts about my job are working with so many people within the company and every day being different! In a week, my job responsibilities will include ordering new marketing materials, helping to design new brochures, writing an article for the next Med One to One issue, editing social media posts, and more. Every day is different and it's amazing!





MEDICAL EQUIPMENT  
FINANCING / RENTAL / SALES / SERVICE



Since 1991

33+ Years in Business

200+ Employees

15 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.*



**SAN JOSE, CA**

2365 Paragon Drive, Ste F & G  
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**

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Corona, CA 92882

**BURBANK, CA**

2521 North Ontario Street  
Burbank, CA 91504

**WOODSTOCK, GA**

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Woodstock, GA 30188

**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**

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Sanford, FL 32771

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3811 Tarheel Drive, Suite 109  
Raleigh, NC 27609

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Fort Lauderdale, FL 33309

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Sandy, UT 84094

# Finding Joy Through Service: A Path to Fulfillment



Written By **Patrick Doyle**  
System Administrator - Information Technology

**People don't care how much you know until they know how much you care.** Whether you are in sales, service, support, accounting, or leadership — they all start with and are driven by service. In the world today, we are often preoccupied with personal achievements and individual success. It's so common to overlook one of the easiest and most profound sources of happiness: serving others, and may I add, with kindness. While material accomplishments and personal milestones provide only momentary satisfaction, the real joy derived from selfless service tends to be deeper, longer lasting, and more meaningful.

"You only 'have to' to do it until you 'want to' to do it." This was some of the best advice I've received about how serving others. They say it's better to give than receive. Like giving random acts of service or kindness; I've found you just feel better after your done helping or serving someone. Remember — despite how you feel in the moment, go serve anyway! The person or people you serve will be glad you did, and you will begin to feel better.

Service isn't merely about helping others — it's about connecting with the world around us, fostering empathy, and cultivating purpose. For myself, serving may look like helping a fellow Med One employee to clean out years of clutter before moving out, or helping another one with some IT work downstairs while finishing their basement, or helping a team member move to a different cubicle. For others it

might look like volunteering at a local shelter, serving in a church calling, mentoring someone in need, or simply offering a listening ear. Acts of kindness and service have the power to transform both the giver and the recipient.

I am driven by service. Sure, a byproduct or result of great service is that the "S" in service can turn into \$ but that \$ won't bring lasting joy. Money does help and can buy a lot of things but not lasting happiness and this is the perfect upcoming season for giving the gift of serving someone.

**“ You don't have to make grand gestures to find joy in serving others.**



**“ Service isn't merely about helping others— it's about connecting with the world around us, fostering empathy, and cultivating purpose. ”**

## The Science Behind Service and Joy

Research consistently shows that altruism is linked to improved mental health and emotional well-being. Studies suggest that helping others triggers the release of endorphins—often referred to as the “helper's high.” Service can also reduce stress, combat depression, and increase overall life satisfaction. If you are struggling with depression – go serve someone. Watch how your burden starts to lighten and begins to melt away by getting your focus away from you and pointed towards another person.

In addition to its psychological benefits, service provides a sense of belonging. As social beings, we humans thrive on meaningful connections. Acts of kindness create a ripple effect, strengthening communities and fostering a sense of unity and belonging.

## Find Your Path to Service

You don't have to make grand gestures to find joy in serving others. The key is to identify what resonates with your heart and aligns with your strengths or passions. Maybe share a talent or skill and mentor someone. For me, there are many ways I can and like to serve. One of the ways I like to serve is helping neighbors move in/out of our local church group. I found I have a talent in packing and placing items using

the best possible use of cubic space. This skill is also loved and appreciated by all my band mates because all our band gear is always packed tight and safely for every gig we play. Growing up, people told me playing video games will never help you in life. This is one way that playing video games like Tetris has been helpful in life.



Practical Ways To Start

**Start Small:** Donate unused items or volunteer an hour of your time at a community center, offer to help a fellow Med One co-worker with a task, or help a neighbor with a project or a task.

**Pursue Your Passions:** If you love teaching, consider tutoring. If you enjoy the outdoors, participate in environmental clean-up initiatives. Aligning service with your interests makes the experience fulfilling.

**Be Present:** Sometimes, the most profound service is simply being present for someone—listening without judgment and offering support. Also, smile! It may be the difference for someone who really needs it today.

**Be Kind:** Kindness will break down emotional barriers and is contagious. Be the kindness you want to receive.

**Join a Community Group or Volunteer:** Participating in group service projects can amplify your impact and connect you with like-minded individuals.

Give It Away, Give It Away, Give It Way, Now!

Each of us has a skill, knowledge, or area of expertise. Sharing your time in kindness can foster gratitude from others. At one point, we all need to rely on others for some kind of service. So, if what goes around comes around, then I invite you to consider what you are putting out there to the universe. Why not give away kindness to everyone? We all want to be treated kindly, why not be the kindness you want to receive?

Stories of Transformation

The beauty of service lies in the stories it creates. A volunteer who spent weekends teaching children to read may find renewed purpose in life. A professional offering free mentorship could see their mentee achieve unimaginable success. These stories highlight how small acts of kindness can create profound ripples. What stories will you create? Maybe the story of transformation can become your story of how your service can be the shinning light of hope in someone's life.

A Win-Win Equation

When you serve others, you inadvertently serve yourself. Service helps shift the focus away from personal struggles, offering a broader perspective on life. It nurtures gratitude, reminding us of the abundance we often overlook.

By dedicating time and effort to others, we cultivate inner joy that no material possession or fleeting achievement can replace. The path to fulfillment isn't in acquiring more but in giving more.

Final Thoughts

Finding joy through service isn't just an idealistic notion—it's a practical, transformative approach to living a meaningful life. As you navigate your journey, remember that service doesn't have to be perfect; it just needs to be genuine. Start where you are, with what you have, and watch how giving becomes receiving in its purest form.

In a world that often tells us to focus inward, choosing to serve outward can unlock the truest, most profound form of happiness. **Get Your Service On!**



Med One Group Expands Service with New Fresno Warehouse

**FRESNO, CA** – Med One Group is thrilled to announce the grand opening of its newest warehouse in Northern Fresno, strategically located near Freeway 41. This expansion is a significant milestone for Med One Group, enhancing service routes for both existing and new customers in the Central Valley.

Previously, Fresno was serviced from the San Jose warehouse, which limited service to twice a week. The new Fresno warehouse allows Med One Group to provide daily service, ensuring reliable and superior support for the region. This includes the northern 99-corridor from Fresno to Turlock and the southern region down to Bakersfield, areas that have been underserved and lacked a dependable one-stop-shop provider.

As the Territory Manager overseeing the Central Valley, the new warehouse is crucial for Med One Group's growth and expansion in California. With the ability to service acute and post-acute care facilities daily, Med One Group is poised to significantly expand its footprint and better serve its customers' needs.

Med One Group is excited about this new chapter and looks forward to providing exceptional service to the Central Valley community.





# 4 TIPS

## To Help You Stick to Your Resolutions

Written By **Jordyn Casey**  
Marketing Assistant



As the new year begins, many of us feel inspired by the potential and possibilities the upcoming year may hold. We often set resolutions, aimed at some sort of self-improvement and personal growth. However, despite the good intentions we have, many of these resolutions will fall through in a matter of months. But, there are ways to change how we go about resolutions to set ourselves up for success in the year ahead.

### Common Reasons Resolutions Fall Through

Every year, people see the new year as a fresh start and are motivated to improve themselves in various areas. While setting goals for self-improvement is a worthwhile venture, many times these goals fall through. Common reasons for this are goals are too vague and have no metrics for success. For example, many people will set the goal for themselves to “get healthy.” What this means is opened ended. Does getting healthy mean exercising, eating more fruits and vegetables, or maybe even eating less sugar? There’s no way of telling if you are being successful in achieving your goal as there this no end point to reach, making it hard to stay motivated.

Another common reason people’s goals fall through is setting unrealistic expectations for themselves or overcommitting to something that is unreasonable to achieve. Still using getting healthy as an example, imagine someone who doesn’t go to the gym at all right now saying they are going to go to the gym for at least two hours, seven days a week. While this goal is specific and has ways of being measured, it is unrealistic for this person, who does not currently go to the gym at all, to expect to go for at least two hours every day.

One more reason many people struggle to achieve their New Year’s resolutions and goals is because of a lack of support. If the only person keeping you accountable is yourself, it is easy to make excuses for why something didn’t happen. This is a difficult habit to break, but one people often fall into.

### Creating Resolutions that Work

With all of this said, there are ways to avoid this from happening and make resolutions that stick. One of the easiest ways to create a resolution that sticks is by creating goals that are specific and measurable. Rather than saying you want to get healthy in the new year, try saying you want to exercise for 30 minutes, three times a week or you want to eat at least three different fruits and three different vegetables every day. This way, you have specific things you are working towards and can easily tell if you are achieving your goals or not.

Another way to create resolutions that stick is to focus on creating goals that are meaningful. Tying resolutions to your existing values and passions makes it easier to stay motivated to achieve them. Let’s say spending time with family is a major value in your life, but you’ve noticed you’ve been spending less time with them lately. Creating a resolution like, calling at least one family member each week could be a goal that is not only achievable, but makes you excited to complete. Or if eating food with lots of nutrients is one of your personal values, but you’ve been eating more and more fast food as work has gotten busier lately, try setting a goal to cook at home at least three nights a week. A bonus goal could be incorporating at least 3 vegetables each time you cook!

Breaking larger goals into smaller, more manageable steps can also help you stick to your resolutions. Let’s say you want to make a

crocheted blanket, but have never done crochet in your life. Expecting yourself to make a full-size blanket on your first try would be unreasonable and ultimately lead to frustration and giving up. However, if you break your resolution into smaller goals (learn how to make a chain, learn a new stitch, make a scarf, etc.) will help set you up for greater success.

**Strategies for Success**

We've discussed why many resolutions don't work, how to create one that does, but now let's discuss ways to stay successful.

**Accountability Partners**

Sharing goals with friends, family members, or a trusted mentor who will help keep you accountable and continuing down the right path is a great way to achieve your goals. It can be extra fun if they are also working towards the same goal, and you can keep each other accountable.

**Track Your Progress**

Using a journal, one of the many goal-related apps, or visual trackers can help keep you motivate as you can see how far you have come and how close you are towards reaching your end goal

**Reward System**

Set periodic rewards for yourself for when you reach large milestones. Rewards like a little treat, buying a new shirt, or watching a movie you've been wanting to see are great ways to stay motivated. Make them personal to you so you are extra motivated to work towards them.

**Focus on Creating Habits, not just Goals**

Work on creating healthy and sustainable habits rather than one-off achievements. If your goal is to exercise more, work on creating a habit of moving your body, rather than reaching a goal weight. Or if your goal is to read more, work on enjoying books more, rather than reading a certain number of books in a set amount of time. The end goal is there to help you stay motivated, but habits set you up for success long after.

**Overcoming Challenges**

Ultimately, the largest part of setting yourself up for success is allowing things to be flexible as life inevitably happens. The new year is exciting as there are unlimited possibilities and potential, but that also means things can go wrong from time to time. If your one of your resolutions is to go on a walk around the block every day, but you get sick for week and can't even make it from your bed to the kitchen without a couple of breaks, don't beat yourself up for not making it around the block. When you feel better, start your goal back up and keep on moving! Or if your resolution is to read one book a month, but one of the books you pick is quite large, it's ok if it takes you two months to read it. The point is not to be perfect, but to improve from the year before.

As we enter the new year, remember that resolutions are not about perfection, but rather progress. Try challenging yourself this year by making a resolution (or maybe even two) for yourself to work towards.



THE **Med One** WAY



**C**REATIVITY\*

Doing one thing very well - "whatever it takes"



**O**BSERVANT LISTENING

A unique philosophy - what does our customer really need?



**U**NITED TEAMWORK

It takes all of us to make a happy customer



**R**ESPONSIVENESS\*

Unprecedented service builds customer loyalty



**A**BOVE AND BEYOND

Taking pride in going the extra mile



**G**ENUINE RELATIONSHIPS

A huge secret to getting repeat business



**E**VERYDAY - DO IT RIGHT

The first time, and every time



**O**UTSTANDING INTEGRITY

The principle upon which Med One was built



**U**NIQUE PATIENCE

Perseverance - we will never give up



**S**IMPLICITY\*

Making it easy for a customer to do business with us



# 3 BUSINESS LESSONS

## FROM THE CHILDREN'S SHOW *BLUEY*



Written By **Bryson Cutler**  
Digital Marketing Manager

As a father of three young children, I often find myself allowing them to watch the same show repeatedly until they move on to a new one. However, there is one show that has captivated not only my kids but also many adults: *Bluey*. This Australian Blue Heeler dog and her family have become a cultural phenomenon. As I've mentioned before, you don't need to have kids to enjoy an episode of *Bluey*. The show is funny, heartwarming, and unexpectedly offers valuable lessons for both life and business.

Here are the three main lessons *Bluey* can teach us about being more effective in our workplace:

### CREATIVITY

One of the most noticeable aspects of watching an episode of *Bluey* is the imagination of the Heeler family. This creativity starts with the children, Bluey and Bingo, and extends to their parents, Bandit and Chili. They have a unique ability to see everyday activities and objects as opportunities for fun and engagement, transforming the ordinary into something extraordinary.

From my experience, finding a solution to any business problem or situation requires some creativity. Just like *Bluey*'s family thinks outside the box for simple objects, businesses can succeed by allowing leaders and their employees to be creative. Simply, creativity allows you to see beyond the mark and create a company vision.

### COMMUNICATION & TEAMWORK

As with any real family, some problems can make it difficult to work as a team with each other. In the episode "Postman," Bluey and Bingo, playing two different games, decide to join their games together: *Postman* and *Ground is Lava*. Instead of fighting with each other, they work together to deliver the letter in Bluey's game while respecting the rules of *The Ground is Lava*. In the process, they learn that it's more enjoyable to collaborate rather than constantly arguing about which game to play.

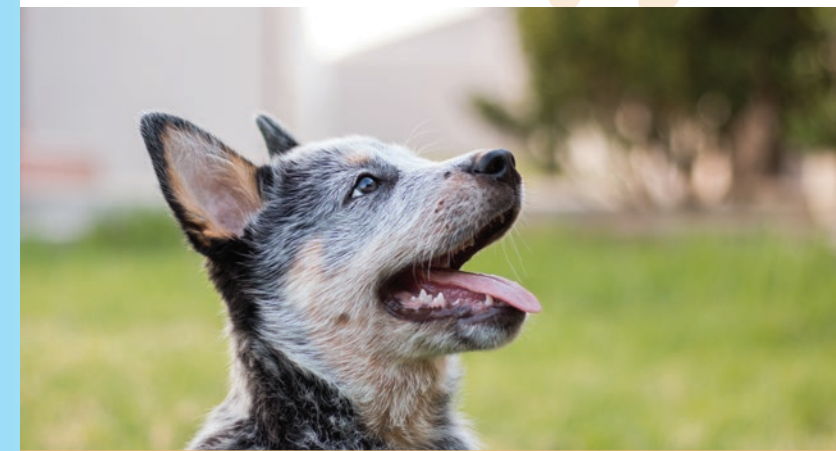
As team members and business leaders collaborate, disagreements are inevitable. What is most important is how you address and compromise on these differences. In my experience, the best teams leverage their unique skills and perspectives while working toward a common goal. They possess the ability to resolve conflicts constructively.

### CUSTOMER CENTRIC APPROACH

A common lesson conveyed throughout the *Bluey* series is the importance of showing compassion and understanding by putting oneself in others' shoes.

This allows one to better grasp their needs and desires. One notable example can be found in the episode titled "Helicopter." Bluey starts the game imagining that the tree stump she is sitting on is a helicopter. A friend soon comes by to join in but Bluey makes sure that she is the one in charge

A BUSINESS GENUINELY  
CONNECTS WITH ITS  
CUSTOMERS WHEN ITS  
PRODUCTS OR SOLUTIONS  
ADDRESS THEIR NEEDS  
AND DESIRES.



of where the helicopter goes. After her friend complains that he is bored, she then decides to focus on where he wants to go. Once she does that, other friends realize how much fun her game is and each take a turn on the helicopter.

Just like in *Bluey*'s world, it is essential to empathize with others. This skill is crucial for any business aiming for success. A business genuinely connects with its customers when its products or solutions address their needs and desires. Successful companies market their products and services with this principle in mind. It's not about the company; it's all about the customer. All internal policies and discussions should revolve around this focus.

These are just a few of the business lessons that *Bluey* can teach us. Next time you have some free time and are about to pick a show, put on *Bluey* and enjoy the life lessons!



# PREPARING A PATH TO BE A TOP PERFORMER IN 2025



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

**N**ow is a great time to develop a sales plan focused on achieving your goals by shifting your thought and sales process to *how can my customers and potential customers utilize our product or service to meet their strategic goals.*

Research indicates that common strategic goals for health care providers (HCP) in 2025 might include:

#### **Enhance Patient Experience and Satisfaction**

Providers aim to improve the quality and accessibility of patient care to increase patient satisfaction and loyalty.

#### **Advance Digital Transformation and Data Analytics**

Healthcare providers are focusing on digital solutions like electronic health records (EHR), artificial intelligence, and data analytics to enhance clinical decision-making, reduce errors, and streamline operations.

#### **Increase Workforce Recruitment, Retention, and Well-being**

In response to workforce shortages, providers are investing in recruiting, training, and retaining healthcare workers.

#### **Optimize Financial Performance and Operational Efficiency**

Rising operational costs are driving providers to focus on improving financial performance. This includes reducing waste, optimizing supply chains, and employing value-based care models to control costs while maintaining high-quality patient outcomes.

#### **Implement Value-Based and Population Health Management**

As the healthcare industry shifts from fee-for-service to value-based care, providers are focusing on managing chronic diseases, preventive care, and community health to reduce hospitalizations and improve long-term health outcomes.

Each company and sales representative needs to carefully identify what the key strategic initiatives are for their existing and prospective healthcare providers. Once this is known, sales and marketing can work together to craft positioning of the product or service that aligns with these initiatives.

The role of sales, and that of marketing, is to define and align the company's offerings as either solutions or improvement aides that will allow the HCP to achieve one or more of their specific initiatives. By doing so, the success of offerings will be greatly enhanced.

Another key to your 2025 plan should be to fully understand the HCP's buying process. Knowing the process, priority, and players arms you for developing an action plan for each account as well as the key decision makers. What this takes in is a willingness to adapt to the sales philosophy that is customer centric and not product focused. Each salesperson needs to become educators and trusted advisors since HCPs are risk adverse and will need confidence that any decision, they make regarding products of service poses no risks to both patient care and the bottom line.

Now is the time to develop your approach to understanding the strategic initiatives and buying process for your key targets and existing clients. Begin by thinking about the key initiatives outlined above. How do your offerings align with any or all of those? Can you speak to those points? Does your marketing content?

Validate the lists by both independent research and direct questioning of your key customer contacts. Share that you have been researching — ways that you and your product or service can assist them and would like to confirm the top 3-5 areas they are focused on. At the same time, asking directly what steps they will use to reach a decision to potentially purchase, upgrade lease, or rent a solution achieve those strategic initiatives, as well as, who will be involved in each phase of their decision process.

These two steps will set you apart from the representative that wants to secure their business by focusing on features or past allegiance. You want to earn their trust and business by helping them to achieve their success.

While there are many more steps to arrive on stage at the end of the 2025 sales year, these are suggestions that many well-known companies and consultants recommend as being among the first ones leading you to success.

Hopefully you made the award stage in 2024. As you enter 2025, I challenge you to evaluate what worked, what didn't, and how you can improve going forward. Good luck to each of you.

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