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Your Vision, Our Future

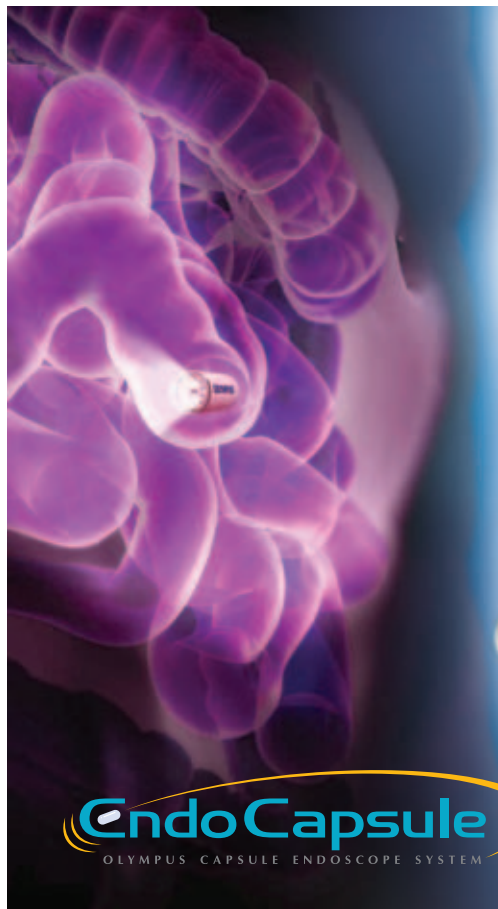
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# Envision

Endoscopy news for the healthcare community nationwide

## Endo Capsule: The Olympus capsule endoscopy system for visualization of the small bowel



Olympus recently introduced to the U.S. market the Endo Capsule, designed for minimally invasive visualization of the small bowel mucosa. The high-resolution system redefines capsule endoscopy by combining the operational ease and efficiency of capsule endoscopes with the outstanding performance and opto-digital technology that has made Olympus a world leader in endoscopy.

Endo Capsule offers unique features that provide physicians with unprecedented imaging capabilities of the small bowel, including high resolution, a wider field of view and an enhanced depth of field, automatic brightness control, advanced color reproduction and structure enhancement.

*Continued on page 2*



"Endo Capsule" continued from page 1

A portable, lightweight, real-time viewer conveniently allows physicians to verify the device is fully functional before the patient ingests the capsule. Endo Capsule can easily be activated or deactivated, if needed, to conserve battery power prior to ingestion. Patients carry Endo Capsule's data recorder in a lightweight, comfortable

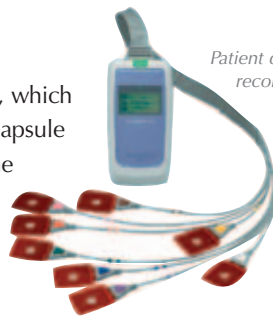
Real-time viewer



harness, freeing them to conduct normal activities while the capsule is recording images.

"I have been impressed with the image quality of Endo Capsule," says David Cave, MD, PhD, professor of medicine at the University of Massachusetts Medical School and director of clinical gastroenterology research at UMass Medical Center. Dr. Cave, who served as the principal investigator evaluating Endo Capsule in clinical trials, adds, "Since capsule endoscopy is a minimally invasive endoscopic procedure, using a capsule that offers the best image quality is essential to help physicians spot abnormalities."

Endo Capsule, which includes the capsule endoscope, the data recorder with patient harness and the real-time viewer as well as a computer workstation and monitor, is the latest among many solutions developed by Olympus to help physicians observe and treat a broad range of conditions in the GI tract.



Patient data recorder



Computer workstation

Endo Capsule is part of Olympus' EnteroPro brand, the first total solution of its kind offered by one manufacturer designed to help physicians diagnose and treat small bowel abnormalities. In addition to the Endo Capsule system, EnteroPro also includes the recently launched Single Balloon Enteroscope (SBE) system and a broad range of EndoTherapy devices.

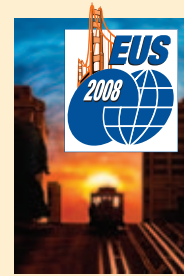
For more information visit [www.enteropro.com](http://www.enteropro.com).



## Endo Capsule Features:

- Small capsule size (11 mm x 26 mm) incorporates sophisticated micro-machine technology
- Sensitive, high-resolution charge coupled device (CCD) technology provides clear and vivid imaging
- Wide field of view (145°) and enhanced depth of field (0-20 mm)\* optimize observation
- Six white light-emitting diodes (LEDs) ensure clear field of view
- Automatic brightness control adjusts illumination to maintain optimal imaging
- Structure enhancement feature allows visualization of details
- Built-in antenna transmits two images per second to the data recorder
- Eight-hour recording capacity (approximately)\*
- Easy capsule activation/deactivation, if needed, to conserve battery power

\* Based on measurement methods used by Olympus.



## EUS 2008: San Francisco symposium will focus on curvilinear EUS

### SAVE THE DATE: Sept. 12-13, 2008

The biannual international symposium on endoscopic ultrasonography (EUS) will be held in San Francisco on September 12-13, 2008.

The focus of EUS 2008 will be to provide attendees with a comprehensive understanding of the curvilinear EUS system, including its functions and capabilities.

Specific topics that will be covered include:

- Functions of the curvilinear system
- Organizational approaches for conducting a curvilinear examination
- Indications for using EUS-guided Fine Needle Aspiration (FNA), along with its associated risks
- Currently applied interventional EUS techniques, as well as their indications and contraindications, associated risks and potential benefits
- Emerging interventional EUS techniques that may have significant future potential

The symposium's Scientific Program Committee invites submissions of original work related to endoscopic ultrasonography for consideration of presentation at EUS 2008. Accepted abstracts will be presented as either posters or oral presentations and will be published in a supplement to *Gastrointestinal Endoscopy*. Abstracts will be accepted online January 1 through April 1, 2008. Abstracts will not be accepted by fax or e-mail.

EUS 2008 is supported by a grant from Olympus and endorsed by the ASGE. The Institute for Medical Education<sup>SM</sup> is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. The Institute for Medical Education takes responsibility for the content, quality and scientific integrity of this CME activity.

More details and abstract submissions will be available online in the near future at [www.eus2008.org](http://www.eus2008.org).



# Eddie On...

## Evaluating the true cost of repair

Some customers believe our repairs to be more expensive than those performed by other providers. It is difficult to formulate price comparisons that are truly accurate, but I hope I can change that perception by explaining our approach to every repair.

At Olympus, we strive to perform repairs that offer the best value by saving the customer money over the long run. We accomplish this by ensuring all of our repairs are performed to exacting factory specifications, meaning that the original capabilities of the scope you purchased will not be altered and its value will be preserved (see “Equipment preservation”). Proper repairs minimize the costs associated with business disruptions, such as procedure rescheduling, by ensuring the product does not have to be sent back repeatedly for problems that should have been identified and repaired correctly the first time. Additionally, proper repairs not only address the symptoms of a problem, but also correct the root causes of that problem to minimize its reoccurrence and make certain the repair lasts.

Let’s say, for example, you send your scope to Olympus for an angulation adjustment—a fairly simple, low-cost repair. Focusing on your repair request, we will perform a complete inspection of

the endoscope and examine its repair history to see if there are any emerging repair trends. Our inspection might determine an angulation adjustment is in fact all that is required. On the other hand, we may uncover that the angulation cables have stretched so much that they are beginning to fray and are in danger of breaking. Rather than adjust these worn cables, we will recommend they be replaced. Certainly, this is a more expensive repair in the short term, but we believe it is the only viable option. Adjusting worn cables is at most a stopgap measure and may actually accelerate their breakage, leading to failure during a procedure. Replacing the cables is a better value repair that will save customers money over time.

How you perceive Olympus is important to us. When you are evaluating the price of a repair, I invite you to talk with our service consultants to gain a better understanding of the details of the repair, its benefits and the other options available to you based on your particular needs.

**Eddie Garcés**  
Vice President  
Olympus Medical Production Repair Group  
[www.olympusamerica.com/repairservices](http://www.olympusamerica.com/repairservices)

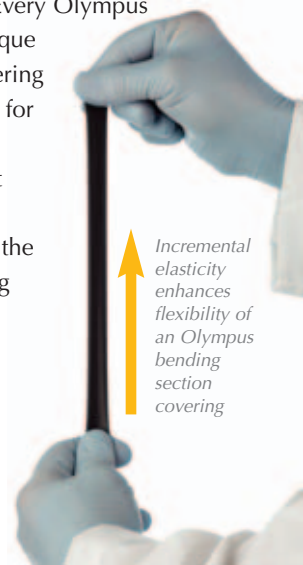
## Equipment preservation:

### The performance of a medical device should not diminish with age

While endoscopes and other types of medical equipment must be replaced eventually to keep pace with technology, the functionality and safety of your instrument should not degrade as it ages.

The key to optimal scope performance at any age is to keep the device consistent with its original factory specifications by using manufacturer-specified parts, materials and protocols in the repair process. This ensures that all of your instrument’s features and handling characteristics remain intact and continue to function safely and reliably.

Take, for example, a bending section covering replacement repair. Every Olympus endoscope has a unique bending section covering specifically designed for the performance characteristics of that scope. Incremental elasticity throughout the length of the covering further enhances its flexibility. When Olympus replaces a scope’s bending section covering, we use the unique part specified for that particular scope so that the thickness and elasticity at the distal tip matches the scope’s original specification. This precise elasticity ensures the scope can achieve maximum angulation without undue stress and wear on its angulation cables.



*Incremental elasticity enhances flexibility of an Olympus bending section covering*

Whether we are talking about insertion tubes, biopsy channels or O-rings, the right part and the proper repair go a long way in optimizing scope performance and reliability throughout the instrument’s life. For more repair tips and repair prevention information, visit [www.olympusamerica.com/repairservices](http://www.olympusamerica.com/repairservices).



## Peak performance: Ambulatory surgery center chooses integrated approach

Hoping to maximize procedural performance, James Lisi, MD,<sup>1</sup> chose an integrated equipment, accessories and repair solution for his GI department when Premium Surgery Center opened six years ago in Elyria, Ohio.



James Lisi, MD

Processing approximately 3,000 EGD and colonoscopy cases annually, the GI department's eight Olympus endoscopes are heavily used. Yet its repair cost per case has been remarkably low, historically averaging 25 percent less than typical ASC peer-group benchmarks.<sup>2</sup>

Lisi attributes much of their repair reduction success to his by-the-book handling techniques and the care of the equipment by their surgical technician, Selena Morrison. "Dr. Lisi and I are the only ones who handle the scopes," explains Morrison. "Even at our procedure volume, we ensure we have adequate time to safely handle, use and care for the equipment."

Another success factor they cite is equipment integration. "We briefly tried using non-Olympus accessories. Ultimately, we felt the Olympus devices performed better with the Olympus scopes and placed less wear and tear on the channels," says Lisi.

When one of their scopes does need the rare repair, both Lisi and Morrison are adamant about sending it to Olympus for service. "We have a vested interest in keeping the scopes performing perfectly and want to be confident our scopes aren't altered in the repair process," says Lisi.

*Continued on page 6*

## Suzie's story: Role reversal for GI nurse

As professionals working in the GI industry, many of you have seen the effects of colorectal cancer firsthand. Suzie Hill certainly had. And as a gastroenterology nurse she was well versed in all the symptoms. When she discovered a large amount of blood in her stool, she mentioned it to a coworker. "Before I knew it, I was doing a hallway consult with one of our gastroenterologists. We both decided that a colonoscopy would be great to discover the source of this blood, although I was only 37 years old with no family history of colon cancer," says Suzie.

Suzie was unsure about having a colonoscopy where she worked, but her biggest concern turned out to be a blessing. Her doctor found a tumor and she woke from her colonoscopy

surrounded by her husband and the entire staff. "I knew they had found something, and I cannot say how thankful I was to be amongst those who truly cared about me, and had already started making arrangements for the next step in my care," says Suzie. She was quickly scheduled for a CT scan and surgery, resulting in a diagnosis of stage III colon cancer.

As a mother of three (ages 7, 9 and 11 at the time of her diagnosis), Suzie struggled with what to tell them. Ultimately, she decided the truth was the best approach for the long months ahead. "We were so glad that we were honest with our children," says Suzie. "They now have more compassion when they hear of other friends struggling through tough times."

Suzie's community rallied around her during her treatment, and she believes that her experience showed her children how important it is to give back. She feels compelled to share her story with her patients, hoping that it will help them deal with their own diagnoses.

"My journey is not over," says Suzie. "I am on a mission to increase awareness of colorectal cancer in young adults, and to provide support for others." To that end, Suzie and 12 other survivors of colorectal cancer, all under the age of 50, have gone public with their stories in The Colon Club's 2008 Colondar. This 12-month calendar illustrates that colorectal cancer does not discriminate by age, gender, race or profession.

Olympus proudly supports The Colon Club's efforts to raise awareness about life-saving CRC screening as we continue in our quest to develop innovative technologies to combat this highly preventable disease.

Help promote CRC awareness by ordering a 2008 Colondar now (\$15.00). Visit [www.colondar.com](http://www.colondar.com) or [www.crcawareness.com](http://www.crcawareness.com) for more information. ●



Suzie Hill,  
Alpharetta, GA,  
diagnosed at 37,  
colorectal cancer  
survivor since 2005



## BILEC 2008: Popular conference will again include hands-on workshop for gastroenterologists

### SAVE THE DATE: October 2-5, 2008

The next annual Boston International Live Endoscopy Course will take place October 2-5, 2008. Make sure to save the date for this important conference and hands-on advanced endoscopic techniques workshop for gastroenterologists.

The workshop will be a unique opportunity to receive interactive instruction from course faculty on a variety of topics. For example, the recently completed 2007 workshop showcased instruction on:

- The most current, state-of-the-art medical devices and equipment
- Advanced techniques for endoscopic retrograde cholangiopancreatography (ERCP), endoscopic mucosal resection (EMR), hemostatic clipping and loop ligation
- The latest technology and applications for single balloon enteroscopy and capsule endoscopy
- Advanced image processing using Narrow Band Imaging™ and HDTV

The conference is supported in part each year through a grant provided by Olympus. Registrations for BILEC 2008 and for the Olympus Advanced Techniques Workshop will be available online in early 2008 at [www.bilec.com](http://www.bilec.com).

# Save on Olympus EndoTherapy: Foreign body retrieval device promotions through the end of 2007

Olympus EndoTherapy devices offer the perfect pairing of high-performance tools with revolutionary Olympus endoscopes to help you optimize procedural efficiency. Whether you need an accessory for tissue sampling, hemostasis, extraction or biliary stone management, our extensive lineup offers the ideal tool for every application.

If you are in need of foreign body retrieval devices, it is the perfect time to restock your inventory. Through the end of December 2007, all customers can take advantage of two special price promotions on our retrieval tools.\*\* Olympus is the only company to offer a full array of retrieval products, suitable for everything from polyp and stent extraction to the recovery and removal of foreign bodies such as dentures, bones, coins, buttons and marbles.

## Retrieval top sellers\*

- **PolyGrab (disposable):** FG-600U minimizes tissue damage during retrieval
- **Rat Tooth Alligator Jaw:** Favored for stent removal, available in standard (FG-42L-1) and rotatable (FG-44NR-1) designs
- **Grasping Forceps:** FG-49L-1 opens to 19.5 mm, combines the features of alligator jaw and rat tooth forceps for difficult grasping situations; FG-14P-1 opens to 3 mm, advantageous in the retrieval of migrating stents
- **Tripod Grasping Forceps:** FG-45U-1 is equivalent to the PolyGrab, for those who prefer a reusable device

\* See the full line of retrieval devices at [www.olympusamerica.com/endothorapy](http://www.olympusamerica.com/endothorapy).

## PolyGrab Captures All (POLYGRAB PROMO)



**Buy three boxes of PolyGrab for \$999 (price reflects a retail rate savings of \$331 per box)**

**POLYGRAB**

## Retrieval Restock\*\*\* (RETRIEVAL PROMO)

**Buy four retrieval devices for the price of three (device price based on current retail or contract rates, as appropriate)**

To take advantage of these special promotions, call customer service at 800-848-9024 (reference "PolyGrab Promo" or "Retrieval Promo") or download an order form at [www.olympusamerica.com/polygrabpromo](http://www.olympusamerica.com/polygrabpromo) or [/retrievalpromo](http://www.olympusamerica.com/retrievalpromo). For more information about Olympus EndoTherapy devices, visit [www.olympusamerica.com/endothorapy](http://www.olympusamerica.com/endothorapy).



FG-20P-1



FG-4L-1



FG-44NR-1



FG-46L-1

\*\* Promotions end December 31, 2007.

\*\*\*V-System™ retrieval baskets are not included in this promotion.

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*"Peak performance" continued from page 4*

"I take pride in ensuring my numbers consistently far exceed Taskforce standards<sup>3</sup> relative to perforation, post-polypectomy bleeding and cancer miss rates. Having equipment you can trust every time is critical in that endeavor."<sup>4</sup> ●

<sup>1</sup>James Lisi completed his medical training at Case Western Reserve in Cleveland, Ohio, and is board certified in gastroenterology.

<sup>2</sup>Comparison based on Olympus EndoSite<sup>SM</sup> Benchmarking results from 2005 and 2006 for single specialty ASCs. Data reflects the average of participant responses, compiled by "like" facilities. Averages are not necessarily an indicator of industry best practices.

<sup>3</sup>Taskforce on Quality in Endoscopy is a joint effort of the ASGE and ACG to develop quality indicators for the four main endoscopy procedures. Additional information is available at [www.asge.org/PressroomIndex.aspx?id=538](http://www.asge.org/PressroomIndex.aspx?id=538).

<sup>4</sup>In April 2007, the PSC GI department upgraded to the Olympus 180 platform and included Olympus accessories and repair service as part of its lease arrangement through Olympus Financial Services<sup>®</sup>.

**Envision Mailing List**

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- Delete my name
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	800.878.3691

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\*Subscriptions are offered at no charge to qualifying Olympus customers and industry partners, subject to availability.

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