

**OLYMPUS**<sup>®</sup>

Your Vision, Our Future

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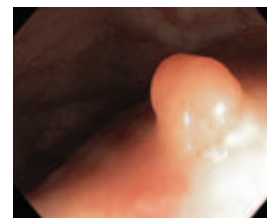
# Envision

Endoscopy news for the healthcare community nationwide

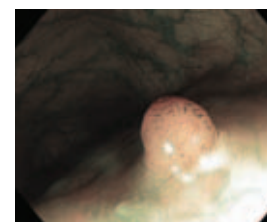
## The PCF-H180AL/I video colonoscope: Now 1080i high definition and Narrow Band Imaging™ in a slim design

The pediatric PCF-H180AL/I high definition video colonoscope is the newest offering in the innovative EVIS EXERA II™ universal platform. This addition to the popular, ultra-slim PCF endoscope series features a clear, sharp, high-definition image incorporated in a slender 11.7 mm diameter distal tip and an 11.8 mm diameter insertion tube. With 1080i lines of resolution, the PCF-H180AL/I takes advantage of the highest resolution currently available in the medical or consumer market as well as Olympus' proprietary Narrow Band Imaging™ (NBI) for enhanced screening and surveillance. NBI utilizes narrow bands of light within the spectrum of white light, which are highly absorbed by hemoglobin to improve the observation of mucosal morphology and possibly improve the detection of lesions in the colon.

"I am accustomed to using the Olympus high-resolution CF-H180AL adult colonoscope," says Stephen R. Freeman, MD, the associate professor of medicine at the University of Colorado Health Sciences Center, Department of Medicine—Gastroenterology in Aurora, Colorado. "I had the privilege of trying out a prototype of the new Olympus high-resolution PCF-H180AL/I pediatric colonoscope. The PCF-H180AL/I had resolution and clarity of mucosal detail which



PCF-H180AL/I under white light



PCF-H180AL/I in NBI mode

was the equal of the high-resolution adult scope. I also had the opportunity to compare the standard pediatric colonoscope with the high-resolution colonoscope in the same patient and the difference in resolution and mucosal detail was truly impressive. The visual detail improvement

between the regular and high-definition pediatric colonoscopes should make a significant difference in the quality of examinations performed with this new instrument."

*Continued on page 6*

# Marching on: National Colorectal Cancer Awareness Month turns nine

This March marks the ninth annual National Colorectal Cancer Awareness Month. Thousands of organizations, societies, medical facilities, mass media networks, healthcare professionals and survivors participate annually in getting the word out to family, friends, co-workers and communities that colorectal cancer is preventable, treatable and beatable when detected early.

"As the global leader in endoscopy solutions, we believe it is our responsibility to help 'spread the word' to customers and friends worldwide about the importance of early

screening," states F. Mark Gumz, president and chief operating officer of Olympus America Inc. "Our mission is to provide healthcare professionals with the most advanced technologies for the diagnosis and treatment of colorectal cancer as well as many other digestive and pulmonary diseases."

If you or your facility has not yet had the opportunity to participate in this important initiative, now is the perfect time to plan for next year. Find out how by participating in the March 19 webinar (see article below) and get inspired. Also invite your family, friends and patients to visit our colorectal



cancer website for patient-oriented information and links to other online resources at [www.crcawareness.com](http://www.crcawareness.com).

## The blue star: A year-round reminder

In March 2004, the National Colorectal Cancer Roundtable unveiled the blue star symbol that now serves as an instantly recognizable, year-round reminder for the battle against colorectal cancer. The symbol, which consists of a blue ribbon merged with a blue star assuming a human shape, represents the eternal memory of



those whose lives have already been lost to this disease, as well as the shining hope for a future without colon cancer. To order a blue star pin, contact the American Cancer Society (ACS) at 866-227-7914, or the Colon Cancer Alliance (CCA) at 877-422-2030. To download the blue star for your use, visit [www.nccrt.org](http://www.nccrt.org).

## Free continuing education webinar: Creating successful colorectal cancer awareness initiatives at your facility

As professionals in the field of GI, you are well aware of the importance of early detection of colorectal cancer. Join co-hosts Olympus and the American Cancer Society (ACS) for an informative online seminar on March 19, 2008, at 2 p.m. EDT.

The webinar will provide an overview on colorectal cancer today and highlight the barriers that must be overcome to increase awareness and the numerous benefits of early screening.

Whether you already have active initiatives at your facility or you're contemplating one for 2009, this webinar is sure to inspire you and provide you with a wealth of resources to make your grassroots efforts a success.

**Date:** March 19, 2008, 2:00 p.m. EDT

**Cost:** Free

**CE Credit:** One GI-specific hour

**Presenters:** *EndoNurse*, American Cancer Society, Olympus, Lehigh Valley Hospital, Ohio Valley Colon and Rectal Surgeons

**Sponsor:** Olympus University

**Producers:** *EndoNurse*, *today's surgicenter*

**Registration:** [www.endonurse.com](http://www.endonurse.com) or

[www.surgicenteronline.com](http://www.surgicenteronline.com)



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The Authority on Endoscopy Advancement of Endoscopy Nurses

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# Eddie On...

## Understanding the refurbishment myth

It is true that many third-party repair providers will forward a scope to Olympus if that scope requires a complex or refurbishment-level repair that the provider is unable to perform. The result is that some customers are under the unfortunate but understandable impression that refurbishments are the only type of repair that Olympus performs. In fact, we offer more than 200 repair types in addition to refurbishments, making our service on Olympus scopes the most comprehensive in the industry.



At times, however, some level of refurbishment is absolutely necessary, and we must recommend this approach. Like all of our repairs, our recommendations are derived through a systematic analysis of your scope. Our factory-trained personnel perform a comprehensive inspection on every product coming into one of our facilities. This process enables us to objectively identify the repairs needed to ensure that your medical equipment will perform safely and reliably. One of our knowledgeable service consultants will then discuss the findings from the inspection with you as well as your service options. Our goal is to arm you with the information you need to make well-informed decisions that best suit your facility's requirements.

We understand that the best repair strategy focuses on prevention, and that the best service delivery allows you to perform your business without interruption. As such, we have heavily invested in providing you, our customers, with resources like onsite loaners, Olympus University training and educational programs, Endoscope Support Specialists, Field Service Engineers and a Technical Assistance Center. The sole purpose of each of these resources is to assist you and your staff in reducing your operational costs and maximizing the uptime of your Olympus equipment so that you can focus on delivering the highest quality patient care.

As a valued customer, we will continue exploring ways to partner with you to help in your repair reduction efforts—it is our business mission to keep you completely satisfied with your Olympus equipment. We are pleased that the vast majority of our service agreement customers choose to renew their Olympus contracts, and that's an approval measurement that we will work very hard to not only keep, but improve.

I encourage you to look further into the repair and service options Olympus provides and to consider visiting any of our 19 service centers located throughout the country.

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

## PBS exclusive: Silence of the bees

"Silence of the Bees," a Partisan Pictures production, is the first in-depth look at the search to uncover what is killing the honeybee. Honeybees have played a crucial role in human survival with many species of plant life dependent on bees for pollination. In the winter of 2006/2007, more than a quarter of the country's 2.4 million bee colonies—accounting for tens of billions of bees—were lost to CCD, Colony Collapse Disorder. This loss is projected to have an \$8 billion to \$12 billion effect on America's agricultural economy, but the consequences of CCD could be far more disastrous.



The role that the honeybee plays in our diet goes well beyond honey production. These seemingly

tireless creatures pollinate about one-third of crop species in the U.S. Essentially all flowering plants need bees to survive. The reports of massive die-offs of the honeybees set in motion an international effort to discover the cause of this ecological disaster. The film goes beyond the unsolved mystery to chronicle the life of the honeybee, its invaluable impact on our diets and what's at

### Editor's Correction: EUS 2008 symposium, Sept. 12-13, 2008

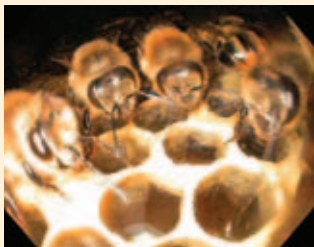


**The Institute for Medical Education**  
"Ensuring quality care tomorrow through quality education today"

Please note this correction to the information contained in the Fall 2007 issue of *Envision: EUS 2008* is supported by a grant from Olympus and endorsed by the ASGE. The Institute for Medical Education<sup>SM</sup> is responsible for the content, quality and scientific integrity of this CME activity. The Institute for Medical Education is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. For more information about this symposium, visit [www.eus2008.org](http://www.eus2008.org).



stake if honeybees disappear. It is the story of a riveting, ongoing investigation to save honeybees from dying out.



The filmmakers of "Bees" contacted Olympus to see what film producers and live audiences

have never before been able to observe. With the help of the Olympus EVIS EXERA II™ 180 series high-definition endoscopes, images of honeybees were captured while at work inside their colony.

If you did not have the opportunity to see this broadcast live when it premiered on PBS Nature in October 2007, it is now available on DVD. Join Partisan Pictures and PBS Nature as they take viewers deep inside honeybee colonies and around the world to



the sites of fallen hives and to high-tech labs, where scientists race to uncover clues.

Watch the trailer for this documentary ([www.pbs.org/wnet/nature/bees/index.html](http://www.pbs.org/wnet/nature/bees/index.html)) or view an exclusive online podcast ([www.pbs.org/wnet/nature/bees/help.html](http://www.pbs.org/wnet/nature/bees/help.html)) as the scientists and bee experts featured in the program discuss the crucial role that this keystone species plays in our economy and ecosystem, as well as the fascinating social organization of bees and what we can do to reverse the decline of these wonderful pollinators.

To purchase a copy of the DVD, visit [www.shopthirteen.org/product/show/30190](http://www.shopthirteen.org/product/show/30190). ●

# Olympus OnSite™

## Revamped to roll into its fourth year



Olympus OnSite™, our state-of-the-art mobile showroom, hit the road for its fourth year in February 2008. Newly refurbished and updated, the showroom brings the latest Olympus innovations to healthcare professionals and key constituents around the country so that they can conveniently see and experience Olympus' state-of-the-art medical technologies. Since its launch in October 2004, Olympus OnSite has visited 98 cities, hosted more than 1,000 organizations and almost 4,000 healthcare visitors, including doctors, nurses, clinicians, lab managers and C-Suite executives.

Olympus OnSite is a custom-built, 53-foot, double slide-out trailer that transforms into a showroom with 1,000 square feet of exhibit space. The mobile showroom features cost-effective technologies and services that provide healthcare professionals with total solutions for their gastroenterology suite,



operating room, laboratory or research facility. This year, a few of the showroom's highlights include: EnteroPro, featuring the Endo Capsule and Single Balloon Endoscope; the NanoZoomer Digital Pathology System Solution; the AU680® Chemistry Analyzer; and the E-3 Professional Digital Single-Lens-Reflex Camera. In addition, the showroom has on display some of the stunning images from the Olympus BioScapes Digital Imaging Competition—imagery that reflects the complexity and beauty of life science subjects as captured through microscopes.

During its 2008 tour, the showroom will also be used to promote colorectal cancer awareness and screening to the general public. By teaming with local healthcare customers and bringing the showroom to colorectal cancer educational events and activities, we continue to heighten awareness about the benefits of early screening in local communities. In addition, the showroom will support the Olympus U.S. Open Series tennis tournaments and will appear at regional healthcare conferences such as SGNA and AORN.

For more information about Olympus OnSite, including the 2008 tour schedule, or to see a virtual tour of the showroom, please visit [www.olympusonsite.com](http://www.olympusonsite.com). ●

## eBay Giving Works: Olympus digital cameras help CRC fundraising



At Olympus, part of our corporate social responsibility

is to educate, inform and create awareness about colorectal cancer. As the global leader in endoscopy solutions and a precision technology leader in award-winning consumer products, we have a unique opportunity to utilize our complementary businesses to support research and awareness efforts in the fight against colorectal cancer. Toward that endeavor, Olympus is launching a 12-month fundraising program in April 2008 through eBay Giving Works.

Olympus digital cameras sold under the eBay Giving Works program will be shipped with information about colorectal cancer screening, and 10% of the sales proceeds will be split evenly between C3: Colorectal Cancer Coalition ([www.fightcolorectalcancer.org](http://www.fightcolorectalcancer.org)) and the Entertainment Industry Foundation's National Colorectal Cancer Research Alliance ([www.eifoundation.org/national/nccra/splash](http://www.eifoundation.org/national/nccra/splash)) to further their research and advocacy efforts. Olympus believes this will raise awareness of colorectal cancer and facilitate discussions about this disease in the homes and businesses of people who are buying Olympus consumer products online via eBay.



The eBay Giving Works program (<http://givingworks.ebay.com>) is a dedicated charitable listing initiative, providing organizations with a creative way to support causes important to them. Since 2000, more than \$94.5 million has been raised for charity from listings sold on eBay worldwide. ●



## New Flexible Endoscope Reprocessor Exam: Certification establishes critically needed standards

Infection control continues to be a priority in GI and bronchoscopy settings, where flexible endoscopes are the tools of the trade. In large part, infection control efforts rest in the hands of staff members responsible for reprocessing the complex instruments and equipment. Despite this weighty charter, until now, the role of "reprocessor" has lacked uniform guidelines and standards for evaluating the knowledge and skill set necessary to competently fill this critical position.

Certification provides globally recognized, competency-based, measurable standards for GI and bronchoscopy reprocessing personnel, providing them with a career path to improve their training and position. Via a national registry of Certified Flexible Endoscope Reprocessors, healthcare facilities will be able to verify whether reprocessing applicants have met these national standards. Certification of reprocessing personnel will further ensure delivery of safe, quality care to patients and staff.

In response to the urgent need for national, standardized recognition, a certification exam for flexible endoscope reprocessors was launched nationwide in February 2008.

The purpose of the Certified Flexible Endoscope Reprocessor (CFER) exam is to:

- Promote continuing education of reprocessing personnel to ensure safe practices to protect the public.
- Recognize reprocessing personnel who have achieved certification or are seeking recertification through measurable standards for the profession.

- Maintain a publicly accessible certification registry of flexible endoscope reprocessor personnel.
- Promote professional accountability for reprocessing personnel.

The exam tests 10 areas of knowledge, including infection control (12% of exam), reprocessing techniques (13%), standard equipment for endoscopic procedures (19%), chemicals (11%), rules and regulations (10%), safety (14%), basic medical competencies and performance standards (7%), recordkeeping (3%), specimen handling (4%) and ethical standards (7%).

To prepare for the examination, applicants are encouraged to review the suggestions listed in the CFER Candidate Bulletin and they may also purchase a CFER Study Guide. Both the Bulletin and the Study Guide are available at [www.sterileprocessing.org](http://www.sterileprocessing.org). The CFER exam costs \$115 and is offered four times a year throughout the United States, with a testing window of one week for each period. To find a test center near you, visit [www.lasergrade.com](http://www.lasergrade.com) or call 800-211-2754.

The exam is administered by the Certification Board for Sterile Processing & Distribution, Inc.—an independent certification board formed to plan, develop, administer and evaluate a program on an international level to certify those individuals who practice sterile processing, including reprocessing, and distributions activities. "The mission of the CBSPD is to promote and encourage high standards of ethical and professional practice through a recognized, credible credentialing program," explains Nancy Chobin, RN, AAS, ACSP, CSPDM, the executive director for the CBSPD. "This much-anticipated and long-awaited certification exam is a significant step in elevating the industry expectations for flexible endoscope reprocessors." ●

**THE CERTIFICATION BOARD FOR STERILE PROCESSING & DISTRIBUTION, INC. (CBSPD) GRATEFULLY ACKNOWLEDGES OLYMPUS AMERICA FOR THEIR SUPPORT, WHICH MADE THIS CERTIFICATION POSSIBLE.**

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*"PCF-H180AL/I" continued from page 1*

In addition, the scope's Close Focus function enables an enlarged, close-up image to be obtained simply by moving the scope tip to within 2 mm of the site. The four-way angulation (180° up/down and 160° left/right) provides superior, wide-range observation through all contours of the colon.

The PCF-H180AL/I features a generous 3.2 mm channel (inner diameter) to easily accommodate treatment accessories and suction. Also, an auxiliary water jet can be combined with a dedicated flushing pump to enable removal of mucus and debris in the colon via a control button on the scope or on the footswitch unit.

Equipped with the highly acclaimed Innoflex™ variable stiffness technology, the flexibility of the scope's insertion tube can be adjusted to suit each patient's anatomy. Additionally, an ergonomically designed grip enhances the scope's maneuverability, and readily accessible controls and user-programmable switches improve the scope's operability.

The PCF-H180AL/I is compatible with the CV-180, allowing access to the many new features and benefits available on the EVIS EXERA II platform.

For more information about the PCF-H180AL/I, contact your Olympus sales representative. ●

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Are you a current Olympus customer?  Yes  No

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