

OLYMPUS[®]

Your Vision, Our Future

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Explore these topics more at www.olympusamerica.com/enews

Envision

Medical and surgical news for the healthcare community nationwide

Envisioning a better way to communicate: More pertinent-to-you Olympus eNews

Over the past decade, Olympus has been advancing the boundaries of less invasive patient care. The acquisition of Gyrus ACMI has furthered our efforts, bringing together the world's two top purveyors of medical visualization and energy systems. The acquisition has broadened our product and service offerings for the gastroenterology, pulmonology, urology, gynecology, ENT, general surgery and anesthesiology markets, creating tremendous new opportunities.

To better serve the information needs of this diverse audience, Olympus is evolving the way we communicate. Toward that end, we are phasing out the print version of the *Envision* publication. Our goal is to replace it with a variety of electronic news, providing more timely and pertinent information to your organization and specialty while reducing our impact on the environment. **To ensure you continue to receive important information from Olympus, please take a few minutes to enroll for Olympus eNews**, delivered directly to your inbox (see inset for details).

Olympus eNews:

Enroll now for your chance to win!

Enroll or update your profile by Dec. 1, 2009, for your chance to win one of 10 Olympus WS-400S Digital Voice Recorders!



See page 6 for details, or visit www.olympusamerica.com/enews enroll.

The Olympus WS-400S Digital Voice Recorder

Superior audio in style. With 1 GB of internal memory, the compact WS-400S lets you capture over 272 hours of WMA recording with the built-in stereo microphone. Easily store and organize your files and transfer them to your PC with the easy-to-use "USB Direct" design. Simply plug the recorder into your computer's USB port (no cable required) for easy downloading of audio files, documents, image files and more. (\$79.99 retail). ●



Enroll now for your chance to win!
www.olympusamerica.com/enews enroll

Tools You Can Use

OlympusConnect.com:

A resource for GI customers

Olympus is expanding its quality line of products and support services with a new web portal for GI customers. Access best practice guidelines, reprocessing information, white papers, live technical assistance, educational courses and more. For an online demonstration, visit www.olympusamerica.com/DDW. Sign up for your free GI-customer account today at www.OlympusConnect.com.



Repair portal:

Online access for convenient service

Sign up for automated access to online support, including initiating repair orders, approving estimates, checking repair status, confirming delivery schedules, viewing detailed repair histories and checking on consumption of service agreement dollars. Another unique feature of the portal is access to pictorial estimates of your repair that visually depict the damage along with tips to mitigate its recurrence. Call 800-848-9024 to register your facility, or visit www.olympusamerica.com/serviceportal and login with your service order or airbill number.



Virtual Booth for GI:

Experience more of Olympus

Now you can learn more about Olympus' GI products and services presented at DDW 2009 and hear from industry thought leaders on these new technologies, without the need to travel. Visit the Olympus virtual booth to watch video segments highlighting the Endo Capsule®, EU-ME1®, EVIS EXERA® II, OlympusConnect.com, X-Suit NIR® Biliary Metallic Stents, Single Balloon Enteroscopy, EndoWorks® 7 and Transnasal Endoscopy. Visit www.olympusamerica.com/DDW.

EUS justification:

Find out if EUS is right for your facility

Although the initial cost of capital equipment and reimbursement concerns are frequently a deterrent for community hospitals, the financial benefits of EUS can extend beyond the GI department and could factor into the equation. EUS patients may require additional services from the facility, which may create an indirect revenue stream that originated within the GI department, potentially benefiting the facility as a whole.



Olympus EU-ME1 Universal Endoscopic Ultrasound Processor

To determine if EUS is right for your facility, contact your Olympus sales representative to help you:

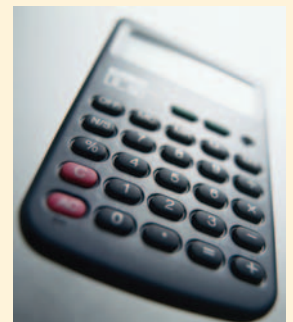
- Understand how EUS could create downstream revenue
- Learn how to generate a prospective return based on specific investment, cost and revenue assumptions
- See how to take steps that could generate a positive return on investment

To learn more or to schedule a free EUS evaluation, talk to your Olympus sales representative.

Dollars & Sense:

Evaluating cash and leasing incentives for your GI lab

Because budget constraints shouldn't affect your standard of care, your Olympus sales representative can work with you to calculate whether cash



and leasing options make economic sense for your facility. You might be surprised to see just how far your dollars can stretch with our new Dollars & Sense incentive program. Flexible financing through Olympus Financial Services® offers:

- 100% financing with low monthly payments, so you have no upfront costs and no need to use bank credit lines
- Cost-Per-Procedure® programs that allow you to pay as you go based on procedural volume
- Optimal cash flow management
- All-in-one solutions, with one monthly bill for equipment, service and supplies to keep administration simple

Talk to your sales representative to schedule a complimentary *Dollars & Sense* review for your facility. ●

Progress on the Minimally Invasive Front

Olympus platform advances LESS

Olympus' newest advanced technology platform allows surgeons to perform minimally invasive, Laparo-Endoscopic Single-Site (LESS) surgery through the umbilicus (bellybutton). The platform combines existing Olympus endoscopic and laparoscopic technology with the new TriPort access system (manufactured by Advanced Surgical Concepts) to perform abdominal surgery through just one incision in the bellybutton. While traditional laparoscopic surgery offers benefits like less pain, faster recovery time and improved cosmesis over open surgery, this single-site surgery has the potential to extend these benefits even further.

Along with the TriPort, the Olympus LESS platform includes the unique, 5 mm, deflectable-tip EndoEYE®, which features the high-resolution camera on the endoscope's distal end.

Dr. Sharona Ross, assistant professor of surgery at Tampa General Hospital, has performed a number of LESS procedures utilizing this advanced technology platform. "This procedure (LESS) is nearly impossible to do without the Olympus EndoEYE, which provides an exceptional digital image while being small and flexible enough to maneuver with other instruments in a small space," explains Ross.



Gyrus ACMI PKS Cutting Forcep

Other Olympus technologies useful in LESS surgery include the EVIS EXERA II® universal platform, featuring both Narrow Band Imaging (NBI™) and HDTV, HiQ+ Hand Instruments™ and the Gyrus ACMI PK Technology platform for grasping and dissecting tissue, and the SonoSurg® Ultrasonic Surgical System, which coagulates blood as it cuts tissue.



SonoSurg® Ultrasonic Surgical System

Olympus grant helps fund NOTES®

With today's advancements in minimally invasive technology, major intraperitoneal surgery may one day be performed without skin incisions using the natural orifices of the body. To address the emerging field of Natural Orifice Transluminal Endoscopic Surgery® (NOTES), a working group consisting of expert laparoscopic surgeons from SAGES and a group of expert interventional endoscopists representing ASGE have joined together as the Natural Orifice Surgery Consortium for Assessment and Research® (NOSCAR) Working Group on NOTES.

In July 2009, NOSCAR announced the first NOTES multicenter human trial in the United States involving NOTES cholecystectomy (gallbladder removal) versus conventional laparoscopic cholecystectomy.

To assist NOSCAR's efforts, Olympus recently granted an additional \$250,000, increasing Olympus' total funding for NOTES research to \$1.25 million. For more information, visit www.noscar.org.



New Products and

EU-ME1 universal endoscopic ultrasound processor

The EU-ME1 is the world's first universal endoscopic ultrasound processor to combine electronic and mechanical scanning for both gastrointestinal and pulmonary applications in a single device. The ideal solution for GI endoscopists performing endoscopic ultrasound (EUS), and pulmonologists and thoracic surgeons performing endobronchial ultrasound (EBUS), the EU-ME1 uniquely brings together exceptional endoscopic imaging, ultrasound scanning and interventional capabilities compatible with Olympus EUS and EBUS products.

"Many of Olympus' ultrasound endoscopes and probes that previously required different processors can now be used with one system—possibly reducing cost and procedure time while providing the best quality imaging with color Doppler and electronic scanning," says Dr. Robert Hawes, professor of medicine, Digestive Disease Center, Medical University of South Carolina.



Olympus EU-ME1

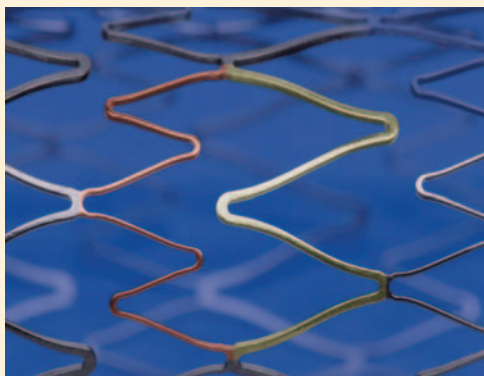


EUS and EBUS combine endoscopy and ultrasound in order to obtain the most accurate, high-resolution images and information about the digestive tract and bronchial tree and the surrounding tissue and organs. The applications for EUS and EBUS have continued to expand and are now used to assess several types of cancer.

Technological Advances

X-Suit NIR® biliary metallic stent

The new X-Suit NIR® biliary metallic stent is designed with exceptional anatomic conformability and superior radial support—features critical in helping to relieve the symptoms associated with pancreatic, liver and bile duct cancers.



X-Suit NIR® Biliary Metallic Stent

The stent's proprietary NIRflex™ cell design provides flexible construction to fit the shape of any biliary duct. Constructed of Nitinol, the stent is water-jet cut and electro-polished for much greater durability. Each strut is also rounded, helping to reduce stress to the tissue and prevent damage to the bile duct and duodenal walls.

To ensure precise placement of the stent during a therapeutic procedure, the X-Suit NIR has virtually no foreshortening. In addition, each end of the stent features five radiopaque markers that allow physicians to determine the position of the stent under an X-ray prior to deployment. The ease of deployment combined with superior radial support makes the X-Suit NIR biliary metallic stent ideal for re-establishing biliary flow. For more information, visit www.olympusamerica.com/xsuit.

Endo Capsule® Software Version 1.0.2A*

High-resolution imaging, real-time viewing, state-of-the-art proprietary workstation and user-friendly software make the Olympus Endo Capsule® a comprehensive and powerful system for examining the small bowel. And the new Endo Capsule Software Version 1.0.2A employs specific proprietary technologies, including:

- **Overview Function:** Displays characteristic images of the exam as stills on a single contact page
- **Express Viewing Modes:** Analyzes the data for redundant images for easy, quick observation
- **Red Color Detection:** Adds advanced sensitivity and specificity in red color detection and helps demarcate the exact location of the selected image
- **Auto Speed Adjustment:** Reduces exam time by detecting repetitive images and adjusting playback speeds automatically
- **Overlap/Sequential Modes:** Allows viewing of 2 or 4 images simultaneously in overlap or sequential modes
- **Landmarks/GI Markers:** Helps set GI tract anatomical landmarks and calculates distance between these structures with color-coded markers
- **Structure Enhancement:** Includes 8 high-contrast levels and 7 passive structure enhancement modes
- **Improved Report Generation:** Allows more flexibility in font size, thumbnails, and patient and facility information

With these enhancements, Version 1.0.2A sets the gold standard for observation of clinical data. And now even facilities watching their budgets can take advantage of this technology through the Endo Capsule Loyalty Program. Olympus furnishes the needed hardware and software; you simply pay-as-you-go with each capsule purchase. Speak to your sales representative for details.

* All current Endo Capsule customers will receive the Version 1.0.2A update.



New FlexClean895 detergent

The new FlexClean895 flexible endoscope cleaning detergent is now available through Olympus. It has been rigorously tested and approved for material compatibility with all Olympus flexible endoscopes, and it offers many advantages over other popular detergents, including:

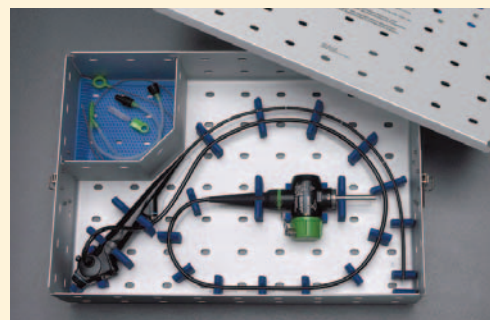


- **Cost Savings:** Highly concentrated, requiring only 1 ounce per 4 gallons of water, making it economical and reducing shipping expenses
- **Superior Cleaning Efficacy:** Superior in cleaning efficacy when compared to popular enzymatic detergents
- **Environmentally Safe:** Biodegradable and safe for use with all Olympus flexible endoscopes
- **User Friendly:** Desirable features relative to smell, color, foaming and ease of use incorporated into the detergent formulation

For more information, contact your sales representative.

Autoclavable bronchovideoscope

The Olympus BF-Q180-AC is the world's first autoclavable bronchovideoscope, offering the ideal reprocessing solution for your facility. Made from proprietary materials and parts that can withstand the high temperatures and pressures of steam sterilization, the BF-Q180-AC delivers high-resolution, large-size images that aid in efficient examination of the bronchial tree. This exceptional image quality coupled with Narrow Band Imaging (NBI™) technology sets a new gold standard in bronchoscopic performance. For more information, visit www.olympusamerica.com/bf. ●

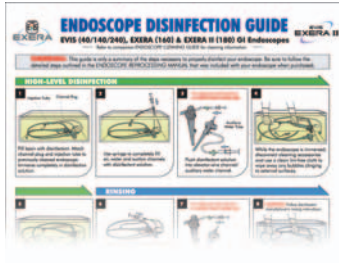


Reprocessing Reminders

Reprocessing resources:

Proper reprocessing plays crucial role in infection control

Even with minimally invasive modalities, there are always certain risks to



performing a procedure. Some of those risks cannot be controlled—but risks associated with improper reprocessing or sterilization can be. In past issues, we produced a series of reprocessing and repair tips that help protect your equipment and the safety of your patients. For access to these articles, visit www.olympusamerica.com/prevention and www.olympusamerica.com/cds.

Reprocessors exam:

Training is your first line of defense

In large part, infection control efforts rest in the hands of staff members responsible for reprocessing the complex instruments and equipment used during procedures. It is critical that these staff members be highly trained and up-to-date on proper reprocessing protocols. Course listings designed for reprocessing staff are available at www.olympusuniversity.com. All healthcare facilities are also encouraged to ensure competency of reprocessing personnel through certification as a Certified Flexible Endoscope Reprocessor (CFER). Details available at www.sterileprocessing.org and at www.olympusamerica.com/cfer. ●



Eddie On...

Minimizing downtime through repair exchange programs

Waiting for the return of a repaired scope or procedure is a bit like being stuck in traffic when you're trying to catch a plane. It's often frustrating and may put your entire schedule at risk. Whether it's the urgency of the OR suite or the loaded case schedule of a GI lab, we understand that minimizing equipment downtime is critical.

To help expedite the process for extensive repairs, Olympus offers exchange programs for our surgical, medical and Gyrus ACMI equipment. For the same price as a refurbishment on your own equipment, exchanges allow you to trade in your damaged equipment for a refurbished unit, saving you considerable time. In fact, 96% of our customers choose the replacement option rather than waiting for refurbishment repairs on their original equipment. Olympus offers that choice through three exchange programs:

Repair Exchange Program:

For medical and surgical equipment

With this program, customers can request a refurbished unit in exchange for their defective one after Olympus has received and evaluated it. There are approximately 400 Olympus models of surgical, ultrasound and flexible scopes, camera heads and electronics that can be serviced under this program. When the customer selects and approves a repair exchange, 98% of the time Olympus will ship the replacement unit the same day approval is received.

Advanced Replace™ Program (ARP):

For surgical equipment and camera heads

In contrast, this program provides surgical customers with the option of requesting a refurbished replacement unit in advance of Olympus receiving their defective one.

A customer can request and approve a replacement the moment their unit goes down and receive the replacement the next business day



98% of the time. This program covers 135 of our most popular product models, including Olympus scopes, camera heads and video cables. To maintain device traceability, ARP units are reserialized to match the equipment's original serial number.

REX Program:

For Olympus' Gyrus ACMI equipment

Very similar to ARP, REX (Repair Exchange) is designed specifically for Gyrus ACMI equipment. Through REX, ACMI customers can elect to receive a next-business-day refurbishment replacement for their damaged equipment, with most Gyrus ACMI models available for exchange.

At Olympus, we strive to offer ways to reduce your downtime and control your costs by providing reliable repairs, a full complement of service protection plans and convenient exchange programs. I encourage you to contact your sales or service representative if you'd like more information regarding any of these options.



Eddie Garcés

Vice President,

Olympus Medical Production Repair Group,
Chief Quality Improvement Officer

www.olympusamerica.com/repairservices

