

MedOne

VIEW FROM THE FIELD

SACRAMENTO,
CALIFORNIA

P21

LETTER FROM THE OWNERS

WHATEVER
IT TAKES
TO DO IT RIGHT

P5

MED ONE TO ONE IS A MED ONE GROUP PUBLICATION CONSISTING OF EDITORIALS, A MESSAGE FROM OUR OWNERS AND KEY STAKEHOLDERS, TESTIMONIALS, INFORMATION REGARDING OUR SOLUTIONS, EMPLOYEE SPOTLIGHTS, AND MORE. FOUR QUARTERLY ISSUES ARE PRODUCED EACH YEAR. ISSUES INCLUDE THE MOST RECENT AND EXCITING NEWS FROM MED ONE. IF YOU ARE READING THIS EDITION, YOU ARE A PART OF OUR TEAM. MED ONE OWES ALL OF OUR SUCCESS TO OUR VALUED CUSTOMERS AND SUPPORTERS.

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Written By **Troy Tait**
SVP Customer Care



THE

WHY

OF MED ONE

April 1st, 2021, was a significant milestone day for Med One as we celebrated our 30th year in business. I have personally had the great privilege of watching this company grow from the very beginning. I had the perspective of watching closely from the outside for the first three years. I then joined Med One on April 4th, 1994, and got to experience this new and exciting adventure from the inside. It is really fun to sit back and think about those early days and see how much we have changed over the years. I am 100% sure if you asked the owners what their perception of Med One was in the beginning compared to what it is today, the answers would be surprising. That is probably one of the best things about Med One – the humility of our owners. What they set out to do and what we have become are very different. That happened because they were always willing to try new things and always looked to improve.

Many lessons were learned when things didn't go as planned, and credit was always given to employees when success came our way. The growth of Med One has truly come from a united team effort, with creativity, responsiveness, and simplicity being the core values that have facilitated our growth. Along the way, we have learned that the development of genuine relationships through observant listening has allowed us to create solutions that work for each customer. It takes patience and a willing attitude to go above and beyond to meet the needs of each opportunity that comes our way. Finally, doing all of these things each and every day, with the highest level of integrity, has enabled us to play an active role in making medical equipment available to the medical industry.

This is essentially The Med One Way of doing business, and these values have been a part of the organization since the beginning. Our purpose or, better stated, our "Why" is to provide the necessary equipment that allows caregivers to achieve positive patient outcomes. We aren't simply here to just do

our job. We truly believe we help those in the medical profession do what they do best – provide medical care to those in need. These professionals need access to the equipment and technology, and our goal is to make it possible for them to get what they need.

Our reach is wide and expanding every day. We currently serve over half of the acute care hospitals in the US, Puerto Rico, Canada, and the Bahamas. We also serve the EMS community, nursing schools, LTACs, clinics, and many other customers who provide medical care. Whether providing a lease acquisition, short-term or committed rental, the sale of pre-owned equipment, or the service and repair of existing equipment – Med One has the ability and willingness to meet the needs of our customer. We do this by first asking, "what can we do to help you get the equipment you need?" The answer to this simple question is what allows us to make medical equipment available. It was like this in the beginning, and it continues to be an integral part of our business today.

In every aspect of life, we are driven by our "Why." At Med One, making medical equipment available to medical professionals so they can achieve positive patient outcomes is our "Why." We want to make a difference and believe this driving force has been critical to our success over the last 30 years and will continue to keep us moving forward in the years to come.

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WHATEVER
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RIGHT

Written By **Larry Stevens**
President / CEO



In the early days of our existence at Med One, we were very short on resources, but we seemed to have an abundance of optimism. In the beginning, we were focused exclusively on developing relationships with manufacturers of medical equipment to create programs for them that made it easier for their customers to acquire their equipment. We had our eyes focused singly on building a leasing company, and being a rental company was far from our minds.

Back then, the Medicare reimbursement rules had just gone through a revision that made it difficult for hospitals to purchase capital equipment for cash as they had long been accustomed. Manufacturers were mostly unprepared to offer financing alternatives. Everyone was in an era of change and uncertainty, and they were looking for solutions.

I remember often sitting in meetings listening to sales executives describe what they needed and assuring them, “we can do that.” We would then leave the meeting and realize what we had just committed to do and ask each other, **“how are we going to do that?”**

It was in that time frame of our existence that we first came up with the Med One motto – **“At Med One, we do one thing very well, WHATEVER IT TAKES.”** With that rather bold and presumptuous statement in mind, we came up with some significant departures from the standard operating procedures of the equipment leasing business as it existed at the time (and in many ways still does today). We knew that we had to differentiate ourselves in order to attract the attention of our target customers – the 6,000 acute care hospitals that then existed in the United States.

We introduced to the marketplace such a simplified way of doing equipment leasing that those who competed against us disliked our approach, predicted our demise, and openly wished they could do what we were doing. Those who did business with us rewarded us with opportunities and began to hold our approach as the standard with which others had to comply. Until our business became commoditized, and customers became (wrongly) convinced that the only distinguishing difference between any two lease transactions was the price – it was a very fun, challenging, and creative time for the industry.

To offer solutions for challenges that were presented to us by vendor partners and prospective customers, we came up with innovations like the equity rental, pay-per-use leases, specialized payment schedules, simplified lease-end options, and many other customized solutions.

As Med One grew and became more successful, we added more capabilities, including our peak-need equipment rental offering and our full-service equipment biomed capability. We came to understand that our true mission as a company was not just to “make medical equipment available” but it is to “help our customers provide for better patient outcomes.”

Our motto of doing “whatever it takes” started to take on new meaning and relevance.

I recently asked every one of our employees what they thought about when they heard that phrase. Some of those answers jumped off the page at me. All of them confirmed my confidence that the culture of our company is in very good hands and our people seem to understand why we are in business and what sets us apart.

One of the answers that particularly stood out to me was:

“Creativity – finding the best solution to meet the need even if we haven’t done it in the past. Which then reflects on our customer service and providing the best we can by going above and beyond to become a trusted advisor in the eyes of the customer.” - Amy Vizanko

At Med One, we have several tried-and-true solutions, but we never try to force a customer’s problem into one of our “canned” programs. We want to find the best solution in every case. If it hasn’t been done before, we don’t let that become a roadblock. We seriously want the solutions we develop to satisfy every issue that a customer has.

Several years ago, we provided a modification of our equity rental for one of our customers. We developed a master agreement that allowed easier access to the program, preferred rental pricing, and an accelerated purchase credit as the rental term extended. Over the years, this customer used this plan occasionally to acquire equipment that they needed and was not provided for under their capital budget. Recently this customer merged with the largest not-for-profit hospital system in the United States. Upon discovering this rental program, the new group was elated! During 2020 and early 2021, they have used it extensively to acquire equipment that was not contemplated in the budget but was needed immediately to care for patients. Med One has assisted this group by renting them over \$5 million under this program during the last half of 2020 and the first quarter of 2021. Note this quote from one of their executives.

“We have actually saved quite a bit through our business relationship, so much actually, I need to find a way to start tracking the savings to report up to leadership. I think the way you are structured does truly set you apart.”

This solution has proven to be the answer to a very perplexing problem for this customer. Prior to adopting this program, the system did not have a satisfactory way to deal with these unplanned for situations. Working together with Med One, they have been able to improve patient care in many of their hospitals and at reduced costs.

One important principle that was emphasized in our employee responses about our motto is that “doing whatever it takes” does not provide a license to abandon sound business practices, break the law, or push the integrity envelope. Nor does it ever give us an excuse to prioritize the needs of one customer ahead of another. The message it conveys is that we will do whatever it takes to get it done right.

The other important concept that came through loud and clear is that this has to be a team effort, and all of us have to buy into the concept. On one hand, it is counterproductive if one side of our team is trying to be creative and offer solutions to a customer that may not have been done before, and another part of our team has an inflexible stance on operating procedures “because we’ve never done this before.” On the other hand, it is totally disruptive for any team member to totally disregard and disrupt sound business practices and established operating procedures that have been established to efficiently serve the greatest number of customers possible, to solve a single problem that might even disadvantage other customers in the process. We must find a constructive, efficient balance to be a customer-driven company that truly solves problems and gets things done.

Med One has an admirable record in living by the motto that we really do whatever it takes, whether it is the resourcefulness and courage of our team in northern California plotting alternative routes through the recent wildfires to deliver needed lifesaving equipment to a facility that was cut off and had been refused delivery by other providers. The entire staff at the home office pitching in to prepare thousands of infusion pumps for an emergency delivery to a hospital in desperate need to avert a clinical crisis in Chicago. Or our leasing, credit, and accounting teams coming together to complete a multi-million-dollar lease transaction that provided significant end-of-year benefits for both the customer and the vendor. We have for 30 years tried to live by this motto and make it a meaningful part of our company culture.

As maturity has set in, and the reality of critical mass always stares us in the face – we constantly evaluate our motto to make sure we are not frivolously promising something that we cannot deliver in a meaningful way. Our mission statement, “Making Medical Equipment Available,” is not of any great value unless it also speaks to and addresses an impact on improving the outcome of patient care provided by our customers. By the same token, our motto is of no value if it misstates what we can actually do. After 30 years of maturity and growth, I am proud to say that Med One’s motto has also grown and matured. At Med One, we do one thing very well, **WHATEVER IT TAKES TO DO IT RIGHT.**

WHATEVER IT TAKES TO DO IT RIGHT



Disrupting the Marketplace

FOR 30 YEARS

Written By **Jeff Easton**
SVP Chief Financial Officer



On April 1st, 2021, we celebrated as a company the opening of the Med One doors 30 years ago. I recently saw something that said, “the status quo is not good enough, disrupt or be disrupted.” As I reflected on this, I thought about Med One over the last 30 years – of which I have been with the company and the CFO for the last 14 years – and how Med One has consistently been a disrupter in the marketplace. It has been an amazing experience for me here at Med One, and we have been able to adapt and understand the market and what our customers, vendor partners, banks, and employees need. Simply put, we do a very good job at doing what we do best, and that is “Making Medical Equipment Available.”

We have done and tried many different things as a company over the last 30 years, and over the next 30 years, we will continue to try many different things as well. Some of the different things we have tried have been very successful, and others have not been. However, through all of the great things, hard things, successful things, and perhaps most important, the things that have not worked out, we have truly learned who we are, how to disrupt the marketplace, and what we do best, and that is “Making Medical Equipment Available.”

When Med One started 30 years ago, our President, CEO, and Co-Founder, Larry Stevens, already had nearly 20 years of experience in the banking, leasing, equipment, and rental world through different opportunities and employment that he had. I have heard him tell the story to me a few different times about the importance of a very short and simple document. **Since the beginning, and still today, a vast majority of the business done by Med One (well over 90%) is done on an agreement that is less than two pages in length.** We understand the medical business and what our customers need, and we have done things differently for our customers. *This has disrupted the marketplace and allowed Med One to carve out a niche.*

Another item that Med One did early on and still does today is **learning and understanding the importance of what it takes to get paid in the medical world and what is important to our customers**, so they will pay what they have committed to. As many of you will recall, in the late 1980s, a very new technology called the fax machine had become very popular. Until this time, the only way to transmit documents back and forth was via USPS mail or quicker delivery services such as FedEx and UPS. Early on in the existence of Med One, we did not require “original ink” signatures

or certificates of incumbency. Again, we listened and understood what a customer needed and what would reduce their pain, so we accepted faxes, documents sent through the internet/email, and copies of signatures. This was a disruption to the marketplace and still is to this day. While there are now wonderful digital signature platforms that are used today, and we use them, we still accept documents sent via email and copies of documents – faxes, for the most part, are not used by many people. We understand the medical world and what is needed for our customers. *This has disrupted the marketplace and allowed Med One to carve out a niche.*

As we look at a transaction that is put in front of us, the approach of our two owners and our CCO is to find any possible way to do the transaction.

Of course, there are times when we say no and we are not able to do the transaction; however, we have over a 90% approval/acceptance rate on the transactions that come to us. We trust our customers, we have taken the time to truly learn and understand them, we have worked with them and helped them get to know us, it has been a wonderful thing to be a part of. *This has disrupted the marketplace and allowed Med One to carve out a niche.*

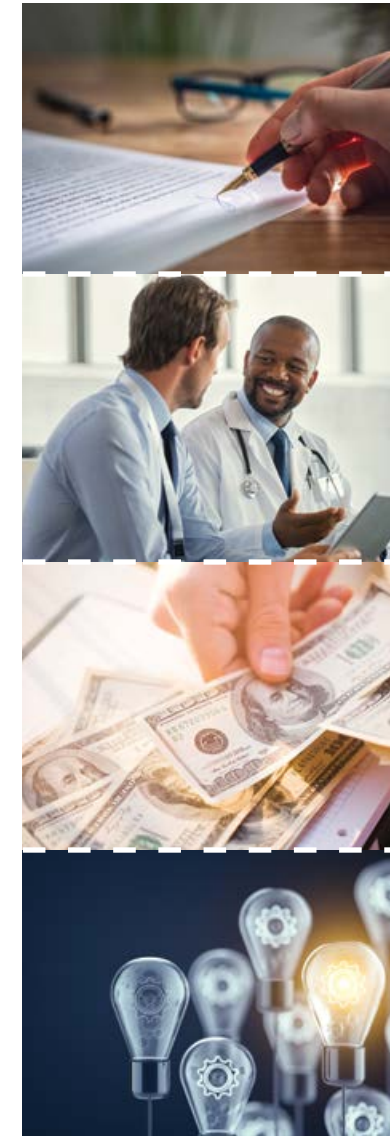
Med One, over the last 30 years, has dabbled in different segments of the market but at the end of the day, **what we do best is “Making Medical Equipment Available.” Over 99% of our business conducted is done in the medical world.** With its emphasis on the medical industry, Med One has an understanding of the specific challenges healthcare professionals face. The Med One philosophy is simple: determine and exceed the needs of our customers. With every deal, our focus is to provide for our customers’ needs by helping them acquire equipment when they lack the funds to pay for it. Whether it’s equipment financing, equipment rental, equipment sales, or services, Med One has solutions that work. We are the only company that I am aware of that truly offers all these different solutions. We want to help our customers and have them do what is best for their own individual needs. We have gone out of our way to be agnostic about what a customer chooses as we want what is best for them and know that we truly do care about them. *This has disrupted the marketplace and allowed Med One to carve out a niche.*

Finally, the owners/founders of Med One have a different mentality and long-term goal than most individual owners have. This does not make them right or wrong; for better or worse, they just think about things in a different manner than most people would a business that they own and have built. Med One is family-based, and many of the owners’ family members are involved in the company. Med One has been created, formed, and brought along to be a legacy company. I am approached on a weekly basis to gauge interest on

whether Med One is available for sale or what the plans are for the future. Med One has been built on sound financial principles and to provide a legacy to the customers we support and employees we employ. The goal of the ownership of Med One is not to sell the business and ride off into the sunset. They are involved daily with the business and truly love the business; it is part of their fabric; it is who they are. When decisions are made, they are well-thought-out with the long-term and legacy in mind. The two owners of Med One do not have to satisfy any other shareholders. There are no quarterly earnings that must be met. With the sound financial principles the company has been built on, Med One will be here for our customers and employees. We are not going anywhere. *This has disrupted the marketplace and allowed Med One to carve out a niche.*

Med One will continue to be the leader of companies in America that offer, as a whole, the different services mentioned above and many others. We will continue to evaluate and work with our vendors, customers, employees, and capital partners to develop different products and solutions that will enable healthcare professionals to

provide the best patient care available. At the end of the day, we truly believe in our customers and the medical industry, but more importantly, our customers use the medical equipment we have helped them to obtain to take care of moms, dads, grandparents, nieces, nephews, cousins, siblings, spouses, and kids. These patients truly are our customers, and we are here as a family-based legacy company to ensure they will always be taken care of. *This has disrupted the marketplace and allowed Med One to carve out a niche.*



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 of 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.

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.

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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 Regional Sales Manager / Southwest

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.



Aditya Mehta Territory Sales Manager / Northern California

Aditya Mehta joined Med One Group as Territory Sales Manager in 2021. Aditya has four years of experience in sales as well as a solid background in customer service. Aditya enjoys working at Med One Group and being able to help meet customers' needs on a daily basis. Outside of work, he enjoys spending time with his dog (Miko) and spending time with his family.



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.



David Coulter Territory Sales Manager / Arizona & Nevada

David has nearly 30 years of experience in branch operations and medical equipment/support surface rentals and sales, focusing on superior customer service and solutions to ensure his customers can provide the best outcomes for their patients. David has been married for over 31 years and has one daughter. He enjoys traveling with his family, attending baseball games, and off-road driving adventures.



Mike 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.

CHARACTER INTEGRITY PASSION



Written By **Mark Stevens**
SVP Director of Operations

Med One recently held its annual, company wide meeting where we heard many different employees tell of their experiences and share their perspectives on The Med One Way. As a company, Med One strives to do things right, to be responsive, to be creative, to listen, and to have integrity as we build and foster relationships. All employees are encouraged to develop a personal understanding of the collective principles of The Med One Way and adopt them in their work responsibilities.

From my own experience, the principles that make up The Med One Way aren't just useful at work; they are guiding life principles. As we pay attention, we see everyday examples of these principles in action.



Recently, I had a vivid example of integrity stand out. Outside of work, I spend a lot of time coaching a girls club soccer team. I coach for a Utah club called Cottonwood FC, located in the front yard of the majestic mountains of the Salt Lake Valley. As a club, they seek to offer an experience for players and families where they can develop as athletes but also as people. The club does not sacrifice wins for development and believes that as teams and individual players do the right things to prepare, wins will follow. The emphasis on development as people is found in the club motto, *Character, Integrity, Passion: Character on the field and in life, Integrity in all situations, and Passion for the game.* As tempting as it is to forget the founding principles and pursue wins, the club does a great job of adhering to its way of doing things.

This season there was an example that demonstrates the integrity principle so well. In a game involving the club's 11-year-old boys, a shot was taken, and it looked like a goal was scored. After the referee awarded a goal, the players told their coach that the ball did not go in through the posts but through a hole in the side netting. Before play was resumed, our club's coach communicated this to the referee and said the goal should not count and a goal kick for the

"IF WE INDIVIDUALLY MAKE A COMMITMENT TO ACT WITH INTEGRITY NO MATTER THE COST, WHETHER IT'S WINS ON A SOCCER FIELD OR ANY ASPECT OF WHAT IS DEEMED "SUCCESS" IN THE WORKPLACE, THE LONG-TERM GAINS WILL FAR OUTWEIGH THE SHORT-TERM VICTORY."

other team was the proper call. The game ended in a 3-3 draw, which cost the team two points in the standings. Young players and their coach demonstrated a stronger desire to live and play with integrity than to simply win the match at all costs.

Contrast this with an experience in a match with my team. In an important end-of-season match, we were playing the first-place team. A win would ensure this team first place in the standings; a tie or loss would drop them at least one spot. Early in the match, a ball was kicked and was rolling out of bounds. Our goalkeeper recognized the ball was going out of play and let it roll. However, the ball hit a wheel on the outside of the goal (used for convenience of moving it around the field), bounced back into play, and with our players relaxed and thinking the ball was out of bounds, an opposing player poked the ball into the goal and celebrated. Unfortunately, the assistant referee was not paying attention and confirmed the goal. Like the first example, players on the team who scored recognized the goal was improper, players vocally acknowledged with each other that the ball was out of bounds, but unlike the first example, these players did not own up to the incorrect call on the field, and the goal stood as called. As a result, my team went on to lose 3-2, so this goal proved to be costly for us and advantageous for the other team.

Two similar situations, two different results. Both provided an opportunity for players to be honest and play with integrity. One team chose integrity over winning, and the other was glad to accept what they saw as a lucky bounce. This experience struck a chord with me because of the important principle our club, and I as a coach, try to teach my players – and because of the principle of integrity Med One puts so much emphasis on. I've always believed that it's possible to do things the "right way" AND be highly successful. Too often, there is a mentality that it is a choice between the two. True principles do not have to be compromised to come out on top. This is true in life; this is true in business. If we individually make a commitment to act with integrity no matter the cost, whether it's wins on a soccer field or any aspect of what is deemed "success" in the workplace, the long-term gains will far outweigh the short-term victory.



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



ANNUAL MEETING 2021



Written By **Jesse Villanueva**
Sacramento Warehouse Manager

Here at the Sacramento branch, we go above and beyond to serve not only the Sacramento area but also facilities in Fresno, Reno, and Oroville. With the recent growth of our location, we are now also happily servicing Yuba City.

Since my first day as the Sacramento manager, I have strived to maintain the quality of our service every day. With the help of our drivers, who work different shifts around the clock, and one biomed technician, we deliver greatness 24/7. Dathan Calvert, Operations Manager, has made me a better manager all around. He has taught me from the ground up how to be the best at what we do.

The newest addition to our facility, Josh, our biomed, makes sure we have patient-ready equipment, so our drivers, Angelo and Alejandro, deliver in a timely and accurate manner. With Josh's background as a biomed tech, his skills and attention to detail have helped the office run smoothly and efficiently. He has done an amazing job learning The Med One Way, our equipment, and keeping up on PMs.

As a team, we have created a great bond with our clients by checking in with them daily. We stay ahead of the game by asking one simple question, "Is there anything else you will need?" This helps us anticipate our next orders and prepare our vehicles to decrease delivery time and increase customer satisfaction.

Besides customer service, the number one thing we focus on is safety. With our weekly meetings, we ensure our team stays up to date on protocols, COVID-19 restrictions, and equipment training. Everyone cleans the warehouse and vehicles

"As a team, we have created a great bond with our clients by checking in with them daily. We stay ahead of the game by asking one simple question."

diligently. The vehicles get cleaned before and after each shift to keep each other safe. With the help of our sales rep, Jay, who provides in-house training, our drivers are able to get trained properly and stay updated on equipment. The more they know, the more they can help our customers. The Sacramento team not only helps each other, but we closely work with the Hayward and San Jose teams. We have almost weekly meet-ups in Vacaville or Tracy to make sure patients and our clients don't go without the proper equipment.

We value everything that we do for Med One. We have a great support system, and everyone is always willing to help no matter what the situation is. I really enjoy working here, and the atmosphere is great. Dathan has been a great help and has made a major impact on the Sacramento office. We work together, making sure we get all the equipment needed for the customer and making sure we meet their needs in a timely manner as we strive to continually provide exceptional customer service to our area.



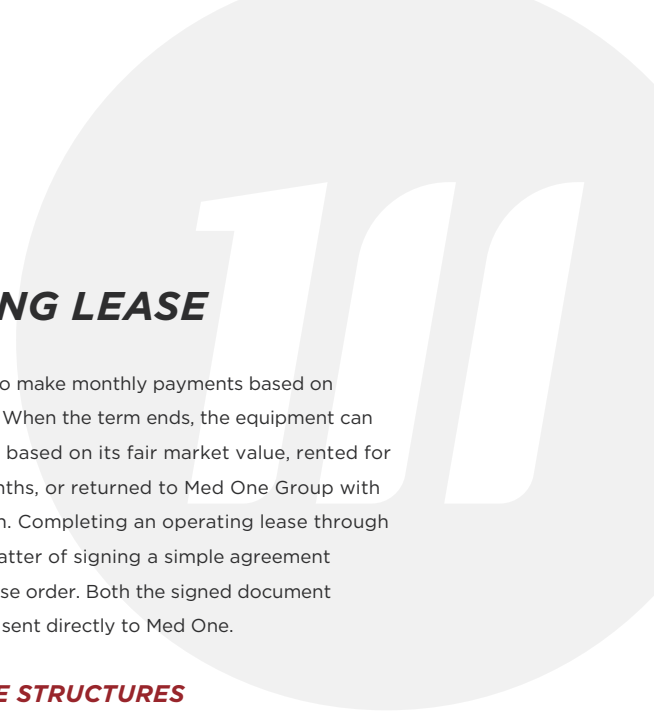


EQUIPMENT ACQUISITION

WE MAKE MEDICAL EQUIPMENT AVAILABLE



Leasing & Finance



CAPITAL LEASE

Customer commits to a fixed term of rental payments. At the end of the rental term, customer owns the equipment with a \$1.00 buyout. There is no option to return this equipment. Rather, the point of this program is simply to finance the equipment over several months when cash is not available for immediate purchase. Completing a capital lease through Med One is just a matter of signing a simple agreement and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One. This program is also known as a Rent-To-Own or a \$1.00 Buyout Lease.

EQUITY RENTAL

Simply issue a renewable purchase order (typically 1-12 months) to Med One, and the customer receives brand new equipment direct from the manufacturer. The customer can rent the equipment on a month-to-month basis or, if capital budget is allocated, purchase the equipment with 50% of the rental paid going toward the purchase price. There is no paperwork to sign, payments are made from the operating budget, and the customer may return the equipment at any time.

OPERATING LEASE

Customer commits to make monthly payments based on an established term. When the term ends, the equipment can either be purchased based on its fair market value, rented for an additional 12 months, or returned to Med One Group with no further obligation. Completing an operating lease through Med One is just a matter of signing a simple agreement and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

CUSTOM LEASE STRUCTURES

DEFERRED PAYMENTS

Deferred payments allow purchase-minded customers to get their equipment now and pay for it later. Many deals are completed on the basis of a 12-month deferral.

STEP-UP PAYMENTS

A step-up payment scenario provides a customer with a very low initial payment, which increases over time to match the increased flow of revenue generated from the new technology.

Rental, Sales, & Services

EQUIPMENT RENTAL

Our Equipment Rental division is an authorized rental dealer for Alaris Systems and Sigma Pumps. We carry equipment from leading manufacturers and our refurbished medical devices are patient-ready, include a full warranty, and are factory tested. Equipment available to rent: Pumps (Infusion, Syringe, Feeding, Suction), Patient Monitors, Pulse Oximeters, Beds and Support Surfaces, SCDs, Ventilators, Bi-pap Machines, and much more.

EQUIPMENT SALES / SERVICES

Our Equipment Services division includes full time OEM certified technicians who can meet the needs of a single department or the needs of your entire facility. We offer service repair options on a wide variety of equipment, including PM services. Additionally, we have patient-ready refurbished equipment available for sale or rental that includes a warranty. Available equipment: Infusion, Respiratory, Oximetry, Monitoring, Support Surfaces, and more.

FOR QUOTE REQUESTS PLEASE VISIT

WWW.MEDONEGROUP.COM

PHONE 800.248.5882 EMAIL info@medonegroup.com

EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF A SPECIFIC CUSTOMER. CONTACT US TODAY TO LEARN HOW WE CAN HELP YOUR FACILITY ACQUIRE THE EQUIPMENT IT NEEDS. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME, AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.

Courage To Have Compassion

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



A rather striking paradox in the business of healthcare is that no one truly wants to be the customer! Other than giving birth to babies, most people only go to the hospital when or if they absolutely have to. One industry estimate found that, on average in the United States, a person goes to the hospital only once every seventeen years and to the ER once every three years. That means hospitals have very few opportunities to get it right with most of us. Delivering a great experience then means providers must care about their impact at every level and from every angle – each and every way they interact with their patients.

As we think about what patient-focused care looks like, for most people, it can likely be summed up as the way we want ourselves and our loved ones treated at a hospital – period. Think about a time when you, a family member, or a close acquaintance has been at a hospital. What do you remember most? Hopefully you had some very positive and kind caregivers on those occasions, leaving you with reasonably pleasant impressions of the experience. But you may also recall some of the not-so-pleasant interactions you had as well. I can quickly recall both from my own minimal experiences as a patient.

A positive experience is more than just an ideal for caregivers to strive for. Rather, it's a firm expectation that most patients have. Great results and exceptional

care are what people envision – whether delivering a baby, being treated at the ER, getting an out-patient surgery, or anything else. Even if unspoken or at times unrealistic, an exceptional experience means that all workers have to be at the top of their game because patients expect cost, quality, and service to be top-notch.

The hospital world is so fast-paced, and thus the business side of it can, at times, overshadow the reason that hospitals exist in the first place. Certainly, there are tasks to be accomplished, deadlines to meet, and emergencies to attend to, and in that process, it may be easy to lose sight of the overall purpose of it all – to take care of people. The business side of the hospital world is often unwittingly compressed into one word: HEALTHCARE. In fairness, the business side is what provides the framework for modern care to be provided for a patient's health. Without the business side, ancillary companies like Med One would not exist either. Ultimately though, caring for the health of individuals is two words, and there is great impact in separating the words into health and care. I suspect that most people that have chosen to work in hospital settings arrived there because they considered it to be much more than just a job, but more of a mission or even a calling – to take care of sick people in need. For health care workers, there may be plenty of performance metrics in play, but ultimately, the only metric that truly matters is patient satisfaction!

To better align with the mission and mindset of hospital caregivers, companies like Med One must also identify unique and meaningful ways to put their own care into health care.

We know the role of providing critical care equipment through rental and leasing channels is vital, yet indirect. While the equipment we rent has a direct impact on specific patients, front-line caregivers are actually the ones putting the equipment to work. Equipment leasing is even farther removed from the front lines. With rare exceptions, our leasing professionals never actually see in-person the equipment we lease before it is shipped to a customer. Such peripheral involvement can lend itself to becoming transactional or process-oriented in the way we approach business, but because we serve a customer base that exists and is driven by compassion, we simply must keep our mind's eye on the lives we are impacting. By so doing, we put altruism into the "why" of our own mission to make equipment available to health care providers. If our purpose in making equipment available does not align with the provider's purpose for needing it, then we ultimately are missing the point.

There are hundreds of equipment rental and leasing companies that can all rightly claim a mission of making equipment available to their customers, but medical equipment has a uniquely human element to it that simply does not exist with, say, a car rental, a piece of construction equipment, or IT gear. This

human element — specifically our equipment being used to directly help improve and even save a person's life — demands a bit more thoughtful care and compassion in the way we conduct our business.

When Med One engages in its own shared mission and then engages customers in the right ways, it leads to successful outcomes because care providers can then more effectively carry out their mission. For certain less visible job functions outside of the sales, preparation, and delivery of equipment, it may take extra creativity to become more compassionate. For the joint mission in play though, it is absolutely worthwhile for all workers to adopt a compassionate mindset. Doing so requires purpose and action and faking it will not do. When done with genuine intent though, compassion builds appreciation, respect, and a greater sense of unity.

Compassion comes from the Latin: com (with or together) / pati: to suffer. One definition says it this way: "the humane quality of understanding the suffering of others and wanting to do something about it." Within that definition, there are three essential characteristics that emerge: the first is an affective or emotional quality, which is, "I feel for you"; the second is a cognitive quality, which is, "I understand you"; and the third is a motivational quality, which is, "I want to help you." Anybody who is truly practicing compassion has all three of these qualities, and together, they are extremely powerful. The first two — the affective and the cognitive — create the



conditions for humility, while the third, motivation, creates conditions of ambition for the greater good.

By making medical equipment available to health care providers, Med One is collectively doing something about it, so the need is to more fully understand and embrace the reasons why we are doing it — specifically to bring relief, comfort, and healing to other humans. THAT is the greater good.

A compassion mindset helps us to invest time into people and set them on a path for success. Such a mindset allows us to more fully support their growth and help clear their path of obstacles — whatever that may mean in the specific daily work we each do.

Compassion is something that everyone in an organization can embrace more fully, and when it spreads throughout a company, the tendency to inspire and motivate each other starts to happen on a regular and more natural basis and becomes wonderfully contagious. Employees then come to work with a greater desire to impact the world in their own unique way, and there is a deeper sense of meaning to their work. That depth will motivate individuals to take greater initiative — to truly do whatever it takes to do things right for the benefit of customers who depend on their sincere efforts.

A compassionate company is also a sympathetic company, which means they are known to have a desire to help others to be happy and even

relieve them of suffering. Compassion demands being completely focused on what your user or customer wants. Everything else is done in service to that one thing.

The application of this isn't always easy or obvious. A company can't just say "let's do kindness," and it magically happens. It takes time. It means a mindset shift and getting out of comfort zones. It also means identifying and personally understanding what the impact can be and why it matters.

Building a mindset of compassion can start with the ways we interact with our own co-workers. As workplace compassion improves, it tends to resonate outward to the customers we serve as well. With that sort of transformational mindset, here are some great ways to practice compassion at work:

- **Offer guidance to a co-worker — take notice of those who may be struggling and help where you can.**
- **Lend a hand to someone who is under a tight deadline.**
- **Actively listen to colleagues and customers without judging them.**
- **Acknowledge employee and co-worker strengths and positive attributes in front of others.**
- **Give each other the benefit of the doubt.**
- **Cultivate a collaborative environment.**
- **Get to know people — it is easier to be compassionate with others if you REALLY know them.**
- **Open up. Compassion is a two-way street, so be approachable and make it easy for others to get to know you.**
- **Do at least one sincere act of kindness a day.**
- **Be sincere and intentional with pure motives.**

"Even if unspoken or at times unrealistic, an exceptional experience means that all workers have to be at the top of their game because patients expect cost, quality, and service to be top-notch."





RECAP



Thirty Year Anniversary

For our 2021 Annual Meeting, Med One gathered at the Montage Deer Valley Resort in Park City, UT, with our employees from across the country. During the weekend, we were able to enjoy fantastic food, great words of advice from NFL legend Joe Theismann, and an exhilarating performance from America's Got Talent runner-ups, Duo Transcend.

We were able to celebrate the fantastic accomplishment of being in business for 30 years. The theme of the meeting was centered around "The Med One Way" and being C.O.U.R.A.G.E.O.U.S., the core values that our employees strive to live by, and the commitment we have made to our customers. We shared stories from our customers, memorable moments that have happened, and discussed our ongoing commitment to our customers and vendors.



SUCCESS STORIES

SHARING STORIES ABOUT HELPING HEALTHCARE
CUSTOMERS ACHIEVE **POSITIVE PATIENT OUTCOMES**

It was late afternoon on a Friday when I got a call from a customer in Virginia. They were in desperate need of a transport vent. At this time, respiratory equipment was in high demand, and supply was very limited. The patient - a young girl - was being transported from their facility to one that could better treat the patient. This was scheduled to happen Saturday afternoon - less than 16 hours from me taking the call. We were able to locate the ventilator they needed, get it patient ready, and ship it out. It arrived, and the girl was able to be transported to the larger facility. Several weeks later, they called and said the girl was fully recovered because she was able to receive the care she needed. They gave a huge thank you to our biomed and shipping teams for making this happen.



Ben Erickson
Account Manager / Rental

Med One was approached to see if we could help with a very large rental for a hospital in Chicago. This rental was over 2,500 pieces of equipment. And it was needed quickly. This was an "all hands-on deck" situation. Med One had everyone pitching in - cleaning and getting equipment ready; the vendor had their team in place; the hospital had their biomed working hard to check in the equipment; and clinical prepared to roll the equipment to the floors. I was fortunate to watch it all in real time. Before everyone went to work to distribute the pumps Med One delivered, the Director of Nursing spoke through tears and expressed her gratitude to everyone, including Med One, for their hard work and teamwork in rolling out the new equipment. As we went to the different departments with their pumps, there was nothing but excitement and praise. While the excitement was to have the new pumps that day, we helped make it possible.



Julie Harrison
Equipment Finance Sales Executive

It was a hot, July day in Northern California. Two small, home-based patient care facilities were in desperate need. Neither had ever rented from Med One before, but they required immediate assistance. Both facilities were in direct line of the uncontrolled fires and their patients needed beds for the temporary shelter where they were to be evacuated. Two of our reps in the area, Jay Cantiberos and Braden Mackay, pushed really hard to get the transaction approved because they knew the customers were desperate for equipment. Once the deal was finally approved, they ran into several issues with the delivery - once again, issues from the fires. The drivers had to reroute several times because of the fire, smoke, and several blocked/closed roads. It would have been easy to simply say we couldn't make this deal happen, but through the effort of many people in the organization, the delivery was made, and the customers were very happy and able to take care of seven patients who otherwise would have been without beds.



Bill Varley
Regional Manager / Rental



Skip Horton
Account Manager / Rental

Late on a bitter-cold and cloudy Saturday night in January, with a snowstorm in the forecast, a hospital in Raleigh, NC, placed an "urgent" multiple V60 rental order. Brandon South (one of our delivery drivers in the area) loaded his truck and headed north out of the Alpharetta office, looking at a 6-hour drive to the facility, with a snowstorm chasing him. I met Brandon about midnight, upon his arrival at the facility, to help him unload the V60's in hopes of hastening his turnaround to stay ahead of the approaching snowstorm. We unloaded V60's, critical to their patients' outcomes, to the applause and appreciation of the hospital staff. Brandon and Med One came through for that facility and their patients. Great job Brandon, not snow, nor sleet, nor adversity can stop Med One from serving customers and patients!



Thirty Year Anniversary **VIDEO**

In honor of Med One's 30th Anniversary, we created a video to give a closer look at how Med One was started and the employees that make us great. We share stories about impactful customer interactions and feature a few of our employees and their unique hobbies.

Check out the full video on our YouTube channel.

YouTube.com/MedOneGroup



DON'T FORGET TO LIKE, SUBSCRIBE, & SHARE!



EMPLOYEE SPOTLIGHTS

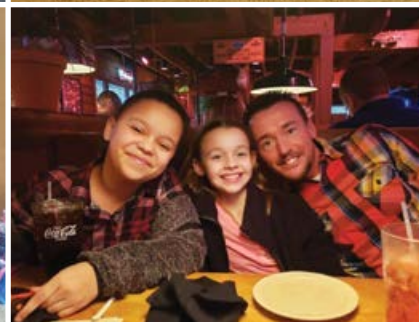
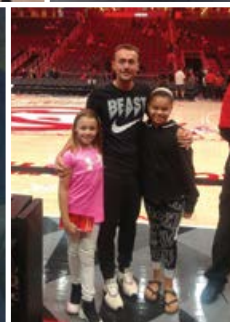
BRANDON

BRANDON SOUTH / DRIVER / ALPHARETTA

I was born at Kennestone Hospital in Kennesaw, GA. I am a single father of two beautiful daughters: Zoie, 13, and Storie, 12. I am the oldest of three brothers: me, 36; Josh, 33; and Logan, 25. I'm fortunate and blessed to still have a mom and dad, who are both remarried. I enjoy spending time with my kiddos, playing sports (especially softball and basketball), watching sports, and cars. In my spare time, I am with my girls when it's my weekend because they are my world and what I live for. We go shopping, to the movies, theme parks, or wherever we can and are always looking for something new and fun to get into.

I graduated from East Paulding High School in 2003 and had a scholarship to play basketball at Life University, but they lost their accreditation, so I didn't go. Since I was five years old, basketball has been my love – until my near-death experience two years ago. Since then, I have pretty much retired, you could say. In July of 2019, I woke up in the hospital out of a diabetic coma, blood clot, and stroke and was in the hospital for a month. I spent the next five months recovering, rehabbing, and learning to walk, talk, and think all over again.

I am a driver and also work in the warehouse at Med One. I do a little bit of everything and am constantly learning and doing more each and every day. I like the friendly family environment I get to work in every day, along with the close bond I have with Chad and Nick. Every day is a growing and learning experience at Med One, and I look forward to helping move Med One into the future.

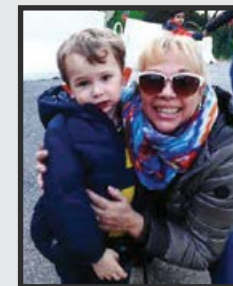


YOLANDA

YOLANDA DUGARTE / BIOMED EQUIPMENT CLEANER / SANDY

I came from the beautiful country of Venezuela and was born in the capital, Caracas. I am the youngest in my family and have three brothers and one sister. We are all still very close. After graduating from the Catholic high school I attended, I started at a university but couldn't finish my education at that time because I got married and almost immediately got pregnant with my beautiful daughter, Melanie. When she was four years old, I resumed and finished my studies.

For many years, I visited Miami, until one day, I came and did not return to Venezuela. At that time, I also decided to send my daughter to Spain because the political situation in Venezuela was very dangerous and very insecure. It was a



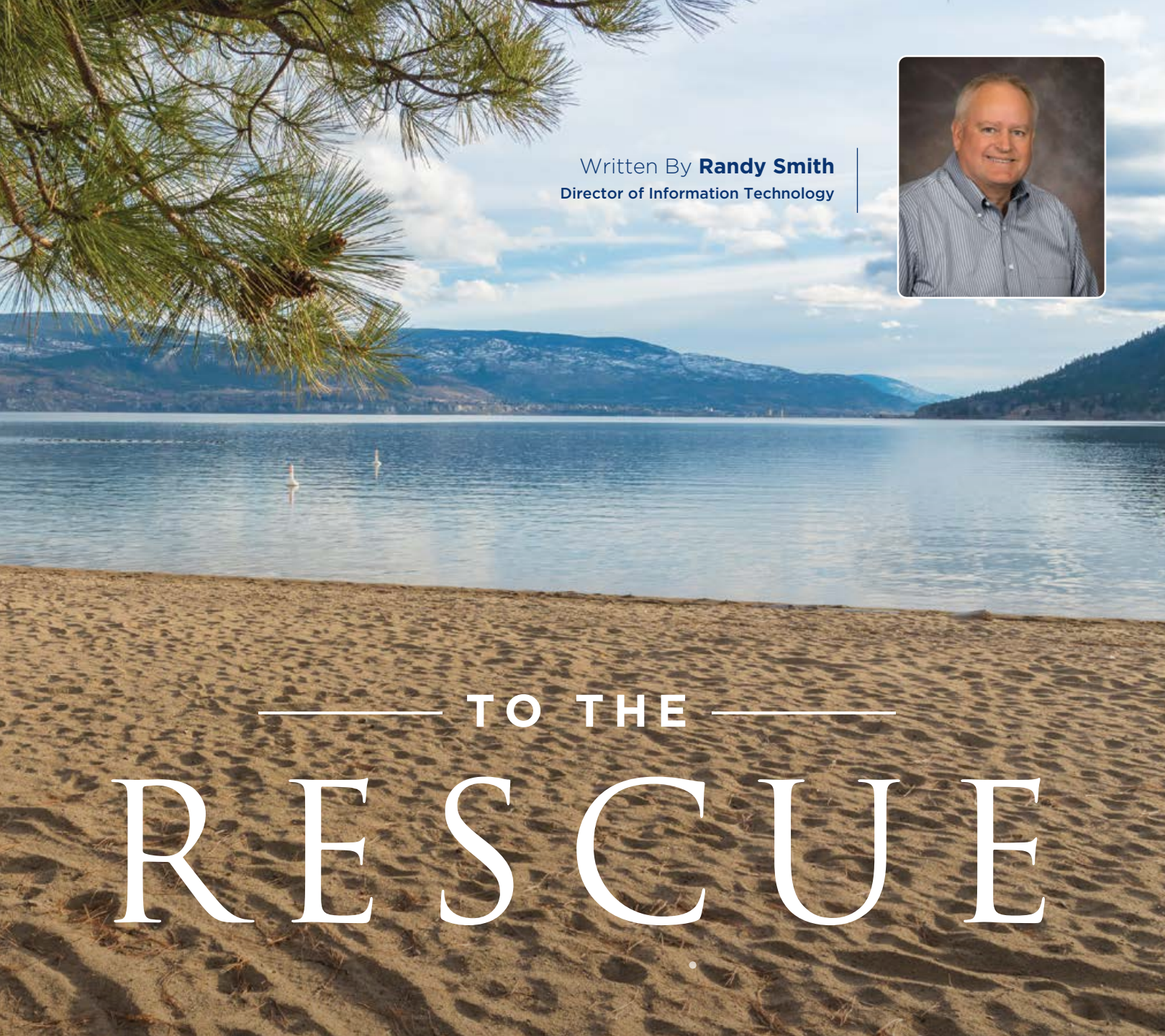
difficult and sad decision, but I don't regret it anymore. Presently she lives in Cannes, France, married to a lovely guy, Jean Phillipe, and has a son named Emilio, who is eight years old and is my pride and joy. She also has two step-daughters, whom I consider my granddaughters too. I try to visit them every year.

I am a very happy person and like to dance – I always won dance contests at parties. I also love camping, the beach,

and playing cards with friends. When I lived in Miami, my friends and I would play cards weekly and compete to see who would bring the best food. I love to travel and spent one year in northern Italy in the Emilia-Romagna region, where they make parmesan cheese. When I lived there, I had the chance to do a lot of traveling and got to visit most of Europe. I have also visited many countries in South America.

I have been in Utah for almost three years and started at Med One two years ago. From the first moment, I knew I was very lucky to be part of such an important company. I work in medical equipment services with a wonderful team. I have loved my job from the very beginning, and I am very proud and grateful to have Luis Aguirre (who is Colombian!) as my boss. We are a happy group of people doing our best to supply care, equipment, and service to our customers, especially now. We feel our jobs contribute a great deal to help with the COVID-19 pandemic.

I don't have family here, but I do have very good friends and like living here. Med One is my family. I have found peace and happiness, so my life will continue here. I have grown as an individual over the last two years, and I know there is more to come. I am very proud and happy to be part of the great Med One Group team!



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



I HAVE OFTEN BEEN AWED AT
THE SELFLESS ACTS OF THOSE
THAT HAVE MADE RESCUING
OTHERS THEIR LIFE'S WORK.

TO THE RESCUE



When I was very young, our family frequently went to a nearby reservoir to boat, water ski, and picnic on the beach. One summer day, we were at the beach with friends and family and had a waterskiing boat with us. There were only enough life jackets for those on the boat, so if we were staying on the beach, we didn't need one. I had been taking swimming lessons for a few years so could do quite well in the water. One time, however, I was walking into the water from the beach and slipped off an underwater shelf that went quite deep. I began to panic and floundered about. I remember looking up and could see the sunlight from under the water, but it seemed no matter

what I tried, I could not get myself up to where I could breathe. I hadn't been splashing about for very long when suddenly, a hand came down and pulled me up out of the water. It was my mother. She held me tight until I could calm down. My mother had been watching me and rescued me when I was in trouble and couldn't help myself.

I have often been awed at the selfless acts of those that have made rescuing others their life's work. Whether it be fire, police, rescue, and medical workers, as well as teachers and volunteers for many various needs and causes, they all inspire me to be better and to focus more on the needs of others.

They act immediately without thought to crises such as fires, health emergencies, safety concerns, or hunger and comfort when needed. This is not just an occasional occurrence but a daily dedication to the service of others. When the 9-11 disaster occurred, many rescuers lost their lives but never hesitated. When the pandemic hit the United States, many health care workers never hesitated to respond to the needs of those that became ill with a little-known virus that could, and many times did, infect the workers, with some dying from the disease. My own son is one of those health care workers that has been willing, without thought, to care for patients that carry the disease. Teachers also took a risk

and appeared for classes to provide for the educational needs of our children.

When things are going well, we don't think about those that have dedicated their lives to be in careers and create opportunities to serve others. It is when we are in a crisis that we begin to realize how special these individuals are. As the pandemic winds down, I hope we will continue to respect and honor those that have dedicated their lives to be rescuers of us in our time of need.

As for me, I have a newfound respect and honor for those that have chosen to be our rescuers when we are in our own crisis.



Get in Swing

In high school, I joined my school's crew team. At the time, it was a brand new club team with one dad and some local adults with rowing experience pitching in as coaches. Without extensive experience from anyone involved, our rag-tag team wasn't winning any awards, but we had fun and ultimately did get to a competitive level.



Written By **Madeline Cheney**
Marketing Specialist

Because we were a new team with new coaches and new rowers, we spent a lot of time going over the basics like balancing the boat, feathering our oars, and trying not to "catch a crab" – something that occurs when one's timing is off, and the oar gets sucked into the water. Each rower also had to control how fast they slid their seat back and forth so as to not jerk the shell (boat). There are a lot of factors in play when rowing, and even more when you

consider that each rower must be in sync with the rower in front of them and the team as a whole, which multiplies the possibilities to mess up.

"Swing" is a term used in rowing to describe when all rowers are totally in sync. But there is more to it than just timing alone. Beyond moving oars in sync, each rower must also be pulling the same amount of water, sliding their seats at the same time with the same momentum, etc. Being in swing allows the shell to travel faster and much more smoothly. It's something that only happens when all eight rowers are in perfect unison and is certainly not something to be expected of a beginner team. However, there was one team practice where my shell was in full swing. It was for a very brief period – maybe 30 seconds – but it taught each of us in that shell what rowing together should really feel like. At that point, our team had been together long enough that we were proficiently rowing with minimal issues. I thought we were becoming pretty good until I had experienced swing and realized there was a whole new level to what we could achieve.

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Much like on a crew team, teams at work must also strive to achieve swing if they want to be successful. Pulling your weight, gaining experience, and knowing your part are all crucial factors in achieving swing, but swing will never happen if you aren't paying attention to the rower in front of you. Perfect unison cannot be achieved without mirroring how and when the rower in front of you moves. A rower can execute the technical aspects

Strategy: Play to each other's strengths/weaknesses. Set each other up for success by assigning tasks to individuals who are best suited to tackle them. In rowing, each seat has different responsibilities, so rower placement in the shell is important.

Method: Focus on communication – verbal and non-verbal. Communication is almost entirely non-verbal for rowers. While verbal communication is paramount in a work environment, try to improve your communication ability by genuinely getting to know and understand your teammates. Having better relationships with your teammates will make it easier to communicate effectively.

Purpose: Move in the same direction. If your team does not have a clear end goal, it is likely that you will paddle in circles. Make sure everyone knows what the goal is and is motivated to achieve it.



of a stroke flawlessly but could be out of time with the rest of the rowers. Likewise, one may be exceptional at all of the technical aspects of their job, but if they aren't moving with the team, the entire team is slowed down, experiences jerkiness, and is inefficient. To combat this, teams must be unified in strategy, method, and purpose.

In fostering an environment that encourages swing, do the following to set your team up for success.

Before I ever experienced swing, I thought my team was doing pretty well (all things considered). It's easy to think that you're doing fine if you don't see anything going wrong in the moment – so don't let complacency allow you to stagnate and thwart your potential. Actively work with your team to not just get by but to achieve full swing.

The Art of *Listening* to Others



Written By **Ibby Smith-Stofer**
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The art of listening to others is becoming a lost art. Remember when your grandma endlessly explained how to make her special cake? She stressed each step and demonstrated it, sometimes she would answer your questions along the way, but mostly it was her show-and-tell demonstration, and we listened, and we learned. (We also enjoyed some yummy cake!)

Or watching Dad teach us the proper way to use his tools? We listened, and it was not as hard as it seems today. What has happened to us? Are we really that knowledgeable? Can YouTube videos be the only way to learn a skill or recipe? Do you really need to scroll through the video? Is your sense of urgency so important that interacting with another person is too time-consuming? Do you learn, or do you just do, and if you have to do it again, you repeat the video?

What if the results are different than expected? Who do you ask to discover why things turned out different than expected?

Unfortunately, in too many households and communities, there is little interaction with seniors who have walked the walk before us and learned the right and the wrong way to do things. We are so oriented to immediacy and technology that instead of reaching across generations to grandparents, neighbors, or others, we either jump right into things or, we sit searching the internet and listening to endless videos that may or may not relate.

As with the cooking or power tool references illustrated in the past, things and people moved at a different pace. In general, we tended to be more patient and used these experiences to not only learn but to appreciate the ones from whom we learned.

Let's look at how this relates to sales and customer service.

A potential customer has reached out to your company either via phone or your website. Luckily, they are in your territory, so the request is directed to you. When it hits your voicemail or inbox, you scan it.

Your calendar is hectic for the next few days. Deciding it can wait and does not appear urgent, you set it aside.

Over the next day or two, the customer becomes concerned that there was no response to their first request, so they repeat their request and leave a direct voice message after getting your contact number from your company. You can tell they are frustrated or annoyed by their tone.

You may feel that they are harsh and unfair in judging your responsiveness. After all, they have no idea what else you are handling right now. You decide to make a quick call and let them know that you are working on their request. When they answer, you explain that things have been really backed up and apologize for not answering right away.

They accept your apology and start to detail their request and ask a lot of questions. You feel that they should have done some research already and should know that the answer is to buy your top-of-the-line solution. You jump in as soon as they take a breath and tell them that all of their competitors use this product or solution, that you are sure they will be very happy with it, and you offer to send them links to your site that details the benefits and testimonials.

They agree, and the call ends. You assume that this is a live one and add it to your forecast. You may even think to thank corporate for the referral.

Let's delve into the thoughts of the customer.

"The company and rep took their sweet time to connect. I should not have to make multiple attempts to get a response."

"The rep did not let me explain our situation and apparently thinks that all situations and customers need the same solution."

"The rep was so interested in explaining why I should be a me-too buyer that I will never do business with that company."

Both parties have had a very bad experience. Could it have gone differently? Perhaps.

Some experts would suggest that sales or a corporate contact could have acknowledged the request and set customer expectations differently with some simple steps.

- L** Look for clues in the tone of the message, be it voice or email.
- I** Inform of receipt and timeframe for a response.
- S** Schedule time to understand the customer's issues and concerns.
- T** Test understanding by asking open-ended questions and restating points.
- E** Explore the why and not just the request.
- N** Never assume that every customer's needs are the same.

While this sounds simple, with our hectic schedules and workloads, we sometimes forget to simply listen and let the customers tell us their story before we lead with an answer that may not solve the real issue or question. Don't let the skills you learned at the table of your elders slip away and leave your family and friends wondering if you have any idea what they are saying. Listen and let others know you respect them enough to hear them. The old saying goes, "we have two ears and one mouth for a reason."

"Listen and let others know you respect them enough to hear them. The old saying goes, 'we have two ears and one mouth for a reason.'"

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