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Your Vision, Our Future

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# Envision

Endoscopy news for the healthcare community nationwide

## Enhancing diagnosis and efficiency: Olympus presents innovative line of bronchoscopes

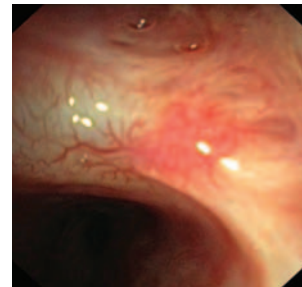
Olympus has introduced four bronchovideoscopes from our new 180 series that provide enhanced diagnostic capabilities, outstanding imaging performance and improved efficiency. The scopes feature Olympus' proprietary Narrow Band Imaging™ (NBI), exceptional optics, slimmer designs and easier handling.



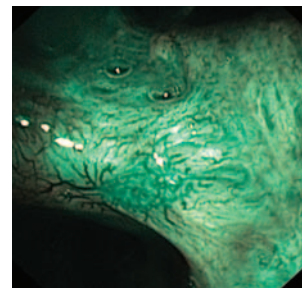
"Narrow Band Imaging is a new endoscopic imaging modality which improves the visualization of subepithelial vascular patterns of the bronchial mucosa," says Felix Herth, MD, chief physician for pulmonology and respiratory critical care medicine for the Department of Pulmonary and Critical Care Medicine, Thoraxklinik, Heidelberg, Germany.

The technology works by filtering white light to specific wavelength bands to take advantage of the scattering and absorption properties of human tissues, thereby enhancing the visibility of vessels and other anatomical structures on mucosal surfaces.

In addition to NBI capabilities, each of the four new bronchoscopes deliver enhanced features and functionality. Olympus' new BF-Q180 provides improved image quality and greatly



*Severe dysplasia viewed with an Olympus BF-Q180 bronchoscope under white light (top) and in NBI mode (bottom). The abrupt ending of vessels and a disturbed microvascular network is made more visible with NBI.*



Photos courtesy of Felix Herth, MD, Thoraxklinik, Heidelberg, Germany

enlarged image size in comparison to conventional bronchoscopes, yet the scope's distal end measures just 5.5 mm and its insertion tube a thin 5.1 mm. Fully compatible with the new Olympus CV-180 video processor and CLV-180 light source, the BF-Q180 redefines examination and treatment in the bronchial tree.



# Olympus Financial Services® offers savings: Structured lease helps Houston surgery center

When SYS Endoscopy Associates, a multidisciplinary surgery center based in Houston, Texas, considered upgrading their endoscopy clinic equipment, they realized it would require a significant commitment in capital. Performing more than 10,000 GI procedures each year, replacing SYS' large inventory of endoscopy equipment and accessories with new, 180 series high-definition Olympus endoscopes represented an investment of more than \$500,000.

After briefly considering traditional financing through a bank, the Center owners turned to Olympus Financial Services® to develop a structured lease program specific to the needs of their facility and the facility's three ownership groups—a large nonprofit hospital chain, a private management group and the facility's independent physicians.

"As a nonprofit, our hospital chain partner had to be careful venturing into capital-heavy projects. While they and our management group partners supported the clinic equipment upgrade, both groups were not interested in participating in the purchase or maintenance of the new equipment," says Dr. Krishnamurthy Shivshanker, a physician at the Center who was instrumental in spearheading the equipment upgrade and financing package. "The physician owners, on the other hand, were glad to take on that responsibility



Dr. Krishnamurthy Shivshanker

since it allowed us to build equity in the assets while paying out on the lease-to-own arrangement. Since the physicians not only use, but also own the equipment, the instruments tend to get better taken care of, which works out rather nicely," he explains.

With Olympus repair service included as part of the structured lease package, it did not burden the non-physician owners with unexpected repair expenditures. What's more, it allowed the physician owners to maintain the equipment to OEM specifications. "I have had past experience where a scope can get changed over the course of the repair process through an ISO [independent service organization] to the point that it no longer functions like the original scope. By including maintenance as part of our agreement, it protects the integrity of the asset, which is beneficial to both the lessor and the future owner alike," says Shivshanker.

The structured lease came out a couple of percentage points less than traditional financing without the same upfront capital and collateral requirements. This allowed the Center to realize a positive cash flow immediately, according to Shivshanker.

The third component to SYS' structured lease included financing for Olympus EndoTherapy (ET) devices. Shivshanker found the rate for Olympus ET to be very competitive with other accessories on the market and liked that the ET devices were designed to work seamlessly with the new Olympus endoscopes. "Purchasing our

accessories through the hospital system might not have enabled us to use Olympus ET since the hospital chain had preexisting contracts with other accessory suppliers," explains Shivshanker.

The leasing arrangement worked out so favorably for SYS Endoscopy Center that the owners opted to duplicate the same



SYS Endoscopy Associates, Houston, TX

arrangement when they opened their second center in October 2006 in Southwest Houston.

"The best aspect of working with Olympus Financial Services was not only getting a better lending rate, but also eliminating any hassle in the execution and support through the financing, acquisition and installation process," explains Shivshanker. "What's more, capturing accessory support while earning credit toward new equipment just by using ET devices is a really nice advantage," he concludes.

For more information on Olympus Financial Services, repair service and EndoTherapy devices, visit:

- [www.olympusamerica.com/financialservices](http://www.olympusamerica.com/financialservices)
- [www.olympusamerica.com/repairservices](http://www.olympusamerica.com/repairservices)
- [www.olympusamerica.com/endothrapy](http://www.olympusamerica.com/endothrapy)

# Olympus forges alliance with PortBlue: PracticeSense™ software helps optimize physician practice management

Olympus EndoSite® Consulting Services provides financial and operational expertise to hospital GI labs, endoscopic ambulatory surgery centers (EASCs) and office endoscopy practices across the country. Now through an alliance with PortBlue, Olympus will be offering real-time physician practice analyses using PracticeSense™ software to help these customers improve the management of their business.

“Our strategic alliance with PortBlue enables us to harness and share our unique practice management expertise in the endoscopy arena with customers, helping them to become more profitable and cost-effectively manage knowledge,” says F. Mark Gumz, president, Olympus America Inc.

Created by PortBlue in collaboration with respected industry experts, this unique software enables analysis of data in multiple areas of practice management. The software provides users with a snapshot of payer contracts analysis, provider compensation, budgets and expenses, tracking each of these metrics over time using a powerful dashboard tool. In addition, PracticeSense provides key benchmarking data for each of these areas.

“This software suite enables us to offer comprehensive practice management consulting tools for physicians,” says Nancy Vacante, senior manager of business development, Olympus America Inc. “Our goal is to make these practices more successful, whether by increasing revenue or by meeting and improving their operational goals. PracticeSense enables us to create dynamic and accurate assessments of a business practice

and make specific recommendations that will positively impact its efficiency and profitability.”

PracticeSense consists of three discrete applications, available as individual subscriptions or as a comprehensive package. Data entry or upload assistance allows users to export data directly from a customer’s existing practice management system. Customized reporting and data analysis helps highlight areas of concern or recommendation. Summary reports help monitor yearly progress and include suggestions for long-term strategic improvements.

PracticeSense applications are hosted on PortBlue’s redundant secure server, giving Olympus EndoSite Advisors and customers access through a browser and unique login for collaboration and data sharing.

For more information about Olympus EndoSite Consulting Services and PracticeSense, contact your Olympus sales representative, see page 6 or visit [www.olympusamerica.com/endsite](http://www.olympusamerica.com/endsite) or [www.practicesense.com](http://www.practicesense.com). ●

A screenshot of the PracticeSense website homepage. The page features a navigation bar with links for Home, Solutions, About Us, and Place Order. A "Client Login" link is located in the top right corner. The main content area includes a large banner with a smiling woman in a white lab coat and a blue bar with the text "Optimizing Physician Practices". Below the banner, there are two columns of text. The left column is titled "Optimizing the Business of Your Practice" and lists several benefits of the software. The right column is titled "Helping Hospitals by Helping Physicians" and describes how the software can be used to improve hospital-physician relationships.

**PracticeSense**

Home Solutions About Us Place Order

Client Login

## Optimizing Physician Practices

### Optimizing the Business of Your Practice

PracticeSense picks up where your practice management system leaves off. PortBlue has teamed with leading practice management experts to develop PracticeSense™, a comprehensive solution that physicians and practice administrators can use to manage their practices more efficiently. PracticeSense enables physician practices to maximize their bottom lines by:

- Tracking important costs and operating metrics weekly, monthly, or quarterly.
- Analyzing payer mix and payer contract performance.
- Providing a balanced fee schedule.
- Identifying and optimizing high-volume procedure contract performance.
- Providing payer contract language tips.
- Evaluating expenses and revenues.
- Developing physician compensation and incentive plans.

### Helping Hospitals by Helping Physicians

The PracticeSense™ solutions are available to hospitals at a discount for their physician members. Providing this service for your physicians will strengthen your hospital-physician relationships, allowing you to recruit physicians more easily and retain your current physicians. In a recent survey, over three-fourths of CEOs gave positive ratings to the hospital-physician relationship. However, less than half of the physicians felt the same.



# Eddie On... Doing our part

In the past, we have discussed what customers can do to reduce repairs on their endoscopic equipment. Now let me share with you what Olympus is doing in support of the same objectives—maximizing your equipment uptime while minimizing costs associated with repair downtime.

In keeping with our continuous improvement and lean manufacturing philosophy, we have implemented several service delivery improvements. Our 24/7 Web-based service portal provides customers with automated access for initiating repairs, approving estimates, checking repair status, confirming delivery schedules, viewing detailed repair histories, and checking on consumption of service agreement dollars ([www.olympusamerica.com/serviceportal](http://www.olympusamerica.com/serviceportal)).

We have also reengineered our repair estimate process to further improve the accuracy and speed of repair estimates without the time and expense of full unit disassembly. We consistently achieve initial quotes that are accurate 98 percent of the time or better by using state-of-the-art proprietary tools from our factory along with a highly trained workforce. This

reduces the number of times that we need to contact you for repair approvals, speeding your equipment to the repair shop floor and back to you.

Olympus has invested considerable R&D dollars to provide a full range of affordable, expedited repair options. Enhancements in our repair processes contribute to expedited repair turnaround times with 90 percent of all repairs shipping within 48 hours of being approved. Service agreement customers experience even faster turnarounds since there is no delay for estimate approvals.

Finally, we have expanded our service hours to accelerate the repair process. Our National Service Center is open from 6:00 a.m. until 11:30 p.m. Pacific time during the week, with an additional eight-hour shift on Saturdays. We have crews working every holiday that major shipping companies are open to respond to your questions and ship emergency loaners to your facility. Our network of regional service centers continues to grow, now with 19 locations in the United States.

By working together—to reduce the incidence of repairs on your end and expedite the repair process on ours—we can effectively minimize the impact that scope downtime has on your facility's profitability and operation.

*Eddie*

**Eddie Garcés**  
Vice President  
Olympus Medical Equipment Services America  
[www.olympusamerica.com/repairservices](http://www.olympusamerica.com/repairservices)



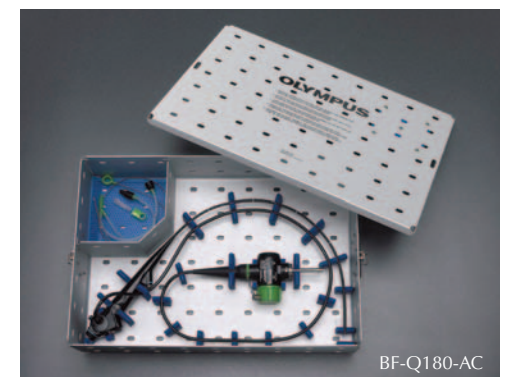
The BF-P180 bronchovideoscope delivers a slim design and excellent image quality for routine examinations and treatment. In spite of the scope's slim 4.9 mm design at the distal end, its working channel measures a generous 2.0 mm in diameter.

The BF-1T180 features a 6.0 mm insertion tube and a wide 3.0 mm diameter working channel, which can accommodate a wide variety of EndoTherapy accessories. The scope provides powerful suction performance even when passing a device through the channel.

The 180 series of bronchovideoscopes also includes the innovative BF-Q180-AC, the world's first fully autoclavable flexible bronchoscope.

With proprietary Olympus materials designed to withstand repeated exposure to the high temperatures and pressures of steam sterilization, this unique scope is setting a new standard for flexible bronchoscopy.

For more information about the new 180 series of bronchoscopes with NBI, contact your Olympus sales representative ([www.olympusamerica.com/contact](http://www.olympusamerica.com/contact)), or see page 6 to request literature. ●



# Learning just got more intuitive: New OU Web site offers easy ordering, registration



Olympus University (OU) offers an extensive selection of educational programs for endoscopy, providing a convenient venue for physicians, surgeons, nurses, technicians, biomedical engineers, administrators and materials managers to further their knowledge of the industry. OU offers CME and contact-hour-accredited live courses across the U.S. as well as online courses and home study guides. Now with a newly redesigned Web site, visiting and using OU's virtual campus has gotten easier than ever.

Featuring user-friendly navigation and frequent information updates, OU online highlights course curriculum and program schedules, provides access to educational articles and enables interactive feedback so you can let us know what is most important to you.

In addition, course participants can register online for courses, order instructional DVDs and materials, and sign up to receive e-mail notifications about new classes and programs offered through the University, including the addition of special courses specifically designed for reprocessing technicians!

So come on campus and see what is in store for 2007. Sign up for e-mail notifications or watch the campus Web site for details about Olympus' two vendor programs at SGNA's 34th Annual Course in Baltimore, MD, this May:

**Sunday, May 20, 2007, 8:00-9:30 a.m.**

New GI Technologies: Uses in Screening and Diagnosis

**Monday, May 21, 2007, 6:30-8:00 p.m.**

Demonstrating Best Practices and Quality Care Through Benchmarking



[www.olympusuniversity.com](http://www.olympusuniversity.com)  
[university@olympus.com](mailto:university@olympus.com)  
800-231-0016 (new)

## Getting informed: Colorectal cancer awareness



Preventable, Treatable, Beatable

This March marks the eighth annual National Colorectal Cancer Awareness Month. Please invite your patients, family and friends to visit our colorectal cancer Web site for patient-oriented information and links to other colorectal cancer resources at [www.crcawareness.com](http://www.crcawareness.com).

As the global leader in endoscopy, we believe it is our responsibility to help "spread the word" to customers and friends worldwide that colorectal cancer is preventable and beatable when detected early.

At Olympus, our mission is to provide healthcare professionals with the most advanced technologies for the diagnosis and treatment of colorectal cancer and other gastrointestinal and pulmonary diseases. ●

## Advancing endoscopic possibilities: An animated look at the 180 endoscope series

Learn about the latest advances in endoscopic technique and superior imaging and design. New online videos highlight Olympus' innovative 180 series gastroscopes and colonoscopes, including procedural footage of a transnasal sedationless EGD and a wide-angle colonoscopy.

At 4.9 mm, the GIF-N180 gastrovideoscope is thin enough for sedationless procedures and a 2 mm channel allows tissue sampling as well. Sedationless procedures benefit patients, physicians and facilities alike by shortening recovery time, enhancing patient/physician communication and delivering procedural cost savings.

The CF-180AL wide-angle colonoscope delivers a brighter image than its predecessors with no distortion on the periphery and a 30° wider field of view. Both of these features aid in seeing the full circumference of the rectal wall and the ability to see visual cues faster, leading to shorter times to the cecum and during withdrawal.

Download videos at [www.olympusamerica.com/180videos](http://www.olympusamerica.com/180videos) to see how these two scopes and the innovative 180 series are advancing endoscopic possibilities, or visit [www.olympusamerica.com/180](http://www.olympusamerica.com/180) for more information. ●

## Free carabineer flashlight, camera drawing: Illuminate us—Olympus readership survey



Our *Envision* customer newsletter (formerly *In Service*) is focused on Olympus innovations, product and service offerings and industry news in the field of endoscopy. Help us fulfill your information needs by completing our annual newsletter readership survey. In thanks, we will send you our handy carabineer flashlight. Qualifying survey responses received by March 31, 2007, will also be entered into our drawing for one amazingly slim, 6.0 megapixel Olympus FE-190 digital camera. For a second chance to win, complete the survey AND provide us with a qualifying name to add to our mailing list, and your name will be entered a second time into our camera drawing. For your chance to win, visit [www.olympusamerica.com/readersurvey](http://www.olympusamerica.com/readersurvey) (complete eligibility rules available online).

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800.548.5515

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#### Send materials

*These materials are available until May 15, 2007, while supplies last.*

- 180 series bronchoscopes
- EndoSite® Consulting Services

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