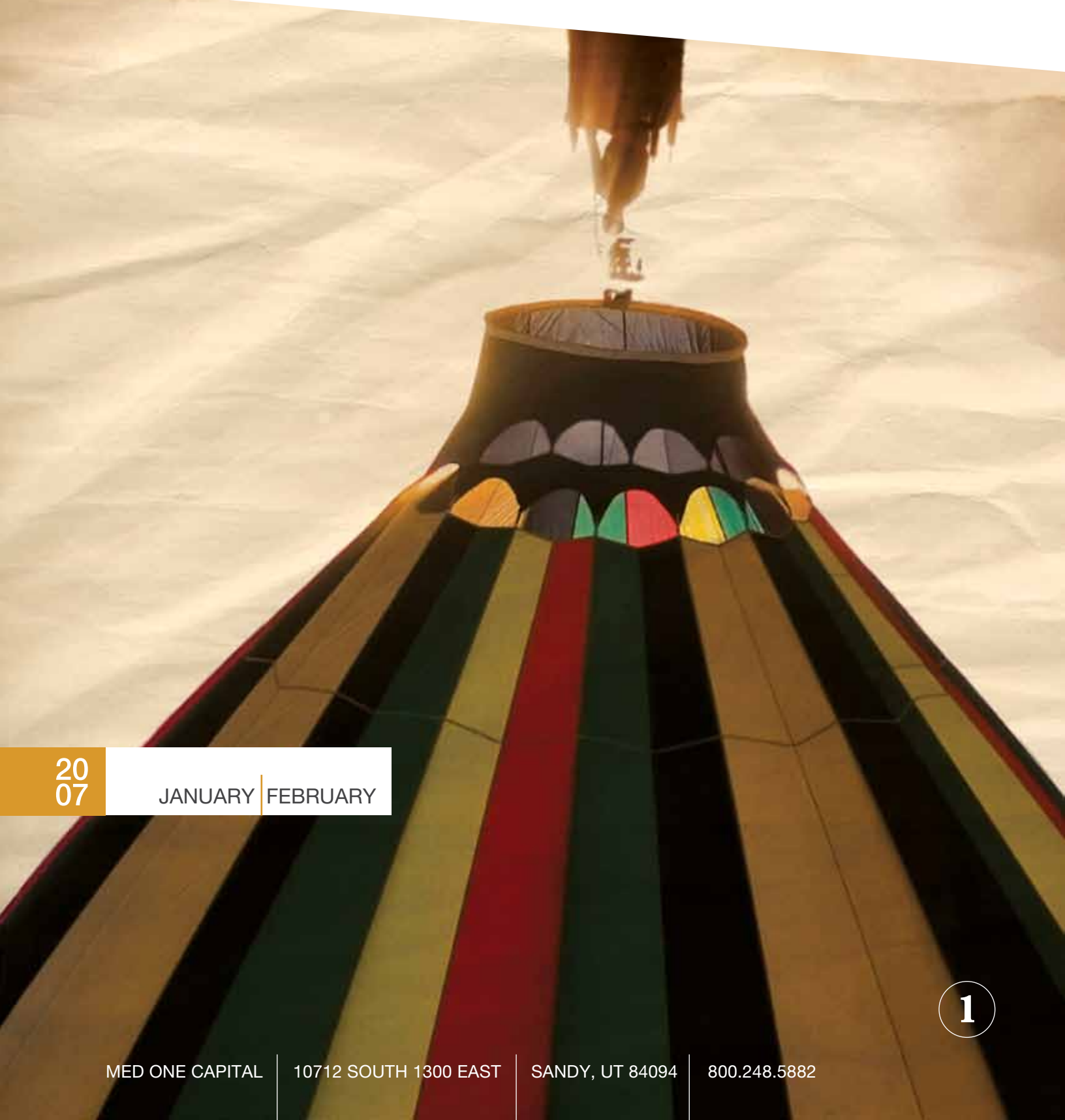




# MED**ONE**ð**ONE**



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JANUARY | FEBRUARY

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## letter from the president

**M**ed One has blazed some remarkable new trails in the past 5 years. 2006 was particularly exciting and rewarding on many different fronts. We achieved some milestones that we would never have even dared dream about when we started the company in 1991. I'm extremely proud of our "people" at Med One, and I'm impressed with many of your individual accomplishments.

2007 introduces an exciting new chapter in the Med One story. As aggressive as our plans have been in the past in each area of the company, we have never published an overall company goal against which to gauge our progress.

### For 2007, we have pledged to accomplish the following:

1	<b>New Lease Business Volume</b>	<b>\$135,000,000</b>
2	<b>Equipment Rental Revenue</b>	<b>\$2,400,000</b>
3	<b>Equipment Services Revenue (outside)</b>	<b>\$240,000</b>
4	<b>PSG Studies - Sandy Lab</b>	<b>1,500</b>
5	<b>New PAP Set Ups</b>	<b>450</b>
6	<b>New Oxygen Patients</b>	<b>90</b>
7	<b>New Sleep Refresh Patients</b>	<b>360</b>
8	<b>Remote Monitoring</b>	<b>14 Remote Beds</b>

We have also implemented a new employee evaluation process. Beginning in 2007, each employee will determine with their supervisor how their specific job goals will contribute to helping the company reach the company goal. Progress evaluations and compensation adjustments will be based largely on individual achievement of personal goals. This is a critical process for each of you, and I challenge you to be fully engaged in this process.

Each of us has a significant stake in focusing our individual efforts on achieving these new company goals. I sincerely hope that each of you will be able to identify how your individual efforts will contribute to the ultimate success of Med One. It shouldn't be a great reach of imagination to understand that in order for any individual in this company to succeed, it is vital that Med One succeed and excel.



I believe that our employee group is an exceptional group of people. I am so appreciative of the personal commitment that so many of you have made to success. In reality, the only significant competitive advantage that we have is to be more responsive, more flexible, and more personable and customer oriented than any of our competitors. Time and time again, I am pleased to learn that these qualities in our employees help Med One to achieve the great success that we have enjoyed thus far. I hope that each of you will make an individual and personal commitment to excellence in the way you conduct business here at Med One.

Larry R. Stevens | President, Med One Capital



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of

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by TROY TAIT



As a sports fan, one of my most favorite times of year is March Madness. Sixty-four college basketball teams (okay, 65 counting the play in game) playing in a tournament to determine who is number one. To my knowledge there is nothing else like it in the world of sports. It is an event viewed by all different types of fans throughout the world.

In this tournament, the teams are divided into brackets. Within each bracket the teams are seeded or divided from 1 to 16 with 1 being the best. Perhaps the reason this tournament draws so much interest is the role of "Cinderella." Every year without fail, one of the highest ranked teams is defeated by one of the lower seeds. This "Cinderella" team defies the odds and goes several games into the tournament.

After a few years of being invited to the big dance and wearing the title of Cinderella, the magic wears off and the team is expected to win. They have earned their respect and are no longer considered Cinderella.

So how do these small colleges succeed? Some would say that the higher ranked team looked past this small opponent. Others might use the "it just wasn't our night" excuse. Those from the smaller school probably

would say that's why they play the game or "Anyone can win on any given night." The fact is both teams have talented players, practice hard, and try to execute their game plan. And you can never overlook the value of good luck.

Now apply that same scenario to our business. Over the last few years, Med One has played the role of Cinderella. We have been the small guys who have knocked off a couple of big teams. With each year, we have grown bigger and stronger. We work hard, have a great game plan, and have even taken advantage of some good luck.

Now we are coming off a record year in 2006 with over \$100,000,000 in business. And if there were experts out there ranking us for a tournament, we would no longer be considered a Cinderella company. We have proven that we have what it takes to compete with the big teams.

I can almost guarantee that there will be another Cinderella in this year's March Madness. When that happens, think about Med One and where we have been. Then think about what it will take for us to make it to the next level. Remember the goals that have been set and realize that each of us plays a part in reaching those goals. It is easy to think that one person doesn't make a difference, but just like those teams in March Madness, it requires everyone's full effort in order to succeed.



YOUR

DIRECTION

YOUR

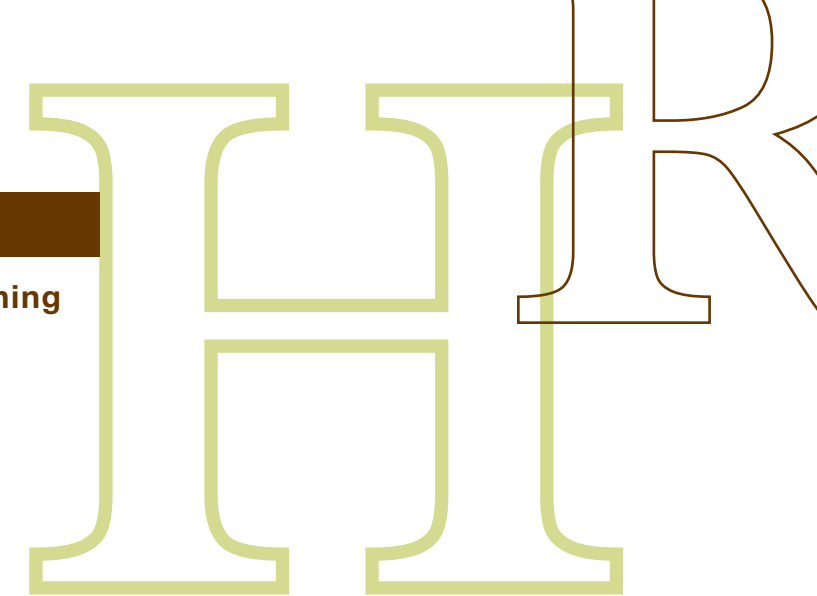
SOLUTION





## HR News

by Mike Manning



where we stand

While waiting in line at the bank, I started chatting with a woman and the subject of jobs came up. She is employed by a large hospital in the valley. She mentioned that her office was in a small house across from the hospital and that the furnace had quit working. It was 49 degrees inside her office, and the work request to fix the furnace had been submitted 2 days earlier. She hinted at her salary and I noted that at Med One we pay people doing her job between \$2 - \$3 more per hour. She indicated that her health insurance barely covers her prescriptions at a cost which is double what we pay with our plan. She complained about the rationing of office supplies and that they were the rock-bottom cheapest available. I thought about our brand new building and the availability of our high quality office

supplies. I thought about our birthday parties, our company barbecues, our dressing up on holidays, and our casual Fridays (taboo at the hospital). I was instantly reminded that we work for a great company. Sometimes we become myopic and focus in on the small negative parts of our employment. I realized after having this conversation that we need to more often take a step back and appreciate Med One. If you want to feel good about your job just look in the classifieds. Find your job description and see what they're offering. In Human Resources, we talk to a lot of people who are anxious to work for a company like Med One, and who are so impressed with what we sometimes take for granted. At the beginning of this new year, let's try to work a little harder, complain a little less, and be happy for the many great things going on all around us at Med One. We do not have to look very hard to realize what a great opportunity it is to be part of this team.



### employee of the month

CONGRATULATIONS TO DOUG GREEN FOR BEING NAMED  
EMPLOYEE OF THE MONTH FOR FEBRUARY 2007

REMEMBER TO SUBMIT YOUR NOMINATIONS TO HUMAN  
RESOURCES BEFORE THE 25TH OF EACH MONTH.

Med One Capital	December 2006	2006 YTD	December 2005	2005 YTD
New Equipment Purchased	\$6,806,416	\$109,762,893	\$8,047,955	\$89,724,022
Number of New Leases	45	546	35	432
Total Customers		1,612		1,255
Total Equipment Leased to Customers		\$220,366,013		\$150,748,896
Med One Rentals	December 2006	2006 YTD	December 2005	2005 YTD
Total Rental Revenue	\$166,024	\$1,600,835	\$101,534	\$1,201,000

by John Campbell

If you followed the advice from our last issue, you're much better off than you were before. You have successfully steered your customer toward financing their purchase, instead of waiting to buy your equipment or waiting for capital dollars. But what do you do now? What do you recommend? Truthfully, you should have selected a financing partner beforehand to help in this matter. Aren't all leasing companies the same? In a word: NO. What should you be looking for? Here are a few guidelines:

### 1 Simple

Do you want your customers to jump through hoops to get the deal done? Many leasing companies require an overwhelming amount of paperwork in order to make the deals happen. Many buyers would rather not finance, if it means sifting through page after page of legalese. Instead, find someone who can do the deal with minimum fuss for everyone involved. Some lessors only require a purchase order and/or a two-page document to get most deals done. Others require up to fifteen pages of documents, credit checks, Dun and Bradstreets, etc. Who would you rather deal with?

### 2 Innovative

Many lessors have one or two programs—take it or leave it. There are other lessors flexible enough to write the deals to reflect the needs of the customer. This is the kind of partner who allows you to say to your customer, "What do you need to make this deal happen?" Think how you will look in your customers' eyes with that kind of response to their needs. You're demonstrating just another way that you're the problem solver and not the problem creator.

### 3 Fast

Some financing companies can take weeks to get all the approvals and paperwork done. What a cramp on your style that would be! Find a partner who can give you a yes or no answer in minutes, not days. Hopefully the proposal and paperwork can be done while you are in the account, and you don't have to come back to get the deal signed. If you were buying or leasing a car and you had to come back to the dealership in two weeks to sign all the documents, what are the odds you might "cool off" and not finish the transaction? The same applies to the hospital. You need to be able to finish the deal while your customer is convinced you have the package they're looking for.

### 4 Competitive

What good is a financing partner if they have interest rates like the loan shark on the corner? Make sure you won't be embarrassed by what your partner is quoting. Of course, not all customers deserve "A" credit rates, so be prepared for that eventuality. You might want to contact your finance partner before you make that sales call to see how they rate your customer. Forewarned is forearmed.

Hopefully, you can find someone who fits your requirements and can make your sales become a reality with minimum fuss for you and your customer.

## What to look for in a leasing company

# part II

( At Med One we walk side by side with our customers. We are known for our simplicity, innovative thinking, fast turn around and competitive business plans. )



## What a difference

by Becky Drury

## Sleep Smart Gold makes

Sleep apnea affects as many as 18 million Americans. It is characterized by pauses in breathing during sleep and excessive daytime sleepiness. It can damage or adversely affect the cardiovascular system, increasing the risk of high blood pressure, heart attack, and stroke. It can also damage the metabolic system, the immune system, and cognitive functions.

Most often, sleep apnea is treated with Continuous Positive Airway Pressure (CPAP), a device that delivers pressurized air into the nose and helps keep the airways open to reduce pauses in breathing. However, when patients don't comply with therapy, the consequences can be very negative for the patient. The patient will continue to suffer from the symptoms and complications, which can include fatigue, confusion, falling asleep at inappropriate times, and decreased productivity.

Med One Medical's special focus on sleep apnea and patient compliance has led to the development of a level of care called Sleep Smart Gold. We are convinced that patient compliance, and its associated benefits, is directly related to quality patient training, education, and follow-up. Our high level of success with patient compliance is also attributed to an on-going maintenance schedule. This involves mask and tubing replacement at regular intervals, continuous monitoring to determine pressure effectiveness, and constant encouragement from a team of experts dedicated to our patients' success.

Sleep Smart Gold improves the quality of life for our patients. It enables them to receive the maximum benefit from C-PAP therapy. These benefits include lower blood pressure, reduced risk of cardiovascular disease, increased energy, and less daytime sleepiness. The benefit for Med One is to see the excitement in our patients who continually say, "What a difference this has made in my life!"

  
Sleep Smart Gold®

QUALITY



# Operations

by J.D. Gordon

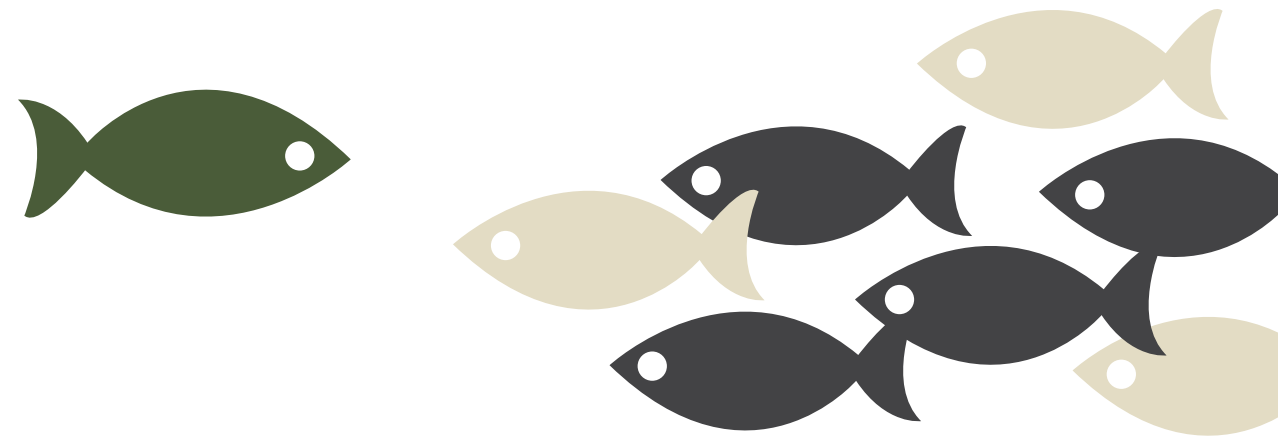
As I reflect back on what has transpired over the past year, my thoughts go back about 45 years ago to when I heard a Persian poem. It went like this.

Once upon a time the fish of a certain river took counsel together and said, "They tell us that our life and being is from the water; but we have never seen water, and we know not what it is." Then some among them, wiser than the rest, said, "We have heard that there dwelleth in the sea a very wise and learned fish who knoweth all things. Let us journey to him and ask him to explain to us what water is." So seven of them set out on their travels and came at last to the sea wherein the Sage fish dwelleth. On hearing their question he replied, "Oh ye who seek to solve the knot, ye live in God, yet know Him not."

I hope as a company that we are not like the fish of the river- that we do not go about doing our job while not fully understanding what has made Med One the company it is today. We could not exist without our loyal vendors, hospitals, and banker. Yet most of us have never met them, it's important we do everything we can to understand what their needs are and how we can help them grow. I have often said that if a transaction is not a good deal for all people involved - our vendor, hospital, banker, and Med One - then it is not a good deal period. Brent Allen has said, "As a company we are 'IRS'- innovative, responsive and simple. We are not a company that can fill the needs of everyone, but the things we do, we do great."

**Innovative** **Responsive** **Simple**

What can you do to make this company grow? Each of us is important, and we will continue to grow as a company only as each of us grows in the tasks we are assigned. Let us each recognize our vendors, hospitals, and banker and provide them the best service we are capable of because it is they who have brought our company to where it is today.



( each employee at Med One is an important piece of the puzzle )





## employee spotlight



### Adam Whittenburg

**A**dam Whittenburg grew up in Sandy, Utah and has been an employee at Med One for one year. He assists in accounting, property tax and in preparing deposits. Along with working here at Med One, Adam is in his last semester at Salt Lake Community College where he is studying business. Next semester he plans to transfer to the U, which is ironic when you hear about his hobbies.

Adam spends his spare time playing and watching golf, basketball, Sports Center and BYU football – not just any football, BYU football. He also enjoys fishing, camping and boating.

Going along with the sports theme, I'm sure you didn't realize you had a football star for a co-worker. Adam caught a touchdown pass in the Cougar Stadium. Okay, so he was 14 years old, on the field after a game, and his cousin threw him the ball while he was in the end zone. So the first sounds a little better.

After various trips for work (for previous jobs) as well as vacations, Adam has traveled the USA including California, Colorado, Texas, Wisconsin, Kentucky, Virginia, Washington D.C., Arizona, Pennsylvania, West Virginia,

Illinois, Nebraska, Kansas, Oklahoma, Nevada, Indiana, Missouri, Iowa, Ohio, Idaho, Wyoming and Montana. Along with all of these places, he has also been to New Zealand where he lived for two years serving an LDS mission. After all of this, his desire to travel hasn't left him. He still wants to travel to the islands of the South Pacific: Samoa, Tonga, the Cook Islands and Tahiti.

Let's not forget his embarrassing moment (this is a must for every spotlight). In 7<sup>th</sup> grade Adam was in an English class full of boys who were pretty out of control. "I was your ideal student at the time and never seemed to get in much trouble. One day the teacher was so fed up with the behavior of the boys that at the end of class she said, 'That's it. All the girls and Adam may leave. All you other boys stay here.' As a result I don't think I've been such an ideal student since."

Now that we've talked a little about Adam's past and what he's doing now, let's focus in on what he hopes for the future. Three of Adam's future goals include: finish school, attend an NFL game, and get a hole-in-one in golf. Good luck with those Adam, and we're glad to have you here at Med One!

“For fifteen years, the professionals at Med One Capital have served health care institutions nationwide. We provide alternatives to traditional, capital intensive methods of acquiring critical care equipment. Whether long or short term, Med One has solutions that work. Med One does one thing very well, whatever it takes.”

## geek report ( Acrobat Connect allows real-time meetings from anywhere in the world. )

by Nate Davis

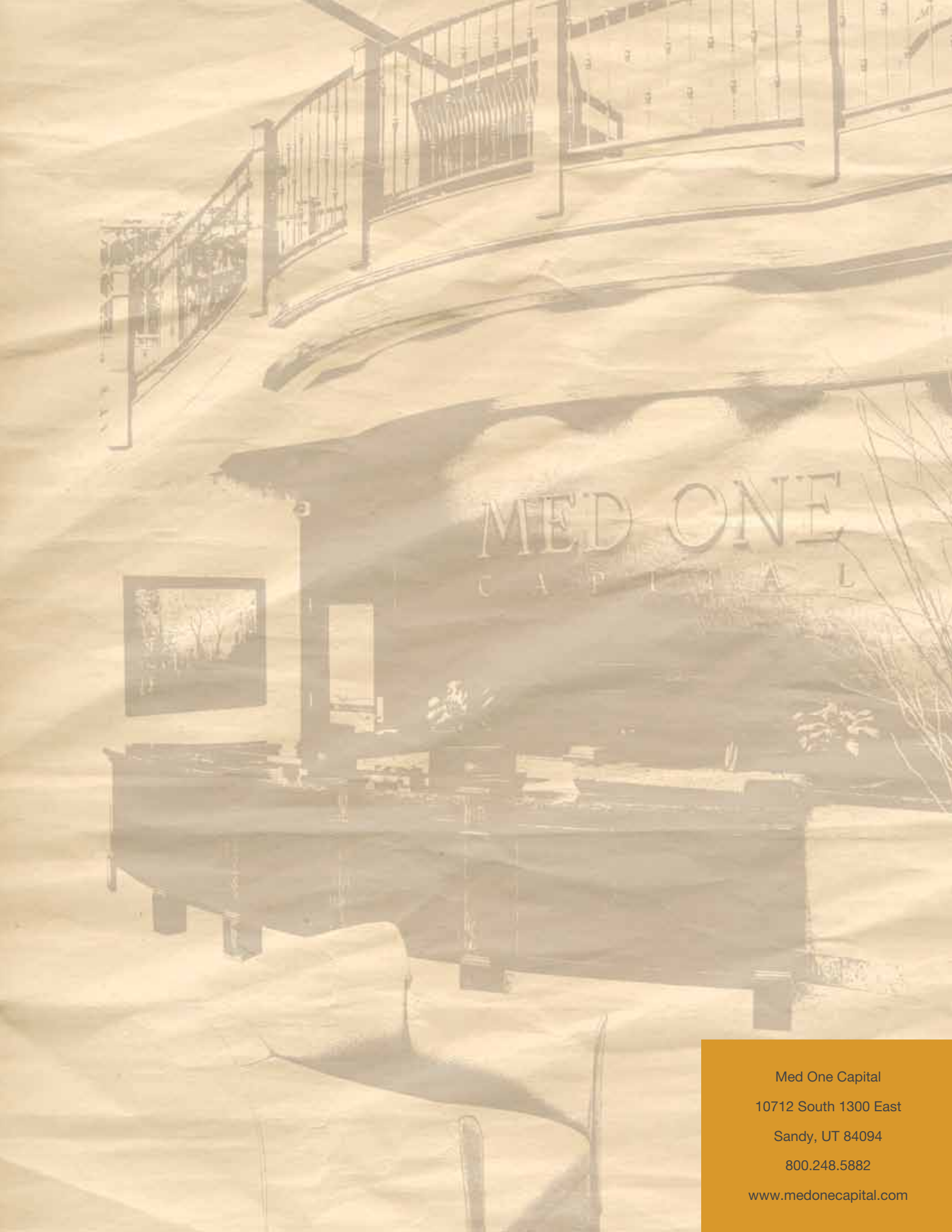


**M**eetings are as productive as the people attending those meetings. If you can get everyone together to sit down and talk, you can discuss ways to achieve your company goals. But let's face it, sometimes you just can't get everyone together to meet in one place at the same time. Adobe has created a program that Med One has embraced to solve such problems. It is called Acrobat Connect.

Acrobat Connect allows real-time meetings from anywhere in the world. Using a simple web browser, anyone can attend the meeting and see each other's screen. Then using some of the features of our advanced phone system, we can conference people in Via Voice. Med One will be using Acrobat Connect to better help our sales force conduct meetings and our IT Department hold short training sessions. If you have any questions or would like more information you can call me or visit the link below.

<http://www.adobe.com/products/acrobatconnect/>

# Acrobat Connected



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