

MedOne



NEW NAME, NEW LOOK

MED ONE CAPITAL IS NOW MED ONE GROUP

LEARN MORE ON PAGE 5

ISSUE 50

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Med One To One is a Med One Group publication consisting of editorials, a message from our owners, testimonials, information regarding our solutions, employee spotlights, and more. Quarterly issues include the most recent and exciting news from Med One. If you are reading this edition of *Med One To One*, you are a part of our team. Med One owes all our success to our valued customers and supporters.

www.medonegroup.com

ISSUE 50

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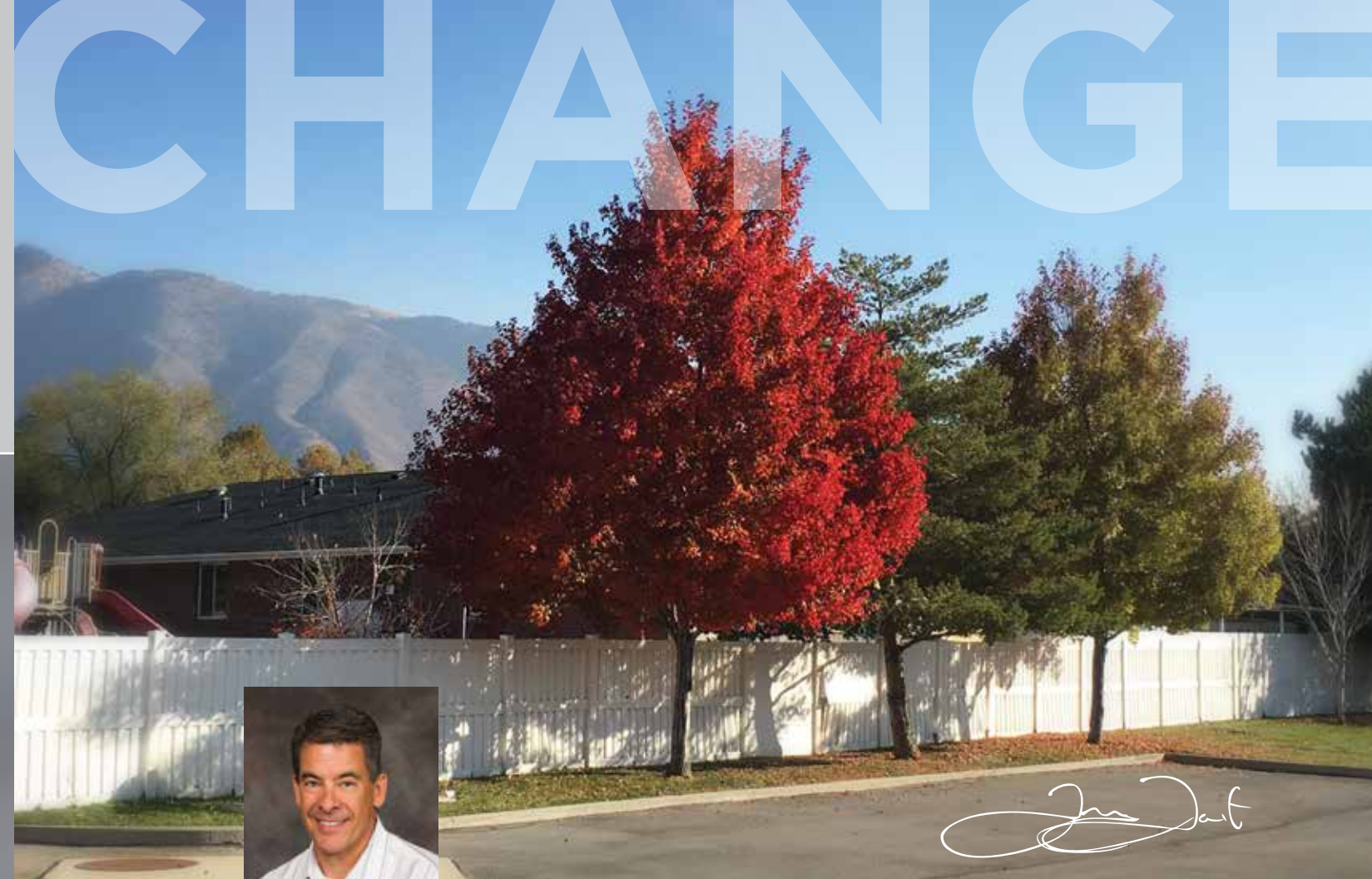
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LETTER FROM THE EDITOR

WRITTEN BY: TROY TAIT

One of my favorite things about living in Utah is seasonal changes. Outside my window, there are several trees. I love watching the features of the trees change as the seasons progress. In the winter, the snow and frost attaches to the branches, causing the trees to sparkle in the sunlight. In the spring, the trees bud and begin to grow new leaves. In the summer, the trees are covered with lush green leaves. In the fall, my favorite time of year, the leaves explode with color as they turn bright yellow and red.

Like the season changes, there are many changes in life. Some are good and some are not so good. As I gain life experience (a creative way of saying I am getting old) I have noticed many changes. Routine activities now require three to four days of recovery time. A triple scoop ice cream cone that used to make my calf muscles look bigger now conveniently stops at my waist. My kids, who were once asking me to help tie their shoes, are now buying me shoes with velcro straps or slip-ons so they don't have to help me.

Change comes in many forms. Sometimes change comes as a surprise. Other times change comes as

an expectation. In every situation, our reaction determines the lasting effects more so than the change itself. I remember changing moments I've had throughout my life. Without fail, the response of a friend or loved one would be, "The change will be good for you." If we choose to embrace change and learn from it, positive results will come.

Depending on your perspective, change can have either a positive or negative outcome. Despite my displeasure with winter's cold weather, the cold weather makes me appreciate the warmth on that first spring day. Those spring rain storms that ruin our outdoor activities provide water for our summertime fun at the lake or pool. An uncomfortably hot summer allows me to enjoy that first crisp fall night.

Change is inevitable. It will come in every aspect of our lives. At times it will bring great joy and happiness and other times it will bring sadness and pain. Regardless of what the change might be, our minds determine the outcome. Embrace change and make the most of it. It might actually be good for you.



WRITTEN BY: BRIAN GATES

BRANDING

MED ONE CAPITAL IS NOW **MED ONE GROUP**



Med One has a strong history of serving healthcare customers—and we’ve grown because of it. And over the years, we’ve expanded our services—and our brand. With that evolution came the opportunity to organize our entities under one name, simplify our logo and design, and to focus our message. So, we took action. Med One Capital is now Med One Group. It’s a small update that represents a big commitment to meet the evolving needs of our customers—now and in the future.

Med One has been a unique company serving the healthcare industry for nearly 30 years. No one else offers equipment leasing, medical equipment rental and sales, and biomedical services all under one roof—positioning us to provide honest and flexible service that other companies simply can’t match.

As we have changed our name, we have also refreshed and simplified our logo. We wanted our logo to fully represent Med One and the services we provide. A stylized “M” is at the center with a subtle number one helping to form the letter as well as represent our goals to reach new heights. Our new brand also contains 3 pillars of success representing our commitment to creativity, simplicity and responsiveness—characteristics of the uncommon service we provide to healthcare vendors and facilities.

Thank you to all who have placed their trust in us over the years to provide solutions tailored to your changing needs. Whether you need leasing, rental or sales solutions, we are ready and excited to serve you.

LOGO DESIGN

PRIMARY LOGOS



SECONDARY LOGOS (WITH GROUP)



3 PILLARS OF SUCCESS



CREATIVITY

Being creative is who we are. Each solution is personal and unique because we strive to understand the needs of our customers and vendors.

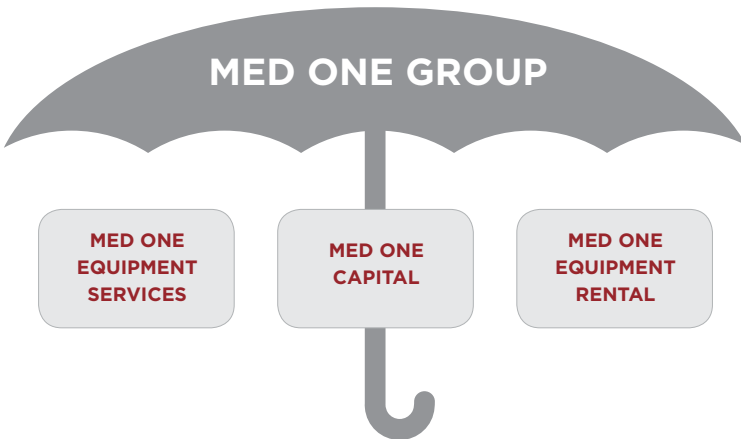
SIMPLICITY

Med One’s simplicity stands out in an industry that can be very complicated. We offer extremely simple documentation and straight forward solutions.

RESPONSIVENESS

Whether the customer needs an equipment lease quote, peak need rental, or purchase option, we value our customer’s time and are responsive during the entire sales process.

NEW WEBSITE
WWW.MEDONEGROUP.COM



STANDING TOGETHER

CORE VALUES THAT WILL NEVER CHANGE



LETTER FROM THE OWNERS WRITTEN BY: BRENT ALLEN

Albert Einstein declared insanity as doing the same thing over and over again and expecting different results. A New Year encourages us to stop doing the same things. It is a chance to stop the insanity. We change our behavior so that we can achieve better results. Sometimes, a different approach is a breath of fresh air.

Over the past 26 years, Med One has undergone major changes. We began our existence strictly as a company that leased medical equipment to acute care hospitals. Time passed, and we embraced a change—we added the ability to rent medical equipment to healthcare providers. A few years later, we embraced another change—the ability to sell used medical equipment. Soon another change emerged—we became a company that also offered world class biomedical services. A few years ago we initiated another course correction—we expanded to serve international markets. Over the years, we have embraced many changes. And because of these changes, we have experienced incredible success.



HONESTY INTEGRITY

This year Med One will embrace another change. We are rebranding. Rebranding will not change who we are. We do not make changes that go against what we stand for. At Med One, we embrace strong moral principles. Med One is built on values. Two of these values are honesty and integrity. Honesty and integrity are our most valuable commodities. We will never change this. The admonition we give to our employees is, *"Never check your integrity at the door."*

Mahatma Gandhi said, "There are seven things that will destroy us: Wealth without work; Pleasure without conscience; Knowledge without character; Religion without sacrifice; Politics without principle; Science without humanity; Business without ethics."

Recently, the following quote left a strong impression on me: *"I have found some of the best reasons I ever had for remaining at the bottom simply by looking at the men/women at the top."* I asked myself, "How do our employees feel about the Med One leadership team? How do our customers perceive Med One?"

My perception of our Senior Management team is very positive. I see leaders who base their actions on values rather than personal gain. I see leaders who embody impeccable character. It was Abraham Lincoln who said, *"Nearly all men can stand adversity, but if you want to test a man's character...give him power."* I believe that our Senior Management Team passes this test. But do our employees and customers perceive them in the same light?

Our sales team interacts daily with our customers. We hired those on our sales team because they demonstrated character and embraced

the standards we represent. We have not been disappointed. They are men and women of integrity. They are individuals who won't rob their character in order to enrich their pocketbook. Each of them embrace the philosophy: Let the seller be honest. I am grateful for their examples. But how do our customers perceive them?

I have known my partner Larry Stevens for over 50 years. Through the years we have shared a common philosophy and have remained committed to it. Our handshake is our bond and it is worth more than a signed contract. Once we have agreed to a deal, we won't back out. I know how I feel about my business partner. But do our employees and customers perceive the Med One owners as individuals who act with integrity?

I embrace Med One's principles. We will never "check our integrity at the door". Unfortunately, the world is full of people who will sacrifice their integrity, such as the judge and lawyers in the following story:

Taking his seat in the chamber, the judge faced the opposing lawyers. "So," he said, "I have been presented, by both of you, with a bribe."

The lawyers squirmed as he continued. To the one on his left, he said, "You gave me \$15,000." To the one on his right, he said, "And you gave me \$10,000."

The judge reached into his pocket and pulled out some cash. He handed \$5000 to the first and said, "Now we're going to decide this case solely on its merits."

Where is a person of character when you need one? Are we willing to "check our integrity at the door?" Oliver Wendell Holmes said, *"A man is usually more careful of his money than of his principles."*

I value my association with the employees at Med One. They embody the principles and standards that our company embraces. They have accepted changes along the way but have held firm to our ideals.

I love this story about Theodore Roosevelt. He was engaged in cattle-ranching in the western United States. At the time, there were no fences. The cattle wandered free and their ownership was determined by the brand that was placed on them. Occasionally, animals were found with no brand on them and they were called mavericks. By custom, these mavericks were branded with the brand of the man on whose range they were found. One day, Teddy Roosevelt was riding the range with one of his newly hired cowboys, and they came across a maverick. They roped the calf, built a little fire, and prepared to place the appropriate brand upon the animal. However, Teddy noticed that the cowboy was branding the animal with Teddy's brand. "Wait," said Teddy, "You should not be putting our brand on that maverick. It belongs to the man whose property it is on." "It's okay," said the cowboy, "I know what I am doing. I always put my bosses brand on a maverick." Teddy fired the cowboy on the spot. The cowboy jumped up and asked, "What's the matter? I was putting on your brand." Teddy answered, "Yes, my friend. And if you will steal for me, eventually you will steal from me."

Integrity is the glue that has held Med One together for nearly 26 years. We value it above any other asset we may possess. Our commitment is to do what is right, not what is easy. I like the Chinese proverb, *"When the winds of change blow, some build walls and others build windmills."* At Med One, we build windmills. We change and modify our course as needed. But our commitment to our employees and to our customers will remain. We will never check our integrity at the door.

A CHANGE FOR THE BETTER

WRITTEN BY: JEFF EASTON



For the last 25 years, Med One has brought value to the marketplace. With the challenges of the national and world economy the past nine years, Med One has taken a time of uncertainty and has instead sought new opportunities to excel. We have lifted ourselves and others with an attitude of optimism, refusing to remain in the realm of discouraging thoughts.

I recently heard someone say that Med One is different than it used to be. I am here to AGREE that things have changed over the years, and for the better. As a niche-oriented entity, it is significant that Med One stays nimble, adapts to change, and doesn't rest its laurels.

We understand the market and adapt to what our vendor partners and customers need. We have fantastic capital partners that allow us to do what we do best: Make Medical Equipment Available. We have grown our vendor and customer base as both recognize the value we bring to our niche.

The first 25 years of Med One have been fantastic. We have gone from a company that started with just a few transactions on the books to one that now has thousands of transactions; a company that started by servicing just a couple of customers to a company that services thousands of customers; a company that started with only a couple of vendors to one that now does transactions with multiple core vendors.

Over the past few years we have also evolved technologically. We have handled our business

operations without any issues, as we have implemented new systems, processes, and key employees. In addition, we now have the ability to transact more business, without affecting the flow of our normal business process. We are now ready to take advantage of economies of scale.

Our reaction to the next 25 years will be even more important than the first 25 years, as we will not be allowed to rest. We will continue to generate new transactions, develop new customer relationships, improve our current customer relationships, develop new vendor relationships, fortify our existing vendor relationships, develop new capital partners, and strengthen our existing capital partner relationships.

Med One puts key customer, vendor and capital partner relationships, internal personnel, systems, and processes in place to serve our market niche. As we have grown our customer, vendor, and capital partner relationships we have become a stronger partner for everyone that we work with. It is now more important than ever that Med One stay in tune to the market and understand the needs of its customers and vendors so the next 25 years will be even more successful than the first 25 years. With an emphasis in the medical industry, Med One understands 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 help our customer acquire equipment when they lack the funds to pay for it. Whether it's equipment financing or rental, equipment sales or services, Med One has solutions that work.

Equipment Financing

Creative financing options available with ability to customize for each specific customer.

Equipment Rentals

Peak need, long-term, equity rental, and rent-to-own options available.

Equipment Sales

Off-lease inventory of pre-owned equipment and new equipment directly from leading manufacturers.

Equipment Services and Repair

Authorized service provided by our certified biomed team using OEM parts.

We listen to our customers and vendors and work to improve our partnerships. I am grateful to be part of a company that cares about each customer, vendor, capital partner, and employee. It is refreshing to come to work every day and be inspired to diligently service our customer's needs. May the next 25 years be a time where Med One makes an even larger impact on the niche we service in.



THE ULTIMATE SUPERPOWER

Some of the best movies over the past several years have brought to life many of the greatest superheroes from comic books. These movies are action packed, high energy and replete with awesome displays of every superpower imaginable. One reason why these movies are fun to watch is we are fascinated by the cool superpowers and how they are used to fight the “bad guys.” Some of those powers would be great and fun to have at times! How cool would it be to fly like Superman or have his super strength? Interestingly though, the superpowers possessed by fictional characters are used to dominate enemies and competitors, beat them into submission, or force their will on weaker opponents. Here in the real world we actually have to solve problems like civilized people, so the superpowers we can actually develop and aspire to have, are much more refined. Rather than physical manifestations, our superpowers come from our hearts and minds. These powers largely consist of the way we communicate with, treat, and serve each other.

To me, the ultimate superpower is the power of persuasion. Great leaders may have and use many powers, but the power of persuasion can change lives, communities, and even nations for the better. Persuasion can drive businesses to greater heights by helping to sell products or ideas, and drastically improve relationships by creating unity of thought and purpose.

Writing on this topic has naturally prompted me to do more to hone my own persuasive abilities both at work and at home. On a recent morning, one of my daughters, for unknown and irrational reasons, was adamantly refusing to go to school and a “passionate” tantrum ensued. Of my four children, this daughter is normally a quiet, sweet, rule follower that rarely causes us any problems. With that quiet personality, she also has a stubborn side and when it comes out, there is weeping and wailing and carpet damage (from her heels digging in when she doesn’t want to do something). On this morning, my wife and I tried everything – rewards, threats, and even a full-nelson while putting her shoes on which then got pulled back off as she retreated to her backyard playhouse. It was clear by that point that forcing her to go to school was not happening and would only make things worse. After a few moments, I joined her in the playhouse and for the next 20 minutes or so, I sat with her, talked with her and even prayed with her in an effort to calm her down. Gradually she began to relax, smile, and even laugh with me. Then finally, she decided on her own that she would go to school! When her

tantrum began there appeared to be no solution, but with patience, kindness, and loving persuasion, I found a way to help her make a proper choice. This turned out to be a powerful, soul touching moment with my daughter! In the end, she was not forced into submission against her will, she was instead coaxed into doing the right thing.

We all have situations in life in which persuasion can be useful, so how do we improve this important “power?” Desmond Tutu once said, “Don’t raise your voice, improve your argument.” I learned that lesson and many more that morning with my daughter. An improved argument is a decent

**“Don’t raise your voice,
improve your argument.”**

start, but there’s much more to becoming a good persuader than having a good argument.

Think about the most influential persuader you know, then answer this question: What makes that person so exceptional? Those who have impacted my life tend to be people I like or admire. Likability is key because when we like a person, it is much easier to also accept and like their ideas.

Great persuaders know their facts, but they know much more than just what they believe, they also know why they believe in something, and they are good at expressing it to others in an understandable and interesting way. To do that effectively they must know their audience, talk on their level, know when to stand firm, and recognize what buttons to push or not push.

Great persuaders are confident in who they are and what their message is. They are patient rather than pushy because they realize that others need time and space to carefully consider their message. Effective persuaders know that pushiness is a huge turn-off and thus counterproductive. They are calm, steady, and even subtle but not deceptive or self-serving.

A persuasive person is someone we can trust. Therefore, what they are “selling” is believable and credible. Why would any of us follow or

BUILD COMMON GROUND INTEREST FACTS
EXCEPTIONAL RELATIONSHIPS
PERSUASION

embrace the message of a person we do not trust? Persuasive people use facts to support their position and their actions demonstrate that they are in no way hypocritical.

Persuaders have passion. They care about the issue they are seeking to persuade on. They are clear on what is important, and their heart is in it. They speak in hopeful, positive terms and instill hope in others. They smile during conversations, which communicates optimism. They use the other person's name—not just as an initial greeting, but over the course of a conversation.

Great persuaders are genuine about who they are. They have real interest in others and ask good questions, rather than just talking about themselves. They understand the value of relationships. Relationships matter because no matter how compelling an idea, if a personal connection is not made, people may doubt everything they try to promote. Effective persuaders don't view others as targets, competitors or someone to be conquered. Instead they value others as people and seek for a win-win. A good persuader does not criticize, insult or

to some degree on something), did it change your attitude or behavior? Insults do not work because the natural inclination of most people when insulted is to become even more dogmatic in holding their original belief than they were before. If I call a coworker an idiot because I disagree with something they are doing, that's not going to win them over. Instead it may just make them bitter, closed off to my feedback and perspective, and less likely than before to change anything. That goes right along with the sentiment: "Never in the history of calming down has anyone ever calmed down by being told to calm down."

Now think about the way it feels when someone praises you. A sincere compliment can have a powerful impact on you and sends a clear message that you are valued. People accomplish amazing things when they feel valued. Research shows that a person's mind takes 48% longer to understand a negative statement than a positive one and that compliments are a dynamic force in motivating or persuading others. Furthermore, people try to live up to the praise they are given.

Great persuaders know how to paint a picture, which is important since visuals bring things to life and have a powerful influence on people. If actual images are not available or practical, well-told stories breathe life into ideas and give others something to relate to. It's been said that people will forget what you've said and even what you did, but they will never forget how you made them feel. Visuals and stories make an idea memorable and go a long way in the effort to make people feel good about something or someone.

The ultimate superpower is the power of persuasion. When people are persuaded, they are shown a different way of thinking that may not have otherwise been considered. Just like the situation with my daughter, the goal of persuasion is not to force compliance, but rather, to provide insightful information and positive influence. Persuasion shows or teaches a correct way, then allows people to conduct themselves based on the quality of the information provided. This is what superhero leaders do!

degrade another person's position or belief. Rather, they seek to build on common ground. Think about the importance of that for a moment. If you have ever been insulted for any reason (and all of us have

EQUIPMENT ACQUISITION

INFUSION, RESPIRATORY, MONITORING, OXIMETRY, IMAGING, THERAPY, BEDS, & MORE

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.

MAKE IT CUSTOM

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, & SERVICE

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.

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.

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.

REQUEST A QUOTE AT
WWW.MEDONEGROUP.COM

PHONE 800.248.5882 EMAIL info@medonegroup.com



EMPLOYEE SPOTLIGHTS



SCOTT WOOSTER



I am a native Californian, born in San Leandro. Today, I rent medical equipment to that same hospital I was born in. I have worked in the medical rental field since 1987, which has served me well. My passion is being a Concours d'Elgance judge, where I am certified under Mercedes Benz to judge at least five shows a year. The top show is in Pebble Beach on the Monterey Peninsula.

I have one son who is in the United States Air Force. He is stationed in Abilene, TX as a B1 Bomber Mechanic. I am married to my best friend and travel companion, Paige. We recently got back from a trip to Ireland and England. The other things that keep me on my toes are the three Borzois that I have raised from puppies.

I am fortunate to work for Med One. The company allows me to service our customers with pride and integrity.



CHRISTINA CRAVEN



I was born in Salt Lake City, UT and grew up in the Sugarhouse area. I am the second of three girls and my father was far outnumbered until a brother-in-law and a dog named Mozzie joined our family. My older sister and I are only 17 months apart and I believe that is where my competitive nature comes from. Whatever she did, I

did and when she went to school and learned to read, I worked hard and learned to read also. I instantly fell in love with reading and am rarely found without a book. Reading, along with amazing English teachers, helped me decide to major in English in college. In addition to my studies at the University of Utah I participated in the LDS Institute Choir and was a member of the Lambda Delta Sigma sorority in the Delta chapter. I graduated from the U of U in the spring of 2015.

Growing up I was able to go on many road trips with my family due to my mother's job. On those trips, I grew to love Utah's diverse landscape and spending time outdoors. I come from a very talented family both musically and artistically. I enjoy singing and participating in musicals whether I am onstage or off. Though the drawing talent skipped me I discovered I have a talent for photography and crocheting.

I joined the Med One team this past April and I am so happy that I did. I am a Sales Support Assistant where I assist the rental and leasing teams in generating quotes and agreements for customers. Though I have only been here for a short time, my experience has been amazing. I felt immediately welcomed and am truly grateful for the support and guidance from my peers and leaders. I look forward to the many great years to come at Med One.



MED ONE GROUP

BOARD OF DIRECTORS





UNCOVERING SEO

WRITTEN BY: BRYSON CUTLER



How do you find what you're looking for online? The approach customers use to find businesses to service their needs has certainly changed over the years. Think about it for a minute—when you search for a desired product where do you look first? In the past you would open up the local

phone book, find the category, and then call a company. Nowadays with a click of a button or just by asking Siri or Google we can search online and find the most relevant results. We trust the search engine to give us exactly what we're looking for.

Consumers are reliant on Google and other search engines to answer every question, so it is invaluable for

businesses to achieve placement and visibility of top results in searches for keywords and terms related to their business. Search Engine Optimization (SEO) as defined by Search Engine Land is “the process of getting traffic from the ‘free,’ ‘organic,’ ‘editorial’ or ‘natural’ search results on search engines.” This is not a new concept and depending on the search term or keyword it can be very competitive to achieve high placement and visibility. Whole careers are now dedicated to work on SEO daily and many digital marketing firms offer this service to businesses.

So how does SEO work? The process is complex and constantly changing year in and year out. I've heard search engines most simply described as a kind of librarian. In order to find exactly what “book” you've requested there needs to be a system in place to find it in the library. In this case, the search

engine “librarian” analyzes every page on the web to find exactly what you are looking for. Each search engine has a “secret recipe” called an algorithm to turn the analyzed information into relevant search results that you see. The website and webpage must be seen as significant and relevant by the algorithm's many factors to be ranked highly for a keyword.

These algorithm factors are split into two categories: on-the-page factors and off the-page factors. The

“NO MATTER HOW COMPLICATED IT MAY BE, IT'S ABSOLUTELY ESSENTIAL FOR COMPANIES TO OPTIMIZE THEIR WEBSITE FOR SEO”

website publisher has direct control of the on-the-page factors. One factor is keywords, a common term in SEO lingo. Keywords refer to the terms that users search for in order to find your website. This is a major part of the factors a company can control. Therefore, it is critical to have quality content rich with the target keywords in the right places on the page. If the content has substance, contains quality images and is directly related to the keywords, the algorithm will see the page as relevant to that keyword search. However, it is possible to over-optimize with too many keywords, so you must have a good balance and follow industry guidelines.

Another aspect of SEO that can be directly controlled by the web developer is the architecture and HTML design of the web page. The page must be responsive and work well on all devices from desktop computers to smartphones and tablets. The page must load quickly and it must have all the required HTML coding elements that the search algorithm will analyze. Failure to optimize these elements will lead the search engine to believe the site is not relevant, so it will not rank high. Just making simple design changes on these factors can have an impact on your rankings.

The most complex part of SEO, one that is totally out of the control of the web developer, is off-the-page factors. This is completely influenced by readers, visitors and other publishers. Some of the elements that the algorithm looks at are if the content is shared

often on social networks such as Facebook, Twitter and LinkedIn. This is a good sign to the search engine that it has a good social reputation. Google likes this and they also like it when other trusted quality sites link to your site's content. They see these as indicators that your content is relevant and should be ranked high. There are many other off-page factors that affect SEO. Nobody really knows what Google and other search engines factor in the most to their algorithms. People at Google may not even completely know. However, the industry consensus is that all off-page and on-page factors are key in some form or other.

One thing about SEO is pretty clear: it's complicated. No matter how complicated

it may be, it's absolutely essential for companies to optimize SEO techniques. Without doing so their digital presence will suffer. Potential customers won't be able to find the business and thus will not know the company offers a particular product or service. According to Moz.com, “SEO will never die so long as websites compete for attention and placement in the search engines.”

I love learning about SEO. It is fascinating and I learn something new every day. I enjoy utilizing techniques I've learned to improve the Med One digital presence. Next time you search on Google you will now in a small way understand the process behind the search results you see.



MED ONE SALES GROUP

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. They are experts in equipment finance, rental and sales. We work with the largest equipment manufacturers in the healthcare industry.

VENDOR LEASING



Robb Stevens SVP and Director of Lease Originations

Robb Stevens began his career at Med One in January 2002 as part of a leasing sales group and was appointed as SVP and Director of Lease Originations 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.



Carter Allen SVP of Sales and Vendor Development

Carter Allen has been in the financial industry for 15 years and has been with Med One Group for the past 12 years. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter is also involved in developing new relationships with medical device companies looking to increase their sales by offering creative financial options.



Tim Loftis Director of Strategic Development

Tim Loftis joined Med One as a Director of Strategic Development with over 15 years in sales and business development with Morgan Stanley, JP Morgan Chase, and the Economic Development Corporation of Utah. Tim received his MBA from University of Utah and a BA from Occidental College. He serves our partners in the medical community by providing effective solutions in a responsive and friendly manner.



Scott Wertz Director of Strategic Development

Scott Wertz joins the Med One team as the newest Director of Strategic Development, bringing 20 years of financial service experience with him. He received a Bachelor's degree in Economics from the University of Utah. His past work includes holding the position of President of Rocky Mountain Financial services, working as a financial advisor for Morgan Stanley and AXA Advisors, and working as an insurance wholesaler for Crump Insurance.



Doug Green VP of Leasing Sales

Doug Green joined Med One in January 2002 as part of the leasing sales team. Prior to Med One, Doug worked in sales and business development at Boise Cascade and Franklin Covey. As Vice President of Leasing Sales, Doug leads a sales team dedicated to providing customer-friendly solutions that allow hospitals and healthcare providers a way to acquire the critical equipment they need.



Quin Campbell Director of Strategic Development

Quin Campbell joined Med One as a Director of Strategic Development in 2015. He is a graduate of Utah State with a Bachelor's degree in Marketing. Quin brings 4 years of experience in management and enjoys being a problem solver and making sure customers have a great experience.



Spence Tueller Director of Strategic Development

Spence Tueller joined Med One as a Director of Strategic Development. He graduated from BYU with a degree in Health Science and Business Administration. Spence also has experience in lease sales as well as a background in general sales and business development.

NATIONAL EQUIPMENT RENTAL



Brad Johnson SVP Equipment Rental

Brad Johnson is the Senior Vice President of Equipment Rental and has been working at Med One Group since 1994. He works closely with various companies and hospitals in the effort of achieving the highest utilization of our rental equipment as possible. 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.



Brian Smiley Director of Rental Logistics

Brian Smiley has been a part of the Med One team since 1999 and serves as the Director of Rental Logistics. 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 watching football and spending time with his family, especially coaching his three sons at football and soccer.



Scott Wooster Northern California

Scott Wooster has 27 years of experience in medical equipment sales. His specialty is in equipment rentals, asset management, and medical device sales. Scott has also held management positions in several medical companies. Scott enjoys being a customer advocate, helping hospitals find solutions to fulfill their equipment needs, and helping facilities provide the best care possible.



Bryan Dabney Georgia

Bryan Dabney has 25 years of experience as a respiratory therapist and comes from Respironics where he worked as a Traveling Clinical Specialist and an Account Manager. Bryan was born in Livermore, California and lived there until advancing his schooling in Rexburg, Idaho at Ricks College. Bryan finished his schooling at Weber State University and graduated with his Bachelor's degree in Respiratory Therapy.



Greg Salas Southern California

Greg Salas joined Med One after working with them through Good Samaritan Hospital for many years. He specializes in patient monitoring equipment and has previously worked for Hewlett Packard and Philips Medical. After attending Fullerton State and playing for the basketball team, Greg finished his education at DeVry Institute of Technology and received a Bachelor's Degree in Electronic Engineering Technology. Greg loves the beach, basketball and spends most of his time with his six kids.



Tom Lindsey SVP National Director of Rental

Tom Lindsey has over 35 years of experience in the medical sales and rental industry, allowing him to successfully and professionally represent and value products, services, and manufacturers. He graduated from Brigham Young University with a degree in Microbiology, was a former EMT, and is CBEST certified. Tom has been involved with Med One since 2001 and continues to be a valuable part of the team.



Bill Varley West Coast Regional Manager

Bill Varley has over 25 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 U.S. and internationally to provide better solutions to hospitals and healthcare facilities.



Mike Daniels Southern California

Mike Daniels has over 25 years experience in sales and marketing and started in the medical rental arena in 1985. Over his career, Mike has worked with everything from movable medical equipment to specialty support surfaces—both rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



Ted Neher Northern California

Ted joined Med One as a Rental and Sales Manager in Northern California and Northern Nevada. He brings over 20 years of experience in medical sales working for companies such as 3M Medical Corp, Steris Corp, Proctor & Gamble Corp, and Freedom Medical. He grew up in Northern California with 6 brothers. Ted graduated from California State University in Sacramento.

INTERNATIONAL SALES



Karen Raven VP International and Government Sales

Karen Raven is a leader of the Med One International Sales Team and has worked in the healthcare industry for over 30 years. Karen has worked in various roles including Direct Sales, National Accounts, and Regional Director. Karen has a background in infusion, vital signs monitors, and enjoys working in healthcare because the products sold save lives every day.

ALTERNATE SITE and HOSPITAL SALES



Jeremy Quick Alternate Site and Hospital Equipment Sales

Jeremy Quick joined Med One in August 2009 with an extensive background in sales and marketing. Jeremy's responsibilities include creating relationships in the non-acute care market to present Med One's products and services. This allows him to reach out to nursing schools, clinics, research facilities, and EMS companies. He enjoys helping these diverse customers acquire medical equipment to aid in the treatment or instruction of those in need.



Jordan Brown Alternate Site and Hospital Equipment Sales

Jordan joined Med One in June 2015 as part of the alternate site sales team. Jordan's market area covers nursing schools, EMS companies, and small hospitals. He is grateful for his customer relationships and the opportunity to help customers with their medical equipment needs. Jordan recently graduated from Utah State University, where he played football and received his Bachelor's degree in Business Marketing.

LEASING / RENTAL / SALES / SERVICE



Med One has had the opportunity to assist the For Families of Active Military organization for the past few years. FFAM is dedicated to increasing awareness of the hardships that military families experience and to give back to those who sacrifice for our country. Each year FFAM collects and delivers boxes of food to military families stationed at Fort Irwin and Camp Pendleton. This past year Med One was privileged to donate a truck for deliveries and \$1,000 in gift cards for military families to purchase turkeys for a Thanksgiving meal. We are grateful for the opportunity to serve with this great organization.



STEPPIN' INTO VR

WRITTEN BY: NATE DAVIS



NEW BUILDING

Earlier this year, Med One Group opened the doors of their second and newest building at their headquarters in Sandy, Utah. The new building includes extra storage for Med One's equipment inventory, a large office space and conference room, a kitchen with a serving area, and a great room large enough to host company events. The new building provides great opportunities for growth into the future.



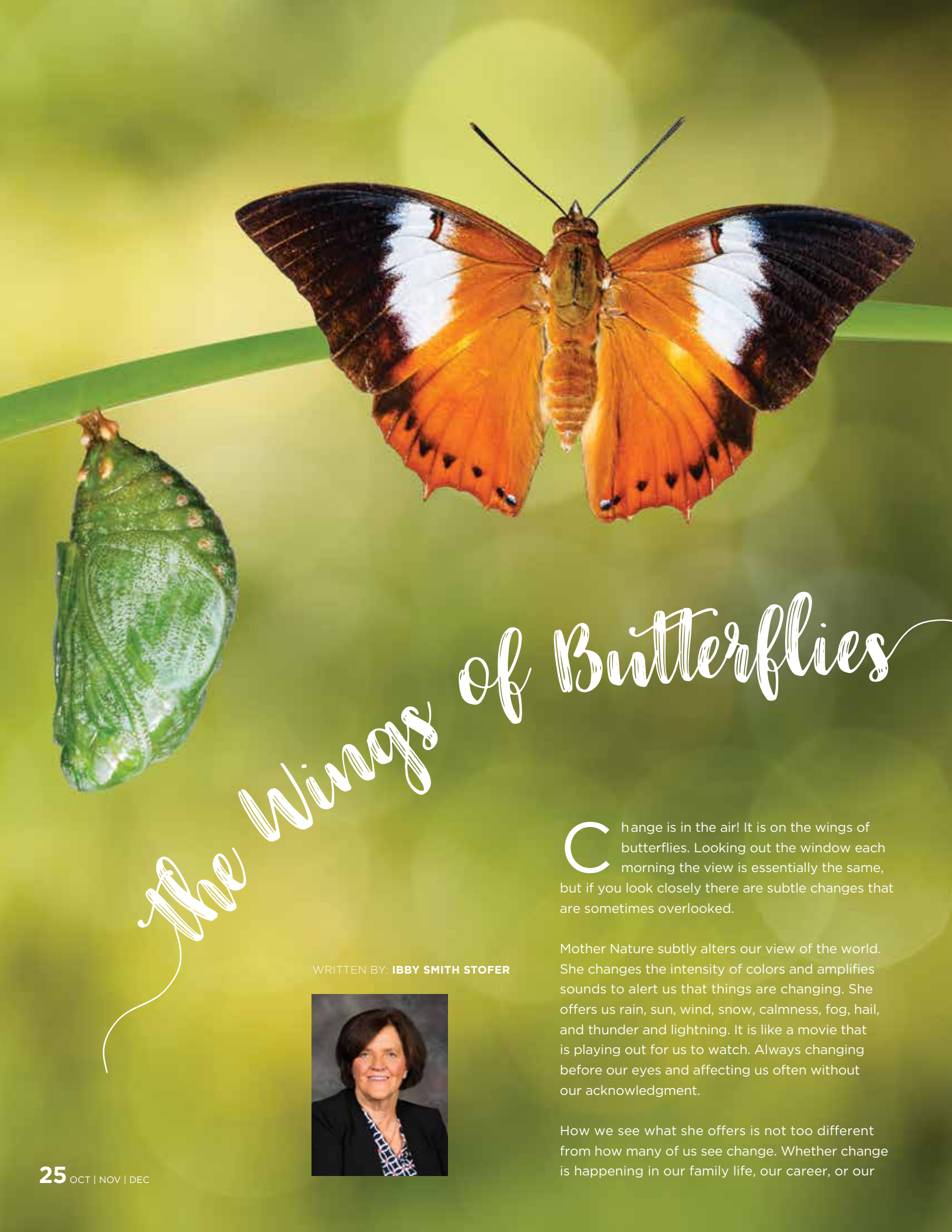
Is there anything that ever stays the same in the tech world? No, there really isn't. People and companies are constantly evolving and putting out better and new technology. They don't ever stop. This causes everyone to look for the "next" thing. The new phone, the new tablet, the new Virtual Reality experience.

I had my first real experience with Virtual Reality just a few weeks ago. I was blown away by the experience. It was unlike anything I had ever tried. I used Google Tilt Brush and drew in 3D. I also tried Richie's Plank Experience. The plank experience is where you walk into an elevator and go up 30 stories, and then when the doors open, you have a plank you walk on. I couldn't even get to the end of the plank. My brain couldn't comprehend it wasn't real. I tried many different

games and experiences. This VR technology is going to be the next big thing. Another thing changing the way to interact and view the world.

We must be ever ready to adapt and change for the better. It's hard to imagine a world in which innovation and change didn't exist as much as it does now. There are some very bright minds in this world, people who devote their lives to family, friends, and solving problems. Let's move forward in this new year with a determination to become better problem solvers. Technology is ever changing, and we can influence it for the better.





The Wings of Butterflies

WRITTEN BY: **IBBY SMITH STOFER**



Change is in the air! It is on the wings of butterflies. Looking out the window each morning the view is essentially the same, but if you look closely there are subtle changes that are sometimes overlooked.

Mother Nature subtly alters our view of the world. She changes the intensity of colors and amplifies sounds to alert us that things are changing. She offers us rain, sun, wind, snow, calmness, fog, hail, and thunder and lightning. It is like a movie that is playing out for us to watch. Always changing before our eyes and affecting us often without our acknowledgment.

How we see what she offers is not too different from how many of us see change. Whether change is happening in our family life, our career, or our

community how we react to it is what makes a difference. Reality is that we rarely have the opportunity to view or respond to changes as still frames. When one thing is changing, there are reactions and more change to follow.

Think of Mother Nature's transitions. As we experience the colorful leaf displays followed by the dropping of the leaves we know that winter is forthcoming. Do we dread the early darkness or the need for warm coats and boots? On the other hand, do we, like small children, gaze upon the new fallen snow with wonder and joy? They anticipate that there will be snowballs flying, snowmen building, and perhaps sleigh rides. Too often as adults we dread change and do not welcome or embrace it. We just want it to go away!

Yet change, like the differing seasons, is inevitable. There have been studies on why change in business is so difficult to achieve. Counselors and lawyers have made careers of helping people deal with change in both their personal and professional life. Google responds to the search for "change in business" with over one billion articles to research.

How do you look at change? Do you dread it or do you embrace it? Certainly, I doubt there is anyone that has not experienced change. In fact, I know that person does not exist, because when you come into the world, you leave the womb and that is the first change you experience.

Some great minds have shared their thoughts on change. I will share a few with you to get you thinking about any upcoming changes in your own personal or professional life.

"Change is the law of life. And those who look only to the past or present are sure to miss the future."
(John F. Kennedy)

"Every story has an end. But in life, every ending is a new beginning."
(Uptown Girls)

"You miss 100% of the shots you never take."
(Wayne Gretzky)

"Our dreams can come true if we have the courage to pursue them."
(Walt Disney)

"Progress is impossible without change and those who cannot change their minds cannot change anything."
(George Bernard Shaw)

And a couple of personal favorites:

"We must be the change we wish to see."
(Mahatma Gandhi)

"When one door closes, another opens. But we often look so long, so regretfully upon the closed door, that we fail to see the one that is opened for us."
(Helen Keller)

My favorite unknown authored quote on change is: "Without change there would be no butterflies."

Think of the changes that a butterfly undergoes in its short life span of one month. A short video on YouTube you may enjoy is the "Amazing Life Cycle of a Monarch Butterfly."

<https://youtu.be/7AUeM8Mbalk>

Butterflies may not have a choice to accept or reject change. But we certainly do and another certainty is that change is a continuous event. I think the saying goes like this, for every action there is a reaction. Change is inevitable and how we deal with it affects how well we enjoy it, embrace it or dread it.

I want butterflies in my life and will therefore try to embrace and welcome change, whenever and wherever it touches me. Consider what choice you want to make.

Here is an Irish blessing that reminds me of my Mom. While gone she is never too far to send her love on the wings of the butterfly. I send it on to you, as my wish for each of you.

May the wings of the butterfly kiss the sun
And find your shoulder to land on
To bring you luck, happiness and riches
Today, tomorrow, and beyond.

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