



# CONTRIBUTORS

**editor:** TROY TAIT

**associate editor:** ANNE McOMBER

**graphic designer:** BRIAN GATES

**features:**

BRENT ALLEN

TROY TAIT

KATHY WHITING

JILL SHAVER

ANNE McOMBER

LORI LANE

NATE DAVIS

IBBY SMITH STOFER

JOHN CAMPBELL

MISCHELLE POLISH

# TABLE OF CONTENTS

LETTER FROM THE EDITOR : troy tait	3
LETTER FROM THE OWNERS : brent allen	4
DO YOUR PART, RECYCLE : jill shaver	6
PROMOTING A CULTURE OF HEALTH : kathy whiting	7
RACE FOR THE CURE : mischelle polish	8
MARKET UPDATE : challenges in emr adoption	8
ACQUISITION SOLUTIONS : acquire the equipment you need	9
WHERE WE STAND : company numbers	9
REFURBISHED SOLUTIONS : john campbell	10
THE LOST ART OF LISTENING : ibby smith stofer	11
EMAIL ETIQUETTE : digital interaction	12
EMPLOYEE SPOTLIGHT : lori lane	13
GEEK REPORT / FACE TIME : nate davis	14

## FOLLOW US ON



MEDONECAPITAL.BLOGSPOT.COM



TWITTER.COM/MEDONECAPITAL



FACEBOOK.COM



*Med One to One* consists of editorials, a message from our owners, testimonials, information regarding our financing solutions, employee spotlights and more. Six issues are published every year and with each comes the most recent and exciting news of Med One Capital.

If you are reading this edition of *Med One to One* you are a part of our team. Med One Capital owes our success to our valued customers and supporters. Please feel free to send suggestions, insights, or comments to [editor@medonecapital.com](mailto:editor@medonecapital.com).

If you have received this newsletter and are not currently subscribed but would like to continue receiving *Med One to One* every two months, please send your name, company and title, and address to [editor@medonecapital.com](mailto:editor@medonecapital.com).

## PREVENTION DIMENSION 2010

In 1940, the top discipline problems in the public schools were chewing gum, making noise, running in the halls, getting out of turn in line, and not putting paper in wastebaskets. By the early 1980's, many schools began to focus on new issues, including drug abuse, alcohol abuse, pregnancy, suicide, rape, robbery, assault, burglary, arson, gangs, and sexually transmitted disease. My how the times have changed.

In an effort to help educate students about these issues, Med One Capital teamed up with the Salt Lake Bees (the LA Angels Triple A affiliate) and Prevention Dimension to provide a day at the ball game. On May 18th, over 13,000 4th, 5th and 6th graders were able to attend the game between the Bees and the Albuquerque Isotopes. The students, who were provided with a ticket to the game and lunch, travelled from schools throughout Utah. Some riding on the bus for more than 3 hours. Even after the long drive and 1 1/2 hour rain delay, the kids were still able to have a great time.

Prior to the game and during inning breaks, there were contests and programs that talked about the issues the kids are facing each day. There were also booths set up around the concourse providing additional information.

Throughout the school year, the kids and teachers follow a specially designed curriculum, including music components. It is a designed to educate kids about the dangers of substance abuse and other issues students face each day. Upon completion, the students have increased knowledge, increased protective factor scores and decreased risk factor scores. This game was the culmination or reward for those students and schools who participated in the Prevention Dimension program throughout the school year.

This is the 6th year Med One has been involved with this program. Each year it gets bigger and better. I have been able to attend these games and it is very rewarding to see the kids having such a great time while hearing a very important message. It is also great to be part of a company that believes so strongly in making a difference in our community.

On a side note, the manager of the Bees was asked what he thought about playing the game in front of 13,000 kids. He said he knew it was going to be a special day when the leadoff hitter for the Bees started the game with a slow ground ball back to the pitcher. While he was out by a mile, the kids cheered as though he had hit a home run. With that energy, the Bees won 10 to 4.



## LETTER FROM THE EDITOR : troy tait



*Despite soggy seats and a moist infield the kids had an awesome time at the game. The Salt Lake Bees were obviously inspired by their tiny fans as they crushed their opponent. Our Med One logo took center stage as the Bees recognized our community involvement.*

## LETTER FROM THE OWNERS : brent allen



*An old prospector wandered into a small town where he was accosted by a loud, obnoxious and quite drunken cowboy. The cowboy pointed his six-shooters in the old miner's direction and asked, "Old man, do you know how to dance?"*

*"Nope," the prospector replied.*

*"Maybe you'd better learn," said the cowboy. Hot lead kicked up dust around the old man's feet and he began to dance.*

*Soon, however, the guns were empty. Now the old prospector reached into his saddle-bag and pulled out a sawed-off shotgun.*

*"Son," he said, "you ever kissed a mule?"*

*Looking first at the shotgun, then at the spot where the mule's tail is attached*

*to its body, the young cowboy got the message. "Nope," he answered, "I never kissed a mule. But I always wanted to!"*

In most cases, if there is something we want to do, it is probably not because somebody is holding a gun to our heads. The desire to do something comes from within. George Washington Carver said it best. "Most people search high and wide for the keys to success...if they only knew that the key to their dreams lies within." It is all about desire. Nearly 20 years ago, Larry and I wanted to create a business - one that would be different and unique. It became an inward desire that consumed our everyday thinking. We wanted to surround ourselves with a team of competent and capable individuals who shared our same vision. We wanted to create a scenario where others would see what we were doing and ask,

"How do these guys do this?" It took years to develop our concept and we are far from admitting to one another that we have arrived. However, in spite of a few setbacks along the way, Med One has become a truly unique and different company.

The Med One sales team is unique, and our approach is very different from our competitors. Our sales reps have been trained to do much more than just go out and sell money. They are not compensated by merely going out and promoting Leasing 101 principles. They didn't get their marching orders or learn their techniques from reading "Leasing for Dummies." They don't merely drop off rate sheets and wait for the phone to ring. Our business is so much more than just money, rates, and low monthly payments. Our sales people build relationships with

equipment manufacturers. Once a relationship has been established, they begin asking pertinent questions relating to the sales process of their capital equipment. Based on the responses to these questions, we brainstorm and create solutions. Our vision is to discover the most efficient way of getting medical equipment to end-users. We are simply in the business of 'Making Medical Equipment Available.'

What questions do we ask? We ask these and other pertinent questions and then we do what we do best... simply evaluate the responses and act. The responses we have received have literally shaped our future and, in many cases, altered our thinking.

*What can Med One do that will significantly improve your ability to place more capital equipment into hospitals?*

*What unique solutions can we provide that no one else will?*

*What financial objections are you encountering and what will it take from Med One to overcome these objections?*

One response we received from a manufacturer focused us in a different direction. They suggested, "Please simplify your documentation so that it is not so threatening to our customers." We pondered their response and

implemented a solution. Today, we close 95% of our new business on the simplest agreement in the industry (often only one page).

Another manufacturer's response literally changed our perception. Their recommendation was, "Sometimes we can only get a Purchase Order from our customer. In these cases, please eliminate the requirement for any signed agreement." We pondered their response and decided... Why not! We modified our thinking

**"AT MED ONE, WE ASK MEANINGFUL QUESTIONS AND WE CAREFULLY LISTEN TO THE RESPONSES."**

process. Today, we have consummated numerous transactions based on a Purchase Order only. We have come to understand that it is the hospital Purchase Order that gets us paid, not the signed agreement.

We continued probing manufacturers for keys that can make a significant difference in their approach to moving equipment. One manufacturer offered this advice to us, "Many of our hospital customers can only issue a month to month purchase order. Please create a solution that will enable us

to sell our equipment based on a relatively short-term commitment." We listened, we pondered, and we concluded...Why not! We introduced a rental option unlike any other alternative in the marketplace today. To date, we have financed over \$100,000,000 worth of medical equipment based only on short term (often month to month) commitments.

At Med One, we ask meaningful questions and we carefully listen to the responses. We then offer innovative solutions that we believe will make a difference. With your help, we are able to transcend the traditional approach used by our competitors and offer some meaningful alternatives. As long as it makes sense, we are going to do whatever it takes to help escalate your sales. This is what makes us different. It is this philosophy that makes us unique. We thank our manufacturing partners for helping us create solutions that differentiate us from our competitors. We have literally changed our thinking because of your suggestions and input. We invite you to partner with us as we continue to search for innovative ideas, and we are confident that we can make a difference in your sales activity. We may just surprise you by the creative solutions that will emerge from this process. Don't lose sight of our basic philosophy: At Med One we do one thing very well...whatever it takes!

## DO YOUR PART RECYCLE : jill shaver

REDUCE  
REUSE  
RECYCLE



We've all heard it before, "Reduce, Reuse, Recycle!" and this year with Earth Day celebrating 40 years of trying to get our attention, there has never been a better time to recognize and take action on our individual responsibility to our planet. According to the National Recycling Coalition, each person discards 7.5 pounds of garbage every single day and recycling is the only way we can help reduce that waste. Plus it can save money! When we recycle, everyone wins!

### A FEW FACTS FOR THOUGHT...

- > Americans use 2.5 million plastic bottles every hour and most of them just go straight to the trash!
- > Approximately 1 billion trees worth of paper are thrown away every year in the U.S.
- > Recycling one aluminum can saves enough energy to run a TV for three hours or the equivalent of a half a gallon of gasoline.

### TOP 10 REASONS TO RECYCLE

- |  |  |   |
|--|--|---|
| <p><b>1 Good for Our Economy</b><br/>American companies rely on recycling programs to provide the raw materials they need to make new products.</p> <p><b>2 Creates Jobs</b><br/>Recycling in the U.S. is a \$236 billion a year industry. More than 56,000 recycling and reuse enterprises employ 1.1 million workers nationwide.</p> <p><b>3 Reduces Waste</b><br/>Most of the 7.5 pounds of garbage we each produce every day goes into landfills, where it's compacted and buried.</p> <p><b>4 Good for the Environment</b><br/>Recycling requires far less energy, uses fewer natural resources, and keeps waste from piling up in landfills.</p> | <p><b>5 Saves Energy</b><br/>Recycling offers significant energy savings over manufacturing with virgin materials. (Manufacturing with recycled aluminum cans uses 95% less energy.)</p> <p><b>6 Preserves Landfill Space</b><br/>No one wants to live next door to a landfill. Recycling preserves existing landfill space.</p> <p><b>7 Prevents Global Warming</b><br/>In 2000, recycling of solid waste prevented the release of 32.9 million metric tons of carbon equivalent (MMTCE, the unit of measure for greenhouse gases) into the air.</p> <p><b>8 Reduces Water Pollution</b><br/>Making goods from recycled materials generates far less water pollution than manufacturing from new materials.</p> | <p><b>9 Protects Wildlife</b><br/>Using recycled materials reduces the need to damage forests, wetlands, rivers and other places essential to wildlife.</p> <p><b>10 Creates New Demand</b><br/>Recycling and buying recycled products creates demand for more recycled products, decreasing waste and helping our economy.</p> |
|--|--|---|

**TOP 10 ITEMS TO RECYCLE**

- 1 Aluminum
- 2 Plastic Bottles - PET
- 3 Newspaper
- 4 Corrugated Cardboard
- 5 Steel Cans
- 6 Plastic Bottles - HDPE
- 7 Glass Containers
- 8 Magazines
- 9 Mixed Paper
- 10 Computers



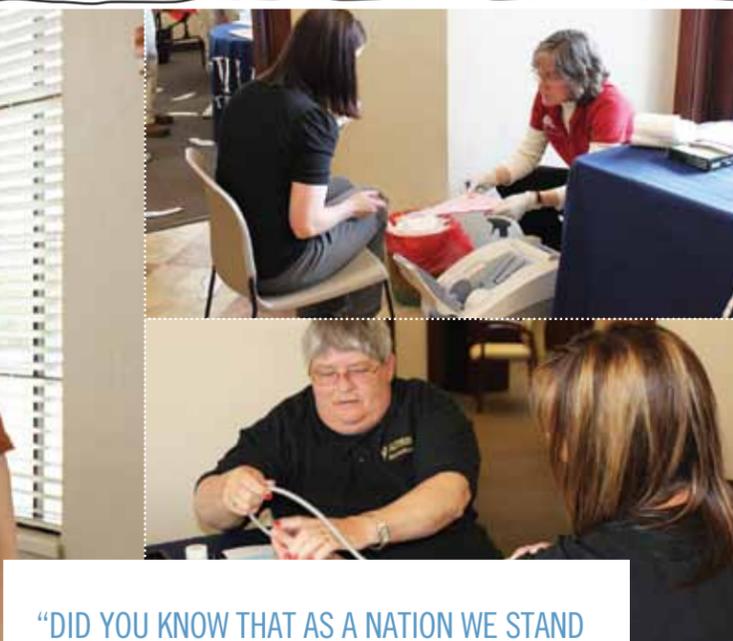
# PROMOTING A CULTURE OF HEALTH : kathy whiting

In an effort to help promote a 'culture of health' for our employees, Med One, in conjunction with Altius Health Insurance, sponsored a Health Fair on Wednesday, May 26. The health fair was free, and we encouraged employees and their spouses to attend. Medical screenings offered were: **TC cholesterol, glucose, blood pressure, body composition, bone density, and vision testing done by Moran Vision Services.**

of improving their health because their future insurance premiums may reflect how well they're doing.

Did you know that as a nation we stand a greater chance of having an obesity pandemic than we do of having a swine flu pandemic or global warming?! What messages are we sending to our children and grandchildren when we continue to ignore the consequenc-

own medical conditions and their life-style habits. Their specific answers will be used to generate a personalized, comprehensive report summarizing their current health status. After taking the Health Risk Assessment they will receive recommendations for steps to take in managing their health to reduce their risks for developing health problems in the future.



med one capital  
**HEALTH FAIR**

**"DID YOU KNOW THAT AS A NATION WE STAND A GREATER CHANCE OF HAVING AN OBESITY PANDEMIC THAN WE DO OF HAVING A SWINE FLU PANDEMIC OR GLOBAL WARMING?"**

Information was also provided by the Huntsman Cancer Center. We're happy to report that 74% of our employees participated in the health fair.

Wellness and prevention programs benefit both employees and employers. Healthy employees can be more productive and help curb the medical and disability costs of a working population. In turn, employees' health impacts their wealth. Taking active steps to improve one's health can help mitigate circumstances that can affect a person's financial safety net and premature withdrawal of savings.

With the anticipated Health Care Reform no one is sure what our health system is going to look like in the future. As an employer, what we do know is NOW is the time to help our employees understand the importance

es of poor eating habits and lack of exercise?

In promoting a wellness program our objectives are **(1) To develop workplace programs to address lifestyle, fitness, and health and safety issues, (2) Inform and educate all employees on the potential impacts of medication, drugs, alcohol, fatigue, and other issues relating to general well-being, (3) Communicate to all employees methods to access appropriate assistance and (4) Actively promote exercise and healthy eating to improve overall fitness.**

Now that we've had the Health Fair what happens next? All employees are asked to go online to complete their own Health Risk Assessment based not only on the results they received at the health fair but on a total assessment of their health including family medical history, their

Med One is committed to our employees and our wellness programs. Apart from the Health Fair, Med One offers a wellness program to employees encouraging them to join a gym. If they attend at least two times a week, they receive reimbursement in their pay each month for their gym membership. Currently we have 25% of our employees taking advantage of this program.

Kudos to our employees who have committed to improving their health by being aware of health risks and improving their lifestyle to one of fitness and overall good health.

# RACE FOR THE CURE : mischelle polish

On May 8th, the owners of Med One Capital gave employees, along with a guest, the wonderful opportunity to participate in the Susan G. Komen "Race for the Cure," the recognized worldwide champion against breast cancer.

With the finish line drawing closer we were encouraged on by those that had already finished, volunteers and local cheering squads that lined the streets. And finishing at last, I was overwhelmed by the sheer

This year was the 25th anniversary of this Race, and with close to 17,000 people in attendance, the sight literally took my breath away. Many wore "In Memory of" signs on their shirts while equally awe-inspiring were the many survivors, who seemed to emanate strength to all those around them. Among the sea of pink were groups of all kinds: one all wearing pink tutus; another included men, women, and children all wearing sparkling, decorated bras over their t-shirts. You couldn't help but laugh with them as even Grandpa was a willing participant. One of the most powerful and humbling moments was five sisters walking shoulder to shoulder, arm in arm, in support of a mother they had lost. Looking at their smiles mixed with tears, I couldn't help but become emotional myself. It was astonishing to see wave after wave of people... a community coming together for a single purpose.

emotions that accompany this race. Thank you to our owners, Larry and Brent, for allowing Med One Capital to be a part of this amazing event! Thank you for making it possible for an employee such as myself to stop and smell the roses and be a little more appreciative of life and those in it and to be reminded of the importance of being a part of something bigger than myself.

# MARKET UPDATE

## CHALLENGES OF EMR ADOPTION

The electronic medical record has the potential to improve care delivery and increase efficiency. It will also be a key factor as healthcare is reorganized to meet reform and market demands. However, regardless of the benefits there are still obstacles that prevent or delay EMR adoption within the industry.

Physicians continue to be concerned about lack of support, decrease in productivity, and cost (both initial and future). The actual implementation of EMRs are perceived as having potential to decrease productivity during the transition phase. Not only do staff members face the challenge of learning to use the technology, but they also must transition through what could be a significant change in workflow. Transition time aside, with the use of EMRs comes the need for IT support that may not be available.

Despite incentives offered for EMR adoption, access to capital is restricted for many physicians, and with all the additional concerns that accompany EMR adoption, it's questionable how many physicians are willing to start the transition. While there are definitive benefits, reluctant adopters struggle to get past these barriers and others. Momentum may be picking up for EMRs, but the challenges seem far from being overcome.

## ACQUISITION SOLUTIONS

EACH SOLUTION OFFERED BY MED ONE CAN BE CUSTOMIZED TO BEST FIT THE NEEDS OF THE CUSTOMERS. WE HAVE NINETEEN YEARS OF EXPERIENCE WORKING IN THE HEALTH CARE INDUSTRY. OUR SIMPLE DOCUMENTATION, QUICK TURN AROUND TIME AND CUSTOMER SERVICE HAVE NO COMPARISON WITHIN THE INDUSTRY.

### 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 simply a matter of signing a 2 page proposal document 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.

### RENTAL REWARDS

Simply issue a 1 month renewable purchase order 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 towards 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 Capital with no further obligation. Completing an operating lease through Med One is simply a matter of signing a 2 page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

### 12 MONTH RENEWABLE OPTION

Typically, an operating lease deal is done on a term of 36 - 60 months. At times, a customer may have difficulty committing for an extended length of time. If so, we can present a short-term renewable option. The intent is to provide a 3 - 5 year lease payment structure in which the customer is only committed for 12 months at a time and can renew after each 12 month period until the total lease term is met. After any 12 month period, the standard end of term options are also available, so this option will always qualify under the FASB-13 guidelines.

## WHERE WE STAND / COMPANY NUMBERS

MED ONE CAPITAL	APR 2010	2010 YTD	APR 2009	2009 YTD
New Equipment Purchased	\$22,059,470	\$76,563,298	\$11,687,726	\$40,089,361
Number of New Leases	80		76	
Total Customers		2,078		1,579
Total Equipment Leased		\$358,788,275		\$239,824,437
MED ONE EQUIPMENT RENTAL	APR 2010	2010 YTD	APR 2009	2009 YTD
Total Rental Revenue	\$805,512	\$3,420,152	\$795,087	\$3,350,854

## REFURBISHED SOLUTIONS : john campbell

In my younger days, I used to buy a new car every 3 years or so. By the time my cars reached about 60,000 miles I was starting to get tired of the same old car and the lure of newer technology was always an attraction. About 7 years ago, I thought I would try buying a higher end quality "certified used" automobile. The lure here was that it had the backing of the manufacturer for 70,000 more miles, which took some of the guesswork out of my purchase. Now I sit 100,000 miles later and it still runs like a clock.

Compared with the new cars of today, it holds up pretty well:

4 door sedan. **CHECK ✓**

Air bags. **CHECK ✓**

4 wheel disc brakes. **CHECK ✓**

Automatic climate control. **CHECK ✓**

Power windows, locks, mirrors, etc. **CHECK ✓**

Entertainment center with CD player. **CHECK ✓**

Decent power and mileage. **CHECK ✓**

You get my drift; it has everything I would want in a brand new car except for navigation. It is "functionally equivalent" to the new cars of today and fulfills all my automotive needs. Did I mention that I also paid about half what it would have cost new?

Now let's shift our focus. When we look at medical equipment that we can purchase today, most of it is just an upgrade of what we could buy 3 years ago. When I look at the ventilators we get back from a 36-month lease, I see the clinical equivalent of what can be

purchased today. (Nothing wrong with new, mind you, especially if there are safety upgrades involved.)

Using the same analogy as the certified used car above, let's take a look at two identical pieces of medical equipment: one 3 years old, one new.

Same operating system as new. **CHECK ✓**

Same disposable as new. **CHECK ✓**

Same user interface as new. **CHECK ✓**

Same safety features as new. **CHECK ✓**

Same warranty as new (or longer). **CHECK ✓**

The really nice thing about the used equipment over new is that it is less than 50% of the cost of new and still has 70% of its useful life ahead of it.

Looking at the above scenario, the smart money would probably be on the used equipment if bought from a reputable source that stands behind what they sell. Med One Capital is just that source. We have almost 20 years in this industry and have built a reputation for customer service and honesty. We have direct contact with many leading manufacturers and have certified technicians to service what we sell, both before and after delivery. If you are reading this article, you probably already know and are pleased with how we do business.

So if you are thinking of adding on to your current inventory, you might look at refurbished as a viable alternative.

WE OFFER SERVICES FOR THE FOLLOWING EQUIPMENT TYPES

INFUSION

OXIMETRY

MONITORING

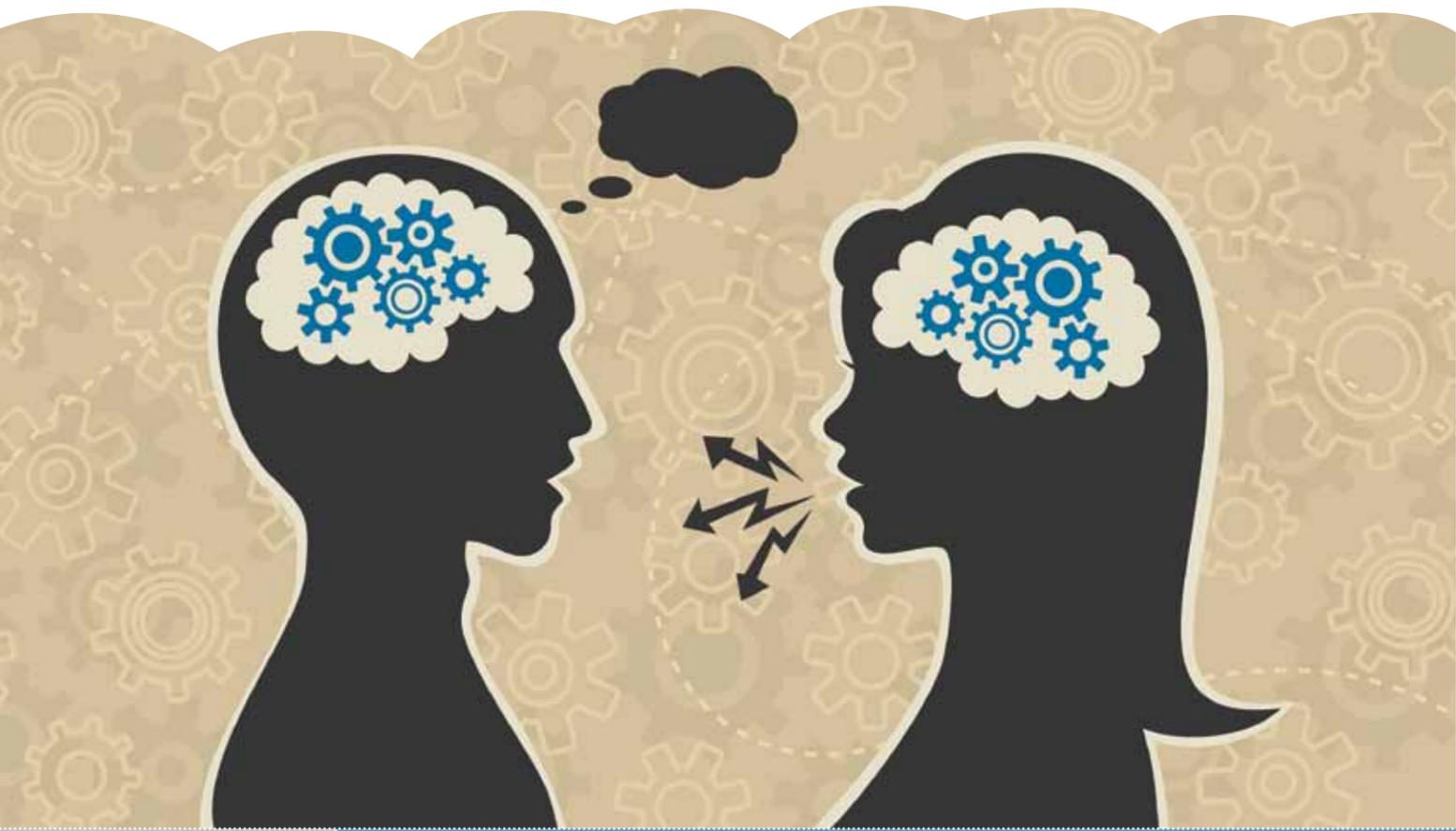
IMAGING

RESPIRATORY

SLEEP STUDY EQUIPMENT

AND MORE.

FIND OUT WHAT PRE-OWNED EQUIPMENT WE HAVE AVAILABLE. [WWW.MEDONECAPITAL.COM/EQUIPMENT](http://WWW.MEDONECAPITAL.COM/EQUIPMENT)



too soon. We want to be heard, sound knowledgeable and interested and we often jump in too soon. We don't allow the other party to finish before we offer suggestions, comments and opinions. Whether it is our child, our spouse, friends, business associates or customers we need to listen first and longer! Patience is truly another lost art and, when combined with weak listening skills, can be very damaging.

After spending a significant number of years supporting both sales personnel and customers over the phone, I have learned that what I say is not nearly as important as being able to really hear and understand what the other party is conveying. I have spent over 30 years working in the medical industry and the roles I have held all centered around two key areas: taking care of the customer and taking care of our sales force. That

focus has served me well and I am very excited about my new role with Med One Capital. I chose them as my next home because as a former customer, I knew first hand that they valued the customer, that they listened and they offered solutions based on the customer's direction.

**“WHAT I SAY IS NOT NEARLY AS IMPORTANT AS BEING ABLE TO REALLY HEAR AND UNDERSTAND WHAT THE OTHER PARTY IS CONVEYING.”**

So if you are a healthcare provider seeking assistance in meeting your financial challenges or a vendor rep seeking assistance in solving your customer's financing issues, we will listen. And if we don't, we want you to call our President, Larry Stevens and share with him our failure. We cannot improve if we do not know our weaknesses. We consider the art of listening key to our

ability to distinguish our firm from the other finance institutions. If we fail here, no matter what creative options we bring forward, they will never be the right answers to your concerns.

So please remember what we were often told as children, practice makes perfect. Listen actively every chance you can. Be patient and let others finish before you must speak. And please give us a chance to listen to your needs and develop solutions based on those issues you need to solve. Additionally, try not to jump to every beep, ding and vibration that come your way instantly. Take the time to listen when you can concentrate on the message and the messenger... then respond. I promise you that I (and everyone at Med One) will respond quickly but we will also insure we take the time to listen.

**I look forward to hearing from you soon.**



## THE LOST ART OF LISTENING : **ibby smith stofer**

Many people agree that in our technologically advanced world of communications the art of listening is fast becoming obsolete. Text, SMS, email and instant messages do not require the parties to listen. We quickly scan the message and interpret based on our focus at the time it is received.

Listening can be done via any of these modes of communication with a great deal of effort but is best done in an active state where all parties are focused on the "conversation" and ready to ask clarifying and open ended questions. How can one do that using these modern technologies? I suggest you ignore the beep and/or the vibration until you have the time to clear your mind and think about what the other party is trying to convey. Not possible, you say. I say why not? Is every beep or vibration really critical? How often does it interrupt your focus? I know for me these beeps and flashing snap shots of communication are more often than not less important than what I am doing at the time. Yet, we all

have become accustomed to reviewing and responding to these instant messengers immediately.

For me, the phone and personal meetings prove to be the most effective method of insuring I listen to my customers. I remind myself to always ask, "Is now a good time for this discussion?" In today's world, we are often bombarded with all the different messaging tools our friends, family and colleagues use to "talk" to us. How do they know if now is a good time for their conversations?

Once we agree to have a discussion, then the art of listening becomes critical. We need to ask questions, restate what we hear, ask more questions and focus on what the other party is saying. In sales, understanding what the customer needs from you is critical to your ability to offer a solution or service that will meet their needs (not yours) and have a value to the customer. Unfortunately we have, over time, learned to begin forming our response



## EMAIL ETIQUETTE

**BE CONCISE:** Without leaving out important details, get to the point of your email as quickly as possible.

**MANNERS:** Use please and thank you. Address people by their first name only if they imply it's okay to do so.

**TONE:** Do your best to come across as respectful, friendly, and approachable.

**BE PROFESSIONAL:** Avoid using abbreviations or emoticons.

**USE CORRECT SPELLING AND PROPER GRAMMAR:** Your emails don't necessarily have to be formal. However, correct grammar and spelling, even in a simple message, goes a long way.

**BCC (BLIND CARBON COPY):** When sending a group email, avoid sharing everyone's email addresses by sending the email to yourself and BCC everyone else.

**WRITE A DRAFT:** It's perfectly fine, and sometimes the better choice, to take some time before hitting "Reply" to write a draft then come back to it later.

**FILL IN THE "TO" EMAIL ADDRESS LAST:** Leaving your email unaddressed until the last minute ensures that your email will not be sent prematurely by accident.

# EMPLOYEE SPOTLIGHT LORI LANE

My employment started at Med One on November 26, 2007. As an Accountant I oversee and manage the accounting functions for two different divisions of Med One Capital - Med One Equipment Rental and Med One Equipment Services. I also manage the accounting responsibilities for our partnering company, Medical Device Partners. Can I just say, "WOW." I thrive on the challenges within each company and division and can only feel grateful and blessed every day that I work for a company that appreciates and recognizes what potential each of us bring to the table.

When I was in high school one of my teachers asked me, "What is it you want to do for an occupation?" At the time I thought the answer was simple; I wanted to be a veterinarian. I am such a softie went it comes to animals. Nevertheless, as fate would have it, I had to take Biology, and well, let us just say the frog was in better shape than I was. So now I just get to

adore animals as part of my family. At present they consist of a black Labrador, Lionhead Lop, Guinea Pig, Dwarf Hamster, Tree Frogs, and of course every household has to have goldfish.

When asked what my greatest accomplishment is, there are several thoughts that come to mind... to be more specific - three. Those thoughts are of my daughters. As a single parent there are many challenges in trying to ensure they are taught proper manners and morals. However, I watch each day as they become beautiful young women, and my heart just swells. They are strong, independent, and loving individuals, and they are the absolute best thing in my life.

What most people do not realize about me is that I am not always serious. I have a very good sense of humor and enjoy a

**"WHEN ASKED WHAT MY GREATEST ACCOMPLISHMENT IS, THERE ARE SEVERAL THOUGHTS THAT COME TO MIND... TO BE MORE SPECIFIC - THREE. THOSE THOUGHTS ARE OF MY DAUGHTERS."**

really good laugh. My friends are extensions of my family and mean the world to me. I am an avid reader; there is just something about getting completely lost in a good book. If I cannot get lost in a book then a good movie will have to take second (always fun to have movie night). I like all different types of music but listen mostly to Country. I enjoy most activities that involve the outdoors - hunting, fishing, camping, horseback riding, anything to do with water and snowmobiling. Most of all I enjoy spending time with my children and being a huge part of their lives.

Sports you say - well I am really a typical female but, hmm let's see - most people around Salt Lake enjoy the professional basketball team, the Jazz, and speak often of "hoops." However, I enjoy watching baseball the most. While Salt Lake is Triple "A" and not considered "big time," I enjoy following the beginnings of some amazing athletes. My all time favorite player is hands down Brandon Wood. He dominated here (Salt Lake) for the last three years and has finally gotten his break playing third base for the Angels. Take a deep breath Brandon, remember to breathe, you earned this chance.

Goals for the future: well, the only thing that stands true is life is just too unpredictable. Just when you think you are on the right course, life throws a curve ball and you do not know anything at all. It is a constant test of knowledge, strength, and faith. The only things that I can do are love and cherish my children, continue to contribute to the great company I work for, be thankful for the wonderful people I work with and grateful for everyday that we have.



## GEEK REPORT FACE TIME : nate davis

**"AS THIS TECHNOLOGY BECOMES MORE AND MORE PREVALENT IN THE COMING YEARS, I SUSPECT THAT WE WILL SEE IT USED MORE AND MORE IN THE BUSINESS WORLD."**

Apple recently released a new iPhone dubbed the iPhone 4. It is the next upgrade along the lifespan of the iPhone. It has all the usual upgrades, which include a fast processor, much higher-res display, and a better camera.

I think the biggest new feature of iPhone 4 is FaceTime. FaceTime is video calling over WiFi. This gives you the ability to video conference from your phone when you are connected to a WiFi network and are talking to someone else with the iPhone 4.

For a tech geek like me, this is really exciting. In today's world it's becoming more and more common that we find ourselves around a WiFi network that we can hop onto. This will give us the ability to pull our phones out and video chat. We have been able to do that on our computers for quite some time. While this has many applications and uses, we were tied to our computers (even more inconvenient if you didn't have a laptop). FaceTime now opens up the possibility to be anywhere around a WiFi network and show our loved ones what is going on... live. I am one of the many whose family lives out of state and the idea of being able to video chat with them more readily is very exciting.



As this technology becomes more and more prevalent in the coming years, I suspect that we will see it used more and more in the business world. While this probably will never replace face to face meetings, it will enhance our ability to cultivate a personal relationship with our contacts more easily. I believe this is the start of a change of mindset. People will embrace this technology, and as the technology standards get set, we will see video calling appear on more devices paving the way for the day when we look back and think how limited we were when we could only hear the person on the other end.





## MED ONE CAPITAL / 2010

ADDRESS 10712 SOUTH 1300 EAST, SANDY, UT 84094

PHONE 800.248.5882 WEBSITE MEDONECAPITAL.COM