

# MedOne

# 30

## Thirty Year

A N N I V E R S A R Y

1991 - 2021

“

Med One was founded on the premise that companies don't do business with companies; people do business with

people. From the beginning, our central focus has been to be an organization of real people that customers are pleased to do business with. Our employees have embraced this philosophy and made it possible to still be that kind of company 30 years later.

**Larry R. Stevens**

President / CEO / Med One Group



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Thank You for your support of Med One To One. We are grateful to associate with so many amazing customers and equipment vendors. If you are reading this issue of Med One To One, you are part of our team. For 30 years, we have worked with fantastic companies and hospitals across the country. We are very fortunate to continue serving our incredible customers and the patients they care for.



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**30 YEAR**

*Anniversary*

M E D O N E G R O U P



# “DOERS” AND “TALKERS”

## Part 3



Written By **Troy Tait**  
SVP Customer Care

**W**elcome to 2021! Hopefully, the first couple of months have been filled with new opportunities, and everyone is off to a great start. We all experienced many challenges in 2020, and I am really hoping that some of the COVID issues resolve and we can get back to some of the “normal” challenges that we face without a pandemic.

challenges and risen to the occasion. She is definitely a doer. It has been amazing to watch her progress with dance over the last 12 years. The really cool thing about Taylor is she will tell you she hasn't been alone in her journey. She has a great support system, and I think that is true for most people who are willing to face a challenge and rise.

I have seen many examples where fear has been detrimental to success and examples where fear is the driving force of success. The outcome of a situation really can be determined by our willingness to face everything and rise or forget everything and run. Either way, we are in control and get to be the one who makes that decision. I think it is safe to say that the doers are those who face the challenge and rise.

The owners of Med One are great examples of individuals who fall into that category of doers. Several times throughout their careers, they faced many challenges and situations where fear could take control and dictate their future. Sometimes, it was the fear of missing an opportunity that caused them to try something new. Other times, fear of losing something caused a different decision or direction to be taken. Regardless of the challenge, they faced it head-on and rose to the occasion rather than forgetting everything they knew and fleeing the situation.

I love the many different examples of “doers” - people who are out there facing challenges every day and doing their best to rise to the occasion. It is inspiring and makes it a little easier to “do it” instead of just talking about it.

In June 2017, I wrote an article titled “Doers and Talkers Part 2.” It was a follow-up to a story I wrote about my daughter's friend in 2012, “Doers and Talkers.” This will be my last section of this 3-part series as my daughter, Kenzie, and her friend, Taylor, will graduate from high school this year. As I watched them perform for the last time, I was reminded of one of my favorite quotes: “F.E.A.R - Forget Everything and Run or Face Everything and Rise - the choice is yours.”

In my previous two articles, I talk about doers and talkers. As I reflect on this, I asked myself what stops someone from moving from a talker to a doer - the answer is fear. I have heard several people state that fear is the greatest motivator, and I really believe that to be true. Fear can push us forward or stop us from doing something. It is amazing how it can creep in and take control.

Taylor Tilby - my daughter Kenzie's best friend since 2nd grade, is a great example of someone who has faced many







### EXCERPT FROM 2012 “DOERS AND TALKERS”

*I recently had the opportunity to experience one of those “ah ha” moments, and it came in one of the most unusual places. I had a conversation with an acquaintance about the difference between people who do and people who simply talk about doing. Those who “do” find out what needs to be done, and then they go about doing it. These people tend to quickly obtain the necessary details then go to work. Then there is the group of people who like to talk about doing. This usually involves a lot of excuses or explanations why something can’t happen. They will talk through every possible scenario and come up with a reason why something won’t work. While the “doers” are out “doing,” the talkers are still talking about what they should be doing. These conversations occur when we are working as a group or simply working alone.*

*In our discussion, we determined that most people can be categorized as either a doer or a talker. Yet, the majority of people fluctuate between the two groups depending upon the situation. With this conversation on my mind, I attended my 9-year-old daughter’s dance recital. When we arrived, the first person we saw was Taylor, one of Kenzie’s best friends. Taylor and Kenzie have been friends for several years. They attend school together and spend a lot of time playing at each other’s houses after school and on the weekends. I have talked*

*with Taylor on many occasions. However, when I saw her this time (at the recital), my “ah ha” moment occurred.*

*I realized why it is we sometimes fall into the group of “talkers.” It is much easier to talk about doing something rather than going out and doing it. When we “do,” we take risks. We put ourselves out there for people to see and judge us. Sometimes it is much easier to simply talk about what we could do rather than assume the risks of actually doing.*

*At the end of the night, I saw what the reward of “doing” really is - a huge smile on Taylor’s face. She knew she had accomplished what she wanted to do. She didn’t sit around and find reasons why she couldn’t succeed - she simply went out and did it.*

*I know the next time I am on the fence about being a “doer” or a “talker,” I will think about Taylor and her smile at the end of the dance recital. That should be enough motivation to get me going regardless of the project or challenge at hand. I challenge you to do the same. The next time you have a task at hand, think of Taylor and then get to work.*

### EXCERPT FROM 2017 “DOERS AND TALKERS PART 2”

*As I watched Kenzie and Taylor perform in their last dance recital, my mind flashed back to my article from 2012. I thought about the “doers and the talkers,” but this time, I gained a greater appreciation for those who are able to see past disabilities and provided Taylor with an opportunity to dance. There were many who played a role in this - teachers, students, parents, and my daughter Kenzie. People who were able to see past the “physical challenges” and see Taylor for who she really is. If you don’t know Taylor, and I realize many of you don’t, she was born with some birth defects that affected her arms and hands. Her hands work but are attached at the shoulder versus having arms and hands.*

*Kenzie and Taylor have accomplished so much in the last four years. They have competed together at the highest level available to them. They have worked and struggled to become the very best that they can. Despite the overwhelming odds, they have succeeded. It is not about the trophies and competitions that they won together; it was simply about being together and making the most of the opportunities they were given.*

*At the final recital, just like she has done so many times, Taylor jumped on stage and gave us all a greater appreciation for her “can do” attitude. Too many times in life, people give up on a dream simply because they think they can’t do something. Taylor is a perfect example of a “doer” who says, “I can” instead of “I can’t.”*

I love the many different examples of “doers” - people who are out there facing challenges every day and doing their best to rise to the occasion. It is inspiring and makes it a little easier to “do it” instead of just talking about it.





# 30 YEARS

## NOW AND INTO THE FUTURE



Written By **Larry Stevens**  
President / CEO



In 2011 when we commemorated our 20-year anniversary as a company, I chose to begin my commemorative article as follows:

*"Brent and I have known each other since 1965: 46 years. We have worked together on and off since 1978. Other than my family, I have probably spent more time in the past twenty years with Brent Allen than any other person. I have loved and appreciated him for his passion, his good judgment, and his integrity. He has always been an aggressive advocate of the things that Med One stands for and an eloquent and effective spokesman for our company. We are first friends and second business partners."*

Here we are in 2021, and I still feel the same way. For our partnership to have endured for this long says a lot about what a great person Brent is and how lucky I am to have him as a friend and partner.

In 2011 when we were celebrating 20 years, we were looking forward to watching the next generation of leaders emerge who would make the hard decisions and lead Med One. We were also really wondering what would happen to the company in response to so many unique challenges and amazing opportunities that lay before us. Without hesitation, I can confidently state that Med One is a much different and much better company than it was 10 years ago.

In 2011, we did not contemplate that we would have a full-service rental organization with 12 offices serving over 2,500 peak-need rental customers throughout the United States. Nor that we would have more than 150 employees with over half of them working in our field offices.

In 2011, we had no plans to build a sales organization in our equipment leasing division that would locate our account managers across the country, away from our home office, and closer to our customers.

In 2011, we had not even thought about what Med One would or could become organizationally. We had not yet contemplated establishing an independent board of directors, nor had we



identified the senior managers who would be tasked with leading the company during the coming years.

As I think about what it means to lead a 30-year-old company that has reached a high degree of maturity and stability, my thoughts turn automatically to the outstanding team we have in place at Med One to make the next 30-year journey. These outstanding individuals have been chosen to serve on our Senior Management Council in addition to the full-time work they do in managing their own specific areas within the company. I am very proud of the work they do individually, and I am even more proud of the work they do as a council and the wonderful counsel that they give to us. Rather than just refer to them as a homogeneous group, I'd like to introduce them individually and let you know how they serve our company.



**ROBB STEVENS** is Senior Vice President and Chairman of our Executive Committee. He also serves on the Finance and Risk Committee and the Forward Planning and Growth Committee, in addition to his role as the leader of our leasing sales division. Robb has distinguished himself with the many relationships he has established with leasing customers and vendors. He manages the relationship with one of our major vendor partners, which directs over \$50 million in lease opportunities to us annually. He also manages our leasing sales organization and has been the driving force in the establishment of our field sales organization. Robb was a member of the very first class of sales reps hired at Med One as we were trying to expand our leasing sales function. He has been on board at Med One for over 19 years now.

Robb and his wife Lori are parents of four children – ranging from teenagers to elementary schoolers. Their lives are very busily tied up with their family. However, Robb enjoys golf, skiing, basketball, and biking with whatever spare time he can find.



**GRADY BROWN** is Vice President of Human Resources and oversees all HR issues throughout the company. He is also Co-

"THESE OUTSTANDING INDIVIDUALS HAVE BEEN CHOSEN TO SERVE ON OUR SENIOR MANAGEMENT COUNCIL IN ADDITION TO THE FULL-TIME WORK THEY DO IN MANAGING THEIR OWN SPECIFIC AREAS WITHIN THE COMPANY."

Chairman of our Executive Committee and serves on our Human Capital and Leadership Development Committee. Grady is a relatively new addition to our team, having joined Med One in 2017. He has been a major driving force in negotiating and implementing many cost savings in our Employee Benefits offerings. Grady is highly trained for his stewardship over Human Resources, having earned his Ph.D. from LaSalle University in 2000. Grady also brings excellent outside experience to Med One, focused on distribution and transportation. We have told Grady that he has stewardship for Med One's most important asset class – our employees.

Grady and his wife Bronwyn have two daughters, four sons, and five grandchildren. They reside in Lehi, Utah, and he enjoys all the outside recreational opportunities that Utah has to offer, including camping, dirt biking, etc. He even recently got bitten by the golf bug. In addition, he is a world-class woodworker. He is focused on everything that involves his family.



**JEFF EASTON** is Senior Vice President and Chief Financial Officer. He oversees all of our finance and accounting functions at Med One and has stewardship over our second most important class of assets. Together with Bryce Ray, he is instrumental in maintaining the outstanding relationships that we enjoy with our banking partners. Jeff has been at the forefront of helping to drive Med One to the levels of prosperity that we now enjoy. Jeff's vision established the annual financial audit that is done by an outside CPA firm. He expertly guides that process to a successful conclusion each year. In addition to these heavy responsibilities, he serves as chairman of our Utilization and Operational Efficiency



Committee as well as serving on the Finance and Risk and Executive Committees.

Jeff's smartest decision ever was to marry his wife, Camille. Together they have six children because Camille blessed him with a set of twins along the way. Jeff was an all-state tennis champion in high school and played on the varsity tennis team at BYU. His major activity outside of Med One is watching his children in their sports and other extracurricular activities. In 2018, Jeff took his family on an African safari, and he has never been the same since.



**BRYCE RAY** is Senior Vice President and Med One's Chief Credit Officer and is responsible for every decision that we make to deploy Med One resources to a customer's use. He is also responsible for seeing that we have adequate capital available to do all the leases that we do at Med One. Bryce created and now manages the relationship of a strategic group of banking partners who provide capital for our leasing activities. In addition, he serves as chairman of the Finance and Risk

"WE ARE VERY GRATEFUL THAT WE HAVE BEEN ABLE TO IDENTIFY THE NEXT GENERATION OF MED ONE LEADERSHIP."

Committee and serves on the Forward Planning and Growth Committee as well as the Executive Committee. Bryce brings valuable industry experience and outside perspective to the table for Med One. He understands our industry and has helped Med One to become a significant and well-recognized leader in that industry. To say that Bryce has been a difference-maker at Med One would be an understatement indeed.

Bryce and his wife Suzanne have three very accomplished, award-winning children – two sons and one daughter – each of whom have excelled scholastically and distinguished themselves as peer leaders. Bryce enjoys what he does at Med One so much that he basically brings the same analytical skills that he excels in at work to his outside interests. That is except for his golf game, which is driven by pure power and athletic prowess.



**CARTER ALLEN** is Senior Vice President in our leasing sales division. He is chairman of our Forward Planning and Growth Committee and serves as a member of the Executive Committee, Human Capital, and Marketing Committees. Carter is also a survivor of our very first class of Med One sales reps and has been at Med One for 19 years. He has developed and manages one of our primary vendor relationships, which is responsible for directing over \$20 million worth of very profitable business to Med One. Carter has done an outstanding job in developing and managing this key relationship for all the time he has been at Med One.

Carter is married to Jenn, and their family has four active and talented children – two sons and two daughters. All of them are very active in athletics and other pursuits and take up most of Carter and Jenn’s free time. Although, Carter seems to find time to still be a world-class golfer. He is usually the first one chosen when we are choosing teams for a golf tournament.



**MARK STEVENS** is Senior Vice President of Operations. He is responsible for the successful collection of all monies owed to Med One. In other words, he is responsible for turning all of Bryce Ray’s decisions into cash. Mark manages the operation of our lease portfolio and negotiates for the purchase or return of our equipment on all expiring lease contracts. Additionally, Mark chairs the Human Capital and Leadership Development Committees as well as serving on the Executive Committee, the Finance and Risk Committee, and the Utilization and Operational Efficiency Committee.

Mark and his wife Lindsy spend most of their spare time (if there is any) trying to keep up with their three beautiful daughters. They are a very active family that is constantly on the go. Mark willingly serves as a very skilled and successful coach for his daughter Hannah’s soccer team. Occasionally, Mark sneaks some time for himself on the golf course playing a game at which he excels. He has distinguished himself as one of the golf pros at Med One.



**TROY TAIT** is Senior Vice President of Customer Care at Med One. We are not saying Troy is old, but the only two people that have been at Med One longer are Brent and Larry. He has, for all the years that he has been with Med One, been a pioneer of sorts. When he started, he was heading up the sales effort of a medical testing device that we were developing in the 1990s. That business was subsequently sold. After the sale, Troy pioneered the establishment of what is today our marketing department. He not only had to strategize its development, but he also had to keep the owners convinced that we needed an internal marketing capability. He proved that case years ago, and under Troy’s direction, our marketing team has been a major factor in keeping Med One at the head of the pack.

Concurrently, Troy conceived and developed our company’s technology platform and capability. He was told back then that “it would be okay to establish a company email address if he would be sure to check at least once a week to see if we had received any emails.” Not surprisingly, Troy was the only one who had a vision of what our technology requirements might be in the future. It is impossible to quantify the technical advancements that have occurred under Troy’s leadership, but today he has to check the email more than once a week because there are over 75,000 email conversations going on each month. We probably receive over 1,000 hacking and phishing attacks per day. We have a dedicated department with several employees and outside programmers focused on keeping our technology safe, secure, and “cutting edge.”

In addition to his heavy operating responsibilities, Troy serves as chairman of the Marketing Committee as well as a member of the Technology and Innovation Committee and the Executive Committee.

In Troy’s real life, he is a proud husband to Sheri, and together they have raised five outstanding children. They now have welcomed their first two grandchildren, with one more expected soon. Troy is a wonderful Grandpa, but he is also very active in participating with his children in their dreams and objectives – whether it be music, sports, or the arts.



**BRAD JOHNSON** is Senior Vice President and General Manager of our rental division. Brad has been with us for almost as long as Troy. He first joined us to help out in our accounting department. When we first started to offer rentals to manage our off-leased equipment, we tasked Brad with overseeing the process. Back then, it was an incidental tool for us to manage our leases. Brad has been instrumental in acquiring over \$70 million worth of assets for our rental inventory and creating a division that today employs more than 90 people, which is over 60% of our total workforce.

Brad met his wife Shannon when he was a missionary in Florida many years ago, and they have been inseparable ever since. They have raised a remarkable family of two daughters and one son. They are anxiously awaiting an opportunity to be grandparents if their two married daughters will just cooperate. Brad loves to hunt pheasants with his dogs, brothers, and father – but he is also the dean of our golf school faculty and is easily able to dominate all comers on the golf course.

**DOUG GREEN** is Senior Vice President of Corporate Development and serves as chairman of our Technology and Innovation Committee as well as being a member of the Executive Committee and the Forward Planning and Growth Committee. Doug is also a member of the initial class of sales reps and has been with us for over 19 years. His primary responsibilities include finding and developing new opportunities for Med One as well as interfacing with GPO’s, IDN’s, and other group opportunities that can advance the interests of Med One.

Doug is married to Caroline, and they have one son, Jack, who is now a teenager and right at the point where Doug and Caroline are learning to draw upon all the parenting skills that they never thought they would need. Doug is a history buff and is often able to relate important instructive illustrations that draw a parallel between what we are trying to do at Med One and historical events from the past.



So, this is the group whom we have chosen to lead Med One on a day-to-day basis and who are responsible for ensuring that the Med One culture is taught and implanted within our entire organization. We have a great deal of confidence in them individually and as a group. They are a unified group of people, and they are supported by countless others who are carrying the burden of keeping the Med One legacy strong, healthy, and vibrant.

Indeed, the view in the rear-view mirror is very pleasant and personally rewarding. It is fun to think back and reflect on the journey we have taken in the past 30 years. The view through the windshield, however, is not always quite so comfortable. It is exciting to be sure, but given what we see all around us these days, there are some daunting hazards in the road ahead. We are very grateful that we have been able to identify the next generation of Med One leadership.

We want to fight every day to ensure that what we do for our customers NEVER becomes a commodity. We must bring a freshness and a uniqueness to our marketplace every day that sets us apart from every other company. Our successes in the past 30 years tend to create a profound confidence that we will be able to continue the course for the next 30. With courage that finds its roots in accomplishment, I look forward with enthusiastic anticipation to what may lie ahead for us. And I am excited to learn where our new generation of leaders decides to take us.



Written By **Brent Allen**  
Executive Vice President / Owner



**W**OW. I thought 2020 would never end. It was a year filled with distress, disappointments, and major inconveniences. It was a year where our country became divided like never before. It was a year where our economy struggled as many businesses were forced to close. Normal life was interrupted and became little more than masks and social distancing. For most of the year, I personally felt trapped in circumstances that I had little control over. Needless to say, it was a very discouraging year. However, deep inside, I knew that the hardships resulting from these circumstances would either make me bitter or make me better...the choice was up to me. I quickly learned that it was in my best interest to remain optimistic and accept what couldn't be changed. We are now well into a new year. Unfortunately, we are not over the disruptions and the uncertainties. But we will get through it, and we will become stronger.

# ROOTED TOGETHER



"We depend on one another. That's where we get our strength."

I recently read about a robin that built her nest in a wreath that hung on a family's front door. The mother bird flew to and from her nest many times a day. But one day, the bird came in for a landing just as the front door opened. Instead of finding her nest...she flew right into the house. The bird became frightened and frantic. The family did all they could to set her free, but the robin didn't realize they were trying to help. The distraught robin flew deeper into the house. She could

My wife and I own a cabin in the mountain range just east of Salt Lake City. Our cabin is surrounded by numerous aspens. The aspen trees are tall, magnificent, and majestic. The leaves are thick and green during the summer offering wonderful seclusion and privacy. The leaves turn bright yellow in the fall, offering a gorgeous contrast with the backdrop of a deep blue azure sky. In December, the trees transition into a spectacular winter wonderland. I love how the aspens contribute to the beauty of our mountain home.



\*ASPEN TREE ROOT SYSTEM

not find her way to freedom. Finally, a young family member came to her rescue. He shut all of the windows and turned off all of the lights inside the house. He opened the front door as wide as possible and turned on the porch light. Within seconds, the bird found her way to freedom. This little example begs us to ask the question, can we see the light that will get us through this turmoil? Perhaps the following analogy will, in part, answer that question.

Each aspen tree is a part of a huge community. Above the ground, each tree may appear solitary and strong in its beauty and majesty. Yet if we could see deeply, below the ground, we would find that each tree is connected with its neighbors through an enormous root system. An aspen gets its strength from its connection with the aspens that surround it. Likewise, each of us gets our strength from those around us. I often think about the Med One community. At Med One, we depend on one another. None of us are alone. We are like the aspen tree. We share common roots. This is the glue that holds us together. We function together as a team.

When we experience victories, we all celebrate. When we suffer defeats, we all feel the pain and disappointment. Through the years, we have learned that it takes the entire Med One community to achieve our successes. We are ALL about making customers happy, and it takes ALL of us to do it.

Responding to a rental equipment request is the perfect example of a team effort. It requires a coordinated effort from all of our people. Any breakdown or mistake

reflects negatively on Med One. We are only as strong as our weakest link. This is why we demand that all of our employees embrace and adhere to **The Med One Way**.

**First** - A rental request begins with having an adequate inventory of medical equipment that is available for rental. We have a team who has been assigned the responsibility to determine our equipment needs. They accomplish this through **Observant Listening**...a critical component of **The Med One Way**. They listen carefully to our customers who we serve. They listen to our sales reps in the field. They invite recommendations, and then they act with wisdom and professionalism. We are all counting on them to make wise and prudent decisions.

#### OUR EQUIPMENT ACQUISITION TEAM IS A CRITICAL COMPONENT OF OUR MED ONE COMMUNITY.

**Second** - We rely heavily on a very competent biomed team. Their job is to have our equipment clean, patient-ready, and functioning properly. They do this by embracing the following principle - **Do it right...the first time and every time**. This is **The Med One Way**. As a company, we depend on them to make us look good. We expect our equipment to be second to none, and we consistently achieve this expectation. This happens only because we have a very special biomed team who acts with pride and discipline.

#### OUR BIOMED TEAM IS A CRITICAL COMPONENT OF OUR MED ONE COMMUNITY.

"We are ALL about making customers happy, and it takes ALL of us to do it."

**Third** - We rely on an incredibly talented sales team. I love the adage, "Good, Better, and Best." At Med One, we only hire the Best. Our sales team functions on the principle of **Integrity**...the core of **The Med One Way**. We know they will never rob their character to enrich their pockets because their primary focus is on what is best for our customers. This special group of individuals spends most of their time **Building Relationships**...a critical component of **The Med One Way**. As a company, we trust that they will continue to persevere, build solid relationships, and expand the demand for our equipment.

#### OUR SALES TEAM IS A CRITICAL COMPONENT OF OUR MED ONE COMMUNITY.

**Next** - When there is a request for rental equipment, we rely on a very dedicated group of people known as our operations team. They have been trained to provide exceptional customer service. Key to their responsibilities is **Responsiveness**. Day or night, holidays or weekends - this team is on it. Responding in a timely manner is **The Med One Way**. Our drivers are a huge component of this team. Rain, snow, winds, fires, hurricanes, tornadoes, or earthquakes will not deter them from their mission. They are determined to get medical equipment to our customers. Whether late in the evening or early morning when most people are still sleeping...our team is hard at work. They are alert and focused on responding to a rental request. On one occasion, a competitor could not get to a hospital because of a California wildfire. This did not hinder our Med One team. Somehow our drivers found a way. They went **Above and Beyond** to deliver medical equipment designed to save lives. Why? Because this is **The Med One Way**. We are all counting on our operations team to impress our customers in such a way that they will want to use us again and again.

#### OUR OPERATIONS TEAM IS A CRITICAL COMPONENT OF OUR MED ONE COMMUNITY.





Finally, we cannot over-look our support people. Our Marketing team is committed to **Innovative** and **Creative** solutions. Our IT team is constantly working to build systems that support our objectives. Our Accounting, Billing, and Sales Support teams work diligently in their efforts to keep things efficient and **Simple**. Our HR team works diligently to find and retain employees who possess **Integrity** and demonstrate **Teamwork**. These are the attributes that make up **The Med One Way**.

**OUR SUPPORT TEAMS ARE CRITICAL COMPONENTS OF OUR MED ONE COMMUNITY.**

Each day we rely on one another to effectively support our mission...**Making Medical Equipment Available**. Like the majestic aspen trees, Med One is a united community. We have different backgrounds, and we share different perspectives in life. Nevertheless, we are a bunch of people looking after each other. We share common roots. We depend on one another. That's where we get our strength. I have been with Med One since its inception 30 years ago. We have experienced our share of ups and downs, but never before have we been so strong. Never before

"We are like the aspen tree. We share common roots. This is the glue that holds us together. We function together as a team. When we experience victories, we all celebrate. When we suffer defeats, we all feel the pain and disappointment."

has the future looked so bright. Today, I stand proud! I am proud to be a small part of this great Med One community. I am proud to be a part of a company that has clearly made a difference. I am proud to be a part of a company whose equipment has saved lives. I am proud to embrace what we call **The Med One Way**. May I express my heartfelt thanks to our entire staff for allowing these practices to guide your lives. We will never falter as long as we align our actions with the principles encompassed in **The Med One Way**.

# THE **Med One** WAY



## 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 AND 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





Med One







# *Employee*

SURVEY RESULTS





# EMPLOYEE SURVEY RESULTS

WE WOULD PICK  
**BRENT**

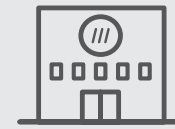
TO GO WITH US ON  
A TV GAMESHOW



**CHANGING  
SOMEONE'S LIFE**

FOR THE BETTER IS OUR TOP BUCKET LIST ITEM

OUR FAVORITE  
TYPE OF MUSIC IS  
**ROCK**



NEARLY **50%**  
OF EMPLOYEES LIVE LESS  
THAN 15 MINUTES AWAY  
FROM THEIR MED ONE OFFICE

OUR FAVORITE BEVERAGES ARE



**COKE  
&  
DIET  
COKE**



**FACT.**  
OUR FAVORITE TV SHOW IS  
**THE OFFICE**



THE MOST  
COMMON NUMBER  
OF CHILDREN FOR AN  
EMPLOYEE TO HAVE IS **2**

OUR FAVORITE SPORT IS  
**FOOTBALL**

OUR FAVORITE  
ICE CREAM FLAVOR IS  
**COOKIES  
AND  
CREAM**



**67%** OF US ARE  
MORE LEFT-BRAINED  
(RATIONAL/ANALYTICAL)



**33%** OF US ARE  
MORE RIGHT-BRAINED  
(CREATIVE/ARTISTIC)

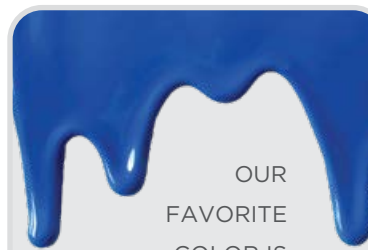
OUR FAVORITE TYPES OF  
**PHYSICAL  
ACTIVITY**

TO DO FOR THE EMPLOYEE  
WELLNESS PROGRAM ARE:

**STRENGTH TRAINING  
WALKING  
HOUSE/YARD WORK**



MORE THAN  
**75%**  
OF US ARE AT  
LEAST A 4  
ON A 1-5 SCALE  
OF BEING  
ADVENTUROUS



OUR  
FAVORITE  
COLOR IS  
**BLUE**

IF WE COULD CHOOSE THREE  
**SUPERPOWERS**



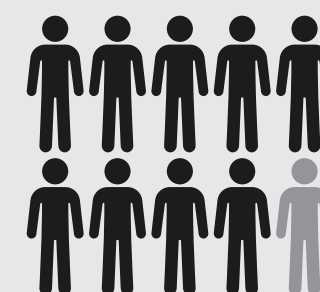
**ABILITY TO HEAL  
ABILITY TO CONTROL TIME  
ABILITY TO FLY**

WE ARE SPLIT  
ALMOST EXACTLY  
**50/50**  
BETWEEN EARLY BIRDS  
AND NIGHT OWLS



**86%**  
OF US BELIEVE  
TOILET PAPER  
SHOULD GO OVER

OUR FAVORITE MED ONE  
ACTIVITY IS OUR  
**ANNUAL  
MEETING**



EMPLOYEES PREFER  
DOGS OVER CATS  
**9:1**

WE WOULD PICK **LARRY** TO GO  
WITH US ON A MIDNIGHT FAST FOOD RUN



**30%**  
OF US ARE MOST  
AFRAID OF CREEPY  
CRAWLY THINGS

**20%** OF US HAVE NO FEARS

ON JANUARY 28, 2021, A SURVEY  
WAS SENT OUT TO ALL 150+ MED  
ONE EMPLOYEES. EMPLOYEES GOT  
A CHANCE TO TAKE THE SURVEY SO  
WE COULD ALL GET TO KNOW EACH  
OTHER A LITTLE BIT BETTER. THESE  
ARE THE RESULTS.

## FAVORITE THING ABOUT WORKING AT MED ONE



My favorite thing about working at  
Med One is the culture to help others  
out and the opportunity to rise to a  
different position.  
Aldair Jimenez Mendez / Driver



I enjoy knowing that the service we  
provide helps others. It's more than just  
work; it's knowing that we quietly help  
save lives. Doing something for those  
we don't know is rewarding.  
Brian Smiley / Regional Sales Manager



I like troubleshooting and solving problems  
I've never encountered with equipment in  
biomed. Not only that, but I enjoy clearing  
shelves of pending equipment to be worked  
on; I like a clean slate.  
Anthony Beck / Biomed Repair Technician



I like the feeling of being valuable. I feel  
like my hard work every day makes a  
difference, and it is appreciated.  
Chad Agliam / Operations Manager

## HOW WE DO THE VOLUNTEER AND WELLNESS PROGRAMS



I teach a free fitness class weekly, a class  
that I started taking to add to my workout  
time, and then became so addicted to it  
that I got certified to teach it.  
Elisha Brown / Senior Sales Support Assistant



I spent all of 2020 training for a marathon  
since I couldn't go to a gym, but then every  
marathon I tried to sign up for was canceled.  
So it will be cool when I actually get to run  
one in 2021 (hopefully).  
Jeremy Quick / National Sales Manager



I volunteered at the Candy Cane Corner,  
where there are new clothes, toys, and home  
goods. Those living in shelters and low-income  
housing can come and shop for an item  
from each area of the store for their family  
members for Christmas.  
Sandy Green / Senior Executive Assistant

## FUNNIEST MEMORIES AT MED ONE



In my first quarter working at Med One, Elisha and I  
went on one of our walks, and I completely turfed it  
in the parking garage. I was quiet for a minute until I  
realized Elisha was waiting for a queue from me, so  
when I started laughing, she joined in. It was a bonding  
moment for sure.  
Christina Craven / Sales Support Assistant



Watching Susan Mingle go crazy over Dale Murphy  
(player for the Atlanta Braves) at an annual meeting.  
Larry Stevens / CEO



Doug dressed up in the Christmas Story  
Ralphie pink bunny suit.  
Bryce Ray / SVP Chief Credit Officer



I split my pants wide open while  
delivering a ventilator and had to cover  
it up the entire delivery.  
Tom Lindsey / SVP Director of Rental Sales



# What Fuels Your Celebration?

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



Most people know April 1st as April Fool's Day. Here at Med One, it's also an important anniversary – that of our company's founding. In 2021, Med One celebrates 30 years in business! Many holidays and important dates of remembrance are widely known and even listed on most of our calendars. Anniversaries though are more specific to the individuals and groups that have a reason to celebrate them. On an even more obscure level, seemingly every day of the year, there are things that have been designated to be remembered or celebrated. Some of these things are truly unique, and many are of little to no consequence. For example, did you know that January 25th is Bubble Wrap Appreciation Day; World Foursquare Day is April 17th; Crayola Crayon Day is March 31st; April 30th is Hairball Awareness Day; July 12th is Etch A Sketch Day? Mind-blowing reasons for celebration – I know. On the other hand, there are plenty of other “remembrance” days that actually do have tremendous significance to individuals, communities, industries, nations, and even the world and are certainly worthy of our consideration. There are several such days that pertain to healthcare in specific and general ways. For Med One, these days

are especially noteworthy since the services we provide are in the healthcare space. Here are a few examples that stand out to me:

- **National Doctor's Day** March 30
- **Nurse's Week** May 6
- **World Cancer Day** February 4
- **World Health Day** April 7
- **World Hand Hygiene Day** May 5
- **National Healthcare Quality Week** October 17-23
- **Respiratory Care Week** October 24-30
- **Employee Health and Fitness Month** May
- **National Public Health Week** April 1-7
- **Patient Experience Week** April 26-30
- **World Immunization Week** April 22-28
- **Global Employee Health and Fitness Month** May
- **World Heart Day** September 29
- **National Hospital Week** May 2-8
- **Women's Health Week** May 10-16
- **Men's Health Week** June 14-20
- **World Petroleum Day** August 27

Wait, what was that last one? Yes - there is one day each year that actually celebrates petroleum. Why is this included on my list, you might ask? I will boldly suggest that without petroleum, many of the other things we celebrate would not even exist and definitely not in the form or function that we now know them. Indeed, a vast majority of the things Med One helps to make available to the healthcare world exist because of oil, so in a roundabout way, it is worth thinking about and understanding a bit better.

Petroleum is a broad category that includes crude oil and petroleum products. The terms oil and petroleum are generally used interchangeably. Petroleum is often ballyhooed, but it cannot be overstated just how essential an “ingredient” it actually is in so many of the products we rely on every day, the technologies that we take for granted, and of particular interest to our readers, how indispensable it is in the world of healthcare.

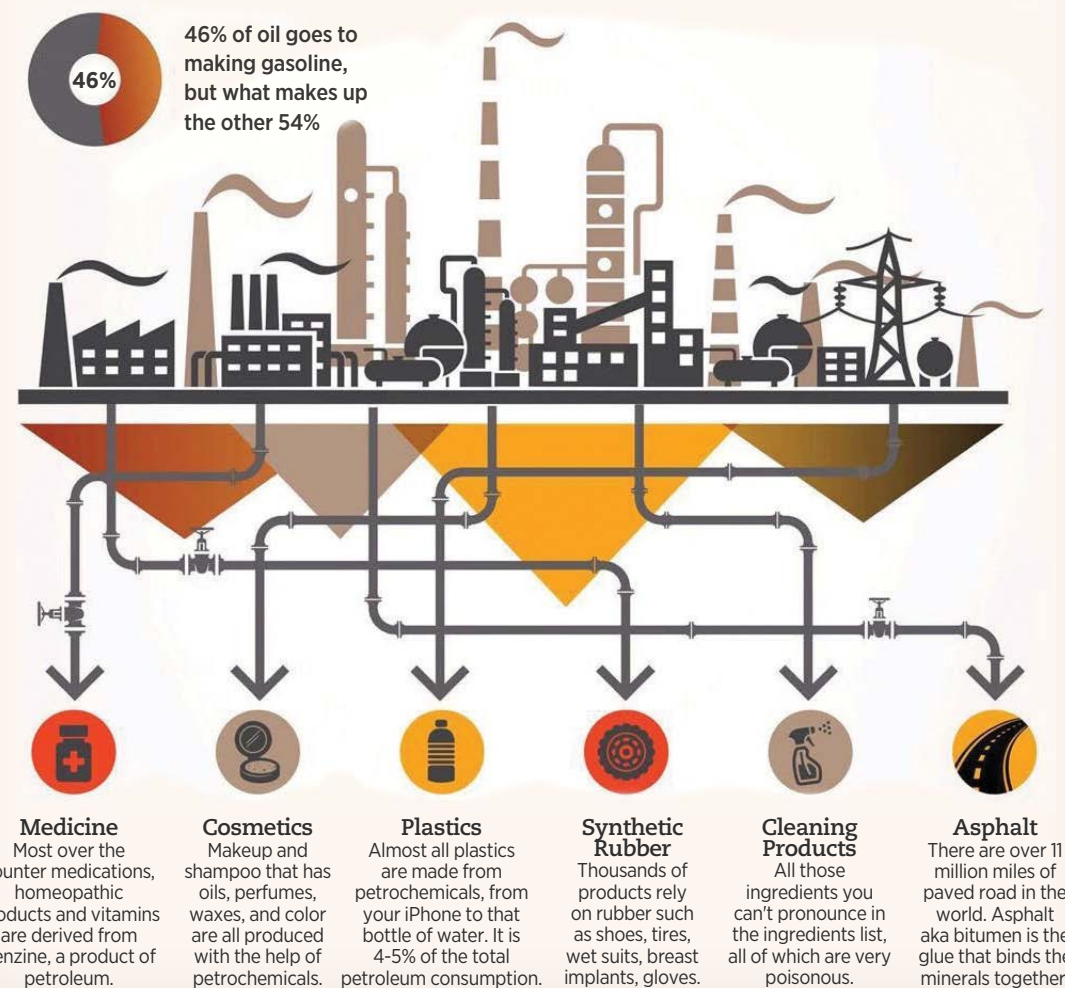
While it may be true that oil has been a cause of controversy and pollution of our planet, there is no disputing the fact that almost everything we do, everything we use, and the modern conveniences we enjoy depends upon its existence. To say life without petroleum would be different than we know would be a major understatement. Indeed, it would be a major struggle.

Most of us typically associate oil as a means of fueling our transportation. That is a fair and correct perception since roughly 46% of oil goes to making gasoline, but what makes up the other 54%? Some of the petroleum-based products we all use every day are found in cosmetics, plastics, synthetic rubber, cleaning products, the pavement for roads that we drive on, and of course, have huge prominence in healthcare as well. Some uses of oil are obvious, while others are subtle and even surprising.

## THE BIGGER PICTURE

# Life Without Oil

NOT AS SIMPLE AS YOU MAY THINK



Geopolitical expert Peter Zeihan shared the following in his book *The Absent Superpower*:

*"Petroleum is a catch-all term for everything from crude oil to propane to natural gas. Petroleum is the fuel of modernity. It does more than keep the lights on and keep your car moving. Petroleum is an input in almost everything you have ever used or purchased. Without petroleum there is no Internet – and certainly no [mobile] phones. No petroleum means no Christmas ornaments (and for many of us, Christmas trees themselves), no kids' toys, no clothes, no kitchen knives, no hunting rifles, no microwave dinners, no paper, no fire extinguishers, no bread bags, no perfume, no windows, no computers, no condoms, no chewing gum, no chap stick, no wall insulation, no paint, and so on. For those who are super technically minded, yes, you can make many of these items using non-petroleum substitutes – but only at an exorbitant*



cost. One of the many contributions of petroleum to civilization is to provide many of the perks of being a 17th century monarch to the average person. Think we have an issue with income inequality? Imagine a world in which only the 1% can have 90% of the things you have within 10 steps of you right now!

[Furthermore], without petroleum there would not be a meaningful agricultural industry – and in that I mean everything from the growing of crops to the harvesting of crops to the transport of foodstuffs from farm to table. Think organic food is petroleum-free? Think again – all going organic does is partially remove petroleum from one sub-step of the planting-fertilizing-harvesting-collecting-storing-transporting-packaging-distributing-retailing-pantrying process. Can you imagine electricity without petroleum? Keep in mind that in most places the time you need electricity the most is in the winter and at night (i.e. when the sun isn’t shining). Will we move

antibacterials, rectal suppositories, cough syrups, lubricants, creams, ointments, salves, and many gels. Processed plastics made with oil are used in heart valves and other specialized life-saving medical equipment like infusion pumps, patient monitors, ventilators, MRI’s, stethoscopes, eye-glasses, prosthetics, hearing aids, and surgical lighting. Petrochemicals are used in radiological dyes and films, IV tubing, syringes, and oxygen masks. In all but rare instances, fossil fuels heat and cool buildings and supply electricity. Ambulances and helicopter “life flights” depend on petroleum, as do personnel who travel to and from medical workplaces in motor vehicles. Supplies and equipment are shipped — often from overseas in petroleum-powered carriers.

In one specific example I read about, an orthopedist pointed out that setting fractured bones used to be done mostly by feel and knowing the mechanics of how fractures were created. The ability to utilize modern fluoroscope or X-ray – another advancement we can attribute, in part, to petroleum – has dramatically altered the ability of physicians to more effectively repair bone fractures and restore patients to original and normal bone and/or joint functionality.

Without oil, we would not only be left in the dark, but we would also be without so much of the life-saving and life-enhancing things we have come to depend on in our modern world. Energy In Depth created the included infographic showing how prevalent and important oil and natural gas are to health care products.

This year in which Med One remembers and celebrates its 30th anniversary, I find myself wondering what our business would look like without petroleum. Would the equipment we lease, rent, and sell even exist? If so, in what form? If our business – a service providing enterprise would cease to exist without petroleum, how many countless other businesses, products, and entire industries would not exist without it? Hopefully, as you look around and think about everything within 10 feet of where you may be reading this, you can now more fully recognize just how essential petroleum has become to us. Is it worth celebrating? I definitely think so.

The scale and entrenchment of petroleum dependency is quite staggering, actually. Peter’s list is fairly generalized yet covers so many things! Petroleum undeniably impacts every person in this country in ways large and small. But oil does much more than “fuel” our economy; it also keeps us alive and keeps us healthy. Go into a hospital or medical clinic, and you’ll instantly be surrounded by items that simply would not exist without petroleum.

Here are some of the more obvious uses of petroleum in healthcare, and the accompanying graphic illustrates it as well: Manufacture of analgesics (aspirin), antihistamines, antibiotics,

“Petroleum is the fuel of modernity. It does more than keep the lights on and keep your car moving. Petroleum is an input in almost everything you have ever used or purchased.”

beyond petroleum someday? Maybe. I sincerely hope so, but it will not be soon.” (Peter Zeihan, The Absent Superpower, 15-16)

# PETROLEUM PRODUCTS AND YOU

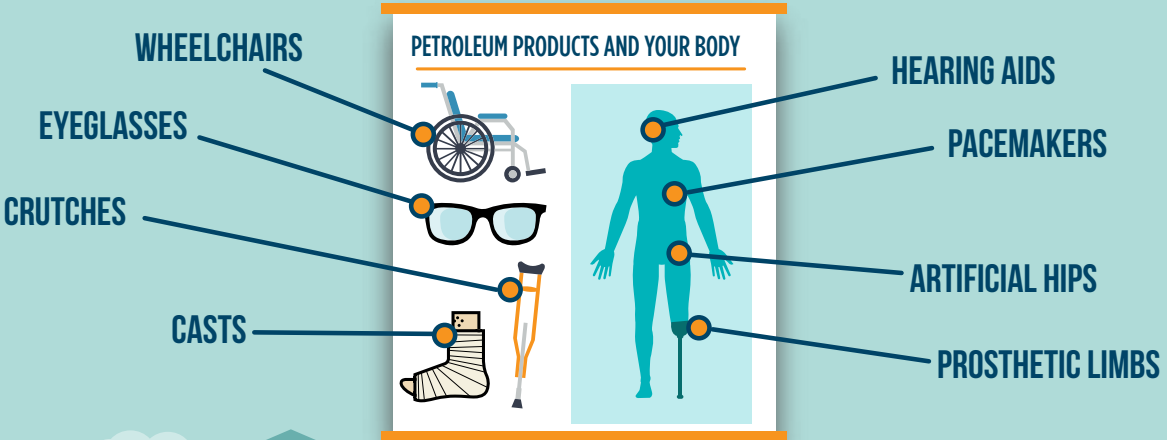
## OIL AND GAS MATERIALS USED IN HOSPITALS TO SAVE LIVES



- 1. MEDICINE / CHILDPROOF CONTAINERS / PILL COATINGS
- 2. BOX OF LATEX GLOVES
- 3. EXAMINATION EQUIPMENT (EAR SCOPE ETC.)
- 4. EXAMINING TABLE
- 5. SOAP / HAND SANITIZER
- 6. BIOHAZARD DISPOSAL BINS
- 7. COMPUTERS



- 1. ANESTHETICS
- 2. X-RAYS / MRIs
- 3. STERILIZATION TRAYS
- 4. IVs
- 5. DOCTOR’S SCRUBS
- 6. LIGHTS
- 7. MONITORS





## Meet The Sales Team

## Sales

Our Sales Team is comprised of experienced professionals for the specific purpose of Making Medical Equipment Available for hospitals and healthcare facilities across the U.S. We also work with the largest equipment manufacturers in the healthcare industry. Our sales reps are experts in equipment finance, rental, and sales.

## EQUIPMENT LEASING

**Robb Stevens** SVP / Director of Equipment Leasing

Robb Stevens began his career at Med One in January 2002 as part of the leasing sales group and was appointed as SVP and Director of Equipment Leasing in 2012. He has been a top contributor to lease originations, vendor development, creating strong relationships with customers, and successfully blending all aspects of the leasing sales process to maximize returns.

**Doug Green** SVP / Director Of Corporate Development

As SVP - Director of Corporate Development, Doug is active in finding and developing new vendors for our leasing division and developing opportunities for rental with new and existing customers, organizations, equipment providers, and manufacturers. He is also looking for additional opportunities in our equipment sales area as well as exploring new markets and revenue-generating capabilities for the company.

**Spence Tueller** Account Manager / Equipment Leasing

Spence Tueller is a part of the Med One Equipment Finance Sales 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.

**Brian Nappi** Equipment Finance Sales Executive

Brian brings more than 20 years of industry experience to the team. He earned his degrees from Penn State & Texas A&M University. He understands that his customers are busy and prides himself on quietly listening and accurately defining their requirements and subsequently offering satisfying solutions that allow them to quickly acquire the equipment they need.

**Amy Vizanko** Equipment Finance Sales Executive

Amy Vizanko joined Med One with 15+ years of medical device and capital sales experience. Prior to Med One, she gained experience by working at both Philips and CareFusion (now BD). She earned her bachelor's degree in biomedical engineering from Marquette University and thrives in solving complex customer problems. Amy is passionate about family, friends, new adventures, and leading an active lifestyle.

**Carter Allen** SVP / Strategic Account Manager

Carter Allen has been in the financial industry for more than 20 years and has been with Med One Group since 2002. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter manages strategic accounts that are essential to Med One's success. His experience with healthcare leasing provides customers with valued solutions.

**Tim Loftis** Equipment Finance Sales Executive

Tim Loftis is the West Region Equipment Finance Executive serving AZ, CO, NV, and NM and has been part of the Med One team since 2014. With 20+ years in financial services and an MBA from the University of Utah, Tim has a passion for people, and he loves getting to know his customers and helping solve their needs. When the sun is shining, you'll find him sailing or outside with family and friends.

**Al Mugno** Equipment Finance Sales Executive

Al joined Med One as an Equipment Finance Sales Executive in 2017. Al graduated from Iona College with a bachelor's degree in business administration, majoring in marketing. Al has worked as a sales executive in the healthcare industry for over 25 years and has an extensive medical device and healthcare IT background. Al enjoys golfing and spending time with his wife and two sons.

**Richard Hedderman** Equipment Finance Sales Executive

Richard Hedderman brings over 20 years of experience in medical equipment sales, business development, and sales management. Richard graduated from Texas Tech University with a bachelor's degree in business administration, majoring in marketing. He has a background in infusion therapy, radiology, and vital signs monitors. He enjoys the occasional round of golf and spending time with his family.

**Julie Harrison** Equipment Finance Sales Executive

Julie Harrison joined Med One in 2018 as an Equipment Finance Sales Executive for the Midwest region. She brings with her 20 years of medical device experience, primarily in the anesthesia market. Julie appreciates the challenges of being in sales while developing valuable relationships and continually working on personal growth. She enjoys her four kids and all of their activities.

**Dal Holman** Equipment Finance Sales Executive

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.

**Nate Farnsworth** Equipment Finance Sales Executive

Nate Farnsworth joined Med One Group in 2019 as part of the Equipment Finance Sales Team, although he has worked extensively with Med One as one of their funding partners since 2010. Nate has an extensive background in finance and banking, including healthcare finance. He is a graduate of the University of Michigan.

**Steve Roth** Equipment Finance Sales Executive

Steve Roth joined Med One in 2019 as an Equipment Finance Sales Executive. With a degree in business administration, he brings more than 30 years of experience in the finance, consumer products, and medical device industries. Steve understands the complex issues facing the healthcare community and applies his experience to better serve customers with creative and effective solutions.

## EQUIPMENT SALES

**Jeremy Quick** National Sales Manager / Equipment Sales

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

**Casie Woolston** Account Manager / Equipment Sales

Casie Woolston brings with her over 15 years' experience in several different sales roles. Specializing in inside sales, she is a great asset to the Med One Equipment Sales team. Before joining Med One in December 2018, she worked to transform a customer service team into a profitable inside sales team. Her energetic and happy attitude brightens the day of both customers and coworkers alike.

**Joshua Lampropoulos** Account Manager / Equipment Sales

Joshua Lampropoulos has excellent experience in taking new products to market. Joshua worked as a medical device sales representative, where he gained experience in the clinical setting. In this position, he helped other medical device companies achieve their product goals by offering them customized products. In his free time, Joshua enjoys spending time with his wife or fly fishing with his dogs.

## 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

CONT.

Creativity.  
Simplicity.  
Responsiveness.

## EQUIPMENT RENTAL



### **Brad Johnson** SVP General Manager / Equipment Rental

Brad Johnson is the General Manager of the rental division and has been working at Med One Group since 1994. He oversees all equipment purchases and works with senior management in opening new rental locations. Brad graduated from the University of Phoenix with a bachelor's degree in business and accounting. He enjoys playing golf, fishing, hunting, and spending time with his family.



### **Tom Lindsey** SVP / Director of Rental Sales

Tom has over 40 years of experience in the medical sales and rental industry, having worked for and owned companies providing these services. He graduated from BYU with a degree in microbiology. His interests lie in politics, having served twice as mayor of his hometown and with his 12 grandchildren. His professional passion continues to be improving patient care for those who depend on Med One.



### **Bill Varley** Regional Sales Manager / Northwest Region

Bill Varley has over 40 years of experience in marketing and sales. Prior to working at Med One, he worked at several different medical device companies in management positions specializing in imaging applications, cardiology, and infusion. Bill has worked all over the US and internationally to provide better solutions to hospitals and healthcare facilities.



### **Brian Smiley** Regional Sales Manager

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.



### **Mike Daniels** District Sales Manager / Southern California

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.



### **Braden Mackay** Territory Sales Manager / Northern California

Braden Mackay joined the Med One team in August of 2018. He has over a decade of experience in sales and marketing in a variety of industries, most recently in a blend of Non-Profits, Pharmaceuticals and Tech. Born in Johannesburg South Africa, he moved to California at the age of 11. He completed his education in Sacramento before moving to the Bay Area in 2015. A golfer and motorsports fan, he often spends his weekends on the fairway or at a racetrack.



### **Karen Raven** Vice President / Eastern Region Sales Manager

Karen Raven is the leader of the Med One International Sales Team and Eastern Regional Sales Team. Karen has over 30 years of experience and has worked in various roles, including direct sales, national accounts, and as a Regional Director. Karen has a background in infusion, vital signs monitors, and enjoys focusing on customer needs and helping them with better solutions for patient care.



### **Jay Thorley** Territory Sales Manager

Jay Thorley joined the Med One Team in 2015. Prior to Med One, Jay worked in the mortgage industry for 12 years. He enjoys working with customers to make sure that they have the equipment they need to care for their patients. Jay enjoys spending his time with his wife, son, and two boxers.



### **Kyle Smelser** Territory Sales Manager / Southern California

Kyle Smelser joined Med One in 2018 as a Territory Sales Manager in Southern California. 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.



### **Jay Cantiberos** Territory 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.



### **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.



### **Ben Erickson** Territory Sales Manager

Ben Erickson joined Med One in 2019 as a Territory Sales Manager covering the Northeastern United States region. He has many years of customer-focused sales experience, as well as an education centered on communication. He is very passionate about providing an outstanding experience for his customers. Outside of work, he enjoys spending time with his family, reading, and strength training.



### **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.



### **Michael Schmitt** Territory Sales Manager / Northern Florida

Mike Schmitt has over 20 years of experience in sales and marketing in the healthcare and logistics industries. Mike joined Med One as a Rental Territory Sales Manager bringing significant knowledge in healthcare sales. He enjoys working with hospitals and healthcare facilities to make sure that they have the equipment they need to care for their patients. Mike has a bachelor's degree from the University of Central Florida and enjoys spending his time with his wife, four sons, and three dogs.



### **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 Jensen** Territory Sales Manager / Central

Garrett Jensen joined Med One in June of 2020 as part of the Equipment Rental team. Garrett has worked exclusively in sales since 2015. He received his bachelor's degree in business administration and management at BYU-Idaho. His free time is spent with his wife and two sons; they enjoy the great outdoors. His favorite hobbies include camping, hunting, dirt biking, snowmobiling, and skiing.



### **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.



### **Theresa Warren** Territory Sales Manager / Southern California

Theresa Warren has over 20 years of experience in sales and management in the medical and pharmaceutical industries. Theresa attended California State University, earning a bachelor's degree in speech communication. Theresa loves working with customers each day and finding solutions to their needs. During her off time, she enjoys spending time with her husband, children, and traveling.

[WWW.MEDONEGROUP.COM](http://WWW.MEDONEGROUP.COM)



VIEW FROM  
THE BOARD

# INTEGRITY

IN ALL THINGS



As I reflect on the past 32 years of my career, the experience that personally resonates with me the most in the private sector is my participation as a CFO on the board of directors for a medical device start-up company.

The company was organized by a cardiologist with the intent of developing a heart implant designed to prevent stroke and save lives. Three of my four children have heart defects, and I lost two nephews to hypoplastic left heart syndrome. With heart defects running through my family, I found myself working for a company in an industry with a purpose that was very personal to me. I was exceptionally motivated to see this company succeed.

When I was invited to sit on the board of directors for Med One Group, I was thrilled to continue my participation in the life sciences industry. It was evident in my first board meeting with the Med One team that they have the same passion for saving lives and serving the medical community that I developed with the medical device company. For the Med One management team, it was not just about developing a strategy for sustained growth and profitability but finding solutions to enhance the service they are providing to their customers. Equally important to that team is building a legacy company that will provide opportunities for growth and advancement for their employees. Their culture resonated with me. I knew I was in the right place.

Something unique about my experience in serving on the board of directors for Med One is that this board is not one of investors, but one of contributors. There is no self-interested motivation to see financial growth to yield an individual return or build the company for an exit strategy. Every outside participant on the board is genuinely interested in helping the company succeed in all aspects—financial growth, organizational sustainability, continuous improvement in customer service and care, etc. Our goal is to assist with building a legacy organization that can continue to save lives. I am honored to serve with such great leaders from the business community who bring impressive expertise and credentials to the table. I learn from their contributions and feedback. I welcome the opportunity to contribute and draw on resources that might assist.



Written By **Sheri Thomas**  
Board of Directors

The senior management team employed by Med One is also an impressive group of professionals in their areas of expertise. They bring skills and experience that have made Med One the successful company it is today. I have seen them make decisions and express opinions with a focus on what is right, not who is right. I am especially impressed with their ability to be vulnerable in sharing all aspects of their operations and in receiving feedback. Med One Group is already a great organization with dedicated employees who have built a very successful company. As board members, both internal and external, our task is to offer our expertise to assist Med One with its continued growth and sustainability in the future—to help make something already great even better through continuous improvement.

As I write this article, our country is celebrating Martin Luther King, Jr. Day. I moved with my family to Utah from Atlanta, Georgia, 15 years ago. While living in the Atlanta area, I chaperoned my grade school aged children to the Martin Luther King Jr. National Historical Park, where Dr. King lived and taught. We keep a framed poster of his march in our home with a quote to remind us to stand united with others for positive change. One of my favorite quotes is: "The ultimate measure of a

"SOMETHING UNIQUE ABOUT MY EXPERIENCE IN SERVING ON THE BOARD OF DIRECTORS FOR MED ONE IS THAT THIS BOARD IS NOT ONE OF INVESTORS, BUT ONE OF CONTRIBUTORS."



man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy” (Strength to Love, 1963). We are certainly living in challenging times. This past year has moved all of us to rethink how we work and interact while considering the safety of not just ourselves but others. We are called to act with integrity to do our part in the community to keep everyone safe.

As part of a regulated medical device company where I am currently employed, we are asked to define what quality means to our organization. We proudly display a quality statement in all rooms of our building that states: “Integrity in all things!” As we build a device designed to save lives, we are asking all our employees to have the integrity to help build that device to the best of their skills and knowledge—not to take short cuts or contribute less than their best efforts.

I am an adjunct professor at Brigham Young University. One of the most important lectures I teach my students is that of upholding their integrity, always and in all circumstances—even in times of “challenge and controversy,” which they will undoubtedly encounter in their professions. A fundamental truth that I have witnessed throughout my career in working with various clients and companies is that “you reap what you sow.” What goes around indeed comes around—it

may take time, but I have witnessed many times in my career that it always comes around. My students may witness apparent success by others acting with a lack of integrity, but that success is temporary—a consequence will always follow our choices, good or bad. I encourage my students to always act with integrity, not to reap the reward, but because it is the right thing to do. The reward will follow in due time.

As owners of Med One Group, Larry and Brent exhibit integrity in their interactions with the directors, their employees, and their customers. They are genuinely interested in all of us as individuals and not just what we can contribute to their success. They are some of the most generous individuals I have met. I have seen them pass on savings in their business transactions to their customers—treating everyone fairly and allowing everyone to profit. I have seen the generosity they show their employees, always supportive of their efforts to serve their families and communities. The success I have seen come to them, I know, is in part due to the integrity they have demonstrated in how they treat others in their business dealings. They are trustworthy and reliable. It is an honor to serve with them on the board. “The Med One Way” and the “Med One Family” are not just trite expressions in their organization. They are fundamental beliefs full of integrity that drive the cohesive culture of this organization in its mission to save lives.



A Credit Perspective

# Solutions for a Pandemic

| Making Medical Equipment Available |

**I**n 2020, it was made evident that hospitals & health centers needed credit solutions tailor-made for the impacts of a mega-pandemic. For over 30 years, Med One has created solutions specifically for getting essential use medical equipment into hospitals for patient care. Over the past year, most hospitals & health centers cut back capital budgets in support of current essential necessities such as PPE, increased staffing, and trying to manage reduced revenues with postponed elective procedures and lower margins. With liquidity strained even with the support of the CARES Act funding, Med One provided hospitals with diverse options to obtain equipment such as peak-need short-term rentals, 12 to 84-month leases, and Same As Cash/Deferral programs. These credit programs are customized to help hospitals with liquidity due to reduced capital budgets and the need caused by the pandemic to have equipment NOW for patient care. At Med One, we love making medical equipment available in creative, simple, and responsive ways. This is our mission.



Written By **Bryce Ray**  
SVP Chief Credit Officer

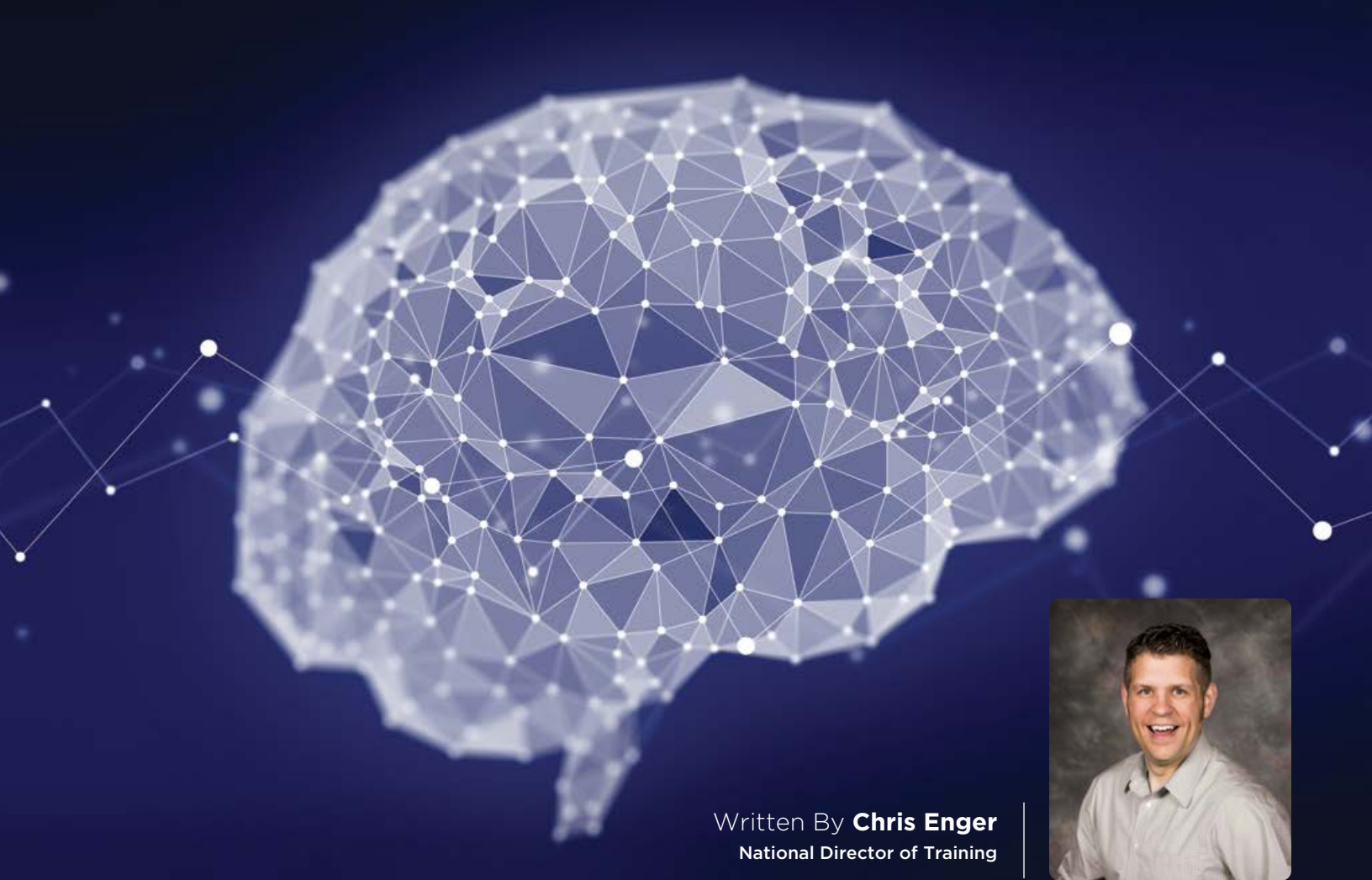
## 2021 Healthcare Outlook Themes

- **Additional CARES Act support.**
- **Pent-up demand for new medical equipment & capital spending.**
- **Hospital revenue normalization to pre-COVID levels (late 2021 / early 2022).**
- **Ongoing COVID-19 testing & vaccinations.**
- **Higher unemployment rates = potential for adverse hospital payor mixes.**
- **Pent-up demand for elective procedures & treatment for other chronic medical conditions.**
- **Continued management of hospital costs (hospitals continue to gain efficiencies).**
- **Future of PPE costs.**
- **Digital transformation & increasing telehealth utilization.**
- **Cybersecurity.**

From a credit perspective, these current healthcare themes are financially impacting hospitals, and Med One is here to help our customers with short-term to long-term equipment needs.

REFERENCE: Moody's Investor Services, Healthcare – Global 2021 Outlook, Research Publication, 12/14/2020





Written By **Chris Enger**  
National Director of Training

# The *Desire* To Learn

**T**he brain is wonderful. The mind is beautiful. The ability to think, to reason, and to learn are what sets us apart from all other creatures on this planet.

I lost three of my four grandparents to dementia of different variations. The thought of losing my mental capacity is one of my fears as I grow older. The fear doesn't paralyze me, but it does motivate me to keep learning.

The brain is like every part of your body; you need to exercise it. In 2017 I decided to learn how to crochet. I felt that learning a new skill every year would be helpful to try and fight off dementia as I age. According to the Alzheimer's Association, cognitive stimulation is one factor in helping fight off dementia risks. The Alzheimer's Society in England lists several activities that help challenge the brain:

- 1. Study for a qualification or course, even just for fun
- 2. Learn a new language
- 3. Do puzzles, crosswords, or quizzes
- 4. Play card games or board games
- 5. Read challenging books or write (fiction or nonfiction)

What's wonderful about stimulating the brain in 2021 is it's never been easier. Our CEO Larry Stevens talks about a time in the 60s when he won a calculator at his office for his performance. That calculator that did basic computations was the size of our desktop computers today. Now, at our fingertips and the size of our pocket, we have access to all the knowledge we could possibly want or need. We can learn "Do-It-Yourself" skills on YouTube, we can take college courses online,

and we can have electronic access to any book ever written. Our ability to access knowledge is there as long as we have a desire to learn.

Look at how much learning has changed over the last 12 months. The COVID-19 pandemic has forced us somewhat to find new ways to teach and to learn. Most of us have kids that have been able to learn and adapt to online classes much easier than their teachers and parents.

We want to help that drive to learn at Med One. We want to provide avenues that help our employees learn in the workplace but also to increase their knowledge base to help employees prepare for other jobs Med One has to offer.

**Learning in life can help us in three different areas:**

**1. Learning what the job requires of us.**

This is the most basic form of learning on the job. It simply is learning the skills needed to accomplish the job we were hired to do. Med One will provide tools to help our employees accomplish all that is required, from learning the in-house software to learning our procedures.

**2. Learning skills to improve what jobs you have.**

Part of what we envision with training and development at Med One is offering classes to help our employees learn other programs they may not be familiar with. If an employee is not familiar with the Microsoft suite of programs, we will have learning modules to help them learn those programs. We want to help all employees develop above and beyond the basics of their job requirements.

At times there may be opportunities to learn programs that will make you a more valuable part of Med One. One example comes to mind of our Controller, Dave Butterfield. He learned programs like SQL and Visual Basic so he could be the expert on the leasing software Med One was using. That was learning he did on his own.

As we continue to add to our Training and Development directory, if there is training for a program or an application that would benefit our catalog, we welcome employee suggestions so we can add them to our directory.



**3. Learn to progress in life.**

Whether it's going to college classes or simply learning at home, never hesitate to learn. I am amazed at some of the skills that our employees have at Med One. From the woodworkers to the crocheters, from DJs to home repairers, we truly have a workforce of learners.

Learn skills that can help around the home, around the neighborhood, and around the community. Develop talents that could help others or bring additional income or add a degree or certification to help move up in the company. Whatever it be, we should always be striving to learn. The more we learn, the more well-rounded we become, and there is not a better time than now to do so.



# FOOLISH COMMUNICATION

Written By **Madeline Cheney**  
Marketing Specialist



Forty-five years to the day prior to Med One's founding on April 1, 1991, a tsunami devastated Hawaii on April 1, 1946. The tsunami originated as an 8.6 magnitude earthquake off of Alaska's Aleutian Islands and reverberated down the Pacific to Hawaii in a little over four hours after the quake struck. Over 173 people were killed or swept out to sea in Hilo, Hawaii, by tidal waves surging to 55 feet. Over 160 people were injured, 488 buildings were demolished, and another 936 buildings were damaged. It remains in history as the worst tsunami disaster to have taken place on U.S. soil.

Almost immediately after the earthquake took place in Alaska, waves that reached 45-130 feet obliterated the Scotch Cap Lighthouse located on Unimak Island, Alaska, killing all five lighthouse keepers. This prevented them from sending a warning signal. Though, at the time, there were not sophisticated methods to alert others of the impending danger anyway. The first tsunami warning center didn't become operational until three years later, near Pearl Harbor.

In Hawaii, the waves came quickly, leaving most people no time to prepare, but some did see early signs of the tsunami and ran inland. Along the way, they warned others that a tsunami was coming, but many ignored them. Why? Because the date was April 1 – April Fools' Day. This tsunami has since been known as the April Fools' Day Tsunami.

From this tragedy, we can learn several lessons about communication that can be applied both in the workplace and in personal relationships.

### ***1. Don't just be clear.***

Make sure the message you are trying to communicate is being received. In other words, make sure the other person is picking up what you are putting down! Often, we communicate in the way that we understand rather than thinking about how the other individual will best understand. The message from the individuals who

saw early signs of danger was arguably crystal clear as they ran shouting, "there is a tsunami coming!" However, despite how "clear" they were, others did not internalize and act on their warnings, which made them futile.

### ***2. Understand the other person's point of view.***

Try to understand what context the other person has. Assuming they already know certain information or hold a certain belief will hinder your ability to get information across. For example, if those that were trying to warn others of the impending tsunami had remembered it was April Fools' Day, they may have been able to counter any beliefs that they were playing a practical joke.

### ***3. Don't overestimate your communication skills.***

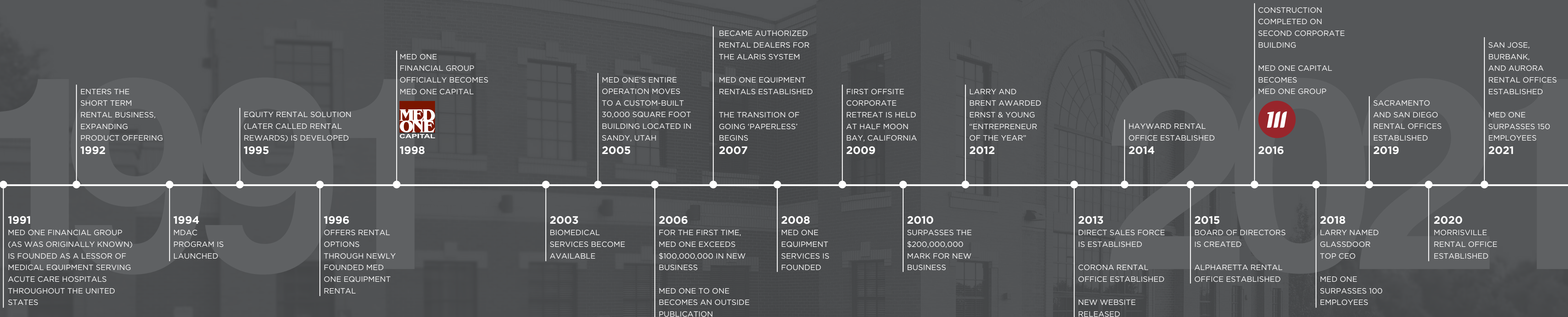
Most people believe that others should improve their communication skills, but few actually believe that they are one of the people that need to. Maintaining the belief that your own communication does not need improvement increases the probability that you will miscommunicate. Fortunately, after this incident, tsunami warning centers were put into place so necessary warning signals could be sounded. Likewise, we must make sure that we are willing to increase our communication ability and skills when necessary.

Good communication is essential – we may not ever be in a situation in which we are warning others about a tsunami, but we all must communicate important information regularly. Without the ability to communicate well, frustration and misunderstanding are sure to follow. By increasing your ability to communicate effectively, you will be able to reach higher levels of performance and enhance your workplace culture.

Often, we communicate in the way that we understand rather than thinking about how the other individual will best understand.



# 30 YEARS OF HISTORY



## ...AND COUNTING



# Med One | AT A GLANCE

FOUNDED IN  
1991

BY LARRY STEVENS AND BRENT ALLEN



**\$2.3 BILLION+**

IN EQUIPMENT LEASED



**\$170 MILLION+**

IN EQUIPMENT RENTED



OVER **150** EMPLOYEES



**\$1.2 MILLION+**

DONATED SINCE 2009

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AURORA, CO  
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CORONA, CA  
LA MIRADA, CA  
HAYWARD, CA  
ALPHARETTA, GA  
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**12** LOCATIONS WITH  
MORE ON THE WAY



**25+** RENTAL VEHICLES IN  
OPERATION ACROSS THE COUNTRY



WORKED WITH OVER  
**3,000** HOSPITALS



NEARLY **12,500** LEASES





# Becoming WORLD CLASS



Written By **Mario Cisneros**  
National Director of Operations

Having my vantage point every day as Med One's National Director of Operations comes with the perspective of always wanting operations to achieve more. Resetting the bar in operations is the key to continuous improvements. Reaching for the next level of professional development is the next level of operational efficiency and excellence. Moving forward in operations is the only way we can become a world-class operation. We strive to reach that next level through continuous improvements. When I look at our offices, I see world-class potential in every location. I see facilities that could, in every circumstance, operate efficiently, seamlessly, with no scrambling to fill an order, no rescheduling of personnel, just the heartbeat of what a world-class operation should be.

Any business that has experienced rapid growth, much like us, must be looking to the horizon. For operations, that horizon tells us that continuous improvement must be part of our everyday scope. To become world-class in operations, Lean Six Sigma principles must be ingrained in our thought process. Professional development, efficiency, and operational excellence will only endure if Lean Six Sigma principles are used in every situation.

## LEAN SIX SIGMA

The Lean Six Sigma methodologies of reducing waste were adopted by Toyota Manufacturing System, and it changed operations in every industry. It examines where you are, where you are going, and how to

become world-class operationally. Awareness and self-examination are key factors. Managers have to look deep into what they are doing and the way they are doing it. This is the beginning of building the foundation of a fortress that will stand up to the whirlwinds that operations managers face daily. The easiest way to remember the eight wastes of LEAN Six Sigma is the acronym known as **TIM WOODS**.

The principles of Lean Six Sigma reduce waste in all aspects of operations, specifically the eight wastes of production. Anything and everything you do must be examined in its entirety to identify and remove the waste of that operation. That is the key -- by removing the waste, you are adding value.

Knowing the eight wastes associated with TIM WOODS and how to avoid them and/or reduce them in your facilities will dictate your success as an

operational team. Many managers have by nature used certain principles of Lean Six Sigma without really knowing the actual principle of wasted reduction associated with them. But acquiring the full scope of Lean Six Sigma principles and the eight wastes associated with each category will safeguard all operations from some of the very tumultuous whirlwinds they face in their operational processes.

## THE WHIRLWIND EFFECT

Operations managers face what is called the Whirlwind Effect the moment they arrive in their offices.

The phone is ringing, vehicles have issues, there are equipment problems, personnel issues, billing issues, and deliveries that are urgent. With growth, the whirlwind effect seems to blow harder for an operations manager. They can easily be swept away by the ensuing gusts of the whirlwinds if they do not know where to find the right shelter from the daily storm. Some would say, "well, it's just about training and knowing our customers' needs." I do not completely disagree that training and knowing customer needs are very important. However, operationally there must be a fortress to protect against the whirlwinds. This fortress must be built on the principles that will endure all the changing

## LEAN SIX SIGMA

Transportation  
Inventory  
Motion  
Waiting  
Over Production  
Over Processing  
Defects  
Safety



sizes and types of whirlwinds that may come. This fortress must be built on the solid, proven principles of Lean Six Sigma methodologies of reducing waste. If an operations manager allows the eight wastes to grow and endure at their facilities, their operations will be sent into a tailspin. This will lead to employee disappointment, disillusionment, and ultimately unsatisfied customers.

## BUILDING YOUR FORTRESS

Lean Six Sigma principles are documented principles. This will ensure every new person you hire and all current team members are being trained in all their tasks efficiently and effectively. When a team member knows their training is standardized and complete, it creates confidence in what they are doing and who they work for. This documentation becomes the method that is ingrained into the culture of a facility. Teams become more effective because they have been given the tools to be part of the solid fortress that has been built. This is how operations managers accomplish all of their goals today and see future growth.

Lean Six Sigma principles of reducing waste not only help in daily activities for employees, but they are important principles for managers to see the whole picture. Managers will experience many “Ah-ha” moments when examining a process in their facility and realize it falls into one of the categories of Lean Six Sigma waste.

This experience is invaluable for a manager’s facility today and for management development in the future. Leading the training on a Lean Six Sigma process provides managers the tools needed to always repair their fortress if the whirlwinds of the day began to tear it down.

As a manager here at Med One, I know the most important hire for any facility is TIM WOODS. TIM WOODS teaches us how to reduce waste in operations. By reducing waste, we build in added value in operations. Knowing when one of the eight wastes occurs because the whirlwinds start to build up is when we as managers reach for that next level of operational excellence through the proven principles that will build the solid fortress. This is how we withstand the winds and build a legacy for the future.

”

*Any business that has experienced rapid growth, much like us, must be looking to the horizon.*



# The Importance of SEO

## For Your Business



Written By **Bryson Cutler**  
Digital Marketing Manager

In an increasingly digital world that is always changing, there are a few constants in digital marketing. One of these is the vital role Search Engine Optimization (SEO) will play for all businesses moving forward. As companies worldwide have had to adapt to COVID-19, we continue to see the importance of online ordering and user-friendly websites. The first step, however, is to ensure your customer can easily find you online.

One of the best quotes I've ever heard about SEO came from an unlikely source: the Netflix TV series *Tiger King: Murder, Mayhem, and Madness*. This show became a viral internet sensation for many reasons, but Doc Antle, one of the featured individuals on the documentary, said something interesting about SEO: "Do you know the power you have if you search Google around the world and you're the first choice every time?" He is, in fact correct, ranking at the top of customers' online searches for your products and services is very powerful. By being #1 on a search term, you exponentially increase your website visitors and provide more opportunities for your customers to interact with your business.

While optimizing content for SEO is a complex and time-intensive process, there are a few basic concepts to keep in mind. Here are a few practices that anyone can do to improve their website's SEO Value or chances to rank highly on Google and other search engines.

### 1. Publish Relevant New Content Often

Google wants to provide the most relevant search results for the user. If you show you are an expert in the industry by producing frequent new content on a subject, this can help your search rankings.

### 2. Follow On-Page SEO Best Practices

Knowing how people search for your products and business is very important. Once you know what they are searching for, you can use those terms in the right places on your site. Use these keywords in strategic ways on your webpage or article while keeping the content engaging for the user. Additionally, make sure the title and headers on the page are relevant with the target keyword included. There are plenty of helpful resources online to understand more of the basics of on-page optimization.

### 3. Ensure Your Website is Mobile Friendly

Even though it seems self-explanatory to have a mobile-friendly website in 2021, Google can recognize if your site is not fully mobile-friendly and will hurt your search rankings.

Even though it takes time to see improvements in rankings, I have seen the Med One digital presence grow to be a part of some of the top search results for popular medical equipment. With these key SEO practices, you can improve the performance and rankings of your website. The list of things that you can do to continually improve SEO rankings will be ever-changing. Most importantly, it is vital to identify how crucial it is to rank highly online and put the proper investment into making that a reality.





WE JUST PICKED UP A NEW TRUCK FOR  
OUR NEW FACILITY IN AURORA, COLORADO.  
LOOKIN' GOOD WHILE HITLIN' THE ROAD!

# TRUCKS TRUCKS TRUCKS

WE GOT TRUCKS!





# Is My Legacy

## What I Want It To Be?



Written By **Randy Smith**  
Director of Information Technology

Recently, I had the opportunity, along with my wife, to watch over our two-year-old granddaughter while her mother was in the hospital giving birth to her new sister. This got me thinking about the legacy I am creating with these and other beautiful grandchildren.

But what does legacy mean? As defined by the Merriam-Webster dictionary, it means "anything handed down from the past, as from an ancestor or predecessor: *the legacy of ancient Rome.*"

When I think of someone's legacy, I look to what impressions we have made on others and what services we will leave behind when we move on from this life. What impact have I made on my own family, in various jobs, with fellow employees, on my reputation, in serving others, with my neighbors, and even those I come in brief contact with?

This has given me a resolve to be watchful with what I do and say so that, when I move on, others can say that I have left an honorable legacy.

Several years ago, I received a call from my mother asking if I would be willing to be a pallbearer at the funeral for her cousin. When she told me who it was, I had never heard of him. She told me that was the problem. He did not have enough friends and family for pallbearers. He had lived a very reclusive and self-centered life, not wanting to do anything for anyone else or caring about how he treated them. His son and daughter had been estranged for several years and really didn't know him. The pallbearers ended up being me, a few cousins, an uncle, and two others I didn't know. After this experience, I have often thought about how sad it is not to have enough friends to carry a casket.

In contrast, I have attended funerals for very unassuming individuals that quietly went about their

**leg·a·cy / 'le-gə-sē / n.**  
: something transmitted by or received from an ancestor or predecessor

business doing random things for others they came in contact with. They never sought recognition or even acknowledgment for their small acts of encouragement and kindness. When they passed away, it was difficult to find enough room for the many people that wanted to pay their respects and honor them for the legacy of love they left behind.

In both of these cases, there was a legacy created, but one was of selfishness and distrust, where the other was of kindness, love, and respect.

I ponder on what my legacy will be. Am I kind and gracious to others, including family, neighbors, co-workers, the server at the restaurant, the toll booth operator, the flight attendant, or in other words, everyone I come in contact with?

A family friend has a socially handicapped daughter. When she was early in her schooling years, she was struggling with relationships and bullying. I challenged her to just simply smile at others and always find something nice to say to compliment her classmates. After several months, her parents told me that her teachers had sought them out to tell them how much of a difference their daughter had made in the lives of her classmates. When one was sad, she would give them a big smile that would brighten their day. When another was sad, she would tell the girl how much she liked her beautiful dress or hair. These small things, although not a big deal in and of themselves, totally changed the attitudes of those around her. She had become well-loved and appreciated by everyone she knew.

Can I do the same? Do I have respect within my family? What do my co-workers think of me? Will I have enough people to carry my casket?

*What will your legacy be?*



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



# Eat A **FROG** For Breakfast

**D**oes that sound disgusting and a little over the top?

I think it will surprise you who supposedly authored that suggestion and what it refers to.

Let's pause and look at some background on this unappetizing suggestion. If you are from the Deep South, please forgive that comment. But being a Northern bred gal, it brings a disgusting vision to my mind. I probably would not eat alligator or snake either, no matter what time of day!

## WHAT COMES TO YOUR MIND AS YOU PICTURE JUST THE FROG?

*Perhaps a lone frog on a lily pad?*

*Maybe a fast-moving, slimy creature who can easily escape?*

*One who can swim in the water, survive on land, or even in trees?*

## WHAT COMES TO MIND WHEN YOU THINK OF YOUR BREAKFAST RITUALS?

*Coffee, tea, or other warming beverages?*

*Cereal, toast, and fruit?*

*A long leisurely discussion with others to start your day?*

*Watching the news on TV, the internet, or reading the newspaper?*

Whatever vision you have, it probably does not conjure up eating a frog for breakfast, but perhaps the metaphor should be one we adopt.

This piece of advice is attributed to none other than Mark Twain. You know, the guy who wrote about Huck Finn and the short story about the jumping frog of Calaveras County. It included this rationale for eating a frog for breakfast:

"If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first."

His infamous quote is a daily guide to overcome one thing that plagues most of us from time to time.

## PROCRASTINATION

The frog is the thing that we need to complete but perhaps don't know how to, think we cannot do it, or just don't want to do it! Twain added that if you eat the frog for breakfast, it may be the worst thing that is going to happen to you all day.

Many motivational speakers and presenters often use these words of wisdom to illustrate the value of tackling our most daunting, difficult, and dreaded tasks first without spending a great deal of time staring at the frog.

## WHAT ARE SOME FROGS THAT ARE STARING AT YOU TODAY?

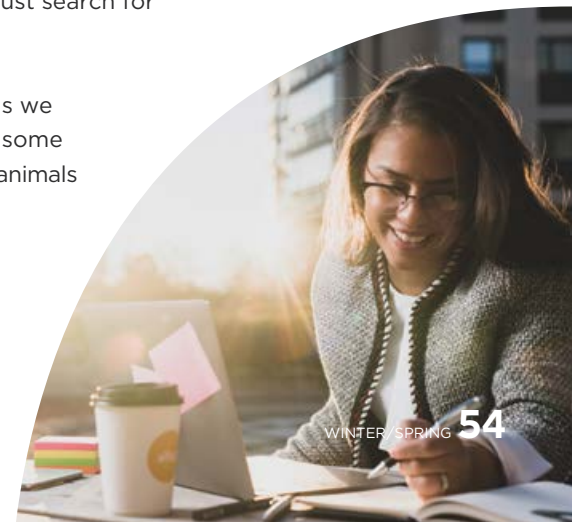
Procrastination is the robber of time. There are only 60 seconds in each minute, 60 minutes in each hour, and 24 hours in each day. If we put off until later the biggest frog, we may find him nibbling at our thoughts throughout the day until we actually sit down and munch away at it. Wouldn't it feel great to know we **did it**, and it can no longer quietly nag us?

Procrastination is like the tides of the ocean; it comes in and goes out. Rarely are we constantly able to take action on everything we need to or want to do. However, avoiding the most important tasks can destroy not only productivity of the individual but also affect others' assessment of your accountability, reliability, and responsiveness. Bosses, coworkers, customers, or clients may lose faith and trust in us. It also can be detrimental to accomplishing company or team initiatives and goals. Your family and friends can also be victims of your procrastination.

It is important to clarify expectations and to help each other identify the frogs and develop the habit that Mark Twain suggested – eat the ugliest frog first thing. If you do it in small bites, the feelings of accomplishment may inspire you to take on the next frog until the pond of frogs shrinks to a puddle.

If you have difficulty with the thought of eating a frog each morning, there are apps that you can use to aid in eliminating distractions and fighting the urge to put off or postpone challenges and increase your self-discipline. Just search for anti-procrastination apps.

As we all can list many reasons we procrastinate, remember that some frogs are among the deadliest animals on earth, and our desire to succeed means we must overcome our dread of eating the frogs! NO more PROCRASTINATION! Jump on your most daunting frog first thing! Bon appétit!





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