

# Med<sup>to</sup>One



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MED ONE GROUP SINCE 1991

TAILORED FINANCIAL AND RENTAL  
SOLUTIONS FOR HEALTHCARE PROVIDERS







# ABOVE AND BEYOND



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

**T**his April marked my 31st year at Med One—a milestone that has given me a chance to reflect on the incredible journey we’ve taken. Looking back, it’s amazing to see how far we’ve come. From humble beginnings to where we are today, the path has been filled with unforgettable memories, valuable lessons, and plenty of challenges. There were times when the future felt uncertain, but thanks to the perseverance, commitment, and dedication of so many, we’ve turned the seemingly impossible into reality.

As Med One began to gain momentum and grow, our founders introduced the idea of an annual company meeting—a time to celebrate our progress, set new goals, and strengthen our connections. In the early days, these gatherings took place at a local country club with just 20

to 25 attendees. Though we didn’t get to play golf, we were inspired by the view of the course through the meeting room windows. These meetings were filled with motivational messages, goal setting, and a renewed commitment to excellence.

Over the years, attendance grew, but the purpose remained the same: to build on our success, develop new strategies, and, most importantly, foster relationships. Eventually, we outgrew the country club and moved to larger venues—our first being the Ritz-Carlton at Half Moon Bay. It was a memorable event that marked a new chapter in our journey.

Fast forward to May 2025, and what began as a one-day meeting has evolved into a four-day event with over 200 participants. The first two days were held at our corporate office, with a strong focus on sales. We offered tailored breakout sessions for each of our unique sales teams and hosted a dynamic group session led by a Sales Trainer who

shared valuable insights and inspiration. We also took time to review our goals and recognize top performers across the organization.

The second half of the event took place at the stunning Montage Deer Valley, nestled at 8,300 feet in the Wasatch Mountains. This change of scenery brought a fresh energy to the meetings and allowed us to welcome our operations teams, representing every corner of the company.

We heard powerful messages from three of our Senior Leaders and five of our longest-tenured employees. Additionally, six external speakers delivered presentations on topics that extended beyond the workplace—covering effective communication, health and wellness, artificial intelligence, office etiquette, economic trends, and charitable engagement. These sessions were designed to enrich both our professional and personal lives.

The event concluded with a lively raffle, a delicious dinner, and a final keynote speaker who captivated us with a magical and inspiring message about creating warm, meaningful connections.

The theme of this year’s meeting was “Above and Beyond”—a core part of the Med One Way. And in every sense, this event lived up to that theme. It was inspiring, motivating, and thought-provoking. Some messages were highly specific, while others encouraged us to reflect and explore new ways to grow and improve.

**“The *Above and Beyond* theme wasn’t just a slogan—it was a lived experience throughout the week.”**

For me, the highlight is always the people. I’ve built so many meaningful relationships over the years, and it’s a joy to reconnect with colleagues from across the organization.

I’m also deeply appreciative of those who couldn’t attend. There was a time when we could bring everyone together, but our reach has grown so significantly that it’s no longer feasible. Still, their contributions are vital. Our work—providing medical equipment 24/7, 365 days a year—is too important to pause. Even if they weren’t in the room, their impact was felt and continues to be meaningful.

As I reflect on this year’s event and the journey we’ve taken together, I’m filled with gratitude and optimism. The “Above and Beyond” theme wasn’t just a slogan—it was a lived experience throughout the week. Whether in the training rooms, the mountain air, or the quiet dedication of those holding down the fort, the spirit of Med One shone brightly. I’m excited for what lies ahead and confident that, together, we’ll continue to grow, innovate, and make a meaningful difference—one connection, one goal, and one step at a time.

**“The purpose: to build on our success, develop new strategies, and, most importantly, foster relationships.”**





# CUSTOMER OBSESSED

*Being a customer obsessed organization takes discipline, consistency, leadership, great messaging, and buy in from the people tasked with the responsibility of interacting with customers.*



Written By **Mark Stevens**  
Executive Vice President / Chief Operating Officer

**M**ed One recently held a leadership meeting where Operations Managers and members of their team from our several offices throughout the country gathered in La Mirada to teach, learn, and interact with each other. Over the two days, there were a variety of presentations and a great exchange of ideas, sharing what is working in their offices, and overall discussion about how to help Med One be in the best position to be successful.



It was enjoyable to witness the comradery among our operations people and a spirit of competitiveness among our different offices. There was one thing that united everyone: the desire to beat our competition and provide the BEST customer service to our customers. It was exciting to see story after story about winning business with customers who had previously and exclusively done business with other companies.

The common theme is that our people are persistent but patient, professional, and will do what it takes to earn the trust of new customers because of the level of service they are willing to provide. Everything our operations teams discussed was in the spirit of improving our offices so we can be the type of company our customers want to do business with by having the best equipment available, fast delivery times, providing the best conditioned equipment.

At Med One, we talk frequently about the importance of providing nothing but the best customer service, learned from decades of experience and knowing how much it matters to the people we serve. The service our teams have demonstrated has won business for Med One and is allowing us to retain customers because of the relationships we are building through our great sales teams and the operations teams.

Customer service is an area that is constantly studied to analyze trends, understand the habits of consumers and organizations, and determine areas of opportunity for businesses to improve. I came across a collection of statistics recently with noteworthy findings:

## CUSTOMER SERVICE STATS

3 out of 4 consumers will spend more with businesses that care about providing a good customer service experience.

Over half of consumers believe great customer service is more important than product price.

87% of consumers trust a company or brand more if they provide an excellent customer experience.

Customer obsessed organizations reported 41% faster revenue growth than those at the non-customer obsessed organizations.

85% of consumers go out of their way to switch to a company that has better customer service.

Customer obsessed organizations reported 51% better customer retention.

There is also some disheartening data when it comes to customer service:

More than half of consumers will switch to a competitor after only one bad experience.

Only two negative experiences could lead to brand abandonment

Over half of consumers rarely complain about a negative customer experience, they quietly switch to a competitor instead.

As I read these findings, and there were many others, I thought about Med One's consistent desire to put customers first and the successes we've had winning business from our competitors because we are willing to do whatever it takes, the right way, so we can be trusted to deliver on the promises we make. But on the other hand, I thought about how many times we may have lost a customer because we fell short of a customer's expectations. Maybe we didn't have a certain product, we did not deliver in the time we committed, or we didn't give enough time or thought to a question, complaint, or request of a customer. I hope those instances are rare but as studies show, we may never know when a customer leaves quietly to go somewhere else.

With the data I recently looked over and stacking that up against our operations leadership meeting and the dynamic group of people in the room provided me with an important take away; looking introspectively, how do I need to improve my interactions with customers? Where am I falling short in making sure I am contributing to the effort to give our customers reason to be keep coming.

Being a customer obsessed organization takes discipline, consistency, leadership, great

We are fortunate at Med One to have people who don't just talk the talk, they walk the walk.

messaging, and buy in from the people tasked with the responsibility of interacting with customers. We are fortunate at Med One to have people who don't just talk the talk, they walk the walk, and their focus is to put the Med One Way into practice for the sake of our customers. I'm proud of the great people representing Med One, making a difference and improving lives because they care. May we all take time to consider how we can recommit ourselves to working with a mindset of being customer obsessed.





# 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.*

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### 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.



### 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.



## 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.



### 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.



### 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 Neskorik Territory Sales Manager

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



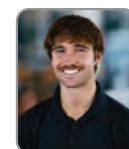
### Shawna Oliver Territory Sales Manager

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



### Nelson Marin Territory Sales Manager

Nelson joined Med One in 2025 with prior experience in the printing industry and in medical sales. He graduated from The University of Puerto Rico and now resides in South Florida. Nelson's favorite part of working in the medical industry is the feeling he gets helping people every day. In his free time, he enjoys playing golf and spending time with his family.



### 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.



### 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.



# GUARDRAILS AND GROWTH

## LESSONS IN SAFETY AND STRATEGY

FROM THE ICU TO THE BOARDROOM



Written By **Rich Madsen**  
Board of Directors

A few months ago, a close family member was diagnosed with a brain tumor. Like so many others in similar situations, our family spent long days and nights in the hospital—navigating uncertainty, leaning on healthcare professionals, and observing the many safeguards built into modern patient care. One safety feature stood out to me in particular: the thoughtfully designed hospital bed in the intensive care unit. Its bedrails were more than a practical detail—they were a quiet but powerful symbol of protection, stability, and structured support.

That moment in the hospital reminded me of a recent visit to the Med One Rental distribution center in La Mirada, California, where I had seen rows of high-tech hospital beds ready to be delivered to facilities in need. I was struck by how deeply intertwined safety and innovation are in both healthcare and business.

Bedrails, in a hospital, are there to protect patients at their most vulnerable. They prevent harm, support care, and still allow for necessary movement. The same concept applies in business—especially for organizations like Med One. Strategic safeguards, or “guardrails,” are critical for any company that aims to grow while staying aligned with its mission and values.



## THE BUSINESS CASE FOR GUARDRAILS

On a winding mountain road, few drivers question the need for guardrails—until it’s too late. I was reminded of this while watching a grassroots social media campaign from a small community advocating for highway safety. Their tagline: “Guardrails: No one needs them... until they do.”

That sentiment applies just as powerfully to business. Guardrails don’t inhibit progress; they make forward movement safer and more sustainable. In fact, they create the space within which creativity, agility, and innovation can flourish. At Med One, our mission is to make critical medical equipment available to those who need it most. That mission is only possible because of the thoughtful, strategic guardrails our leadership team has put in place—from ethical frameworks to clearly defined roles, risk controls, and data-driven decision-making.

## NAVIGATING CHANGE: STARTUPS VS. ESTABLISHED ORGANIZATIONS

One of the greatest challenges for established businesses today is maintaining agility in a rapidly changing marketplace. Startups are like potted plants—they’re portable, flexible, and quick to adapt. In contrast, established companies resemble mature pine trees: deeply rooted, steady, and capable of withstanding storms, but harder to pivot quickly.

This metaphor highlights an important tension. Mature organizations have the benefit of experience, infrastructure, and tested practices. But they can also risk rigidity if they don’t build in systems for dynamic change. The key is to preserve the strength of the root system while adding mechanisms that enable responsiveness—strategic guardrails that empower teams to innovate without losing direction.

## EMPOWERMENT WITHIN BOUNDARIES

So, how can large companies stay flexible while controlling risk? By giving their teams the freedom to act within well-defined boundaries. This means replacing micromanagement with trust—and replacing chaos with clarity.

When leaders establish clear, strategic parameters, employees are empowered to act autonomously. Much like the barriers on a highway, these guardrails create a zone where innovation and execution can happen confidently and quickly. In today’s environment, large organizations can—and must—move as fast as startups. But that only happens when leaders trust their teams and provide them with the tools and boundaries to succeed.

**“MATURE ORGANIZATIONS HAVE THE BENEFIT OF EXPERIENCE, INFRASTRUCTURE, AND TESTED PRACTICES. BUT THEY CAN ALSO RISK RIGIDITY IF THEY DON’T BUILD IN SYSTEMS FOR DYNAMIC CHANGE.”**



## DEFINING THE GUARDRAILS

At Med One, our guardrails include:

- Clearly defined roles for internal leadership and board members.
- Strategic partnerships that extend our impact while aligning with our mission.
- A relentless focus on purpose and value creation.
- Data-informed practices that guide our financial and operational decisions.

These elements don’t constrain us—they empower us. They help us move faster, smarter, and more securely.

## THE ROLE OF THE BOARD: GOVERNANCE AS A STRATEGIC GUARDRAIL

As Med One’s Corporate Secretary and an active member of our Board of Directors, I understand how critical it is for boards to serve as both visionaries and stewards. The board doesn’t run daily operations, but it plays a vital role in establishing the guardrails that shape long-term direction, performance monitoring, and governance oversight.

When board members bring their diverse experiences and engage meaningfully, they help define the path forward while



ensuring that progress stays aligned with the company’s core values. This balance of leadership and accountability forms the foundation for sustainable growth.

## FINAL THOUGHTS: SAFETY AND STRATEGY GO HAND IN HAND

In healthcare and in business, it’s often the unseen support structures that make the greatest difference. Whether it’s a hospital bedrail protecting a vulnerable patient, or a strategic boundary empowering a team to act with confidence, guardrails are essential.

As companies scale, complexity increases. So does the risk of drift, misalignment, or missed opportunities. But with well-designed guardrails—clear roles, shared values, thoughtful governance—organizations can navigate change, seize opportunities, and continue delivering value with confidence.

Because the truth is simple: no one thinks they need guardrails—until they do. The best organizations put them in place long before they’re tested.



# HOW TO become a CREATIVE PERSON

Written By **Brian Gates**  
VP of Marketing



What makes a person creative? In your life you probably can think of a few people that you would consider creative—maybe you are even one of those people. But what does this mean?

From an early age, I found myself creating things. I would draw, paint, and build stuff. After each creative project, I would show the final project to my mom and dad, and they were always very supportive of my talents. They would make a big deal about all my creative projects and that feeling would drive my creativity as I got older. When it was time to pick a profession, creativity was at the top of my list. I found myself using my artistic skills to become a graphic designer and later using a creative aptitude to run a marketing department. I love being creative. It is what gets me excited in the morning to come to work.

A life of creativity has been good to me. Today, my wife and I have three sons, two of which are learning the piano and the youngest is learning to play the drums. I have never been able to play an instrument, unless you count the recorder from fourth grade, but I have been amazed by the talent and creativity they have gained in a few short years of lessons. They can even compose their own music. My oldest recently played a medley of famous piano riffs for his sixth-grade talent show, highlighted by The Office TV show theme song, Still D.R.E by Dr Dre, and The Real Slim Shady by Eminem. While he could have stuck with more traditional piano compositions, he put together a catchy and creative arrangement that made the whole sixth grade stand up and cheer.

The imagination fuels creativity by allowing our minds to form new ideas, concepts, images, and enabling possibilities that are not yet known. I don't know about you, but I don't remember taking Creativity 101 in school. I remember memorizing state capitals in 4th grade History, dissecting a frog in 7th grade Biology, and finding derivatives in 11th grade Calculus. However, I don't recall a class that taught the very thing I am most passionate about in my career. Creativity is viewed by most as a gift, given to only a select few. Are we just born with it, or is it something we can learn and even improve over time?

In 1926, an English Scholar named Graham Wallas published *The Art of Thought*. As a co-founder of the London School of Economics, Wallas's expertise was in social psychology. This is the

“THE IMAGINATION FUELS CREATIVITY BY ALLOWING OUR MINDS TO FORM NEW IDEAS, CONCEPTS, IMAGES, AND ENABLING POSSIBILITIES THAT ARE NOT YET KNOWN.”

study of how thoughts, feelings, and behaviors are influenced by social situations. In his book, he sought to define the thought process of creativity. According to Wallas, the creative process includes four key stages: preparation, incubation, illumination, and verification. These stages are widely used to describe the classic creative process. I'll try to explain these steps in my own words.

## PREPARATION

This step is crucial to the creative process. It's all about building a foundation of knowledge and understanding. You may research the problem, gather information, and explore different perspectives. This stage is where you expand your mind, watch a movie, read a book, talk to a stranger, gain insights from experts, and simply be open to wonder and roam while filling your brain with a variety of thoughts. This process helps you build a foundation for the creative stew you are trying to cook.

## INCUBATION

During incubation, you let your mind work on the problem unconsciously. You step away from the problem so your subconscious can process all the information. For me, this generally happens when I switch to working on a different project, while sleeping, or simply when I'm driving to work listening to sports radio. I have found that for the tough creative projects, it is helpful to have a longer incubation period for the best ideas to eventually take form.



## ILLUMINATION

This is the moment when the light bulb turns on. It's the "Aha!" or "Eureka!" moment when your brain finally connects the dots and hands you a golden idea wrapped in sparkly brilliance. It can happen in the shower, while mowing the lawn, or—let's be honest—while standing in front of the fridge for the third time in five minutes hoping something will sound good.

For me, illumination often sneaks in when I least expect it. One time, I was staring blankly at a cereal box (Cinnamon Toast Crunch, to be exact), and suddenly a concept for a design I'd been struggling with for a week just popped into my head. That must be why it's my favorite cereal.

## VERIFICATION

Now that you've had your big idea, it's time to test it out. This is the part where reality kicks in and you ask yourself: Is this actually a good idea, or was I just over-caffeinated? Verification is about refining the idea, developing it, and making sure it stands up to feedback, logic, and maybe even your brutally honest kid who says, "That's kind of lame, Dad".

Creativity without verification is just chaos with glitter. This step makes sure that what you've dreamed up is useful, appropriate, or at the very least, won't get you fired.

So, How Do You Become a More Creative Person?

Let's be real—creativity isn't just for painters, musicians, designers, or poets. It's a skill, and like any skill, it can be learned, practiced, and even sharpened over time. Even if you don't think you are creative, it's likely that you are in your own way. You just need curiosity, patience, and maybe a willingness to look a little silly from time to time to reach your full potential.

The world doesn't need more people playing it safe. It needs more people willing to color outside the lines. People who chase silly ideas. People who hear a piano riff and think, "You know what would make this better? A little Eminem."

Here are a few practical, slightly silly, but totally useful tips:

- **Doodle during meetings – You're not being rude, you're feeding your brain. My best notes are visual and help me to form my ideas later.**
- **Take a different route to work – A simple change can open your mind to new ideas. And you might see something that sparks a genius idea.**
- **Talk to people who aren't like you – Yes, even that person who you think you have nothing in common with. You might be surprised.**
- **Be bored on purpose – Put your phone down. Stare at a wall. Watch what your brain does. (If it starts narrating your life in movie trailer voice, you're on the right track.)**
- **Try new things that take you out of your comfort zone – Take a cooking class, paint a picture, or build a birdhouse. New experiences make new and important connections in your brain.**

Creativity is more than just a spark—it's a way of seeing the world. It's about finding new paths, imagining different outcomes, and occasionally looking like a fool just to make someone laugh. The more you lean into your curiosity and embrace the process (even the awkward, frustrating parts), the more creative you become.

Don't wait for inspiration to strike like lightning. Sometimes, you have to dance in the storm with a metal rod (metaphorically... please don't actually do this). Keep learning, keep experimenting, and most importantly, keep creating.

Because the world needs your ideas—even the weird ones.

Especially the weird ones.

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## CREATIVITY\*

Doing one thing very well - "whatever it takes"

## OBSERVANT LISTENING

A unique philosophy - what does our customer really need?

## UNITED TEAMWORK

It takes all of us to make a happy customer

## RESPONSIVENESS\*

Unprecedented service builds customer loyalty

## ABOVE & BEYOND

Taking pride in going the extra mile

## GENUINE RELATIONSHIPS

A huge secret to getting repeat business

## EVERYDAY — DO IT RIGHT

The first time, and every time

## OUTSTANDING INTEGRITY

The principle upon which Med One was built

## UNIQUE PATIENCE

Perseverance — we will never give up

## SIMPLICITY\*

Making it easy for a customer to do business with us

## LEARNING & GROWING

Learn, grow, and understand the evolving needs of our customers

## YOU'RE THE DIFFERENCE

The Med One Way does not happen without you



# Lessons

## FROM THE OLD BALL GAME



Written By **Doug Green**  
SVP & Director of Business Development

Yogi Berra once said, “Love is the most important thing in the world, but baseball is pretty good, too.” I fell in love with baseball at an early age. I still remember the day I got my first mitt and discovered the art of breaking it in. I put a ball in its webbing, tied some string around it, and slept with it under my pillow for 2 weeks. My summers were full of baseball practices, games, and rounds of catch with my dad in the backyard before the sun set.

My talent for baseball didn’t quite match my love for the sport and I officially retired from the game at the age of 16. While I fell short of my dream of playing centerfield for the Dodgers, the lessons that I learned from baseball have helped me throughout my professional life. Here are just a few:

### LESSON #1 DON’T LET THE BALL PLAY YOU

A crusty but wise coach once taught me as an infielder, to never let the ball play me. What he meant by that was when a ball is hit in your direction, to go get the ball and not wait for the ball to come to you. I learned this lesson the hard way playing 2nd base as a 13-year-old during a game.

I still remember the ball being hit to me and thinking to myself, I’m playing 2nd base, the throw to first is short, I don’t need to go get the ball, I’ll wait for it to come to me. I casually waited for the ball to come and right when I went down to scoop it up, the ball hit a pebble, took a bad hop, and popped me right underneath my left eye. The runner made it safely to first base and I was left bewildered on the infield with a shiner that could

light up Las Vegas. As I sat on the bench for the rest of the game holding a bag of ice under my left eye, the words of my old coach haunted me, “don’t let the ball play you.”

My old coach was far from a business guru, but his advice has always rung true in anything that I have done. Am I an object waiting to be acted upon or am I an agent charting my own course? Most of us don’t live in a world where fish jump in the boat, or we wake up every morning to a bluebird deal. However, if we charge the ground balls of life and work, and not let them play us, it’s amazing how often good things happen.

### LESSON #2 - IT’S ALL ABOUT THE SPIN

One of the many things that I find so cool about baseball is the names given to describe the types of pitches. You have cutters, sliders, beanballs, curves (yakkers, hammers, hooks, uncle charlies), cement mixers, screw balls, knucklers, slurves, fastballs, splitters, changeups, sinkers, sweepers, I could go on and on. Depending upon the type of pitch, the ball could dive, curve, cut, dart, or float to you, away from you, or hit you. Experts believe the average reaction time for a hitter to determine whether to swing at a pitch is about 0.4 seconds in the major leagues. So, you ask yourself, how can anyone ever hit a ball. The answer is, identify the spin. The spin of the ball will tell you which way it is going to go. If you identify the spin, your chances of hitting a dinger (home run) go way up.

I remember the first time I saw a curve ball as a hitter. The pitcher threw a ball that I thought was going to hit me in the head. Naturally, I stepped back away from home plate to avoid getting hit and right as I did so the ball broke right back over the plate for a strike leaving me perplexed and frankly embarrassed for stepping back. My next at bat, I was determined that was not going to happen again, I was going to stay in the box and rip his curve ball. Sure enough, he threw a pitch that was coming for my head and this time I stayed in the box thinking to myself, he’s not fooling me twice. Right as I went to crush his curve ball, I realized too late that it was a fastball that hit me right in the neck below the helmet. As I came back to dugout in between innings with a sore neck I asked my coach, how do you tell the difference between a curveball and a fastball, he looked at me, lifted his finger up and moved it in a circular direction and said, “it’s all about the spin.”

Spin is mostly used to describe politicians using glossy terms to make their ideas or mistakes sound good to the public. However, spin shows up just about everywhere. Every organization, group, or culture has their own way of thinking and lingo or spin. Understanding their spin allows us to connect with their challenges and plans. As we learn to understand and dial into their spin, we move away from being a provider or supplier to being a trusted partner.

### LESSON #3 – THERE’S ALWAYS A NEXT AT-BAT

Baseball is full of ups and downs and highs and lows, so is life. I remember making a great diving play in the field only to strike out in my next at-bat. I recall hitting a can of corn (weak flyball) to shallow leftfield in one at-bat and crushing the ball over the centerfield fence in the next. Baseball has a way of keeping you humble and optimistic all at the same time as you never know if your next at-bat will be a game winning hit or a game losing strikeout.

I have felt the same way in my career in sales and business development. I have gone through slumps where it feels like every deal falls apart and I have had moments where the big deal landed just in time to make the quarter end goal. Whether our last at-bat was a strikeout or a walk-off grand slam, the idea of having the next at-bat keeps us grounded, humble, hungry, and optimistic. It helps us to be good winners and even better losers.



*"Love is the most important thing in the world, but baseball is pretty good, too."*

I agree with the Sultan of Swat, Babe Ruth, when he said, “Baseball was, is, and always will be to me the best game in the world.” The game has taught me lessons that go well beyond the diamond and have stuck with me throughout my life. Long live baseball!







EMPLOYEE SPOTLIGHTS

ROBERT HAYES  
CENTRALIZED DISPATCHER | LA MIRADA, CA

I was born and raised in Compton, California, where the culture runs deep and the lessons come early. Growing up there shaped who I am—resilient, grounded, and always striving to uplift those around me. I carry that spirit with me wherever I go—laid-back, driven, and all about family first.

Speaking of family, they're everything to me. I'm blessed to share life with my amazing wife, Latoya, and we've got five beautiful kids: Jeremiah, Jordin, Jada-Lynn, Justice, and Jurnee. Each of them brings something unique to the table, and together we're a team—loud, loving, and full of life. We also have a French Bulldog named Hussle (yes, named after Nipsey)—he's full of personality and definitely thinks he runs the house.

When I'm not working, you'll probably find me doing something creative. I run a brand called Limitless Essential Apparel—it's all about breaking boundaries and embracing growth. I'm also a self-published author with over 20 titles on Amazon.com, ranging from coloring books to romance. Writing has become another outlet for me to inspire, create, and connect with people from all walks of life.

In January, I launched Grannies Babies Outreach Foundation Inc., a nonprofit dedicated to supporting families and communities through love, resources, and service. Giving back has always been important to me, and this foundation is a way to honor that commitment.

I'm also passionate about photography and recently started a page called ShadowsAndTruth, where I share my work. I'm drawn to black-and-white images, architectural lines, and —anything that tells a story with depth. Creativity keeps me grounded and inspired.

In my spare time, I love spending time with my family, listening to music, and learning new things. I currently attend Santa Ana College, where I'm studying Entrepreneurship and Innovation. It fits me perfectly—I'm always thinking of what's next, how to grow, and how to pour into the people around me.

At Med One, I work as a Centralized Dispatcher. My role allows me to be part of something bigger than myself, and what I enjoy most is the people. There's a sense of community here that you can really feel—people support each other and show up for one another, and that makes a difference.

Life's busy, but it's purposeful—and I'm grateful to be walking in that purpose every single day.



Life's busy, but it's  
**PURPOSEFUL—**  
and I'm grateful  
to be walking  
in that purpose  
**every single day**

I already feel  
incredibly **GRATEFUL**  
to be part of such  
a **supportive and**  
**talented team**



BENJAMIN  
THORNOCK

MEDIA PRODUCTION SPECIALIST  
SANDY, UT

I was born in San Diego, California, but moved to Utah shortly after and have lived here most of my life, growing up in Taylorsville. My mom is from Tokyo, Japan, and met my dad at BYU, where they eventually got married. I'm the youngest of two, with an older sister who's three years older than me.

Growing up, I played just about every sport I could. My dream was to play football for BYU, but after realizing I wasn't quite big enough, I found my way to Short Track Speed Skating at the Utah Olympic Oval. I started skating at 11 and stuck with it until I was 24. During that time, I competed on the Junior World Team twice and had the chance to travel to places like Bulgaria and Austria, where we won a bronze medal and set an American record in the men's relay.

I took a break from skating to serve a church mission in Hokkaido, Japan, which was especially meaningful to me given my Japanese heritage. When I came back, I returned to skating and made the national team, training full-time. Unfortunately, I broke my ankle during the year of Olympic Trials, and after that season, made the decision to retire.

I met my wife while visiting Japan with my family after my mission. She had just started her own mission, so we didn't think much of it at the time—but we reconnected online later, dated long-distance, and eventually got married. She's been my biggest supporter ever since. We love watching Korean dramas, movies, and sports together.

Although I never got to wear a BYU football jersey, I did get to fulfill part of that dream by working as a videographer for BYU Athletics while going to school. I studied Advertising at BYU with a minor in Entrepreneurship and had the opportunity to join the BYU AdLab, where I developed a deeper love for storytelling through video. One of my proudest moments was winning a Student Emmy for a WNBA spec ad called Welcome to the W.

I've only been at Med One for a few weeks, but I already feel incredibly grateful to be part of such a supportive and talented team. Everyone has made me feel right at home. I'm excited to keep growing here and to contribute through what I love—creating meaningful photo and video content for our social media, website, and YouTube.



Knowing that we are providing a **HELPFUL** service to me is such a **satisfying experience**



# ALEXANDER URENA

WAREHOUSE MANAGER  
FORT LAUDERDALE, FL

I was born and raised in the Dominican Republic as a fifth-generation Taino on my father's side of the family. At 15, I moved from the Dominican Republic to the United States. Since then, I've spent most of my life in New York and New Jersey before recently moving to Florida.

Having both of my parents still living is a huge blessing because they can still provide guidance. My mother, who is considered my inspiration and hero, lives in Puerto Rico, which we visit whenever we can. My father, a true gentleman who taught me how to be responsible at an early age, lives in New York. In addition to my lovely wife, I have a sister, two brothers, and a gorgeous daughter who turns 21 soon.

I enjoy taking long walks in the park, reading, and have a penchant for writing and traveling. I also enjoy working out and going to the gym. I used to play a lot of baseball when I was younger and will occasionally go to the batting cage to hit a few balls. I also really enjoy going to sporting events and try to attend as many as possible throughout the year. I am a huge New York Mets fan and a Michigan fan for college football.

I love teaching and coaching; at church, my spouse and I are among the elder members who support the youth community. We try our best to be role models for the future generation. In my spare time, I like playing with our dog, attending church, going to movies, and trying new restaurants.

I studied to become a medical assistant at Sanford Brown Institute in New Jersey. To improve as a persona and a manager, I also enrolled in online training courses for OSHA, Six Sigma white and green belt, and psychology.

For Med One, I oversee the warehouse in Fort Lauderdale. Since we currently don't have a large workforce here, I handle almost every task, including delivery, pick-up, receiving, and storing equipment. I also go to medical establishments to inform them that our services are available in the South Florida area.

What I like most about my position is the capacity to assist others. From a young age, my mother instilled in me the values of kindness, compassion, and this company allows me to serve our consumers while also helping patients in need. Knowing that we are providing a helpful service to me is such a satisfying experience.

# CRAIG BURTON

SENIOR WEB DEVELOPER/DESIGNER  
SANDY, UT

I'm the second-youngest in a family of seven, with two brothers and two sisters. I've spent most of my life in Sandy, Utah, and still live here today—which makes my commute to work a breeze (usually under ten minutes!). My wife, Lindsay, also grew up in Sandy, so working at Med One has been a great fit for us—we're close to both of our families and the community we know and love.

Lindsay and I just celebrated our 20-year anniversary this past November. We met in 2003 and got married a little over a year later. We have three wonderful kids. Our oldest, Kayden, is 19 and looking into becoming a barber after graduating from Hillcrest High School. Koby is 15 and just wrapped up his freshman year of high school. He enjoys learning, staying active, and is part of the wrestling team. Our youngest, Keslyn, will turn 13 in July. She's energetic and full of personality—she loves music, makeup, clothes, and dance. She just finished a class where she learned aerobics and has also tried basketball and soccer.

I earned my bachelor's degree in Digital Media from Utah Valley University, with an emphasis in Internet Technology. I later completed a master's degree in Graphic Information Technology through Arizona State University. After finishing school, I worked for a small company in Lehi for a little over a year before joining Med One. My role here blends web development and design—two areas I really enjoy—so it's been a great fit.

Outside of work, I love spending time with my kids and being active. I enjoy movies, music, video games, and just about all things media. I'm also a big fan of pickleball, Real Salt Lake, and Utah Jazz games. I have a bit of a gadget obsession and love trying out new tech. When I can, I enjoy hiking, traveling, and any outdoor adventure that brings a bit of excitement.

Med One has been a great place to grow professionally. I've had the chance to work with some incredible people, and I look forward to continuing to contribute in meaningful ways.



I look  
**FORWARD**  
to continuing to  
**CONTRIBUTE** in  
meaningful ways.





**MEDICAL EQUIPMENT / FINANCING / SALES / SERVICE**

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

VISIT US TODAY AT

**MEDONEGROUP.COM**

## Med One Group

GROWTH 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

### SAN JOSE, CA

2365 Paragon Drive, Ste F & G  
San Jose, CA 95131

### CORONA, CA

210 Lewis Court  
Corona, CA 92882

### LA MIRADA, CA

13955 Valley View Ave.  
La Mirada, CA 90638

### SACRAMENTO, CA

4045 N Freeway Blvd.  
Sacramento, CA 95834

### FRESNO, CA

453 W. Bedford Ave.  
Fresno, Ave. Fresno, CA. 93711

### HAYWARD, CA

1766 Sabre Street  
Hayward, CA 94545

### BURBANK, CA

2521 North Ontario Street  
Burbank, CA 91504

### EL CAJON, CA

1027 N. Marshall Ave  
El Cajon, CA 92020

### SANFORD, FL

576 Monroe Rd., Ste 1336  
Sanford, FL 32771

### FT. LAUDERDALE, FL

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

### TEMPE, AZ

3120 S. Potter Drive, Suite 2  
Tempe, AZ 85282

### WOODSTOCK, GA

105 Smokehill Lane, Suite 100  
Woodstock, GA 30188

### AURORA, CO

3449 Chambers Road, Suite D  
Aurora, CO 80011

### RALEIGH, NC

3811 Tarheel Drive, Suite 109  
Raleigh, NC 27609

### SANDY, UT (Corporate)

10712 South 1300 East  
Sandy, UT 84094



# THE LESSONS SPORTS TAUGHT ME ABOUT WORK AND LIFE



WRITTEN BY  
**COLE KARTCHNER**  
HELP DESK TECHNICIAN

I remember the first time I stepped onto the soccer field for a real game. I was 10 years old, and I was the goalkeeper, meaning it was my job to stop the other team from scoring. I was so nervous; I really didn't want to mess up. I was also new to the team and surrounded by players who already knew each other. I felt like an outsider, and the imposter syndrome hit hard.

Pretty early in the game, I made a silly mistake that led directly to a goal. My stomach dropped and I braced for the worst. I thought I was going to get yelled at, benched, maybe even kicked off the team. But instead, my coach just called out, "Next one, shake it off."

It might sound small, but that quote has stuck with me ever since. Because in sports, and in life, mistakes are inevitable. What matters more is what you do next and whether you let that one moment define you. This is just one of the many examples I've learned of the parallels between the lessons learned in sports and how they could be applied to a professional career:



PHOTOS BELONG TO THEIR RESPECTIVE OWNERS

## #1 TEAMWORK

**BEING A GOOD TEAMMATE DOESN'T STOP AFTER SPORTS.**

Since the beginning of my sports career, I've worked with hundreds of different teammates and many different coaches. Some teams were incredibly close, while others struggled to connect. I played under coaches I loved and others I didn't exactly enjoy playing for. But no matter the situation, one thing was always true: we had to work together to accomplish our goals. In my short time here at Med One, I've already seen how powerful that same teamwork can be. There have been plenty of situations where I couldn't solve a problem on my own, and others where a teammate couldn't either, but together, we figured it out. Whether it's sharing knowledge, dividing tasks, or just encouraging each other, the best outcomes always come when everyone contributes.

## #2 GRIT

**SHOWING UP WHEN IT'S NOT EASY.**

One of the lessons sports taught me that I've always cherished is to never quit. You develop a mindset where you just keep going, no matter how tired, sore, or discouraged you feel. You show up and work hard for your team because you know they're doing the same for you. That lesson has carried over into my work in IT. When I'm troubleshooting an issue, it's easy to get frustrated or want to give up when nothing seems to be working. The same goes for moments in your career when things feel overwhelming or repetitive. It's tempting to do the bare minimum just to move a task off your plate. But it's in those moments that you have to dig in, find that extra gear, and give your best effort, not just for yourself, but for the people counting on you.

What matters more is what you do next and whether you let that one moment define you.



## #3 PRACTICE LIKE YOU PLAY

**IN SPORTS, YOU'RE ALWAYS TAUGHT TO TREAT PRACTICE LIKE IT'S THE REAL GAME.**

That way, when the moment comes, you're ready. That mindset matters just as much in your career. When you're learning the ropes, it's easy to gloss over the details or treat training like it's not important. But if you don't take that time seriously, you won't be prepared to deliver when your team really needs you.

When you really think about it, sports and work aren't all that different. You just have a new set of teammates, a different coach, and you're playing a new kind of game. People often say the most important thing in sports is winning. Maybe that's true for some. But I think most would agree that what really matters is having fun, making memories, and building something meaningful with the people around you. That's exactly what Med One is all about.



# COURAGEOUSLY CAMPAIGN

- C CREATIVITY
- O OBSERVANT LISTENING
- U UNITED TEAMWORK
- R RESPONSIVENESS
- A ABOVE & BEYOND
- G GENUINE RELATIONSHIPS
- E EVERY DAY – DO IT RIGHT
- O OUTSTANDING INTEGRITY
- U UNIQUE PATIENCE
- S SIMPLICITY
- L LEARNING & GROWING
- Y YOU’RE THE DIFFERENCE

This year, we launched our **COURAGEOUSLY CAMPAIGN**. Embedded in and through THE MED ONE WAY is the word **COURAGEOUS**—an acronym containing the words and values that drive us everyday.

As the year progresses, we emphasize a specific word that acts as our Med One value to focus on that month. So far, we have spent time recognizing examples of Creativity all the way through Above & Beyond. Here are a few stories we are thrilled to share.

We are excited to continue the year acknowledging our team members and the ways they embrace The Med One Way.



**ROOSEVELT THOMAS**  
LEAD DRIVER

Roosevelt always goes above and beyond to do what our office needs. He learns everything he can, he is a leader for our drivers, he supports our understaffed biomed department as best he can in the little ways that may go unnoticed. I believe we benefit from his military background which has instilled in him the understanding that any mission that is for more than one person (running an office) is a team effort for a reason, and that more than just doing his part in that mission, supporting his team in everyday he can creates the best outcome for the patients and everyone in his team.

**MANDY KNIGHT**  
DOCUMENTATION SPECIALIST

Mandy Knight is our documentation specialist, and she is extremely responsive. She can always be counted on to send documents out quickly and that is the difference between winning and losing deals. Often times customers will shop different leasing companies for more favorable terms, but if we can make it easy and painless, customers may forgo shopping for better rates that require more of their time and resources. Mandy understands the importance of making easier for our customers to say “yes”!

**OSCAR MORALES**  
LEAD BIOMED REPAIR TECHNICIAN

Oscar is quick and responsive to any question or concerns and he never thinks twice to help out. Oscar’s willingness to volunteer on just one day’s notice—flying to Utah, loading a truck, and driving over 10 hours back to California—is a true display of responsiveness. Despite it not being part of his role, his actions also exemplify united teamwork and leadership!

**GENA ROMERO**  
SENIOR BUSINESS DEVELOPMENT REP

Gena is the embodiment of a true team player, always putting the team and company in the forefront of everything that she does. She works with the marketing team and her colleagues on the M1 Financial team in planning and scheduling the delivery of that content. Her collaboration with Marketing is helping to spread awareness of the M1 Financial platform and team in creating a recognizable brand.

**RICK MORGAN**  
LEAD DRIVER

A last-minute equipment request came through late in the day, and Rick didn’t hesitate to jump in, coordinate logistics, and ensure everything was delivered accurately and on time. His fast thinking and calm, can-do attitude helped avoid potential delays and kept everything running smoothly. Rick’s responsiveness isn’t just about reacting quickly—it’s about being truly present and accountable. He listens, takes ownership, and follows through every time. That kind of reliability makes a big impact, and it’s exactly what the Med One Way is all about.

**IBBY SMITH STOFER**  
IDN & HEALTH SYSTEMS DIRECTOR

Ibby constantly asks one question, “What can I do to help you?” Whether it’s putting together a complicated RFP, researching a vendor, jumping on a call, providing intel for the sales teams, or writing an article for marketing, Ibby delivers. Ibby wants all verticals under the Med One umbrella to succeed. I have seen her quickly pivot to help rental, sales, marketing, leasing with whatever they need. I’m glad she’s on our team!



Besties

# SUMMER

# BUCKET LIST

TICKET

best! I went to the fair with Lauren and Tyler! We won a teddy bear!



Written By **Jordyn Casey**  
Marketing Assistant

As summer approaches, the thoughts of BBQs, days at the lake, fireworks, and camping fill my mind. I love summer as it feels like there are endless possibilities.

One of my favorite things to do as summer nears is to create a summer bucket list to help me visualize all the things that I want to do in the upcoming months. I'll often take an afternoon and make a fun poster or sign to hang on my fridge as a reminder of all the fun things that are available when boredom hits.

These are some of the things that are on my 2025 summer bucket list! Feel free to use this list, or even better, make one for yourself and your family.

You don't have to do it all, just enough to make the summer yours! Here's to making memories, spending time in the sun, and saying yes to new adventures!

August 1st

Visit a Farmer's Market  
Spend a day at the lake  
Watch an outdoor movie  
go hiking  
Try a new recipe

Have a Lazy Day  
Attend a BBQ  
Try a new restaurant  
Take a day trip  
Visit an amusement park  
Host a game night

Start a "just for fun" read  
Unplug for 24 hours  
Go camping  
Make S'mores!  
go on a Road Trip  
Go Swimming

Watch fireworks  
Have a picnic in the park  
Visit a Museum  
Go Star Gazing





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

**H**ave you ever met a robot? Was it in the toy section in a healthcare setting or manufacturing site? Have you ridden in a self-driving car?

If asked for your opinion on robotics, what would be your initial response? For me, it has included some humorous memories I will try to share with you as we explore the history of robotics in healthcare.

As I began exploring the topic of robots, my mind jumped to Robert the Robot. I can still see my younger brother and this mechanical marvel. My dad was always on the lookout for the latest gadget that would delight us kids. For me, it was a doll that could walk or an invisible dog on a leash! For my brother (and maybe Dad) a Lionel train that ran under the Christmas tree with smoke and whistles and a milk car that dropped the little cans on the platform. But the star gift was Robbie for my younger brother, Doug. Robbie, as Doug called him, moved, he talked and best of all you could control him, ask him to deliver or move things! He even talked on the phone! Was he a toy or a look into the future? That was the question that many asked back in the early 50's. In a video on Robbie,

## from PLAYROOM to HEALTHCARE



they raised a similar question: describing his piercing eyes they ask “perhaps he is only looking into the future.” An interesting memory, but not what I wanted to explore with you.

While healthcare has seen significant and dramatic technology improvement over the past few decades these questions are still being discussed everywhere, from R&D design for medical devices, to manufacturing and certainly in the healthcare community by both patients and care givers.

Overtime the concept of robotics has transitioned from the playroom to multiple sites including manufacturing, retail, healthcare, delivery services and yes, even self-driving cars. The question of whether it is a blessing or designed to eliminate human touch and jobs is often debated. People wonder what will come next. Struggling small businesses are turning to robotic delivery devices and or those that can create your next Big Mac and fries. They show up for work, don't require benefits, and aren't subject to the minimum wage laws that have left many businesses struggling or sadly out of business.

But let's turn our focus back to the healthcare area. Some of the top concerns of providers and patients alike include:

- *Staff shortages, supply chain bottlenecks and shortage backlogs, provider burn out, tedious record keeping and inefficient emergency supply deliveries, utilizing clinical staff to serve patients and not do chores are among some of the challenges facing healthcare providers.*
- *Patients want easier access to care, prompt diagnosis and treatment, and the choice of care centers that are more affordable and convenient. Some need transportation or virtual care due to location or mobility. And some need companionship and reassurance during times requiring medical stays or on-going monitoring.*

Some of the solutions that robotics and related developments offer include Telemedicine, automated online scheduling of visits, supported access to transportation to improve patient access, kiosk for sign in, the introduction of robotic surgery devices, AI diagnostics and more.

Utilizing robots for cleaning, moving supplies to the point of care, and patient lifting and reducing risk of falls as well as in home patient monitoring.

AI is exploding as a diagnostic tool, while in room voice recordings are minimizing time consuming documentation tasks.

All these inventions or improvements in care are for the most part viewed favorably by both patients and care givers. Yet there are some who still wonder if a robot will replace their job, or if a robot can really provide the same level of care, or diagnosis as people who have spent not only years in school, but many years in the practice of medicine.

We will probably never answer all the myriad of questions and challenges that progress raises but it does remind me of one more personal memory I want to share in closing.

My mom was a registered nurse who had a great sense of right and wrong. She taught us to question and explore different alternatives. She also had a sharp tongue and was not one to be intimidated by title.

One day she overheard a group of doctors discussing computers. This was in the early 70's, shortly after the idea that computers would help physicians and clinicians improve care was being explored and widely discussed. Amused by the doctors' excitement over how these new inventions would change their profession, she chimed in with this wisdom: “A computer will never be able to put a patient on a bed pan!”

As shown in the accompanying photo, maybe not a computer but a robot can!

The next time you are in a hospital or other care center you may run into some of their newest staff. Say hello to the nursing and patient assistants and if you require surgery, you may meet others or see them in action.





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