



MEDONE ONE



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As Med One Capital enters into its seventeenth year, we continue to acknowledge the traits that have made us successful.

Innovation.

Flexibility.

Responsiveness.

MED ONE TO ONE

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TEAM

MED ONE

LOOKIN' GREAT IN 2008



A FEW OF THE MED ONE EMPLOYEES SHOW OFF THEIR 2008 **TEAM MED ONE** SHIRTS.

08

Someone once said that anytime we undertake a new venture, we begin with two bags. One is an empty bag of experience - the other a full bag of luck. The trick is to fill the bag of experience before we empty the bag of luck. Over the past 17 years, Med One has been adding to the bag of experience. By no means is it full...for we have much to learn. Hopefully, our bag of luck is not yet depleted. We have now said goodbye to 2007 as we look back and ponder our accomplishments. During the recent year, we learned some insightful lessons and have added valuable knowledge to our bag of experience. Now we must raise our sights and look ahead. The new year will offer many exciting opportunities, but we must reach out and capture them. Now is an excellent time to take inventory of our resources. We must refuel our attitudes, rekindle our energy, and raise our expectations.

I have a son who is a commercial airline pilot, and I frequently rib him about having the best job in the family. He takes off, clicks to autopilot, and then several hours later lands the airplane. How easy is this? He admits that there is plenty of time to sit back and relax. But he reminds me that because of weather, traffic and other circumstances, he is constantly making course corrections. This is a lesson each of us can learn. As a company, we must be wise and prudent in making necessary "course corrections." This is what will lift us to new altitudes. We have all flown in a jet on a foggy or cloudy day. All seems dark and dreary on the ground, yet every day is a sunny day if we can only get enough altitude. I am confident that Med One will maintain the necessary altitude in 2008 and that our outlook will remain bright and sunny.

The secret is to always be looking ahead. Just how far can we see? I once read a story about an old man who was a witness to a burglary. He was asked by the defense lawyer if he had seen his client commit the burglary. The old man said, "Yes." The attorney reminded him that the burglary took place at night and again asked him if he had actually seen the crime. Again, the response was, "Yes." Finally the attorney said, "Listen...you are 80 years old and your eye sight is not very good. Just how far can you see at night?" With confidence, the old

man said, "I can see the moon...how far is that?" I hope that we always hold our heads high and keep our eyes focused on lofty goals. I hope that we never stop looking toward the stars. The opportunities that lie ahead of us are incredible. We haven't even scratched the surface of our capabilities.

Thanks to all of our Med One employees. We are where we are today because of very dedicated and committed employees. Thank you to our vendor partners. We appreciate the valued relationship we have developed with each of you over the years. And may we add our heart-felt thanks to our customers. It is our hope that we will continue to fill our bag of experience as we create new ways to serve each of you. I am confident that 2008 will be a banner year.

Serving as Senior Vice President and Co-Owner, Brent Allen plays a very important role in the success of Med One Capital.



HOW FAR CAN WE SEE? | Brent Allen



LETTER FROM THE EDITOR | Troy Tait

One of my all time favorite movies is Hoosiers. It is a story about small town Hickory High School's unlikely run to the state high school basketball championship game. My favorite scene occurs when the team enters the large gymnasium where the game will be played. It is gigantic in comparison to the small gym at Hickory High. As the players stand in amazement and awe at the size of the building the coach hands one of the players a tape measure. He asks him the height of the hoop and length of the key. It is reported that they are the same dimensions as those found at their home court. They realize that despite the size of the arena, the basic elements are the same. If they play together they can compete. In the end, Hickory pulls off the upset and walks away as the Indiana state champions.

While I wouldn't recommend building a business strategy from a movie, I do think this story has a lesson that can be applied. Med One Capital is by most standards a company that is located in a small town. In a sense, we are like Hickory High. We have battled with the competition and have earned the chance to compete with the big boys. Now that we are in the big arena, the basic elements are still the same. We can use the same skills and abilities that got us to this point - creativity, flexibility, responsiveness - combined with a strong team spirit and great team players to continue moving forward.

At the end of the movie, Hickory returns home and they are still the same team. Granted things are a little different, but they are still the same group of players. They simply played their game on a bigger stage and won. Med One Capital is poised and ready to play for the championship. Working together as a team we will succeed. And in the end, we will still be the "small" company, with all of the elements that make a small company great but with the ability to compete and win on a much higher level.



THE IDEAL SUPERVISOR

Big ears (effective listener and communicator)

Wears many hats (Abe Lincoln hat for honesty, hard hat for being in charge and able to deflect things coming their way)

Big shoulders (to carry several responsibilities for their department, the organization, their employees, and themselves)

Big eyes (to see what is going on around them; visionary)

Big head (competent in their field of expertise, remembers what they need to know to lead, able to make informed decisions, fair, open minded)

Big smile and mouth (approachable, pleasant, positive, gives compliments and constructive feedback)

Big heart (understanding, caring)

Carries a book, paper, and pencil (for being organized, willing to continue learning, planning and goal setting)

Large hands (gives recognition, pat on the back for job well done)

Professional in appearance and actions

Holds the scale of justice to signify fairness; everyone is treated equally, no favorites.

Big feet with roller skates (to stay on top of everything and move quickly to get things done)



THE IDEAL SUPERVISOR

Kathy Whiting

I'm sure many of you, like me, during your career have had your share of supervisors—good and bad. I've often chuckled at the newspaper editorials appearing on 'Boss's Day' as people describe their worst boss scenarios. I always think, "I can top that." Along the way, I've been able to glean from those unfortunate experiences and that's what I want to encourage you to do as well. Take those worst boss memories and take time to reflect back on the type of

supervisor you DON'T want to emulate. While conducting management training, I asked the attendees to draw a caricature of what they thought the "ideal supervisor" would look like. Oftentimes, an employee who has stellar individual performance receives the title of "supervisor" not because they have the talents and skills to lead, inspire and motivate others, but because they simply get the job done. Getting the job done does not make a supervisor.

Supervising is more than being the 'boss.' Supervising is a special skill that is intended to help people reach their goals and develop their talents. Becoming a supervisor is not as easy as some people think. Based on some of the caricatures I've seen, those "Ideal Supervisors" are some pretty strange looking individuals but we should all aspire to these attributes.

BEST PRACTICES FOR A NEW SUPERVISOR

1 DEMONSTRATE YOUR AUTHORITY AND STYLE

Set high but attainable standards at the outset. Make an effort to establish a good relationship with each employee on an individual basis. This means working to get to know each employee personally and letting them know you care. Quickly counsel those who are not meeting your standards so they have no doubts about what is expected.

that challenge them and motivate them to stretch to meet those standards. Give them every opportunity to do a good job. Make sure you give credit freely when it is due.

4 BECOME AN EFFECTIVE COUNSELOR

Communicating one-to-one, in private, is called counseling or interviewing. Once you become a supervisor you will discover counseling is one of the best "tools" you possess. It gives both of you the opportunity to express yourselves. Be candid about strengths, challenges and areas for continued development. People value and trust a supervisor who is straightforward and doesn't leave them guessing at hidden messages or meaning.

2 BUILD GOOD RELATIONSHIPS WITH EMPLOYEES

Building good relationships with employees help motivate them to do the work that needs to be done. The contributions of others make you a good supervisor. It is great for employees to like you; but respect is more important. Intelligent delegation is more important than the actual work you do yourself. Set a good example. It's smart to pitch in and work from time to time to demonstrate your competency but don't overdo it. Your skills are more valuable as a supervisor than a worker.

5 PROVIDE DIRECTION!

Within your organization, your department is a team that can win only if it reaches predetermined goals. It is your responsibility as supervisor to help establish such goals and then motivate your people to reach them.

3 CREATE A RELAXED BUT EFFICIENT WORKING CLIMATE

People make mistakes and produce less when supervision is too close and constant. People should be able to enjoy their work within your expectations. Circulate and communicate with employees. Be aware that a happy team is not necessarily a productive team. Permissiveness and indulgence lead to carelessness and poor work. A supervisor's challenge is to develop, with your team members, high performance standards

6 HONESTY AND INTEGRITY

This is reflected in your actions, words, and decisions. Employees have to know that they can trust you to make the hard decisions even though they may not agree with them.

7 CONFIDENTIALITY

As a supervisor, nothing will destroy relationships quicker than betraying a confidence. Never talk about an employee's performance with other employees or engage in the office gossip.

8 THE BEST TEACHER IS A GOOD EXAMPLE

First examine your own behavior. Are you walking the positive talk or are you mumbling beneath your breath, "3 more days 'til Friday"? Take care to listen to your own language. Do you frame things in the positive, or do you often start your sentences with "no"? Do you say "Yes, but..." a lot, negating the first half of your sentence with your last? Optimistic people adapt easier to change, are more creative, have more fun and are healthier than pessimistic ones. They live longer too. Think about it. Looking for innovation? Think optimism!

9 BE CONSISTENT

Being inconsistent in your actions and decisions will lead others to think you are incompetent.

10 TEACH PEOPLE THE ART OF "WIN/WIN"

In our competitive society we have a win/lose mentality. This may be a good strategy to fill a sports stadium, but it's not a good way to run a company. Help people to understand that thinking "Win/Win" opens up the possibility for new solutions.

Your goal as a supervisor is to avoid becoming the "DON'T" of supervisor worst stories. Instead, 'picture' yourself as that ideal supervisor who people can draw strength, inspiration and guidance from as a leader.

WORDSEARCH | Have Fun

A X I E A F H Q U I F H K R E V I T A V O N N I G K L R W D
 E B H E H N O I T C E R I D R U O Y U F K T W M J Y L E F H
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 S O I U E I O P X R Y L R H F G F I A E L C T E O S Y U B Y
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 I I E W Y S F Y I G E L B I X E L F D R L U G W H W M O G K
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 E C O S E J A C B F E E L J L T J N J E I R C E B E C V J A
 M V P Q Z Q N A E R L J L N N J U G W U E H L R J J E I R E
 P U S R S U G K C J T D E K Y I W R A G A S C F F A N C R E
 I O E D T K W W D G N L A T N E R T N E M P I U Q E O E F R
 U S R P O G K X M V G H S L H Y U Q N T W O T D H V D J J A
 Q S P L J Y D E F E R R E D P A Y M E N T S S I O R E E K C
 E O G J Q G S J X V B N M J W N M T I H E G F Y T Y M E M H
 W J S I E A T O F H J P S R K Y H J I G A F A O K I R I J T
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 J S F T U O O E Q K Q V M W L E S A E L G N I T A R E P O A
 I R C J E F I U N S D G K E R A C L A C I T I R C L I A B E
 K W Q C H A T U Y D N A S H K R H T E H J O R D E H I J K H

FIND THESE WORDS 

- ACQUISITION
- CAPITAL LEASE
- CREATIVE
- CRITICAL CARE
- CUSTOMER SERVICE
- DEFERRED PAYMENTS
- EQUIPMENT RENTAL
- EQUIPMENT SERVICES
- EQUITY RENTAL
- FINANCING
- FLEXIBLE
- HEALTH CARE
- HOSPITAL
- INNOVATIVE
- MED ONE CAPITAL
- OPERATING LEASE
- PEAK NEED
- RESPONSIVE
- SANDY UTAH
- TEAMWORK
- YOUR DIRECTION
- YOUR SOLUTION

TIME MANAGEMENT | Jill Shaver

Some of us are strangers to organizing tasks and managing our time. I am certainly not perfect, but I make an effort and that, in and of itself, can be the hardest part. For those of us just getting into the basics of time management, here are a few key points to try focusing on: understanding time management, creating task lists, and prioritizing.

UNDERSTANDING TIME MANAGEMENT:

My favorite description regarding time management comes from David Allen, the author of *Getting Things Done: The Art of Stress-Free Productivity*. Mr. Allen stated in a 2001 interview, "You can't manage time, it just is. So 'time management' is a mislabeled problem, which has little chance of being an effective approach. What you really manage is your activity during time, and defining outcomes and physical actions required is the core process required to manage what you do." In my opinion, Mr. Allen successfully removes any anxiety towards the term "time management." Instead of fighting the impossible battle of controlling (or managing) time, focus on managing what you're actually doing and getting done in that given time.

CREATING TASK LISTS:

By creating a task list, it will simply get everything out of your head. Once on paper, the stress of thinking about everything all the time will greatly reduce. Lists also make it easier to view tasks for what they are and to take one at a time. By approaching each task on its own, you're less likely to become overwhelmed and it's easier to see your progress as you cross off each task as you accomplish it.

PRIORITIZING: After your task list is created, it's time to prioritize by determining the importance of each task in relation to the other tasks. However, once a priority is set, it should not be set in stone. In order to achieve stress-free completion of all tasks, you need to be responsible for every task no matter the priority. Regularly review what you are doing, what remains, and be prepared to re-prioritize if needed.

- 1 Understanding Time Management
- 2 Creating Task Lists
- 3 Prioritizing

Now keep in mind that understanding time management, creating tasks lists, and prioritizing will do nothing unless you make an effort and commitment to try to put these things into action. Also remember, "You can't manage time, it just is." So take a step in the right direction by forgetting about managing time, and instead start managing what you are doing with it.



LETTER TO THE EDITOR

In an effort to make Med One to One more interactive in 2008 we are creating a section for letters to the editor. You can respond to an article that appears in Med One to One or offer insight on what topics you would like to see in future issues. It can also be used as a way to ask questions about something you read. To participate, simply send an email with your "letter to the editor" to editor@medonecapital.com. We are excited about this new section and hope you will take advantage of this opportunity.

(THIS IS OPEN TO ALL READERS OF MED ONE TO ONE.)

EDITOR@MEDONE

MORE THAN JUST A LEASING COMPANY

IT'S WHAT WE DO | Nate Davis

This is Nate, your friendly "IT guy" and author of the Geek Report. Along with my usual article included in each newsletter, I'd like to share an experience I had two weeks ago that really opened my eyes to what Med One Capital is really all about. My wife gave birth to our third beautiful baby girl on Feb 2nd. While her vitals were being checked, her chest began retracting more than usual- never a good sign. And as a consequence she was not getting all the oxygen she needed. Only a few minutes after birth, she was rushed to the NICU and immediately hooked up to all sorts of equipment. I watched anxiously (as any dad would) as nurses were calling for this and that to diagnose and fix the problem as

quickly as possible. When things calmed down a little, we were informed that she was positive for Group B strep. She needed antibiotics immediately and these would be administered over the next 72 hours.

As I looked through the window at my brand new baby, not even an hour old, hooked up to several infusion pumps, I felt so grateful that the hospital had the equipment my daughter needed. I recognized the equipment as they were pumps that we, at Med One Capital, finance. I often see the exact same pumps sitting on shelves in our Biomed Facility ready to be shipped out to our customers. It brought to my attention with such force that hospitals need the very

best equipment in order to take the very best care of their patients.

And that is what Med One Capital is all about - making it possible for any hospital, no matter their financial situation, to acquire the equipment they need. Med One specializes in providing customized plans that fit the individual needs of the hospital. If a hospital can't get the equipment they need, then ultimately it's the patients who suffer. And that affects you and me, because we never know when we might end up in some sort of critical care situation. And then at that point, with our life on the line, do we want our lives relying on the very best and newest equipment? I sure do.

WHERE WE STAND | Company Numbers

| MED ONE CAPITAL | DECEMBER 2007 | 2007 YTD | DECEMBER 2006 | 2006 YTD |
|--------------------------|---------------|---------------|---------------|---------------|
| New Equipment Purchased | \$2,827,981 | \$120,027,809 | \$6,806,416 | \$109,762,893 |
| Number of New Leases | 32 | | 45 | |
| Total Customers | | 1,629 | | 1,612 |
| Total Equipment Leased | | \$240,299,195 | | \$220,366,013 |
| MED ONE EQUIPMENT RENTAL | DECEMBER 2007 | 2007 YTD | DECEMBER 2006 | 2006 YTD |
| Total Rental Revenue | \$547,685 | \$3,616,401 | \$166,024 | \$1,600,835 |

EMPLOYEE SPOTLIGHT | Brian Gates



Serving as Med One Capital's Graphic Designer for nearly two years, Brian has become a valuable asset to the Med One family. He is responsible for this very newsletter, along with many other marketing projects for the company. He loves his job and those he gets to work with.

Brian grew up in Sandy, Utah just a few blocks away from Med One. He is the second youngest of four boys. As a boy, Brian was always competing with his two older brothers. There was nothing he liked better than beating his older brothers in one on one. Some things will never change.

Brian graduated with a BFA in Graphic Design from the University of Utah. After four years of homework and more homework, it's been nice for him to be finished and now working at a good job. Since completing his schooling, Brian married his beautiful wife Shelby in October of this past year. Some of the most memorable experiences of his life have come within the few short months they have been married. They have a small cat named Minnie. She is black and white and has "gloves" like Minnie Mouse. To pass the time she loves to sit on the couch and stare blankly at nothing. If she is not sitting around, Minnie does her best to keep the newly weds entertained.

One of the aspects of being married that Brian has had to adjust to is his new sleeping

arrangement. Obviously it's quite a bit different than single life. This is a topic of discussion mainly because Brian is sort of crazy when it comes to sleep. There had been many times in the morning when he would wake up with his head where his feet were supposed to be. During the first weeks of marriage Shelby was the unfortunate target of accidental knees in the back, kicks to the side, and the occasional slap in the face. All of these Brian felt very sorry for. I don't think Shelby knew what she was getting in to. But since those first few weeks Brian has learned to sleep in better harmony with his wife, with less knees in the back and without resulting in separate twin beds. Ha Ha Ha

In his spare time Brian likes to play basketball, golf, tennis, water ski, and draw. His love for art was a great stepping-stone to his profession. As an art student at Jordan High School in Sandy, Utah, Brian painted a four by forty-eight foot mural, which still hangs at the school.

Brian is proud to be a member of Team Med One and hopes to be with the company for many years.





HAVE YOU FOUND WHAT YOU HAVE BEEN LOOKING FOR?

MED ONE'S EQUITY RENTAL

AN INNOVATIVE FINANCING OPTION

- 1** Issue a one-month purchase order to Med One Capital
- 2** 50% of every payment placed in reserve for future purchase option
- 3** Hospital receives brand new equipment of your choice
- 4** Equipment can be returned at any time with forfeiture of reserve
- 5** No obligation to purchase
- 6** Not intended to replace peak need rentals
- 7** Not a capital budget item

True productivity and perpetual success in business requires a constant drive to find and solve new problems. For Med One Capital, solving problems translates into providing solutions for customers in new ways that may not have been considered before. That is the essence of doing any deal at Med One - we provide for our customers' needs by helping them acquire equipment when they lack the funds to pay for it. It is very satisfying to know that, as a company, we provide a way for healthcare facilities to improve the way they care for patients as we help them acquire new technology.

Armed with a hunger to constantly find new deals and a motivation driven by the very problems we help solve, two things happen over and over during the sales process. First, we are motivated to work as hard as possible to make sure we do the best we possibly can on every deal. We do this in hopes of getting new deals and more opportunities to help customers. Secondly, we work hard to build relationships that in turn will spawn new relationships and thus new opportunities as our reputation spreads.

A common idiom in the sporting world is, "It's better to be lucky than good." I definitely feel that way every time I make a shot in basketball or sink a putt on the golf course! It's true in sports, and it's true in business. But in my opinion, and I'm sure you would agree, it's also true that it is much better to be lucky AND good. With that said, "being good" is a direct result of hard work. If we work hard, we will ultimately become good at what we do! At Med One Capital, we collectively

and individually are always striving to become better at what we do. I also know that our customers are taking notice and appreciate the fact that we are not only professional and straightforward in our approach, but they enjoy the fact that they can have a good, working relationship with us. We're not just a voice on the other end of the line that happens to pick up the phone after a series of prompts; we know our customers and they know us.

While fully engaged in the process of keeping the business pipeline full, it became clear to me that our customers actually DO like the way we do business. In 2007 I received more repeat business from hospitals than ever before. Med One has traditionally been a vendor driven company (meaning that the bulk of our business has always come from equipment vendors that call on us to do lease deals with their hospital customers). This has always been a very successful strategy, but often as we complete deals now, we have opportunities to work directly with end users of the equipment we are financing. Through this, many customers have begun to take notice of our creative and simple approach. This has been realized in the fact that many such hospitals have started to call us directly and even repeatedly to request financing on additional equipment needs they have. Those direct calls have not only resulted in more business from our customer base but have brought several additional vendor relationships to us that we may

not have found otherwise. Some of these vendors are now core vendors for Med One and bring a great deal of business to us.

Traditionally, the vendors brought us to the hospitals, but now the hospitals are also bringing us to the vendors. This is a very promising trend for Med One because at the end of the day, it really is all about the relationships we form with vendors and hospitals alike. In order to grow, we must have a continual influx of new opportunities to do deals - regardless of where they originate.

One of our hospital customers recently said this to me in an e-mail message: "I realize equipment leasing is a financing business, but your group seems very hands-on so I look forward to showing you how we have deployed the equipment we've leased and what we propose to do on the next deal."

This customer learned very quickly (after just one deal) the thing that I hope we can convey to all customers: Med One's goal is to develop good, strong relationships with each customer and become a resource and tool to them in making their own institutions functional, profitable and up-to-date.

At Med One Capital, our focus is not only on solutions but relationships as well. As we continue to promote Med One to our existing and potential customers, we can and should be a one-stop shop for hospitals and vendors alike who want the best solutions and more importantly, the best service.

“**We know our customers and they know us.**”



BLU-RAY VS HD

GEEKREPORT | Nate Davis

I believe the war between HD and Blu-ray is finally coming to a close. Many of you have been hearing about HD DVD. Most of us have in our homes a TV that is "HD" Compatible. The picture quality of such a TV is amazing compared to what we have been living with for so many years; it's night and day difference. In the early days of the HD DVD standard, two groups emerged: HD DVD and Blu-ray, two different standards. HD DVD is backwards compatible with existing DVDs. The laser inside an HD DVD player can read HD DVDs as well as normal DVDs. While most companies questioned, Toshiba took its stand next to this standard from the start.

Blu-ray gets its name from the type of laser it uses. The Blu-ray laser cannot read our existing DVDs, but this problem was fixed by putting two lasers in Blu-ray drives, one to read your old DVDs and the other for the Blu-ray discs. So, the question arises... Which is better? Well, to tell you the truth, they both have the same picture quality and both drives will play your old DVDs. So, with this division, who will win the war? Well, that depends on the studios. Of all the major studios, all but 2 have backed the Blu-ray standard. In fact just in Jan 2008, Warner Bros announced they would be switching to Blu-ray exclusively after June 1st. So that just leaves Universal and Paramount in the HD DVD camp. Based on where things stand now, Universal and Paramount will have to eventually go with Blu-ray in order to sell DVDs.

The all out war is not over yet, but it is close. I would recommend holding off on any HD purchases for as long as you can but looking at the battle today, I would put my money on the Blu-ray format.



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