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Volume 3

Issue 2

Spring 2001

Serving Our Endoscopy Partners *N*ationwide

## ASGE CHAMPIONS EDUCATION

*“The ASGE is now recognized as the premier specialty society dedicated to the education of its physician members in the appropriate use of endoscopic techniques for the diagnosis and treatment of gastrointestinal diseases.”*

**Michael B. Kimmey, M.D.**  
President, ASGE



**Drs. Kimmey (left) and Lieberman visit the Olympus National Service Center.**

**Michael Kimmey, M.D.**  
President, ASGE

*Assistant Chief for Clinical Affairs,  
Division of Gastroenterology  
Professor of Medicine, University of  
Washington*

*Director of GI Endoscopy, Section  
Chief in Gastroenterology, UWMC*

**David Lieberman, M.D.**  
President-Elect, ASGE

*Chief, Division of Gastroenterology  
Oregon Health Sciences University*

*In March, the President and President-Elect of the American Society for Gastrointestinal Endoscopy (ASGE), Drs. Michael Kimmey and David Lieberman, respectively, visited with Olympus at our National Service Center. During their visit, we had the opportunity to talk with both doctors about ASGE.*

### **Enriching the history of endoscopy**

Founded in 1941, the association has been integral to the development and progress of endoscopy for over 60 years. Today, the organization represents over 7,000 gastroenterologists, surgeons and other digestive health specialists. “As the preeminent organization promoting the excellence of endoscopy, it’s hard to describe the history of this branch of medicine without discussing the role of ASGE,” observed Lieberman.

### **Providing access to learning resources**

One of the primary ways ASGE fulfills its mission is by providing access to up-to-date, quality education and learning resources. “ASGE firmly believes that endoscopy should be performed by people who truly understand GI disease management rather than *just* the procedure,” explained Kimmey. To that end, ASGE is involved in everything from introductory training through post-graduate education to scientific and medical meetings as well as industry publications and a vast assortment of educational aids.

### **Disseminating information to the physician community**

As new procedures, devices and treatment modalities are developed, ASGE helps to disseminate the information throughout the physician community. ASGE shares industry information through its post-graduate courses and other educational venues, such as the ASGE Learning Center—a frequently updated collection of videotapes available for study. Another important method for disseminating industry knowledge is the association’s official journal, *Gastrointestinal Endoscopy*. “This is one of the leading gastrointestinal publications in the world,” stated Kimmey.

### **Promoting industry relationships**

ASGE actively promotes strong relationships with industry partners in the medical device and pharmaceutical industries. New endoscopes, accessory devices and pharmaceuticals are needed for the association to carry out its vision.

*...continued on page 7*

**FREE PEN**  
See page B.



## CLINICAL & BIOMEDICAL ENGINEERS AND TECHNICIANS

PHYSICIANS,  
NURSES & HOSPITAL ADMINISTRATORS

EDUCATORS & RESEARCHERS

MANUFACTURERS,  
DISTRIBUTORS  
& GOVERNMENT REPRESENTATIVES...

## HEALTHCARE PROFESSIONALS WITH AN INTEREST IN MEDICAL DEVICES—

*This annual event is for you!*

Join more than 2,300 other attendees at the AAMI Conference and Expo—the preeminent learning experience for healthcare technology management professionals. Sponsored by the Association for the Advancement of Medical Instrumentation (AAMI), AAMI 2001 is designed to jump-start your thinking and develop solutions to current challenges.

### This year's event will include:

- Over 70 information-packed educational sessions on such topics as convergence of IT and medical device technology
- A preview of technologies emerging in the next 3 to 5 years
- New products and services from over 120 exhibitors

For more information or to register for this important event, visit the association's website at [www.aami.org](http://www.aami.org).

*Visit Olympus during AAMI 2001 at Booth #111.*

## BIOMEDICAL TRAINING SESSION AT AAMI 2001

### *Olympus Electronic Video Imaging Systems Setup and Support*

#### PREREGISTRATION REQUIRED DUE TO LIMITED SPACE

Held at The Johns Hopkins Hospital  
Saturday, June 9, 2001 or  
Sunday, June 10, 2001

*"The Olympus training session at last year's event was well received, so we've incorporated more hands-on training modules into AAMI 2001."*

**Shirley Nycum**  
Vice President  
of Education for AAMI

See page 6 for additional biomedical training options offered throughout the year, or **select [A] on the Request Form on page 8** for an information package.

#### HANDS-ON TRAINING

As part of the AAMI Technology Operations and Support Track, Olympus will offer a training session on the setup and support of Olympus Electronic Video Imaging Systems during AAMI 2001 at The Johns Hopkins Hospital. "The main goal of this track is to provide take-away skills for attendees so they get real value for their participation," says Andrew Currie, CBET, co-chair for this year's AAMI 2001 Technology Operations and Support Track and a biomedical engineer at The Johns Hopkins Hospital since 1990.

#### COURSE TOPICS

This one-day course will review the setup and wiring configuration of endoscopic and integrated surgical video imaging systems including the chip technology inside the Olympus endoscope. Participants will gain insight into the functionality of the camera chip (CCD) and cabling, and learn troubleshooting techniques for both

OR and GI endoscopy equipment. Attendees will also learn about the compatibility of different endoscopes, video processors and video ancillary components in addition to the proper procedures for returning equipment for repair or requesting a site visit. The session will be divided between lecture and hands-on training with participants rotating through various workstations to learn troubleshooting techniques.

#### REGISTRATION

The course is limited to biomedical hospital personnel working directly with Olympus endoscopy equipment. Participants must have a basic working knowledge of endoscopy. Preregistration is required and is limited to the first 36 applicants for each session.

For more information or to register for this course, please visit the AAMI website at [www.aami.org](http://www.aami.org) or call 800-332-2264 ext. 260.

## OLYMPUS SURGICAL PRODUCTS

*Insist on Olympus Surgical Product Repair Solutions for the O.R. Suite*

### MEASURING UP TO THE OLYMPUS STANDARD

Protect your valuable Olympus equipment. By using Olympus repair service, your equipment maintains its precise functionality, ensuring both patient safety and your peace of mind. No matter what the other service providers claim, they can't measure up to the Olympus standard.

### OUR FIVE NEWEST MINOR-LEVEL REPAIRS

Olympus continues to introduce new cost-saving surgical repairs designed by Olympus Research and Development. All Olympus repairs guarantee that your valuable equipment is returned to its original high level of functional performance enabling surgeons to trust what they see to safely perform procedures.


**NEW**

### COST-EFFECTIVE SURGICAL REPAIR SOLUTIONS

**PRICE**

#### COVER GLASS POLISHING (405A)

**\$ 135**

Stains and scratches on eyepiece and outer tube window are removed using Olympus proprietary polishing material. Olympus quality assurance inspection is performed.

#### INSPECTION & EXTERNAL POLISHING (407A)

**\$ 90**

Entire surgical instrument is carefully examined utilizing Olympus quality inspection steps to ensure product safety and performance. External elements are buffed and polished.

#### LASER MECHANISM ALIGNMENT (404A)

**\$ 315**

Telescope cone is fully disassembled. Adjustment screws are replaced. Telescope is calibrated using Olympus proprietary laser alignment tools. Olympus quality assurance inspection is performed.

#### MOISTURE EXTRACTION PROCESS (408A)

**\$ 225**

Eyepiece window is carefully disassembled. Moisture is extracted from instrument using an exchange air oven. Eyepiece window is reassembled and tested. Telescope is sealed and autoclaved to ensure airtight integrity. Olympus quality assurance inspection is performed.

#### OPTICAL FOCUS ADJUSTMENT (406A)

**\$ 235**

Eyepiece window is disassembled to expose objective ocular. Precise adjustments are made using Olympus proprietary tools. Focusing mechanism is locked. Telescope is sealed and autoclaved to ensure airtight integrity. Olympus quality assurance inspection is performed.

**FOR MORE INFORMATION ABOUT OLYMPUS SURGICAL PRODUCT REPAIR SOLUTIONS FOR THE O.R. SUITE, SELECT [B] ON THE REQUEST FORM ON PAGE 8. OR YOU MAY CONTACT OLYMPUS SURGICAL PRODUCTS CUSTOMER CARE AT 800-548-5515.**

# EVERY MINUTE COUNTS...

The 5-minute high-

*With an immersion time of five minutes, Rapicide\* is the fastest high-level disinfectant you can buy today. Offered by MediVators, one of the world's leading endoscope disinfection equipment manufacturers, Rapicide is compatible with Olympus flexible endoscopes and the Olympus line of disinfectors by MediVators.\*\**

## SAVE TIME AND MONEY

By speeding up your flexible endoscope reprocessing and turnaround times, Rapicide gives you more time to perform more procedures. That results in higher revenue for your department. In addition, Rapicide costs only pennies more than standard 14-day glutaraldehydes and can increase automated endoscope reprocessors' (AER) daily disinfection cycle volume by as much as 55%.

### OLYMPUS DISINFECTORS: DAILY AUTOMATED REPROCESSOR CYCLE VOLUME†

Standard 14-Day Glutaraldehyde	18 cycles/day
Rapicide High-Level Disinfectant and Sterilant (28-day use life)	28 cycles/day

† Comparison sheet available upon request.

### AUTOMATED REPROCESSOR GERMICIDE COST/CYCLE†

Olympus DSD with Rapicide	\$1.60
Olympus DSD with Cidex® OPA	\$2.90
STERIS System 1® w/STERIS 20™ Sterilant Concentrate	\$4.95

† Comparison sheet available upon request.



### NO ACTIVATION, MIXING OR BLACK STAINING

Rapicide comes ready to use. No activation. No mixing. No black staining. That means less time handling the solution and less exposure to fumes while filling the AER reservoirs. The other good news is that Rapicide will not permanently discolor work surfaces, equipment or clothing.

### DISINFECT AND PROTECT

Rapicide allows you to disinfect and protect your flexible endoscopes at the same time. Rapicide's compatibility with Olympus flexible endoscopes means you are likely to have fewer endoscope service issues.

# RAPICIDE™ BY MEDIATORS

level disinfectant



...BECAUSE TIME IS MONEY

*With Rapicide's unrivaled speed, efficiency and material compatibility with Olympus flexible endoscopes, you can minimize your equipment needs and significantly lower your costs per procedure.*



## RAPICIDE

<b>Product Specifications</b>	Contains 2.5% glutaraldehyde. Intended for use in automated endoscope reprocessors (AERs) with disinfectant reservoir heaters capable of maintaining a constant minimum temperature of 35°C/95°F. (Must remain heated at all times in the AER.)
<b>Purpose</b>	High-level disinfection in just 5 minutes at 35°C/95°F. Sterilization in 7 hours and 40 minutes at 35°C/95°F.
<b>Compatibility</b>	Compatible with Olympus flexible endoscopes and Olympus endoscope disinfectors by MediVators (Olympus DSD, MV-1 and MV-2).
<b>User-friendly</b>	No activation or mixing required.
<b>Efficiency</b>	Increase daily cycle volume by up to 55% over standard 14-day glutaraldehydes.
<b>Shelf Life</b>	12 months (unopened), 28 days at 35°C/95°F (opened).
<b>Packaging</b>	4 one-gallon bottles per case. (Available in case quantities only.)
<b>Ordering</b>	Order from Olympus at 800-848-9024, catalog number ML02-0059.
<b>Potency Indicators</b>	3M Comply™, SteriLog™ 1.5% Glutaraldehyde Monitor (3M catalog number 3938 MM). Call 3M at 800-228-3957 for assistance in locating a medical supply dealer in your area.

*Ask your Olympus sales representative about the complete line of Olympus disinfectors by MediVators. Or call Olympus Customer Care at 800-848-9024. For more information on Rapicide, select [C] on the Request Form on page 8.*

\* Rapicide™ High-Level Disinfectant and Sterilant.

\*\* Rapicide Material Compatibility Position Statement available by contacting Olympus America Inc.



Olympus University

Principle  
Training  
Application  
Maintenance

## BIOMEDICAL AND CLINICAL ENGINEERS

### *Specialized Training on Olympus Equipment*

Olympus has designed a training program to build a unique, mutually supportive relationship between Olympus and key biomedical departments throughout the United States. By bringing some of the Olympus repair expertise in-house, our customers' biomedical and clinical engineers are able to reduce their repair costs and maximize the uptime of their facility's endoscopy equipment.

### OLYMPUS BIOMEDICAL TRAINING PROGRAM

The Olympus Biomedical Training Program courses provide increasing levels of specialized training on Olympus equipment starting with diagnostic endoscope inspections and electronics video systems setup through advanced endoscope equipment repairs.

### COURSE OFFERINGS

**Introduction to Image Manager Computer System (9-050)**  
\$495.00 (one day)

**Endoscope Inspection (9-090)**  
\$495.00 (one day)

**EVIS System Setup and Support (9-100)**  
\$495 (one day)

**Endoscope Minor Repairs—Series I (9-110)**  
\$3,975 (five days)

**Endoscope Minor Repairs—Series II (9-111)**  
\$3,975 (five days)

**Introduction to Surgical Product Systems (9-200)**  
\$495 (one day)

### REGISTRATION

Due to the technical nature and hands-on approach of all of these training courses, class sizes are limited. Early registration is recommended. Facilities sending personnel to these sessions will be required to sign an agreement with Olympus. Class dates are subject to change, so please check with Olympus for current schedules.

For more information or to register for any of these courses, please contact Olympus at 800-645-8100 ext. 5499, or **select [A] on the Request Form on page 8** to request an information package.

[www.biomed.olympusuniversity.com](http://www.biomed.olympusuniversity.com)

*“By performing Olympus minor repairs, biomedics can realize a significant repair cost savings, improved equipment turnaround time and ongoing maintenance cost reduction.”*

**Kevin L. Mays**  
Clinical Engineering Department  
University of Virginia Health System

## GI PROFESSIONALS

### *Managing Today's GI Lab*

Olympus University brings our 7 contact hour, accredited course to 10 cities in 2001. Designed to broaden your knowledge and understanding of today's hottest GI Endoscopy issues, *Managing Today's GI Lab* is a “not to be missed” educational event geared specifically for professionals in the field of endoscopy.

### COURSE TOPICS

- Current Healthcare Trends
- Today's Reimbursement Issues
- Reprocessing & Repair Reduction
- Capital Equipment Financing Options
- Improving Efficiency in the GI Lab
- Accessory Cost Containment
- Developing a Business Plan
- Endoscopy Solutions & Success Stories

### REGISTRATION

To register or receive our informational brochure, please contact the Olympus University Hotline at 800-645-8100 ext. 6200 or e-mail us at [University@Olympus.com](mailto:University@Olympus.com).

### COURSE FEE

\$125 (including breakfast, lunch and all course materials).

*Serving Our Endoscopy Partners  
Nationwide*

**EDITORIAL TEAM**

Executive Director of Professional Services:  
*Sandra McDonald*

Marketing Communications Manager:  
*Lorraine Botti*

Editor:  
*Hilda Barrs-Mosenthine*

Senior Writer:  
*Cathy Henley*

Contributors:  
*Frank Canonica  
David Delgado  
Scott Froehlich*

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**CORPORATE HEADQUARTERS**

*Olympus America Inc.  
Two Corporate Center Drive  
Melville, NY 11747-3157  
631-844-5000  
www.olympusamerica.com*


**FREE INFORMATION**

*Fill out the Request Form on page 8 and  
then respond to us by fax, mail, e-mail or  
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 To help conserve the forests of the world,  
*In Service* is printed on recycled paper.

*Drs. Lieberman and Kimmey signing copies of the book,  
A Brief History of Endoscopy, for our drawing.*



**ASGE CHAMPIONS EDUCATION**  
*...continued from page 1*

“We depend on our industry partners to make these devices or develop the drugs. On the other hand, for endoscopy to move forward, the industry needs our feedback to make the equipment or drugs more effective,” stated Kimmy.

On their recent visit to the National Service Center, Lieberman applauded Olympus for the company’s focus on high-quality repairs. “The operation we encountered at San Jose was outstanding,” he said. “The Olympus tour provided us with insight on the inner workings of an endoscope and demonstrated how the quality of a repair can seriously impact the success of a procedure and the safety of the patient.”

**Learning from the past  
to envision the future**

More detailed information about ASGE’s key role in the advancement of endoscopy is chronicled in Irvin M. Modlin’s recently released book, *A Brief History of Endoscopy*. Three signed copies of this beautifully rendered publication will be given away. **Select [D] on the Request Form on page 8** to enter our drawing.

“This is a remarkable text,” said Lieberman. “I believe it is useful and important to reflect on where endoscopy has been because it puts current-day advances in perspective and challenges you to think about where the discipline should be headed in the future.”

For more information about ASGE or its educational programs, you may contact the ASGE Meetings Department at 978-526-8330 or visit the association’s website: [www.asge.org](http://www.asge.org).

*Drs. Kimmey and Lieberman were  
interviewed by Cathy Henley. Article  
and photos printed with permission.*

# OLYMPUS REQUEST FORM

Receive valuable information from Olympus—FREE

Want more information? Fill out the form below and select the most convenient method to send in your request:

**MAIL: Olympus Endoscopy Service**

**FAX: 612-942-6940**

**E-MAIL: InService@olympus.com**

**PHONE: 800-645-8100 x 6331**

2400 Ringwood Avenue  
San Jose, CA 95131-1700



(Leave a detailed request and mailing/contact information.)

## OLYMPUS CUSTOMER CARE

For pricing, product information or repair services, contact our customer care center:

## ENDOSCOPY MEDICAL PRODUCTS

800-848-9024  
800-228-4963 Fax

## SURGICAL MEDICAL PRODUCTS

800-548-5515  
800-833-1482 Fax

- Add my name to your mail list.
- Delete my name from your mail list.

Your Name: \_\_\_\_\_

ONLY FILL OUT NAME

Title: \_\_\_\_\_

AND ADDRESS INFORMATION

Facility Name: \_\_\_\_\_

IF DIFFERENT THAN

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MAILING LABEL BELOW,

Facility Address: \_\_\_\_\_

OR TO ADD YOUR NAME

\_\_\_\_\_

TO OUR MAIL LIST.

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Facility Website: \_\_\_\_\_

**Yes! Please send me the following valuable information. Make sure to mark  in the boxes below for the information you are requesting:**

- A** Olympus Biomedical Training Program information package
- B** Olympus Surgical Product Repair Solutions for the O.R. Suite
- C** Rapicide High-Level Disinfectant and Sterilant Promotional Brochure
- D** **Yes!** Please enter me in your drawing for the book, *A Brief History of Endoscopy*, by Irvin M. Modlin. Qualifying entries must be received by May 15, 2001.



### Write in Style — Free Pen

Help us improve the delivery of our accredited educational courses. Answer our survey and we'll send you an elegant pen. (Don't forget to fill out the top portion of this form.)

**What study formats for contact hours would you be interested in? (1=not interested, 5=very interested):**

Live classroom/seminars	1	2	3	4	5
On-line courses via the Internet	1	2	3	4	5
Do you currently have Internet access:	<input type="checkbox"/> No, or	<input type="checkbox"/> Yes at:	<input type="radio"/> Home	<input type="radio"/> Work	<input type="radio"/> Other
Taped courses on video	1	2	3	4	5
Taped courses on audio	1	2	3	4	5
Taped courses on CD ROM	1	2	3	4	5
Other (please describe):					

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FOCUS ON LIFE

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(Please perforate and send or fax entire page for fulfillment.)