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Mission.  
Values.  
*Vision.*

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DEFINING  
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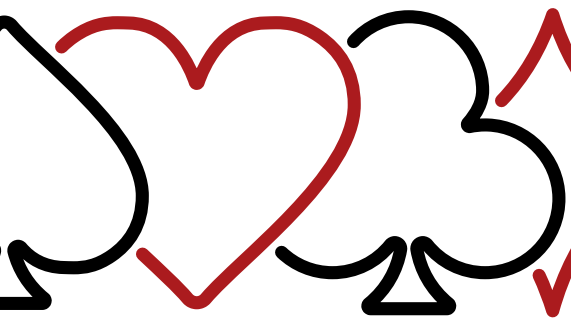
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# The Solitaire Lesson



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

Many years ago, when I was much younger, I was introduced to a simple but captivating card game—Solitaire. It seemed that everywhere I went, someone had a deck of cards ready for a quick game. Lunch breaks, plane rides, school hallways, the park, you name it. It was an enjoyable way to pass the time.

I remember playing with all kinds of decks, including one that was completely round. While it looked cool, those cards were not easy to manage. As times changed, Solitaire made the leap to the digital world. I'm pretty sure it was one of the first computer games available, which is wild to think about now when nearly everything is electronic.

Even today, I still find myself playing the digital version from time to time. It's a fun, low pressure



way to take a break from the chaos. As much as I enjoyed simply playing the game, I never paid much attention to how it worked—at least not until I got older. For those unfamiliar with it, here's a quick overview: you start with 52 cards laid out in seven columns. The first column has one face-up card, the second has two cards with the top one face up, and so on—ending with the seventh column, which has six cards facedown and one face up. The remaining 24 cards form the draw pile.

The goal is to build four foundation piles, one for each suit, starting with the Ace and ending with the King. Cards in the columns can be arranged in descending order, alternating colors, and only a King can fill an empty column. To win, you must eventually move all cards into those foundation piles.

But here's the twist—the life lesson I never noticed until much later. Sometimes you must pull a card out of the foundation, or temporarily move backward, in order to win. That move can feel counter intuitive and even risky, but more often than not, it's exactly what opens the path forward.

Life works the same way. We can be moving along smoothly when suddenly everything comes to a halt. In those moments, we can either panic and settle or we can step back to our foundation, gather what we need, and keep playing for the win.

In the end, Solitaire teaches us something surprisingly powerful: progress isn't always linear. Sometimes the winning move is the one that feels like a step backward pulling a card out of the foundation, clearing space, and creating new possibilities. What looks like retreat is often strategy.

The same is true in both life and business. Challenges will interrupt our momentum. Plans will stall. Systems will break. Markets will shift. In those moments, stepping back isn't failure, it's recalibrating. It's returning to what matters most, reassessing the board, and making the move that positions you to win long term rather than forcing a short term play.

Take a moment this week to identify one area at work or in your personal life where you might need to “pull a card from the foundation.” Maybe it's revisiting a process that worked years ago, re-engaging a relationship you've overlooked, rethinking a project strategy, or simply giving yourself the space to reset. Make the deliberate choice to step back so you can ultimately move forward with clarity, strength, and intention.

**"PROGRESS  
ISN'T  
ALWAYS  
LINEAR."**

Just like in Solitaire, the win comes not from rushing the next move, but from playing with patience, awareness, and the confidence to adjust when the game changes.



# Mission. Values. Vision.

One of the simplest and most effective ways of preventing the spread of illness is, and has always been, individuals washing their hands. At a young age, children are taught to wash their hands regularly, but that does not always translate into correct action or long-term habits. Simply being told what to do is rarely enough.

Even at hospitals, environments built on sterile protocols, advanced technology, and rigorous standards of care, consistent handwashing compliance requires ongoing attention and reinforcement. The challenge persists not because people don't know better, but because knowledge alone doesn't always translate into behavior.

Hospitals have tried a variety of tactics to improve compliance—financial bonuses for perfect records, antiseptic foam dispensers at every doorway, reminder posters, and stricter enforcement policy. While helpful, these measures alone have rarely achieved universal buy-in.

Interestingly, departments with the highest levels of compliance often take a different approach. Rather than relying on rules,

incentives, or guilt-based reminders, they focus on employee engagement.

What does that look like? It starts with conversation. Leaders connect handwashing not just to policy, but to purpose. They tap into the deeper values that draw people to healthcare in the first place—a desire to help, to heal, and to protect. They explain clearly and candidly that unwashed hands can directly harm patients. That message resonates because it aligns with why caregivers chose their profession. When the “why” becomes personal, the “what” and the “how” follow more naturally.

By connecting actions to values, many hospital leaders have successfully guided meaningful and lasting behavior change.

The same principle applies in any effective business. Organizations achieve stronger outcomes and deeper commitment when they actively engage employees in the mission, vision, and values of the company.

Engagement is more than just understanding, it is ultimately transformational. It moves individuals



Written By **Robb Stevens**  
President / CEO



and teams from passive awareness to personal ownership. It's the shift from knowing something intellectually to embracing it wholeheartedly.

When we are united by a shared purpose, our work takes on greater meaning. We push a little harder, collaborate more willingly, and hold ourselves to higher standards because we feel connected to something larger than our individual roles. That connection transforms work from just a job into something more fulfilling—something we can take pride in.

Our customers can sense that difference. When people genuinely care about what they do, it shows in every interaction, every decision, and every detail. Customer satisfaction rises as a result and strong financial performance naturally follows.

To have the words on a page or on an office wall is only the beginning. It comes to life when there is commitment to actively teach, reinforce, and embody our values at every level of the organization. Real impact then comes when they are consistently lived out. True commitment is built when leaders model our principles, communicate them



clearly, and invite every team member to see themselves in the story we are writing together.

Med One's mission, values, and vision work together to provide that sense of direction and alignment that guides the way we work each day. They serve as a compass for the organization—guiding decisions, behaviors, and priorities at every level.

Simply put, mission is the purpose, values are the compass, and vision is the destination.

At Med One, our values are captured in the **COURAGEOUSLY** acronym. They challenge each of us to act with integrity and intention even when it's inconvenient or difficult. Values matter most in the moments that test us. They guide our decisions, shape our attitudes, and define how we accomplish our mission.

As we reflect on our mission, values, and vision at Med One, the question before us is simple but powerful: do our daily actions and mindsets truly reflect what we say we stand for?

Growth is not just a goal—it is a mindset. With that mindset, we build on progress, we encourage change, we are open to refinement, and when needed, we embrace discomfort. Growth is not always easy. In fact, it is often messy, but it's also evidence of the momentum we seek every day. Each of us can point to ways we have seen Med One evolve, and ways we have personally stretched, adapted, and improved along the way. The real question is whether we continue to embrace that process even when it challenges us.

Innovation goes hand in hand with growth. While Med One's business model may not always appear to lend itself to ground breaking change, we have repeatedly reimagined what is possible in the world of making equipment available to the caregivers and their patients who depend on it. Innovation at Med One is not about novelty for its own sake; it is about thoughtful improvement, practical creativity, and finding better ways to serve a clearly defined customer base with excellence.

The sustainability of our business reminds us that we are building something that makes a difference and is meant to last. Because of that, we must always safeguard the legacy entrusted to us, while honoring and celebrating what has already been accomplished. A legacy company does not happen by accident. It requires intentional stewardship and active participation with our customers who make what we do possible. If our customers do not see value in what we have built, it will not endure.

As I wrote this, our values in action, as seen by one of our customers, was brought to my attention. After our team helped her address a specific equipment rental need, she replied to one of our Lead Biomed, Latini Pham: "Thank you Latini! Can I just say this is another example of why I think Med One is so awesome? Thank you again for all you and the team do."



*When something as simple and routine as handwashing moves from policy to personal conviction, outcomes improve.*

Stewardship is the careful and responsible management of something entrusted to our care. Each of us in our respective roles has been entrusted with a piece of Med One's future. Balance is the steady effort to bring competing priorities into the right proportion. Growth and caution, innovation and discipline, profitability and service, opportunity and responsibility are all contraries that can and must function together with the right amount of balance.

With a stewardship mindset, we keep the company steady, on course, and positioned for the best possible outcomes.



Med One's involvement in the healthcare sector endears us to those our work impacts, even if we will never meet them. We are privileged to participate—indirectly but meaningfully—in preserving and improving human lives. That responsibility should shape not only what we do, but how we do it.

*Growth. Innovation. Perpetuation. Stewardship. Balance.* These are not just words for a newsletter page. They are daily choices. If we consistently align our actions with these principles, we will continue building a company marked by

integrity, fairness, fiscal responsibility, engaged employees, loyal customers, and a legacy that endures.

When something as simple and routine as handwashing moves from policy to personal conviction, outcomes improve. You begin to see cultural shifts and lives impacted because

people understand the why. Our mission, values, and vision cannot just be words on a wall, they must become daily habits we genuinely believe in.

By internalizing why our work matters, Med One's impact multiplies. Just as consistent handwashing protects patients, consistent alignment with our mission protects Med One Group's legacy. The small choices we make each day will determine whether our vision endures and continues improving lives for generations to come.

# Meet The Sales Team



LEASING / RENTAL / SALES / SERVICE

Creativity. Simplicity. Responsiveness.

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.

LEARN MORE AT

[MEDONEGROUP.COM](https://www.medonegroup.com)

## 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 Abbott 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.

## EQUIPMENT LEASING



### 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.



### 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.



### JOE FINELLI

Vice President - Director of Commercial Leasing

Joe Finelli graduated from Southern Connecticut State University and serves as the Vice President Head of Commercial Leasing. He has 25 years of experience in the leasing industry, and 15 years in sales leadership. After working in the industry for decades, Joe can confidently say he appreciates bringing value to our partners and helping them grow their business through the power of financing.



### SPENCE TUELLER

Vendor Portfolio Manager

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



### DAL HOLMAN

Vendor Portfolio Manager

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



### GENA ROMERO

Senior Business Development Representative

Gena Romero attended Colorado State University and joined Med One in 2024. She has been in the finance industry for over 19 years—since 2005. She enjoys developing partnerships with vendors to help them have an easier process throughout the sale. For Gena, it is a great feeling to help someone have a great customer experience. In her free time, she likes working out, gardening, and spending time with her husband and two kids.



### AL MUGNO

Regional Sales Director

Al joined Med One in 2017 as part of our equipment finance team. Al graduated from Iona University with a bachelor's degree in business administration, majoring in marketing. Al has worked as a sales executive in the healthcare industry for over 30 years and has an extensive medical device and healthcare IT background. Al enjoys golfing and spending time with his wife and two sons.



### 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.



### DAMIAN TACITO

Senior Business Development Representative

Damian Tacito graduated from University Maine and joined Med One in December 2024. Prior to joining the Med One team, he has spent 15 years gaining industry experience in various verticals, including IT, manufacturing, industrial, automotive, and construction. His experience includes working directly with end users to develop national programs with larger partners. His favorite part about working in the industry is customer success.

## 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.



### MIKE DANIELS

National Sales Director

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



### BRIAN SMILEY

Regional Sales Manager / Central

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

# Meet The Sales Team

EQUIPMENT RENTAL & SALES *continued*



## VICTOR GARCIA

District Sales Manager

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.



## 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.



## 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.



## 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.



## JAY CANTIBEROS

District Sales Manager

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.



## 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.



## 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.



## 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.



## 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.



## 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.



## 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.



## BRIAN BAUGH

Territory Sales Manager

Brian is a graduate of Washington State University and joined the Med One team in July of 2025. He has over four years of experience in sales, and his favorite part of working within the industry is working with his accounts, winning deals, and supporting healthcare professionals and their patients. Outside of work, he enjoys entertaining his two kids, having date nights with his wife, visiting the beach, and playing and watching sports.



## DAVID COOK

Territory Sales Manager

David joined the Med One team in June of 2025. Before this, he graduated from Johns Hopkins University with a master's degree in Applied Physics. After previously working in engineering, he decided he wanted to transition more into the medical field. His favorite part about working at Med One is getting to meet new people and form genuine connections while helping hospitals and their patients.



## JANA CAILOUET

Territory Sales Manager

Jana joined the Med One team in February 2026. Prior to joining, she has worked in pharmaceutical and medical device sales. She believes the most rewarding part of working for Med One Group is knowing that the products we represent can directly impact patient outcomes. Outside of work, Jana enjoys running, cooking, working out, playing tennis, and spending time with her family.



## 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.



## 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.



## JORDAN CANTIBEROS

Territory Sales Manager

Jordan joined Med One in August of 2025. Prior to joining the team, she graduated from Grand Canyon University with a bachelor's degree in marketing and advertising. She has prior experience as a sales representative for physical therapy sales, as well as wound vacs. She is grateful to have the opportunity to reach more patients through working with hospitals.



## JENNY FAULKNER

Territory Sales Manager

Jenny is proud to call Georgia home and to be able to work as the East Georgia Territory Sales Manager. Prior to this role, she spent more than 20 years working in the dental industry where she built strong relationships and helped practices succeed. Transitioning to Med One has been an incredible experience for Jenny and she is excited to continue building and growing relationships.



## STEPHEN TOMB

Territory Sales Manager

Stephen joined the Med One team in February 2026. He has over 10 years of experience working in sales and account management. His favorite part about working in this industry is building and growing relationships with new and existing accounts. Outside of work, he enjoys playing ice hockey with his sons, as well as spending time with his family.

# THE MISSION THAT MOVES MOUNTAINS -OR SITS ON A WALL

Written By **Bill Brady**  
Board of Directors



**A**cross my career, I've been a marketing agency exec, a tech founder, and a board director at Med One Group. Throughout these diverse experiences, I've seen firsthand what separates organizations that thrive from those that merely exist. The difference often comes down to a couple of deceptively simple questions: *Why are we here?* and *What are we really doing?*

For successful organizations, those questions are answered in a well-articulated assertion of its mission, but in too many boardrooms and corporate retreats, the crafting of a corporate mission statement becomes an exercise in consensus-building that ultimately hijacks its potential to guide culture. Too frequently, the result is a long, jargon-filled paragraph (or two), meticulously negotiated by a committee to include every possible nuance, constituency and, idea. It is then framed, mounted on the lobby wall, and promptly ignored.

## Take this one for example:

*"Our mission is to improve people's lives through meaningful innovation. We aim to improve the lives of 2.5 billion people per year by 2030, including 400 million in underserved communities. We will be the best place to work for people who share our passion, promoting a culture of continuous improvement, operational excellence, and customer-first thinking. We partner with healthcare providers, governments, and communities to deliver integrated solutions that enhance patient outcomes, improve productivity, and reduce the cost of care across the health continuum. Through sustainable practices and responsible innovation, we create long-term value for our customers, employees, shareholders, and society at large."*

Though the box was checked and that statement may be rife with good intentions, it will be bland and powerless in its effort to inspire employees or guide behavior. Due to its length alone, it evokes no emotion and will be impossible for any stakeholder of the brand to remember, let alone internalize and repeat.

## The Emptiness of Focusing Inward

But length isn't the only thing that can make a mission statement powerless. History is littered with companies whose stated purpose was more about dominance than direction. These are what I call status-driven missions. They are focused on being the "leading", "biggest", or "best" but fail to articulate a deeper reason for being.

### Consider these historical examples:

Company	Weak Mission Statement	Why It Fails
Enron	<i>"To become the world's leading energy company."</i>	<i>This is a goal of status, not purpose. It offers no value proposition to customers or society, and it provides no moral compass—a failing that proved catastrophic.</i>
The Hershey Company	<i>"Undisputed marketplace leadership."</i>	<i>Vague and entirely focused on competition, this statement lacks any human element. There is no mention of their product, the people who make it, or the customers who enjoy it.</i>
United Airlines	<i>"To be the world's leading airline."</i>	<i>Like Enron's, this is purely aspirational and competitor-focused. It gives no insight into the passenger experience, the company's unique culture, or its distinctive reason for flying.</i>

These statements are hollow because they lack a soul. They are about winning a game, not about changing the world, however small that change might be. They do not inspire an engineer to build a better product, a customer service agent to go the extra mile, or a leader to make a difficult, principled decision. They are corporate chest-thumping, and they are utterly forgettable.

## The Power of a Purpose-Driven Mission

Now, contrast those empty words with missions that have genuine power. These are statements that are short, emotional, and so clear that they can be recited by every single person in the organization. They are not just words; they are a lens through which to see the world and a filter through which to make decisions.

Company	Strong Mission Statement	Why It Works
Google	<i>"To organize the world's information and make it universally accessible and useful."</i>	<i>It is clear, massive in scope, specific to what they actually do, and highly memorable. It is a task that is never finished, providing endless motivation.</i>
Patagonia	<i>"We're in business to save our home planet."</i>	<i>Bold, emotionally charged, and perfectly aligned with their brand. It is a rallying cry that attracts both passionate employees and loyal customers.</i>
LinkedIn	<i>"To connect the world's professionals to make them more productive and successful."</i>	<i>It clearly defines the audience (the world's professionals), the action (connect), and the outcome (more productive and successful). It is a simple, powerful formula.</i>

These mission statements work because they're not about being the best, they're about doing something meaningful. They provide a north star that guides every decision, every action, every innovation, and every hire.

For example, I lead a company called Troomi, which builds technology solutions designed to preserve the limitless potential of children by protecting them from inappropriate content, predators, and bullies—and by keeping them out of social media, destructive algorithms, and the myriad influences that are contributing to the youth mental health crisis.

We could build all of that—coupled with all the benefits we provide to parents and our goals for corporate performance—into lengthy prose that leaves no good intention left unstated, but instead we simply say, *"Our mission is to protect childhood for 1 million kids."*

In one sentence, we combine everything that is inspirational and aspirational for us. The simple idea of "protecting childhood" informs everything we do, from the features we build into our products, to the way we treat our customers, to the culture we build in our office. Every employee knows it, remembers it, and feels it.

## From Words on a Wall to a Living Culture

A great mission statement is necessary but not sufficient. The true magic happens when that mission moves from the wall into the hearts and minds of your people, becoming the very fabric of your culture.

But this infusion of mission into culture does not happen by accident. It is the result of deliberate, consistent leadership. It means hiring people who are not just skilled but who are also passionate about your "why." It means celebrating and promoting those who exemplify the mission in their daily work. It means that when faced with a tough decision, leaders and employees alike can ask, "Which path is more aligned with our mission?" and know the answer.

At Med One Group, "We make medical equipment available." As a member of the board of directors, I've seen this mission internalized and lived by employees who go the extra mile every day because they understand that the availability of medical equipment saves lives. I think of the rental delivery driver who epitomized company culture by insisting that "sick babies shouldn't have to wait" and another who worked tirelessly to literally navigate big obstacles (like washed-out roads and downed power lines) to deliver

urgently needed equipment on the island of Puerto Rico following Hurricane Maria.

In his seminal book about the power of purpose called *Start with Why*, author Simon Sinek said, "People don't buy what you do, they buy why you do it." And that starts with employees. Just like customers gravitate toward brands that stand for something, employees yearn for culture that is fulfilling because it gives them a chance to make a difference in something bigger than themselves. They want their work to matter, and meaningless platitudes about corporate achievement will not help them do that.

If you have yet to understand your purpose and articulate it in a short, memorable and inspiring way, start today with the soul searching necessary to understand the real purpose behind what you do. The result will be a mission your employees are proud to live and a brand your customers want to believe in.

**"People don't buy what you do, they buy why you do it."**

*Simon Sinek*





**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.

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# Med One Group

GROWTH SINCE 1991



**35+** Years in Business

**250+** Employees

**17** Offices (13 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

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Sanford, FL 32771

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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

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Aurora, CO 80011

**RALEIGH, NC**  
3811 Tarheel Drive, Suite 109  
Raleigh, NC 27609

**BOERNE, TX**  
52 Worth Drive  
Boerne, TX 78006

**DRAPER, UT**  
313 West 12800 South, Suite 307  
Draper, UT 84020

**SANDY, UT (Corporate)**  
10712 South 1300 East  
Sandy, UT 84094



**M**ed One opened its doors in April 1991. Where were you in 1991?

A lot has happened in the world in the past 35 years. At Med One, we've experienced growth, challenges, change, and success. Through it all, one phrase has remained constant — The Med One Way. But what does The Med One Way really mean?

To answer that, I want to take you back five years before Med One began — to 1986 — and to one of the most tragic events many of us remember.

On January 28, 1986, during its 10th launch, the Space Shuttle Challenger disaster ended in tragedy just 73 seconds after liftoff. The shuttle disintegrated at 46,000 feet over the Atlantic Ocean off the coast of Cape Canaveral, killing all seven crew members aboard.



Written By **Carter Allen**  
SVP / Director of Equipment Leasing

# DEFINING DECISIONS

The crew included five NASA astronauts and two payload specialists, among them high school teacher Christa McAuliffe, who would have been the first teacher in space. Approximately 17 percent of the U.S. population watched the launch live on television. The mission had experienced delays, including unusually cold weather in central Florida the night before launch. Ice covered parts of the launch pad. Despite concerns, the shuttle lifted off at 11:38 a.m. At 11:39 a.m., it was gone.

The disaster led to a 32-month suspension of the shuttle program and the formation of the Rogers Commission, appointed by President Ronald Reagan to investigate the accident. The cause was traced to the failure of O-ring seals in the right solid rocket booster — seals that were not designed to withstand the unusually cold temperatures that morning. Engineers had raised concerns. Warnings were given. But those concerns were not fully elevated or acted upon.

One of those engineers was Allan McDonald. Allan McDonald directed the booster rocket project for Morton Thiokol, based in Ogden, Utah. He was responsible for the two massive solid rocket boosters that lifted the shuttle skyward. On the eve of the launch, he faced a defining moment.

His job was to sign an official form approving the launch. Sign it — and he believed he would be risking the lives of seven astronauts. Refuse — and he would risk his job, his career, and the life he had built for his family.

### McDonald had three major concerns:

- 1. Freezing overnight temperatures could compromise the booster rocket joints.*
- 2. Ice on the launchpad and spacecraft that could damage heat tiles.*
- 3. Rough seas at the booster recovery site.*

Despite immense pressure, Allan McDonald refused to sign. He was overruled. The launch proceeded. History was made.

Later, McDonald would say that refusing to sign that form was the smartest decision he ever made in his lifetime. In the aftermath, he was initially

demoted. But following the investigation, and under pressure from NASA, he was promoted to Vice President at Morton Thiokol and placed in charge of redesigning the booster joints that had failed. He continued working there until he retired in 2001 after 42 years.

Allan McDonald passed away in 2021 in Ogden, Utah, at the age of 83.

What we should remember most about him are his **Seven Rs**:

“Always, always do the Right thing for the Right Reason at the Right time with the Right people and you will have no Regrets for the Rest of your life.”

### He also framed regret this way:

*Regret for things we did is tempered by time. Regret for things we did not do is inconsolable.*

His family believes he lived the rest of his life without blame — and without regret.

A consistent theme at Med One has always been The Med One Way. What does that mean? It's more than a slogan. It's more than a phrase we use at meetings. It's the standard we hold ourselves to — especially when decisions are difficult, pressure is high, or the easy path is not the right one.

I believe Allan McDonald's story defines it perfectly. The Med One Way means doing the right thing for the right reason at the right time. It means putting customers first — not because it benefits us in the moment, but because it's who we are. It means supporting each other as teammates — not because it's required, but because we succeed together. It means choosing integrity over convenience and long-term trust over short-term gain.

If we commit to living and working the Med One Way — in our decisions, our leadership, our service, and our daily interactions — we position ourselves to live and lead without regret for the rest of our lives. And in the end, that may be the greatest success of all.



Written By **Damian Tacito**  
Senior Business Development Representative

# A FRONT ROW SEAT TO RESILIENCE

*A Personal Reflection on Dialysis, Donation, and Hope*

Working closely with hospital personnel every day, you naturally develop a deep respect for what they do. You see the long hours, the difficult decisions, the compassion extended not only to patients, but to their families. You gain an appreciation for the quiet strength required to show up, day after day, for people facing some of the hardest moments of their lives. That respect became profoundly personal for me.

For two years, I watched my father undergo dialysis three days a week, four hours at a time, sometimes longer. Sitting beside him, you begin to understand what so many patients endure simply to stay alive. Dialysis is not just a treatment; it's a commitment, a battle of endurance, and often an emotional strain for entire families.

Throughout his journey, his nurses and physicians worked tirelessly together, carefully managing his health with one goal in mind to stabilize his condition so he could become a candidate for a kidney transplant. Their coordination, expertise, and determination ultimately made that possibility a reality.

When the time came, I began the evaluation process to become a living donor.

During that process, I experienced healthcare from an entirely different perspective. I saw firsthand the very equipment we work with at Med One every day, whether rented to hospital partners or financed to support long-term growth. Machines that, in our world, represent logistics, service, and strategy suddenly carried a much deeper meaning. They were lifelines. They were hope in physical form.

It filled me with pride to know that the work we do supports moments like these. Moments where patients are given not just treatment, but a second chance at life. Along the way, I spoke with many others facing kidney disease or kidney failure. Exhaustion was a common theme. The physical toll, the waiting, the uncertainty — it can wear down even the strongest individuals. At times, we felt that weight too. But through perseverance, faith, and an unwavering commitment to keep pushing forward, I was ultimately cleared to donate my kidney to my father.

One powerful lesson emerged from this journey: living donation doesn't just save one life. When someone donates directly, it shortens the waitlist

and allows another person — someone who might not have received a kidney in time — to move closer to their own second chance.

*It's not what happens to you, but how you respond.*



There is a saying I live by: "It's not what happens to you, but how you respond." In the world of donation and chronic illness, that mindset makes all the difference. Patients fight not only for themselves, but for their families, for others waiting, and for those watching and learning how to respond to adversity.

At Med One, we are proud to stand alongside the healthcare professionals who make these stories possible. We will continue to serve as a trusted partner in care — supporting hospitals with the equipment and financing solutions that empower them to say "yes" to life-changing treatment.

To anyone in the fight: there is hope. Don't stop pushing forward. Your second chance, or someone else's, may be closer than you think.

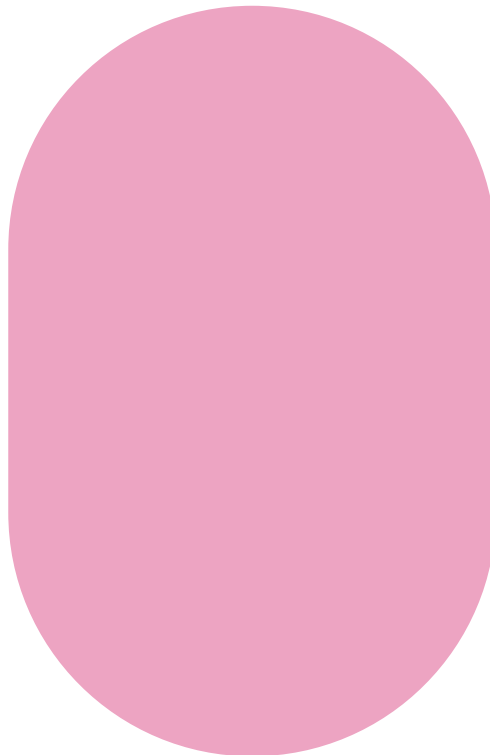
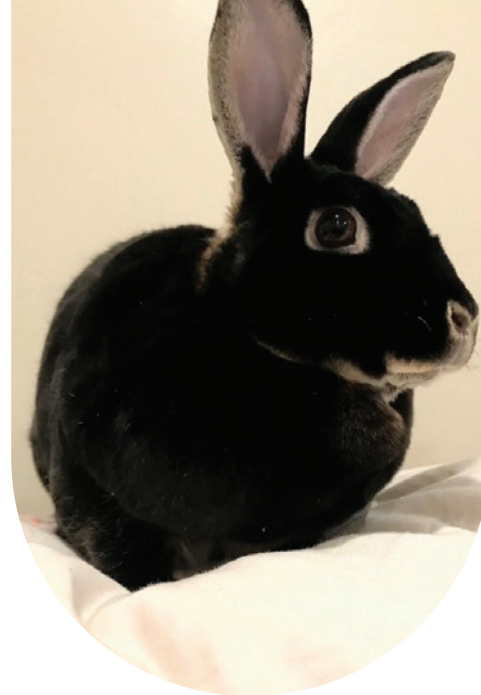
# CYLIE BLACK

Accounting Clerk  
Sandy, UT

I was born and raised in St. George, Utah. I moved to Salt Lake right after high school and have loved it ever since! I definitely don't miss the baking hot summers in the desert. I've got two little critters, my cat Burnt Toast (Burt) and my rabbit Tessie. They are my whole world! Also, I'm always happy to see pics of people's pets!

I went to a high school for the performing arts and studied Visual Arts (painting, drawing, digital art, and sculpting) I love to paint, crochet, draw, and sculpt! I'm also a voracious reader. I'll read any genre, but my usual go-tos are Horror, Classic Lit, Memoirs, and Historical Fiction. As far as talents, my #1 skill is being able to wiggle my nose like a bunny. I enjoy going on walks, camping, reading, picking up new hobbies, and spending time with friends and family.

At Med One, I'm an Accounting Clerk. I love how busy the work is and getting to learn something new every day. Also, the views make the commute worth it.



# GENA ROMERO

Senior Business Development Representative  
Clearwater, FL

I was born and raised in the mountains of Morrison, Colorado, where I developed a deep love for the outdoors. Some of my favorite childhood memories were made during summers spent at the Lake of the Ozarks in Missouri, boating and jet skiing with family. I have a twin sister, Heather, who still lives in Colorado, so that state will always feel like home to me.

About five years ago, my family and I made the move to Clearwater, Florida. My husband, Randall, and I have two amazing kids—Isabel (12) and Brody (4)—and we absolutely love being outdoors together. We spend as much time at the beach as possible, soaking up the Florida sunshine. Randall is an avid golfer, and our daughter Isabel has taken up the sport as well—she's always eager to get to the driving range to work on her swing. As for me, I enjoy running, biking, working out, and most of all, spending quality time outside with my kids.



I graduated from Colorado State University with plans to become a Physical Therapist. I completed internships at physical therapy offices and the Broncos Sports Clinic, knowing from an early age that I wanted to be in a field where I could help people. Although my career path ultimately shifted into Sales, my passion for helping others never changed—it just found a new direction.

I have been in the finance industry for 21 years and with Med One for two years now as a Business Development Manager on the Medical team. In my role, I focus on building new medical vendor relationships and helping finance equipment in the healthcare space. I am truly grateful to work at Med One and to see firsthand how the work we do every day makes a real difference. Knowing that we help providers get the equipment they need to care for patients is incredibly rewarding.

Helping people has always been at the heart of what I want to do, and I feel fortunate that my career allows me to live that out every day. I'm proud to be part of a team that impacts lives and am grateful for the opportunity to continue building relationships that support healthcare organizations across the country.

# ASHLEY ALLAN

People & Payroll Assistant  
Sandy, UT

I was born in Philadelphia, Pennsylvania and raised in Utah. I was adopted at two weeks old and grew up with my parents and an older brother, making me the youngest. My parents have a standard poodle who I am completely obsessed with. She is easily the smartest and sassiest dog I've ever met

For fun, I love spending time with friends, hanging out, and going on random adventures. I taught myself how to do my own nails after getting over spending so much money at the nail salon, and now it's something I genuinely enjoy and look forward to. I also love traveling and exploring new places I haven't been to before. During the summer, I'm usually paddle boarding. I enjoy staying active, whether that's running, lifting, or taking a dance or high-fit class.

I'm a huge plant and flower lover and love watching my plants thrive and propagating them to grow even more. I'm also a big Swig fan and will always order a Big AI, which is your sign to try it if you haven't yet lol. In my spare time, I'm usually with friends or family or binge watching the next new hit show.

I studied Psychology and Administrative Information Management for my undergrad, and I'm currently in graduate school, working toward my Master's in Human Resources.



At Med One, I'm the People and Payroll Assistant. I support the People team by processing payroll, posting new job requisitions, coordinating onboarding with new hires, and helping create a positive employee experience. What I enjoy most about my job is feeling like I make a difference and contribute to Med One overall.

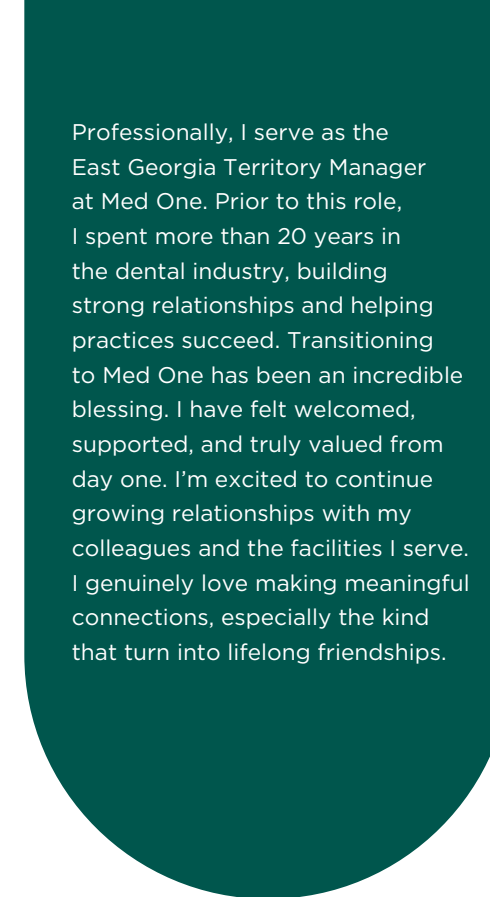
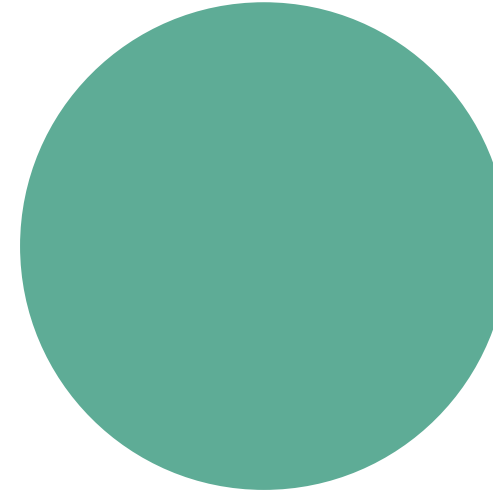
# JENNY FAULKNER

Territory Sales Manager  
Woodstock, GA

I'm proud to call Northeast Georgia home. I was born and raised here, and I truly love everything about this great state, from the southern hospitality and beautiful four seasons to the mountains, beaches, and country cooking.

Family is at the center of my life. I'm married to my wonderful husband, Michael, and together we share a big, blended family with five incredible kids and two dogs who keep life full and fun. My parents are my very best friends, and their 50 years of marriage have been the greatest example of love, faith, and commitment for our entire family. They're so cute!

When we're not at our kids' football games, cheer competitions, or sporting clay events, you'll usually find us cheering on the Georgia Bulldogs, the Atlanta Braves, and occasionally the Atlanta Falcons. We also love traveling, playing golf, taking road trips through the Great Smoky Mountains, and spending time at the beach whenever we can.



Professionally, I serve as the East Georgia Territory Manager at Med One. Prior to this role, I spent more than 20 years in the dental industry, building strong relationships and helping practices succeed. Transitioning to Med One has been an incredible blessing. I have felt welcomed, supported, and truly valued from day one. I'm excited to continue growing relationships with my colleagues and the facilities I serve. I genuinely love making meaningful connections, especially the kind that turn into lifelong friendships.

# LESSONS OBSERVED

## FROM A FORMER NBA COACH



Written By **Spence Tueller**  
Vendor Portfolio Manager

Several years ago, as a young teenager, I worked as a ball boy for the Utah Jazz. The coach of the team for most of that time was the great Hall of Famer, Jerry Sloan. He is known for being a tough, hardnosed, tenacious NBA player, and later coach. One of his players, the great John Stockton, said during his Hall of Fame speech in September of 2009, "Coach Sloan is what the NBA should be about. Committed to teammates, the coaches, your organization, and the game of basketball. He's never asked for credit, in fact he avoids it. He has created an environment for his teams to win and they do." His personality and style were respected and admired by players and coaches throughout the league. "You better bring your hard hat and lunch pail" he would often say to his team and the media when referring to upcoming games that he knew would be tough and physical. The Utah Jazz teams during the late 1980s to early 2000s personified their coach. They worked hard, played smart, were tough as nails, and had incredible success over many years.

Some of my responsibilities as a ball boy included helping in the locker room of the opposing teams. I found it both interesting and amusing to listen to some of the opposing players, coaches, and trainers speak about preparing to play the Jazz. It was obvious from their conversations with each other that they knew they were in for a battle that night, which some players welcomed and others dreaded.

The NBA has changed so much since those days. 25 to 30 years ago, it was more of a physical game filled with lots of hard screens, low post plays, and more aggressive defenses. Most players and teams took pride in showing up every game to play and play well.

**This blue-collar sports mentality that I experienced as a young man with Coach Sloan and the Utah Jazz has stayed with me over the years. I appreciate how many of these same principles and characteristics of effort, toughness, loyalty, and execution can be applied in business and everyday life.**

For over 15 years now, I have watched firsthand as so many here at Med One show up every day with their hard hats and lunch pails ready to work and battle. So many go above and beyond to help and serve our customers, vendors, business partners and each other. I am grateful to be part of the Med One team. Med One is very good at what we do: providing solutions for customers to ensure they have the equipment they need, when they need it. We have been industry leaders in vendor finance programs because of our creative solutions that are designed specifically for your hospital and healthcare customers. Call us so we can help you have more options. We are ready to work with you!  
**Let's go. Let's get something done.**

**" Coach Sloan is what the NBA should be about. Committed to teammates, the coaches, your organization, and the game of basketball. He's never asked for credit, in fact he avoids it. He has created an environment for his teams to win and they do. "**

JOHN STOCKTON



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

strategic positioning, capital availability, and whether the product represents a true need versus a “nice to have.”

If the need is validated, the organization may issue an RFP or RFB. At that point, the vendor’s diligence — and the quality of internal relationships — determines whether the opportunity moves forward. From this vantage point, the process appears structured, rational, and collaborative.

**The Sales Perspective: Momentum and Advocacy**

From a representative’s viewpoint, the beginning of a purchase decision is often hard to define. It might start with an upcoming contract expiration, a conversation at a conference, a discussion about future projects, or an established relationship.

Regardless of how it begins, discovery defines the trajectory of the opportunity. In healthcare, depending on complexity and capital requirements, the buying cycle for devices and software can stretch anywhere from six to twenty-four months. During this time, most representatives focus appropriately on understanding motivating clinical factors, positioning features and benefits, differentiating from competitors, and building relationships across departments.

When department leaders are enthusiastic and willing to introduce the representative to others in the decision loop, it feels like progress. When internal advocates speak positively about the solution, confidence grows. At that moment, it can feel like the deal is as good as done. But this is where many opportunities quietly unravel.

A warm circle of clinical supporters does not guarantee organizational approval. Because the final sign-off rarely lives where the initial enthusiasm begins.

**The Financial Lens: Where Deals Are Truly Tested**

As recommendations move up the chain of authority, the lens changes. Excitement is replaced by scrutiny. Clinical enthusiasm meets capital allocation discipline. Innovation enters a risk framework.

**Sometimes our vision of a deal is crystal clear.** There is clinical interest. There is a defined need. There are engaged conversations and positive feedback. Head nods turn into internal introductions. From the outside — and often from the inside — it feels like momentum. And yet, months later, the opportunity disappears. Not because the clinical case was weak. Not because the technology lacked value. But because the financial case was never fully aligned. To understand why this happens, it helps to look at the healthcare purchasing process from all sides.

**The Hospital’s View: A Structured, Multi-Layered Process**

Even in small hospitals or clinics, purchasing medical technology is rarely a single-person decision. Most organizations rely on a cross-functional team to evaluate new devices and software. Often, supply chain leads a Value Analysis Committee (VAC) that includes representatives from supply chain, clinical leadership, physicians, IT, and finance.

At minimum, this group evaluates:

- Clinical Outcomes**
- Product Quality and Comparison**
- Financial Impact**
- Education and Training Requirements**
- Integration with Existing Systems**

Much of the early research happens independently. Studies consistently show that a significant portion of product evaluation — often cited at 70% or more — occurs through peer conversations, online research, and internal discussions before a sales representative is formally engaged.

Balancing clinical advancement with operational and financial responsibility is complex. The weighting of each evaluation criterion shifts depending on the hospital’s financial health, performance of existing systems, competitive or

# Winning the VAC Losing the CFO

The Financial Blind Spot in Healthcare

When a vendor representative — or even a clinical champion — presents a compelling innovation story, they are often stepping into a financial environment defined by caution. That does not mean the organization does not want the technology. It means they are evaluating risk differently.

The proposed solution is competing against other capital equipment needs, IT investments, facility upgrades, etc. Finance is not evaluating enthusiasm. They are evaluating timing, structure, and risk. This is the point at which many otherwise strong opportunities stall — not because the clinical case lacked merit, but because the financial context was not fully understood.

### The Blind Spot

One of the most common missed variables in healthcare sales today is not clinical value. It is financial alignment. A representative may have done excellent discovery within departments. They may understand workflow pain points and outcome improvements. They may have built strong relationships and internal sponsorship. Yet, critical financial considerations were never fully surfaced:

**Is this already in the capital plan?**

**Where does it rank among competing priorities?**

**Is cash preserve currently a strategic focus?**

**Would an alternative acquisition structure change the decision timeline?**

**Who ultimately bears responsibility for approval — CFO, System committee, board?**

When these conversations occur late — after enthusiasm has built — they often introduce friction that feels unexpected. From finance’s perspective, however, these are foundational questions, not obstacles. Understanding how the customer buys is just as important as understanding why they buy.

### Moving from Product Presentation to Organizational Alignment

The strongest healthcare sales professionals do not replace the clinical value story — they support

it with financial fluency. That means exploring questions such as:

**How have similar projects been acquired in the past?**

**Is this currently included in the fiscal capital plan?**

**What other major capital projects are under consideration this year?**

**Who ultimately signs off on this type of purchase?**

**Would an operating or alternative financing structure accelerate approval?**

**What are the financial consequences of maintaining the status quo?**

**How can we help prepare or strengthen the presentation to finance?**

These conversations are not about pushing financing mechanisms. They are about understanding the organizational environment. When financial decision-makers feel that risk, structure, and timing have been considered thoughtfully — not reactively — the tone of the conversation changes. The proposal shifts from being “another request for capital” to being a solution that aligns with broader strategic and financial realities.

### Seeing the Whole Picture

Healthcare organizations today are balancing two equally critical mandates: deliver excellent patient care and maintain financial stability. Clinical leaders naturally focus on outcomes and workflow. Financial leaders must focus on sustainability and risk. Neither perspective is wrong. Both are essential. A deal that appears crystal clear at the department level can look very different through a financial lens. The organizations — and representatives — who consistently succeed are those who anticipate financial questions early, align with capital planning cycles, understand competitive internal priorities, structure proposals in ways that reduce perceived risk, and help internal sponsors navigate the approval process. In doing so, they move beyond presenting products. They begin solving internal problems. And in today’s healthcare environment, that difference can determine whether a proposal advances — or quietly fades.



C

### CREATIVITY\*

Doing one thing very well - “whatever it takes”



O

### OBSERVANT LISTENING

A unique philosophy - what does our customer really need?



U

### UNITED TEAMWORK

It takes all of us to make a happy customer



R

### RESPONSIVENESS\*

Unprecedented service builds customer loyalty



A

### ABOVE & BEYOND

Taking pride in going the extra mile



G

### GENUINE RELATIONSHIPS

A huge secret to getting repeat business



E

### EVERYDAY — DO IT RIGHT

The first time, and every time



O

### OUTSTANDING INTEGRITY

The principle upon which Med One was built



U

### UNIQUE PATIENCE

Perseverance — we will never give up



S

### SIMPLICITY\*

Making it easy for a customer to do business with us



L

### LEARNING & GROWING

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



Y

### YOU'RE THE DIFFERENCE

The Med One Way does not happen without you

# REAL THREATS, REAL PEOPLE, REAL IMPACT

In my role, I have had the unique opportunity to work with multiple departments. In my experience so far, I have worked alongside the Operations teams in the rental division—shoutout to the offices I worked with in Southern California! I've also spent time working with the People team and got a view of what they do. And most recently, I have been with the IT team. It has been eye opening to see so many different jobs and how they all fit together. As I've bounced around, I have learned many things about each job and how they are done. My biggest takeaway has been this; every job is the most important job.

Ultimately everyone at Med One is working towards the same goal: make medical equipment available. Achieving that goal is a process that takes trust and teamwork and is a culmination of the hard work from everyone in the organization. One person, or even one department, can't do it on their own. Everyone owns their part of the process and is responsible for that work. No one team is above another because every step in the process is equally important.

One thing that has stuck with me as I have gone through each of these roles is the reality of it all. Somewhere out there right now, a patient is recovering on a mattress that we delivered. A nurse is relying on equipment that we cleaned and calibrated.



Written By **Conner Tait**  
Management Development Trainee

A hospital working with equipment we helped finance. What we do every day leads to helping people that are in need; and every role at Med One has a part to play in that.

Working as a driver, I had the opportunity to go into the hospitals and personally bring the equipment to the rooms of patients. The relief and gratitude from nurses showed me the importance of what we do. They know the equipment will help their patient. That moment is the culmination of work from many different people along the way. From equipment purchasers, to salespeople, biomed, operations managers, dispatchers, drivers, and everyone in between, each person along the way fulfills their role in order to get to the end point—the equipment helping a patient. The process is slightly different on the leasing side of things, but the end goal is the same, we provide medical facilities a way to better serve their patients.

As I worked with the People team, I saw a different, but no less important part of the process. They work every day to help things run smoothly in our organization and overcome any obstacles that we face. From onboarding, to training, to benefits and wellness, the people team work to establish a good culture and make sure everyone at Med One is taken care of. They make sure the individuals throughout Med One have what they need in order to succeed at their role.

Moving into IT has been a humbling introduction into the real-world issues that this team and our company faces. Of course, the help desk is always there to assist employees with any technical issues that come up, which is super important in its own right, but the IT team does a lot more in addition to that. Anytime a new employee joins the company, the IT team provides them the equipment they need and helps with the setup of that equipment, which includes creating accounts and logging in to the many different systems we use. Whenever any new software is used in the company, the IT team assists in the setup and rollout, and with all kinds of other side projects that come up. On top of all of that, they are the gatekeepers of our data.

We're all aware of the many security threats around us and the constant reminders can get old quickly if we don't see the need. At times in my career, I've thought it may be a little bit dramatic or overkill to go along with some of the security protocols we have to follow (needing to use a verification word or multifactor authentication)

which adds another step in the login process and takes extra time. When you're going about your day, trying to do your job it can get annoying having to verify over and over or to feel like you have to be on alert for a random phishing test. During my time in IT, I have seen that those things are necessary. The threats that we are facing every day are real. The bad actors that try to get in our system are relentless and their methods are always improving. To combat this, we have to be relentless and alert in our defense so that we can all stay safe.

NO ONE PERSON OR TEAM IS MORE IMPORTANT THAN ANOTHER AND WE ALL HAVE TO BE LOCKED IN TO ACHIEVE SUCCESS.

In all honesty, I don't know a ton about IT, cyber security, or all of the threats we are facing; I still have a lot to learn and a long way to go. But I do know this: the security protocols our IT team puts in place are protecting against more than just minor inconveniences and temporary issues. They are protecting trust. The trust that our partners have in us and our ability to provide what they need, the trust in our reputation and the Med One Way, and ultimately protecting our ability to help real people that need real help.

In my time at Med One I have seen firsthand the real impact this company has. And the job that creates that positive impact is your job. Every role at Med One is the most important one in the company. Whether we are talking about keeping our data safe or assisting in the process of providing medical help for a patient, the thought is the same. You and your job are absolutely essential, and so are the people all around you. No one person or team is more important than another and we all have to be locked in to achieve success.

When you take an extra minute to double check that an email is actually from the person it says it's from or when you report an email that doesn't feel right, every action you take, no matter how routine, you are really making a difference. No matter what your role is, remember that you are making a positive impact in the lives of real people every day.

MED ONE GROUP  
10712 SOUTH 1300 EAST  
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