



MEDONEONE

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Spring Has Spring

MED ONE TO ONE / ISSUE 8

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*A*s we find ourselves solidly into the year 2008, it is disconcerting to me how quickly time flies by. It does not do us the courtesy of even slowing down to let us catch our breath. It seems that a moment ago we were celebrating the holiday season, wrapping up the year 2007 and contemplating the beginning of the New Year 2008. Yet, here we are already nearing the half way point of a year that started with great promise and anticipation. I'm not even used to writing 2008 on my checks.

Med One has become a mature company during this odyssey that began in 1991. We have strengthened our position and relationship with long time business partners. We have experienced unprecedented growth in assets, revenues, and our family of

employees. We have added new capabilities and new programs that will surely allow us to continue to grow and become stronger as a company. We find that it is not only easier for us to pursue desired partnership relationships; we are now actually pursued to originate and build new, sought after relationships.

As I contemplate the remarkable experience that it has been to create and build this company, I feel that I would be very ungrateful were I not to give thanks and credit to the many individuals and companies that have played such an important role in our success. Over the years we have been able to establish and maintain important relationships with equipment vendors, customers, and capital providers. These relationships have been a key factor in being able to build our asset and revenue base to the point that it is today. Many of our vendor and customer relationships have been in place since before the company was established. In an environment where companies are routinely bought, sold and absorbed into other companies nothing seems more tenuous than a valued business relationship that can be unalterably affected by the actions of some

distant and disinterested board of directors. It has not been uncommon for us to come to work on a Monday morning and find out that a company that we had counted on in our business plans has been purchased by someone else. One can only imagine the angst that this can create. The denominator that is common in all of our important and successful business relationships, however, has been the PEOPLE involved. Beyond assets, revenue, company organizations, employee benefits and every other element of our business, the thing that makes us successful is people. In the final analysis, regardless of what happens to companies, it is people that we are building relationships with.

In my personal business career, I have had the opportunity to participate in and direct the inception and growth of at least three new companies. These are businesses that started from scratch with nothing more than an idea and a basket of dreams. Along that pathway I have been blessed to associate with some great people who have played a critical role in building those companies. It is still my opportunity and joy to associate with many of these people. It would not be possible to

acknowledge every one of the important people (and there are many) who have played a role and helped me along this pathway.

There is one person, however, that has been a common denominator in every company that I've been able to build during my business career. Terrie Butler has usually been the first or second person that I've hired to help me start each new company. Terrie and I first started to work together in the mid 1970's



TERRIE BUTLER

when she was barely out of high school. Since the day of our first encounter, I have come to appreciate Terrie's friendship and her quiet dependability and professionalism. In every company that has been started, Terrie has come aboard and taken over the burden of the day-to-day details of running the business and supporting the activities – freeing my partners and me to worry about the bigger issues. She has always known how to make our customers feel important and valued. Over the years she has amazed me with all of the details

of our business that she can just call to memory. The success of the prior companies has, in large part, been due to Terrie's abilities to get us organized and

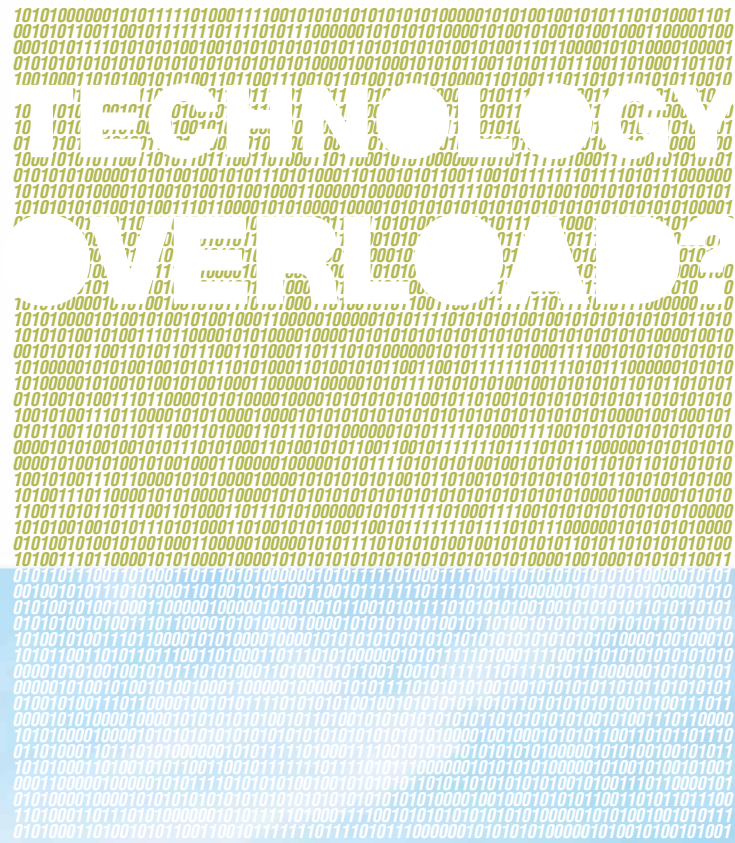
keep us on the right track. Terrie has played a key role in the wonderful success that we've enjoyed here at Med One. I know that I owe her a well deserved and long overdue thank you for all that she has done for this company and for me personally. Each of you who are successfully and gainfully employed by Med One and enjoy the many benefits that this mature company has to

offer also owe a great thanks to her for her dedicated, pioneering efforts. Since 1991 to the present, she has worked side by side with the other founding partners of this company, often not getting the thanks or the appreciation that she deserves. Thank you so much Terrie. You have been a key player in this company and a key player in my life. And thanks to each of you for the part you have played and that you are going to play as we build into the future.

“Thank you so much Terrie. You have been a key player in this company and a key player in my life.”

Larry R. Stevens





Technology has changed our lives – for better or worse is for you to decide...

Recently my family went on a vacation to San Diego. We decided it would be good to drive, rather than fly, and use that time on the road as extra “bonding” time. However, before we had even left our street the kids wanted a movie. My plan of having twelve hours to talk, play the license plate game, etc. was blown away by the words of a 4-year-old I hear all too often – “Turn on the movie.” The drive was filled with movies, video games on the computer and music through an iPod. Technology was our built in babysitter.

I remember back in the day when you didn’t have TV’s in the car and an am/fm radio was an “upgrade.” Road trips meant reading a book or finding the alphabet on license plates or road signs. Somehow these simple things made it possible to survive the long drive and left us with memories of fun times together.

So which is better? I can tell you my wife and I enjoyed several hours of quiet time to talk. There was less screaming and fighting, which definitely helped the time pass by quickly. But for some reason I feel I have cheated my kids out of the “memory” of a road trip.

Shortly after our return home from the trip, we experienced technology in a different manner. My 4-year-old daughter experienced some health issues and was placed on a ventilator, infusion pumps, and other medical equipment. I am certain it was the quality of the equipment, along with the skill of the physicians, that helped her return to her normal health. And let me tell you, at that moment I had never been more grateful for technology.

Technology is amazing. It can provide entertainment, save a life and much more. As we move forward there will be new and improved equipment, upgrades will abound and the items that seemed like only a dream will become reality. While most of it will be good, will we as a society lose our personal communication skills? Will we only communicate by using abbreviated letters on our personal communication device (cell phones are so yesterday – lol)?

In today’s business world, IT people are spending far more time fixing consumer issues on computers than business issues – iTunes, PDA syncing, etc. The good old issues of “my Lotus file won’t open” or “the printer isn’t responding” are distant memories. Most companies don’t even have people answer the phone anymore. It is all automated. So how far will technology take the work place? Will we become like George Jetson? (Sorry to those of you who missed out on the Jetsons cartoon family.)

So this is my question to you. How much technology is too much technology? Is there a limit? Can we take it too far? Do the benefits outweigh the negatives? What kind of consequences will follow the ongoing development of technology? I invite you to respond and share your insight. Send your responses to editor@medonecapital.com (thanks to technology for making this possible). We look forward to hearing your thoughts and insights and discussing this further in our next issue.



General Douglas MacArthur once said, “In war there is no substitute for victory.” The same can be said of sales in that there is no substitute for closing the deal. Successful companies don’t make money on close calls, and sales reps don’t earn commission by being in the ballpark. Victory only comes through providing solutions that exactly meet our customers’ needs.

A typical sales rep invests a large amount of time convincing a hospital that their equipment is the best around. This often involves hours of bouncing from person to person in the hospital, showing and re-showing how well their equipment works, out dueling their competition, and ultimately using all the sales skills, tools, resources and anything else that they have at their disposal to finally convince the hospital to choose their equipment. Just as the spoils of victory seem inevitable and the deal is all

but done, the dreaded news comes that capital funds are not available. In other words...the deal is dead. This is where Med One comes in.

For over 15 years the members of the Med One team have become specialists in taking a deal on the brink of defeat and turning it back around into a sale. When we hear that a hospital has no capital funds available we say, “No problem.” The flexibility of our financing programs, such as Rental Rewards, allow us to tailor a solution that overcomes a hospital’s capital concerns. We are able to do this by navigating around their tight allocation of available capital funds and move the deal in to their more manageable operating budget. Med One’s unique programs and ability to identify how to keep a deal alive have resulted in big sales for sales reps who thought their deal was all but dead.

To be successful in the competitive world of hospital sales, it is critical for a rep to not only be able to get a hospital to buy their equipment but to understand how the hospital needs to buy it. This can make all the difference in whether victory is achieved or not. At Med One Capital, we do all we can to not only get the deal done, but to provide positive experiences to all customers we come in contact with. We want the victory to not only be ours, but our customers’ as well.

“VICTORY ONLY COMES THROUGH PROVIDING SOLUTIONS THAT EXACTLY MEET OUR CUSTOMERS’ NEEDS.”

When I came to Med One Capital to apply for my job, I admired the beautiful building inside and out. But the friendly welcome I received from each person I met was the reason I wanted to work here.

I’ve read previous Med One to One newsletters from last year, which helped me to understand more about this company and what it stands for. Besides the professionalism and hard work this company is

known for, my strongest impression has been the friendly, courteous attitude that prevails.

Friendliness in the workplace is a necessity for continued success. People who feel happy and comfortable in their surroundings tend to work harder. Even if there are differences of opinion, which is normal, a big smile and a heap of tolerance goes a long way to making a great company.



CONFUSED?

> LET MED ONE HELP.

OUR SIMPLE PROCESS AND TAILORED PROGRAMS HELP TO LIMIT CONFUSION.

OUR SOLUTIONS ARE DESIGNED TO WORK WITH THE CUSTOMERS' INDIVIDUAL NEEDS.

LET US HELP

> LEASE SOLUTIONS

WE HAVE SOLUTIONS THAT WILL SATISFY ALL YOUR BUDGETS.

CAPITAL LEASE

Commit to a fixed term of rental payments. At the end of the lease term, customer owns the equipment with a \$1.00 buyout. The purpose of this program is simply to finance the equipment over a specified term when cash is not available for immediate purchase.

OPERATING LEASE

Customer commits to make monthly payments based on an established term. When the term ends, current monthly payments can be continued or equipment can either be purchased based on its fair market value or returned to Med One Capital with no further obligation.

> RENTAL SOLUTIONS

OUR SOLUTIONS WILL HELP YOU MANAGE YOUR RENTAL INVENTORY.

PEAK NEED

We can ship equipment within 24 hours to assist in your census increase. Our daily, weekly or monthly solutions allow you to choose a time frame that meets your needs.

RENTAL REWARDS

Perhaps our best solution to help manage your rental inventory. Simply issue a one month renewable purchase order to Med One. You receive brand new equipment direct from the manufacturer. You can rent the equipment on a month to month basis. If your capital budget is allocated you can purchase the equipment with 50% of the rental paid going toward the purchase price. There is no paperwork to sign, payments are made from your operating budget, you acquire new equipment, you can return the equipment at any time and receive equity in the equipment with each payment made.



WHERE WE STAND

COMPANY NUMBERS

MED ONE CAPITAL	FEBRUARY 2008	2008 YTD	FEBRUARY 2007	2007 YTD
NEW EQUIPMENT PURCHASED	\$7,049,313	\$17,186,738	\$5,543,313	\$11,561,822
NUMBER OF NEW LEASES	37		36	
TOTAL CUSTOMERS		1,652		1,657
TOTAL EQUIPMENT LEASED		\$239,194,929		\$229,404,229

MED ONE EQUIPMENT RENTAL	FEBRUARY 2008	2008 YTD	FEBRUARY 2007	2007 YTD
TOTAL RENTAL REVENUE	\$689,013	\$1,351,714	\$185,697	\$370,508

Med One has always strived to provide the best service possible. Med One Equipment Services is no exception to that. Since November 2007 when Med One Equipment Services became a separate entity, we have received accreditations from manufactures to work on their specific equipment. Our Biomed is state of the art and our technicians are well trained. We provide services ranging from the simple yet very important preventive maintenance to the more complicated total refurbishing of equipment.

Preventive maintenance, or PM, is required by the FDA for all medical equipment at least annually and some every 6 months and still others every 3 months. In addition to providing this service along with other maintenance, Equipment Services also takes care of warranty work for equipment provided by Med One Capital. We often continue working on equipment for hospitals after their lease contract or warranty expires, always stressing customer service.

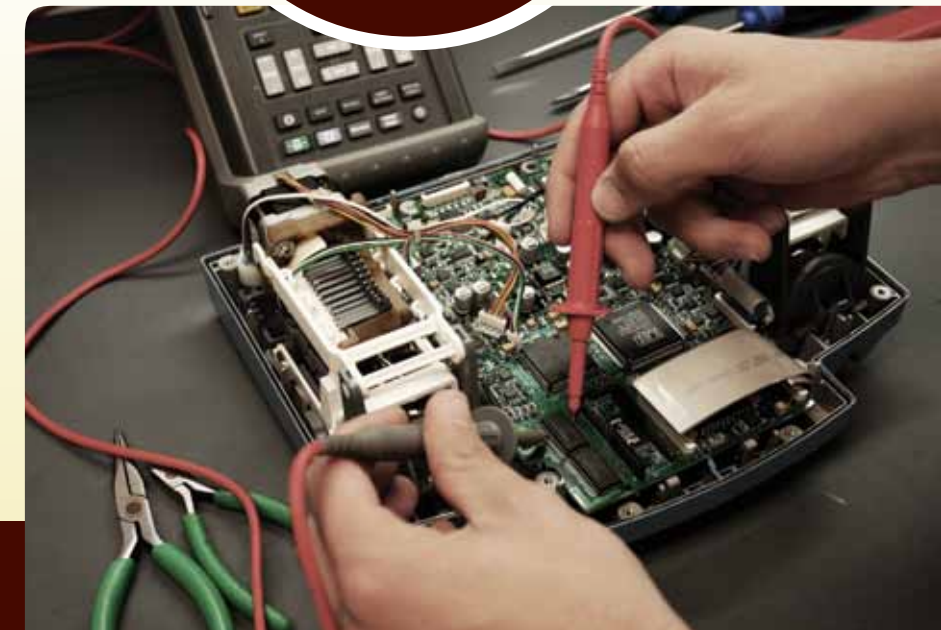
Our motto at Equipment Services is, "Do It Once. Do It Right." There is no real secret to providing great customer service; we just "do it." Providing customer service that "shines" sometimes causes us to revamp our service, estimates, and turnaround times. This, of course, is done without compromising the quality of the work preformed. We are continually striving to achieve excellent customer service and distinguish ourselves from other Biomed.

EQUIPMENT SERVICES

MIKE MANNING



MED ONE EQUIPMENT SERVICES
DO IT ONCE. DO IT RIGHT.



LETTER TO THE EDITOR

WE NEED YOUR COMMENTS AND OPINIONS

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.)

BRUSH UP ON YOUR COMMUNICATION SKILLS

JILL SHAVER

COMMUNICATION

PROFESSIONAL

- Consider your message. Is it too lengthy, disorganized, or contain errors?
- Speak clearly and use good grammar.
- Be aware of your body language.
- Be conscious of time. Don't spend too much of your own or take up too much of others.

Whether you are communicating in person or on paper, it is crucial to be aware of the uniqueness of all individuals. The way of expressing one's emotion, opinion or fact should change based on who the receiver is. Consider the receiver: who are they; what is their age, gender, and personality; what is your comfort level with them? For example, discussing home equity with a 4 year-old will most likely result in confusion unless, of course, they are aware of home equity. When you consider what you know about your receiver and what you don't, it will become easier to communicate what you intended to, without confusion or insult.

Communication is only successful when both parties, the sender and the receiver, comprehend the same information. When poor communication goes unnoticed it becomes a process tainted with misinterpretations resulting in wasted effort and missed opportunity. In order to prevent misunderstandings, know what your communication skills are and be aware of your receiver's response and reaction.

PERSONAL

- The Golden Rule. Give your partner what you want them to give you.
- Negotiate. Relationships require give and take.
- Listen... Seriously... listen to what is being expressed. Take it a step further and tune in to what is being felt, not just said.
- Evaluate & Modify. Be willing to evaluate if what you want is really something you need to have.

Good communication skills are essential for establishing and maintaining successful relationships – both personal and professional. In personal relationships, poor communication resulting in misunderstandings cause irritability and may result in stress and future issues. In the professional world the ability to communicate successfully, written and verbal, can greatly help one's career. The idea behind communication is to express a message in a clear and purposeful way. Please note that even though the following skill tips are organized by type of relationship, they can be used in all communication.

ARE YOU A GOOD COMMUNICATOR?



- 1 People don't get what I am saying.
a Almost never b Sometimes c Most of the time
- 2 I find it difficult to express my opinions when others don't share them.
a Almost never b Sometimes c Most of the time
- 3 When I don't understand a question, I ask for additional explanation.
a Almost never b Sometimes c Most of the time
- 4 I find it easy to see things from someone else's point of view.
a Almost never b Sometimes c Most of the time
- 5 I find it hard to express my feelings.
a Almost never b Sometimes c Most of the time
- 6 I get caught up in what I am saying and am unaware of expressions and reactions of my listeners.
a Almost never b Sometimes c Most of the time
- 7 I become defensive when I am being criticized.
a Almost never b Sometimes c Most of the time
- 8 When I talk to someone, I try to put myself in the other person's shoes.
a Almost never b Sometimes c Most of the time
- 9 I find interest in what others have to say.
a Almost never b Sometimes c Most of the time
- 10 I am aware of my emotional reactions to what is being said in a conversation.
a Almost never b Sometimes c Most of the time

SCORING

FOR ALL QUESTIONS:
Sometimes = 2 points

FOR QUESTIONS 1, 2, 5, 6, & 7:
Almost never = 3 points;
Most of the time = 1 point

FOR QUESTIONS 3, 4, 8, 9, & 10:
Almost never = 1 point;
Most of the time = 3 points

0 - 10 points

"According to your score on the test, your communication skills could use some major work. You are likely experiencing significant frustration when trying to get your point across, as well as in trying to understand where others are coming from. Poor communication skills are at the core of many relationship problems; if you're not already having difficulties in your personal and work/school life, they are bound to pop up in the future. That is, of course, unless you set out to improve your communication skills right now."

10 - 20 points

"Your communication skills are average, leaving plenty of room for improvement. You scored somewhere in the middle on the communication scale - not picture perfect, but not the bottom of the barrel either. You should put some time and concentrated effort into developing the communication skills you already have, and pick up a few new strategies along the way."

20 - 30 points

"Way to go! According to this test, your communication skills are very good. You manage to get your point across in a clear, concise way and are also able to listen to others and understand where they're coming from. Until you reach a score of 30, though, there is always room for improvement. If you want to reach your full communicating potential, all it takes is a little know-how and effort."

WHO'S "DRIVING" YOUR MOTIVATION?

KATHY WHITING



1 Decision-making - You decide when and where to play.

2 Rewards and recognition - You get points in a logical and fair system.

3 Support and encouragement - Your partners encourage you to score under par.

4 Clarity of goals - The flag waves and tells you where to aim.

5 Feedback - You can see where your ball went and what you need to do to get it where you want it.

6 Completeness - You are totally responsible for each of the holes you play.

7 Variety of skills - Each hole is different and requires different strokes and clubs.

8 Judgment - It's up to you to judge distances, select the appropriate club, adjust your stance, grip and swing.

9 Challenge - Each time you play, you hope to play just a little better than you did yesterday.

10 Rewards - Everyone cheers when you make that hole-in-one!

An employer needs to foster a positive, energized work environment, but each of us needs to be the "driver" in being personally accountable for motivating ourselves. You choose the "course" where you want to play; you learn how to "swing" to earn the points; when you miss the "hole" you try again (Tiger doesn't get it right all the time either); you learn to adjust your stance to compensate for your weaknesses. Often times, we as employees seek motivation from our supervisor or co-workers, but in the end, it's all up to you. Don't wait to make it happen – start swinging! FORE!!

As a manager, what are you doing to motivate your employees? Do you wish that employees came equipped with a wind-up mechanism that allowed you to turn the key every morning and away they'd go doing whatever needed to be done for the day? As an employee, do you long to find a supervisor who could motivate you?

Motivation is a lot like golf. If you can provide the same kinds of motivating factors that drive avid golfers on the golf course to play in every spare moment they have, you can motivate your team to give the same amount of enthusiasm to their jobs. Even if you aren't a golfer or have never played, the motivating factors behind the game of golf apply to anyone. So, why is golf the key to motivation?

Matt Nott, a Freshman in college and appreciated employee at Med One, had plenty of interesting experiences to share when asked about his employee spotlight. Born in Bountiful, Utah and raised in West Valley and Lehi, Matt is the second of five children, three of whom (including him) are boys. They, like many other boys, became interested in playing with fire ("a lot," Matt adds). Matt even has a video of it posted on YouTube. Matt isn't married although he has apparently gone on "more blind dates than most people in the country." But he definitely is able to keep himself busy. "I'm a back packer," says Matt. "The outdoors is my home. Camping, hiking, fishing, back packing, anything like that, I'm there. But I have to take my time because I figure if I'm there I might as well take a lot of pictures to prove it." His love for the outdoors explains why one of his goals in life is to visit every hot spring in Utah.

Two years of Matt's life was spent on an LDS mission in Hermosillo, Sonora Mexico, where he learned, among other things, to speak Spanish. Matt was more than willing to share with us his embarrassing moment he experienced while in Mexico. He'd only been in the mission for about three weeks and in

an attempt to tell a story in Spanish, Matt confused the word 'limping' for a horrible swear word. This is definitely a moment that he'll always remember. Besides Spanish, Matt also learned in Mexico that tapeworms don't make good pets. "I had one trying to live inside of me. I'm still a little cautious of chicken for it." However, he did grow to enjoy cooking Mexican food.

When it comes to Matt's other hobbies and interests, two words come to mind- music and multimedia. Matt knows how to play the guitar and saxophone, and at one point, he also played the drums and banjo. At age fifteen, he built his electric guitar (let's just say it wasn't in very good shape when he bought it from someone). He also had a recording studio setup in his house where he recorded many of the songs he wrote on the guitar as well as the songs he wrote for his band.

Apart from music, Matt also has a talent and interest in the world of film and theatre, specifically lighting and sound. He



has won three awards for stage lighting design and was self-employed as a lighting technician for four years. Matt started filming when he was seven and still continues to enjoy playing around with a camera every once in a while. In the same arena, he also loves black and white films, sometimes more than color films. As a matter of fact, in high school, Matt always thought he was going to be a movie director, probably because he was the creator of two production crews, Copper Lincoln Head Productions and Delphian Entertainment. Since then he's changed his focus from movie director to audio engineer...someday. For now, we're glad to have Matt here at Med One. Matt has been working at Med One Capital for a little over a year as a Biomedical Technician and greatly contributes to the Med One team. When asked about his future plans regarding Med One Capital, Matt responded, "Well I love working here. I plan on staying as long as I can."



- Loves fresh mangos, says they can fix any bad day
- Is a Mac user
- Is an eagle scout
- Is taking mixed martial arts classes for fun
- Was once told to name his first kid Astro; he still hasn't decided yet

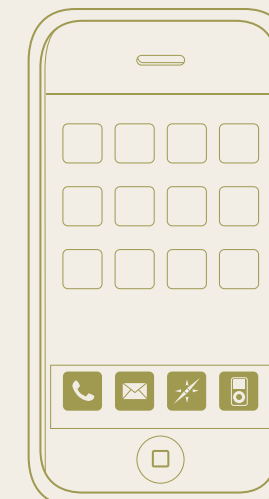
GEEK REPORT

NATE DAVIS

In our world today it is pretty tough to stay on top of everything without a cell phone. In fact most of us would be lost in the business world without a smartphone. The term "smartphone" is a mobile phone that offers much more than a typical mobile phone. It is a phone that has pc-like functionality. It can receive e-mail, calendar, and syncs with your work environment.

Since it's release not even one year ago, the Apple iPhone has hit the phone market by storm. People are excited and loving the refreshing features of the iPhone. But Apple will take a leap into the Corporate market by the end of June by releasing a software update that

will allow it to better sync with Exchange in the corporate environment. Thus giving us E-Mail, Contacts, and Calendaring all over the air. It will really give RIM (makers of the Blackberry) a chance to relook at their products and competition. But as we all know, competition is a good thing. It challenges our minds, and brings out the best in each of us. And the end user is the one who really benefits.



EMPLOYEE SPOTLIGHT

MATT NOTT



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