

OLYMPUS®

In SERVICE

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Volume 4

Issue 1

2002
Special EditionServing Our Healthcare Partners *N*ationwide

This special edition of In Service is dedicated to highlighting some of the unique educational opportunities and resources available through Olympus University — the educational division of Olympus America's Medical Systems Group.



To request a copy of the Olympus University 2002 Course Catalog, see page 11 for details.

THE CONCEPT BEHIND THE CAMPUS

Since its inception, Olympus has been educating customers on its products, providing them with care and maintenance training, and sharing best practice recommendations for their GI lab and OR department. Olympus University (OU) was created in 1999 in response to our customers' requests for quality educational materials and events geared specifically toward the fields of Gastroenterology and Surgery. The formation of OU was the consolidation and expansion of the efforts of many individuals, with the goal of providing cutting-edge, comprehensive educational programming to the healthcare professionals we serve.

The University offers Design I [live] and II [home study] educational courses and technical certification programs. The courses are designed to help further the skills, knowledge and experience of the medical practitioner from physicians

and nurses to biomedical/clinical engineers, technicians and administrators. OU is also a fully accredited provider of contact hours to nurses in all 50 states.



Whether partnering with the National Colorectal Cancer Roundtable (NCCRT) in promoting cancer screening initiatives, helping to introduce groundbreaking new medical technologies, providing accredited educational opportunities or supporting more than 250 live courses/workshops annually, including international symposia such as EUS 2002, OU is dedicated to working with our healthcare partners to improve the quality of life for the patients we all serve.

OUR COMMITMENT TO YOU: A WORD FROM MANAGEMENT



It is our purpose as a company to create new and better ways to help our clinical providers preserve and enhance the quality of life for the millions of people they serve. Olympus University has been and continues to be an invaluable resource for helping us achieve this. The seasoned nursing professionals, EUS clinical specialists and service support staff who comprise the Olympus University faculty are committed to a common goal: to give you peace of mind by helping to meet your needs and deliver product and service solutions through an unparalleled educational curriculum. As you read through these pages, I believe this commitment will be clearly evident.

David McKinley
Group Vice President
Medical Systems Group
Olympus America Inc.

FREE OU TOTE BAG
See page 12.

*Serving Our Healthcare Partners
Nationwide*

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CIRCULATION

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FREE INFORMATION


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 To help conserve the forests of the world, In Service is printed on recycled paper.



All of us in the medical industry have seen our roles evolve with the introduction of new technologies and increasingly competitive pressures. We are no longer defined by a single title (physician, nurse, biomed, technician or administrator), but rather by a complex layering of seemingly rival concerns that require us to be caregiver and business manager all rolled into one. We're constantly stretched by the demands of delivering superior care while addressing profitability issues and regulatory requirements.

This truly was the impetus behind the creation of Olympus University — to ensure the success of our customers through educational and consulting endeavors that help them run profitable, productive, leading-edge facilities while placing patient safety and care foremost. One of the reasons Olympus continues to be successful as a leading innovator in new medical technology is our partnership with the healthcare community. By working together, we all move forward toward a better and brighter future.

Through long-standing relationships with healthcare practitioners and associations, we stay attuned to the needs, concerns and changing requirements of the industry. Another goal of Olympus University is to

harness the tremendous pool of information available, refine it, and then share this knowledge with our customers. Our course offerings are designed to be flexible, comprehensive, accessible and pertinent — constantly updated to meet the concerns of today's GI lab and OR department.

On behalf of the entire Olympus University team, I am pleased to present you with this special edition of *In Service* — dedicated to showcasing the educational programs that we will present in 2002, as well as our vision for the future. We hope that you will find our courses and materials to be insightful, thought-provoking and highly relevant to your daily practice.

For course details, please refer to the Olympus University 2002 Course Catalog. With a goal of continuous improvement in all that we do, we welcome your feedback — it is what drives our educational portfolio. We encourage you to contact us at university@olympus.com and to visit our website (www.olympusuniversity.com) for updates in courses and locations. We look forward to seeing you around the country at an Olympus University educational event!

Elaine Gibson Gilrane

ELAINE GIBSON-GILRANE, RN, CGRN
MANAGER OF PROFESSIONAL EDUCATION
CURRICULUM DEVELOPMENT
OLYMPUS UNIVERSITY





COURSE OFFERINGS

Whether you are a physician, nurse, technician, biomedical engineer or administrator, Olympus University provides a full range of programming designed to keep you on the leading edge of the latest developments in the dynamic and challenging fields of Gastroenterology and Surgery. Our courses will assist you in maintaining your license, enhancing your knowledge base and improving the standard of healthcare delivered to the patients we all serve.*

* In states where continuing education is a licensing renewal requirement.

REGISTRATION AND COURSE INFORMATION

<i>GI & OR Strategies 2002 Solutions for the Practicing Professional</i>	<i>page 4</i>
<i>Focus on Endoscopy in the New Millennium</i>	<i>page 5</i>
<i>Bronchoscopic Electrosurgery</i>	<i>page 5</i>
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<i>Maximizing Your Endoscopic Image and Performance . . .</i>	<i>page 7</i>
<i>EUS 2002: The 13th International Symposium on Endoscopic Ultrasonography</i>	<i>page 7</i>

Please refer to the Olympus University 2002 Course Catalog for all program details, including agendas, faculty, dates, locations, course fees, registration and accreditation information. On the following pages are brief overviews of the courses currently available through the University.



GI & OR Strategies 2002 Solutions for the Practicing Professional

Live
Program

GI & OR PROFESSIONALS



A content-rich course for GI and OR professionals and administrators to provide them the business, clinical and financial management skills needed to survive and thrive in today's changing healthcare environment.

Olympus University's two most popular courses, *Managing Today's GI Lab* and *How to be an Effective Perioperative Resource Manager in the 21st Century*, have been combined and expanded into an information-packed, two-day program. This robust curriculum features general seminars on industry issues relevant to all GI and OR professionals, as well as breakout sessions tailored to the specific needs of the GI lab and OR department. The new curriculum includes:

GENERAL SESSIONS

- Healthcare Trends
- The Scope of Compliance
- Reimbursement: Basic Principles for Today's Healthcare Setting
- EASC/ASC/Office Endoscopy Development
- Capital Equipment Acquisition
- Interactive Solutions to Yesterday's Problems

BREAKOUT SESSIONS

GI Track

- Reimbursement for the GI Lab
- Efficiency Issues in the GI Lab
- Realizing Cost Containment with Accessory Options in the GI Lab
- New GI Technologies
- GI Endoscope Reprocessing & Repair Reduction

OR Track

- Reimbursement for the OR Department
- Understanding Tomorrow's OR Technology: Pros & Cons
- Balancing Fiscal Responsibility, Clinical Care & Cost in the OR Department
- Hot Topics in the OR
- OR Equipment Reprocessing & Repair Reduction

"The Olympus GI lab management course provides key subjects in a very organized format. Many RNs say they learn more in one day from the Olympus program than from any other course. The nurse educators are all fantastic — extremely smart, personable, great presenters. I can't say enough!"

Kathryn (Katie) Snyder, RN, BSN
Clinical Care Manager/Adult GI
Newton Wellesley Hospital
Newton, MA

"Our facility hosted 'Managing Today's GI Lab.' This Olympus course covered critical, up-to-date topics including reimbursement requirements for out/inpatient areas as well as operational efficiency issues. The speakers were quite engaging and knowledgeable. I encourage my peers to attend this invaluable conference."

Patti Wilbur, RN, BSN, CGRN
Clinical Supervisor
Virginia Mason Medical Center
Seattle, WA

"The Olympus OR management course was highly informative — a dynamic seminar that provided a wealth of knowledge and resources to assist perioperative leaders in meeting today's many challenges. Truly, it was one of the most stimulating and informative courses I've ever attended. Olympus has demonstrated a wonderful ability to inform as well as to listen so we can continue to grow together."

Rita Connaughton, RN
Director of Perioperative Services
Johnson Memorial Hospital
Stafford Springs, CT

\$395 per person. Expanded 2-day course. Includes continental breakfast, lunch, dinner, two snack breaks and curriculum. 12 contact hours awarded. (Please see the Olympus University 2002 Course Catalog for details.)



“It is my sincere wish that these modules will provide you with a thorough understanding of the major and evolving issues in both diagnostic and therapeutic endoscopy. It is our intent to have you view the endoscope as both a primary tool to aid in diagnosis, and a vehicle to deliver therapy in the management of gastrointestinal diseases. In this sense, the evolution of endoscopic accessories takes on as critical a role as the endoscope itself. The text of these modules has been carefully prepared by the contributing faculty to provide you with the most current thinking and experience in endoscopy.”



Christopher J. Gostout, MD
Professor of Medicine and
Director of Endoscopy
Mayo School of Medicine

Focus on Endoscopy in the New Millennium

Home Study/
Enduring Materials



PHYSICIANS

Designed for physicians to acquire state-of-the-art treatment protocols and clinical strategies for the prevention, diagnosis and management of diseases of the GI tract and pancreas.

This important series of continuing medical education programs features content developed by Christopher Gostout, MD, and other endoscopy experts from the prestigious Mayo Clinic and key institutions throughout the country.

The six course modules are divided into the following areas of study:

- Colonoscopy Update
- Current Management Options for GI Bleeding and Emergencies
- Advances in ERCP: Applications and Techniques
- Progress in Endoscopic Ultrasound
- Innovations in Esophageal Endoscopy
- Pancreatic Disorders: Comprehensive Endoscopic Approaches

\$75 per module (\$400 for all 6) plus \$20 per module for credit. Includes written program materials and a CD-ROM of live case footage. 1.5–2.0 hours of category 1 CME credit. (Please see the Olympus University 2002 Course Catalog for details.)

Bronchoscopic Electrosurgery

Home Study/
Enduring Materials

Coming Spring 2002!

PHYSICIANS

This NEW physician CME accredited home-study program will provide an introduction to the use of electrocautery techniques for managing tracheobronchial obstruction due to a variety of causes. Electrocautery may be used as an outpatient procedure in appropriate cases and may be less invasive than other options for treating tumors, polyps and inflammatory strictures in the lungs. The program faculty features Daniel Serman, MD, of the University of Pennsylvania Health System, and Atul C. Mehta, MD, of the Cleveland Clinic Foundation — both leading practitioners of this important treatment modality.



\$75 per module plus \$20 per module for credit. Includes written program materials and a CD-ROM of live case footage. 1.5 hours of category 1 CME credit. (Please see the Olympus University 2002 Course Catalog for details.)



Olympus Biomedical Training Program

Live Program



- BIOMEDICAL ENGINEERS
- CLINICAL ENGINEERS
- GI & OR LAB PERSONNEL
- TECHNICIANS

An Olympus certified partnership program for technical professionals and biomedical engineers to enhance their troubleshooting performance and expand their technical capabilities.

The Olympus Biomedical Training Program is designed to increase your diagnostic inspection and repair skills so your facility can reduce maintenance costs while optimizing equipment utilization. The following courses are offered to qualified Olympus customers at various locations across the United States:

- Endoscope Inspection [\$495 per person, 1-day tutorial]
- CHARTnote Reporting Software Training [\$495 per person, 1-day tutorial]
- EVIS System Setup and Support [\$495 per person, 1-day tutorial]
- Endoscope Minor Repairs — Series I [\$4,495 per person, 5-day tutorial, eligible for Olympus factory repair certification]*
- Introduction to Surgical Products Systems [\$495 per person, 1-day tutorial]
- Endoscope Minor Repairs — Series II [\$4,495 per person, 5-day tutorial, eligible for Olympus factory repair certification]*
- Olympus DSD Endoscope Disinfector Support [\$495 per person, 1-day tutorial]
- Introduction to Image Manager Computer System [\$495 per person, 1-day tutorial]

* Certification as an Olympus Biomedical Partner gives you access to technical documents and other support information along with the ability to order parts, enter repair information and check repair/sales histories online.

“Benefits that were a direct result of the Olympus program started to show up in the first quarter of implementation. We were able to quickly identify problem areas and operator errors allowing us to correct potential problems before they became major repairs. The end result: improved scope turnaround times, a 60% reduction in overall repair costs and improved patient care.”

Tony Pineryo

CBET-Sr. Engineer

Diane Aker

CBET-Director Clinical Engineering
Alamance Regional Medical Center
Burlington, NC

“Through Olympus, I not only learned to repair endoscopes up to factory specifications, I also am able to use OEM parts. Our hospital now has a quick turnaround time on repairs and the quality is great.”

Todd Leibenguth

Biomedical Engineering
Lehigh Valley Hospital
Allentown, PA

Please see the Olympus University 2002 Course Catalog for details or visit www.olympusuniversity.com and select “Technical Education.”





“This course not only laid a great foundation for endoscope care, it also really helped reinforce best practices — the reasoning behind the different use and maintenance protocols and why strict adherence to them is so critical. I think it’s a great program for both the inexperienced and seasoned technician alike.”

Bobbie Whitwell

Lead Technician, Endoscopy Department
Seton Medical Center
Austin, TX

“With over 40 scopes under my care, the seminar really helped me understand the ins and outs of a scope from equipment design to reprocessing and repair. It is a must for everyone owning an Olympus scope.”

Maria Opris

Medical Assistant
Multispecialty Endoscopy Suite
Cleveland, OH

Maximizing Your Endoscopic Image and Performance Live Program

GI NURSES & LAB PERSONNEL

A basic care and maintenance seminar recommended for those who work with Olympus flexible endoscopy equipment and electronic support equipment.

Offered throughout the country, this essential seminar covers:

- How an endoscope works and how it is constructed
- The principles of video technology and the set up and operation of video systems for endoscopic procedures
- The proper way to maintain and reprocess an endoscope and how it is repaired



\$60 per person. 1-day seminar. Includes lunch, refreshments and course materials. 5 contact hours awarded. (Please see the Olympus University 2002 Course Catalog for details.)

EUS 2002: The 13th International Symposium on Endoscopic Ultrasonography

Live Program

The Waldorf Astoria Hotel, New York City — October 4-6, 2002

EUS PHYSICIANS & NURSES



This important symposium — supported by an unrestricted educational grant from Olympus — will provide state-of-the-art information dedicated to the educational advancement of endoscopic ultrasonography.

Designed for participants at all levels of EUS experience and presented by a world-class faculty, this course will offer practical presentations to assist physicians and nurses already practicing EUS as well as basic information for those new to the field.

Attendees will learn about the utility of EUS in early and advanced cancer, in portal hypertension and in biliary and pancreatic disease. Sessions will also be conducted on fine needle aspiration under EUS guidance and new therapeutic uses for EUS. A Video Forum will illustrate techniques, anatomy and pathology, and a Learning Center will feature hands-on exhibits using teaching models. The expert faculty will be available for interaction with those attending.

For more information about EUS 2002 and to register, visit the event website at www.EUS2002.org or contact the Symposium Secretariat, International Meeting Services, Inc., at 888-233-4560.



“Since its inception in 1982, the importance of this symposium has increased steadily. I am particularly honored to chair EUS 2002 at a time when the use of endoscopic ultrasonography is growing rapidly all over the world. I hope you can join us for this milestone event.”

Charles Lightdale, MD
EUS 2002 Chairman

Please see either the Olympus University 2002 Course Catalog or the EUS 2002 Call for Abstracts for details, or visit www.EUS2002.org.

BEYOND THE CLASSROOM: THE OLYMPUS

Olympus Nurse Consultants are seasoned professionals who work exclusively with Olympus customers both in and out of the classroom helping them learn ways to advance their practice by becoming more effective and profitable. The Nurse Consultants also serve on the Olympus University faculty, helping to formulate pertinent curriculum relevant to today's GI and OR professionals. The Nurse Consultants recently sat down with In Service (IS) to discuss their role in supporting the efforts of Olympus customers.

IS: *Explain the role of the Nurse Consultant.*

NV: Our role is to do anything it takes, within our realm of expertise, to help our customers be more successful.

AR: Often we're called in to do a total operations analysis. We'll look at everything from staffing and efficiency issues to repair expenditures and equipment requirements.

LE: And with start-up operations, we often get involved with job descriptions for staffing, human resource requirements, unit development and design including architectural requirements, procedural flow, patient confidentiality and care, employee safety and competency, infection control, documentation and requirements for accreditation and Medicare licensure certification ... the list goes on.

EG: Together, we're an incredible resource — we have this huge pooled knowledge base of experience representing many aspects

of healthcare that we can share with our customers.

IS: *How do the Nurse Consultants stay current?*

NS: As a member of the Olympus team, we're all kept aware of the latest regulatory and reprocessing requirements for the industry. What's more, in our jobs we work with literally hundreds of customers every year. We see their facilities, their setups, their protocols and we can synthesize all that information to determine best practice solutions.

Meet The Team

Linda E. Eck
RN, BS
Nurse Consultant



Linda has been a nurse for more than 20 years with extensive experience in adult and pediatric emergency medicine and critical care. Prior

to joining Olympus in 2001, Linda served as a nurse manager in the departments for both emergency and industrial medicine and most recently worked as the center director for Mountain West Endoscopy Center in Salt Lake City. Currently, Linda serves as the Mountain West Regional President for SGNA as well as the Chair for Ambulatory SIG for the National SGNA.

Elaine Gibson-Gilrane
RN, CGRN
Manager of Professional Education



Elaine has 19 years GI nursing experience including eight years in clinical GI nursing — with four of those in GI management — and 11 years as an

Olympus Nurse Consultant. She has worked with hundreds of Olympus customers to help them successfully adapt to the changing role of the nurse practitioner and the evolving trends, regulations and requirements affecting a successful endoscopy practice. She has spoken on regional, state and national levels on a diverse range of endoscopy and nursing-related issues. Elaine is an active member of SGNA, AORN and other professional associations.

NURSE CONSULTANT TEAM

EG: We're also closely tied to the major professional societies; we conduct customer research and focus meetings; we receive industry reports, magazines and newsletters from a variety of organizations and specialties; we're on numerous e-mail servers from the Joint Commission; we attend workshops ... we are very active in a lot of areas and a great portion of our job is dedicated to staying up-to-date.

IS: *Can you give examples how you've helped customers?*

NV: Oh so many! At one facility we were working with, we discovered over 4,000 cases a year that were being lost in their system and not being billed which represented millions of dollars in unclaimed

revenue. Another group told us they were able to hire four technicians and save \$50,000 with the money they conserved following our repair reduction protocols.

AR: These repair reduction protocols have an impact not only on repair cost, but also on lab efficiency, scope turnaround and equipment uptime, and they ensure a facility's reprocessing meets current professional standards and manufacturer guidelines. To assist customers, we can perform repair and reprocessing analyses to look at reprocessing methods and equipment, trend tracking of repairs, scope mix and utilization rates and staffing needs for reprocessing, among other things.

IS: *And, what is the end goal for all of your educational endeavors?*

NS: To partner with our customers in the success of their labs — and to give them the tools and information they need to help make that happen. Our quest is to build strong relationships with our customers through education and that differentiates us, I think, in the marketplace.

LE: Part of what we teach are best business practices to ensure efficiency and profitability. But the flip side of that is superior patient care. You need volume, certainly, but managed volume that doesn't jeopardize patient safety and the quality of care.

Angela L. Reeves

BS, CGNA
Nurse Consultant



Prior to joining Olympus in 2001, Angie was a practicing gastroenterology nurse in Texas for more than a decade, working for medical

facilities, including Mother Francis Hospital in Tyler, the Medical Center in Nacogdoches, and the University of Texas Medical Branch in Galveston where she has also served as a faculty instructor. Her research work has been published in the *Journal for Society of Gastrointestinal Nurses* and she has served on the faculty for ASGE EUS courses. She is also a member of the SGNA and is a frequent presenter at the association's Annual Course.

Nancy S. Schlossberg

BA, BSN, RN, CGRN
Nurse Consultant



Nancy has been in the nursing industry for more than 24 years and is the immediate past president of SGNA. Before joining Olympus in 2001, she

worked for healthcare organizations, including Cornell University New York Hospital; the Gastroenterology and Colon Cancer Screening Center in Virginia Beach; Sentara Norfolk General and Southside Hospitals; and the Naval Medical Center in Portsmouth, Virginia. She is a frequent speaker on nursing issues and is actively involved in a number of professional organizations, including SGNA, the Old Dominion Chapter of SGNA, AORN and SIGNEA.

Nancy J. Vacante

RN, BSPA
Manager of Business Development



Nancy's 26 years of nursing experience include 16 years in clinical nursing, with three years in upper-level management in an acute care

setting, and 11 years as an Olympus Nurse Consultant. Her multidisciplinary nursing experience coupled with her management expertise make her an invaluable resource to Olympus customers on nursing and healthcare issues related to endoscopy, efficiency, cost containment and reimbursement. Nancy is an active member of both SGNA and AORN and a frequent speaker on a diverse range of nursing-related issues.

OLYMPUS SPONSORSHIPS

LIVE COURSES AND WORKSHOPS

As part of our continuing commitment to medical education, Olympus supports more than 250 workshops each year to improve the knowledge base of the healthcare professional.

These individual workshops are presented primarily by physicians and nurses at leading institutions and professional associations throughout the United States. The workshops cover topics in all areas of GI and OR, including: Colonoscopy, Sigmoidoscopy,

Intubation, Bronchoscopy, Laparoscopy, EUS, EGD, ENT, ERCP, Neurosurgery, Pulmonology and Hysteroscopy. These workshops are supported, in part, by grants from Olympus America. Courses and workshops that are open to the general healthcare community will be posted on the Master Calendar on the Olympus University website (effective Summer 2002).

“On behalf of the American Society of Anesthesiologists (ASA), I commend Olympus for their support of the teaching of fiberoptic endoscopy at the society’s annual and regional meetings for more than a decade. Thousands of anesthesiologists have benefited from these invaluable courses.”

Dr. James Roberts

Anesthetist
Massachusetts General Hospital
Assistant Professor
Harvard University School of Medicine
Boston, MA

OLYMPUS UNIVERSITY 2002 VENDOR PROGRAMS

SGNA: Phoenix, Arizona, May 19, 2002

Look for Olympus at SGNA’s Annual Meeting in May with two important vendor programs:

2002 Reimbursement Odyssey — The Saga Continues ... As an update to our wildly popular program last year, this session will educate you on the basics of GI reimbursement along with the most recent changes. We’ll highlight the numerous strategies you can use to substantially improve the revenue for your endoscopy facility.

Program time: 8:00–9:30 a.m.

How to Maximize the Uptime of Your Image — The Olympus Way: This session will help participants understand the basic concepts of video technology, enabling them and their colleagues to better support and troubleshoot their Olympus video instrumentation. As they learn to maximize the uptime on the endoscopic images in their procedure unit, their professional image is maximized as well, making them an even more valuable member of their GI team.

Program time: 10:00–11:30 a.m.

See your SGNA Advance Program or visit www.sgna.org for more details.

Professional Associations



Olympus actively supports the industry’s professional societies, including the ASGE, ACG, SGNA, AORN and

SAGES, with educational grants, equipment and assistance to help further research as well as continuing education opportunities. Olympus also participates in patient-focused initiatives serving as a corporate member of the Digestive Disease National Coalition (DDNC) and National Colorectal Cancer Roundtable (NCCRT) in Washington, DC.



PARTNERING WITH OUR CUSTOMERS: A WORD FROM HIROSHI ICHIKAWA

“I came to America over 33 years ago as one of the very first

Olympus America employees. With my background as a design engineer for Olympus Tokyo, I was well versed in the capabilities of our equipment. So, in the early years, a great percentage of my time was spent in the field exchanging information with our customers. Working closely with endoscopy professionals and associations helped us, as a manufacturer, understand the needs of this rapidly changing discipline and further our

strides in the research and development of new technologies. Today, you’ll still find me out in the field forging partnerships with the healthcare community as we work together toward new advancements in endoscopy. Olympus takes great pride in working with and supporting the educational efforts of our healthcare partners nationwide. These relationships have been the key to our ongoing success and helped build Olympus America into one of the leading suppliers of endoscopy solutions in the United States today.”

Hiroshi Ichikawa
VP of Customer Relations
Medical Systems Group
Olympus America Inc.

OLYMPUS UNIVERSITY TO EXPAND WEBSITE



ON THE LIGHTER SIDE OF LEARNING

THE OLYMPUS SCHOOL OF DIGITAL PHOTOGRAPHY

From Pixels to Printing

Our world-renowned Consumer Products Division has a great course for all you shutterbugs out there. The Olympus School of Digital Photography covers the entire digital photo process from pixels to printing, from image capture to final output. Whether you are a seasoned photographer switching over to digital, a PC or Mac user, or an amateur photographer just getting your feet wet in digital imaging, the Olympus School of Digital Photography represents a valuable learning opportunity for you.

For course details, schedules and online registration visit our website, www.olympusphotoschool.com or call us at 800-645-8100 ext. 6161.

Coming Summer 2002

The entire healthcare section of the Olympus America website is being redesigned to enhance its utility, content and feature/functionality. When the revised site launches in Summer 2002, the expanded Olympus University section will allow you to:

➤ [Access](#) information on every course offered through the University — from professional service studies for physicians, nurses and administrators to technical courses for biomed and personnel in charge of maintaining medical equipment.

➤ [Review](#) detailed course descriptions, contact hour/CME credit information and faculty profiles.

➤ [Look up](#) courses by city, month or course title using our functionally rich Master Educational Calendar.

➤ [Register](#) and securely pay online; link to city information for each course location.

➤ [Link](#) to information and other resources exclusively for our biomedical and technical partners working with Olympus endoscopy products.

➤ [Link](#) to other educational resources for the medical community through our Healthcare Info Center.

The increasing acceptance of the Internet with its 24/7 accessibility has made it a valuable resource for Olympus to employ for the benefit of customers and field staff alike.

“The website is just one more venue for us to better serve our customers,” says David Willard, Director of Internet Business Development for Olympus America. “Our goal for the Olympus site has always been to develop it into an authoritative source of information and a useful tool for the healthcare community.”

The site is a work in progress, states Willard. It will continue to evolve to keep pace with emerging technologies and changing customer expectations. It is estimated that 85% of academic institutions in America will have some form of online learning in place during 2002¹. “As web access among our customer base expands² and the trend toward e-based learning progresses, we plan on keeping right in stride,” says Willard.

¹ Fortune Magazine.

² A study conducted by the AMA in May 2001 indicated a growing trend among healthcare professionals to obtain medical equipment information online: 65% of MDs reported use of the Internet in 1997 with that number increasing to 77% by the year 2000.

Summer 2002. A bigger, better www.olympusuniversity.com.

For more information about Olympus University or to request the 2002 Course Catalog:

- Call our information hotline (800-645-8100 ext. 6200)
- Send us an e-mail (university@olympus.com)
- Visit our campus website (www.olympusuniversity.com)
- Fill out the survey on page 12

OLYMPUS ENDOSCOPY REQUEST FORM

MAIL: Olympus Medical Systems Group
2400 Ringwood Avenue
San Jose, CA 95131-1700



FAX: 407-362-0336



E-MAIL: InService@olympus.com



PHONE: 800-645-8100 ext. 6331
(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

Department: MAILING LABEL BELOW,

Facility Address: OR TO ADD YOUR NAME

TO OUR MAIL LIST.

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Facility Website: _____

RECEIVE FREE OU CATALOG AND TOTE BAG

Yes! Send me an Olympus University 2002 Course Catalog.

Yes! I've filled out the survey below. Send me
my free OU Tote Bag.

(Fill out entire page and send to Olympus via fax or mail.)



1. What type of unit do you work in? GI OR
 Other _____

2. What is your role? Physician Nurse Biomed
 Technician Business Administrator Materials Manager
 Other _____

3. What venues do you utilize for your continuing education
course work? Home Study Live Classroom/Seminars
 Internet Other _____

4. Which medium(s) are you comfortable utilizing for home
study courses? Workbook Audio Video
 CD-ROM DVD Online via Internet

5. What portion of your contact hour/CME or certification
course costs does your facility subsidize?
 0% 100% _____%

6. Do you currently have Internet access?
 No, or Yes at: Home Work Both

7. Professionally, what do you use the Internet for most?
 Course Offerings/Calendars Clinical Information/Research
 Communication/E-mail Educational Coursework
 Other _____

8. How important is it to you that manufacturers such as Olympus
provide accredited and continuing educational opportunities?
 Very important Somewhat important Unimportant

9. What other types of courses would you like OU to consider
in the future?

10. Would you like to receive e-mail updates about OU
educational opportunities?

- No
 Yes, at this e-mail address:

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