

- 2 A Note on Quality
- 2 Upcoming Educational Events
- 4 The VISERA™ Video System for the OR Suite
- 5 The Newest EndoALPHA™ Endosurgical System

Serving Our Healthcare Partners *N*ationwide

*Whether we're designing groundbreaking endoscopy equipment for the OR suite (see pg. 4), improving endosurgical systems (see pg. 5), designing new educational courses (see pg. 2), or extending a hand to charitable causes (see pg. 1), the operative word at Olympus has always been quality. It is a commitment you can always count on ... always.*

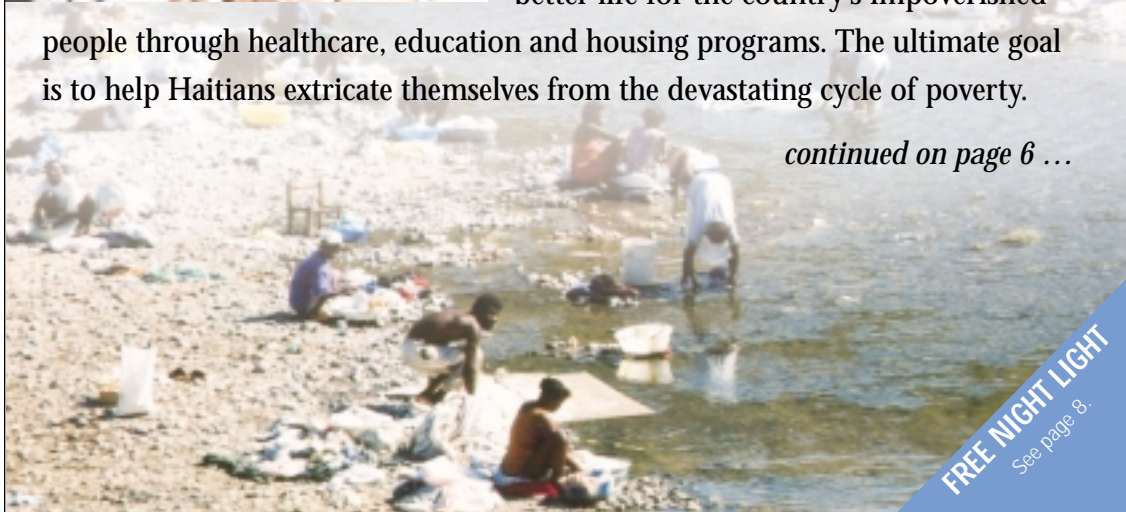
## Hope For Haiti

*A few hundred miles south of Florida lies Haiti, one of the poorest countries in the Western Hemisphere. About the size of Maryland, this small island nation is home to seven million inhabitants. Here, two-thirds of the population have no formal jobs and 80% live below the poverty level.<sup>1</sup> A fifth of the nation's children die before they reach the age of five<sup>2</sup> and the average life expectancy falls short of 50 years.<sup>1</sup>*



Recognizing the plight of this desperate country, the non-profit charitable organization, Hope for Haiti, was co-founded in 1996 by Reverend Robert Tabbert, Dr. Keith Hussey and JoAnne Kuehner. Working through Haiti's existing infrastructure, the organization's mission is to help create a better life for the country's impoverished people through healthcare, education and housing programs. The ultimate goal is to help Haitians extricate themselves from the devastating cycle of poverty.

*continued on page 6 ...*



**FREE NIGHT LIGHT**  
See page 8.



**THE Q INSIDE THE O<sup>SM</sup>**

Our mission has always been clear.  
To focus on life. To give life hope.  
To improve the lives of millions  
of people who have diagnostic or  
treatment procedures performed with the  
products and services we provide. It is a  
commitment that is visible in the  
pioneering, solution-oriented products  
and services we create and at the heart  
of the close collaborations we foster  
with healthcare professionals.  
And it means that we never  
compromise on quality.  
The quality inside Olympus.  
The Q inside the O.

# A Note on Quality

*In the coming months, you'll be seeing and hearing a lot about The Q inside the O — The quality inside Olympus. Much more than a catchy phrase or a marketing motto, it is our commitment — our promise — of quality to you. This time, next time, every time.*

## *The Q inside the O.*

**The Quality of Design: *Superior From the Start***  
For more than 50 years, Olympus has enjoyed a continuing collaboration, with visionary healthcare professionals that yields increasingly sophisticated instruments and procedures. By listening carefully, we gain insight. By innovating, we answer your needs. Through collaboration, we mutually deliver medical solutions that are superior from the start.

**The Quality of Investment: *Value over Time***  
Understanding your needs for cost efficiency, productivity and improving patient care, we design Olympus instruments and systems for maximum affordability by addressing issues such as product compatibility, system integration, reprocessing synergies and customized service protection. It all adds up to appreciable value over time.

**The Quality of Service: *Peace of Mind***  
Olympus delivers competitively priced, certified repairs through a growing network of nationwide repair centers. In addition, your investment in Olympus is supported by a whole host of Olympus specialists and educational programs. While you deliver care to your patients, we deliver peace of mind to your organization.

**The Quality of Repair: *The Original Advantage***  
When it comes to repair, keeping your Olympus products "100% Olympus" is ultimately the most cost-effective way to protect your investment, your patients' safety and your bottom line. No one can repair your Olympus products like Olympus. No one. An Olympus repair means that you maintain the advantage of your original purchase.

**The Quality Inside Olympus: *The Ultimate Goal***  
At Olympus, there is a multidimensional commitment to quality. It's ingrained in every innovative instrument and process. It's carried through to every customer service response and certified repair. It's a quality defined by character. The quality inside Olympus. The Q inside the O.

For more information about our ongoing commitment to quality, **select [A] on the Request Form on page 8.**

Updated 1-day format!

## New GI & OR Strategies for 2002



### Solutions for the Practicing Professional

*Don't miss this new, content-rich course for GI and OR professionals and administrators — designed to provide you the business, clinical and financial management skills needed to survive and thrive in today's changing healthcare environment.*

#### Topics include:

- Healthcare trends and hot topics
- The scope of compliance
- Capital equipment acquisition
- Reprocessing and repair reduction
- GI and OR tracks on reimbursement and efficiency/cost containment issues

#### Date:

September 14, 2002

October 18, 2002

November 15, 2002

#### Location:

Schaumburg, IL

Atlanta, GA

Dallas, TX

#### Course details:

\$195\*

1-Day Course

(includes continental breakfast, lunch, breaks and syllabus)

8 Contact Hours

\*Price for each additional participant from the same facility is \$165.

*For all program details, including agenda, faculty, dates, locations, course fees, registration and accreditation information, **select [B] on the Request Form on page 8, visit [www.olympusuniversity.com](http://www.olympusuniversity.com) or call 800-645-8100 ext. 6200.***





### Maximizing Your Endoscopic Image & Performance

*This basic care and maintenance seminar — one of our most popular — is highly recommended for all personnel 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 proper way to inspect, maintain and clean an endoscope and how it is repaired
- Guidelines for handling, packaging and shipping damaged scopes
- The principles of video technology and the set up and operation of video systems for endoscopic procedures

<b>Date:</b>	<b>Location:</b>
September 5, 2002	Albuquerque, NM
September 5, 2002	Cincinnati, OH
September 19, 2002	Dallas, TX
October 3, 2002	Seattle, WA
October 17, 2002	Tampa, FL
November 1, 2002	Chicago, IL
November 15, 2002	Cleveland, OH
December 5, 2002	Baltimore, MD
December 19, 2002	Houston, TX

*Additional dates/locations may be added. Call for current scheduling details.*

**Course details:**

- \$60
- 1-Day Course
- (includes lunch, refreshments and course materials)
- 5 Contact Hours

*For all program details, including agenda, faculty, dates, locations, course fees, registration and accreditation information, **select [C] on the Request Form on page 8, visit [www.olympusuniversity.com](http://www.olympusuniversity.com) or call 800-645-8100 ext. 6063.***

### The 13th International Symposium on Endoscopic Ultrasonography

*This important symposium — designed for participants at all levels of EUS experience and supported by an unrestricted educational grant from Olympus — will provide state-of-the-art information dedicated to the educational advancement of endoscopic ultrasonography. The event includes a Video Forum to illustrate EUS techniques, anatomy and pathology, and a Learning Center featuring hands-on exhibits using teaching models.*

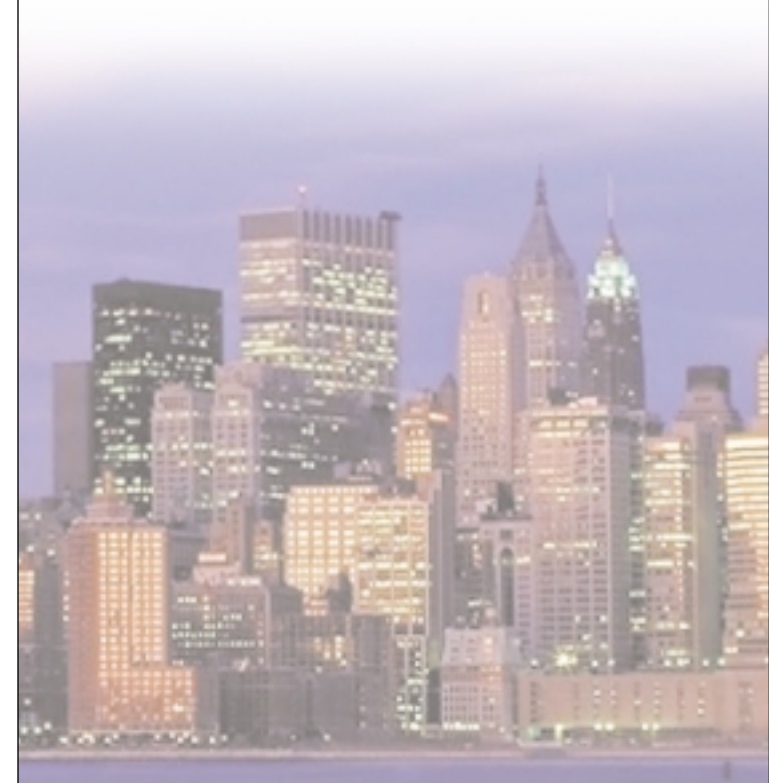
**Symposium topics include:**

- The utility of EUS in early and advanced cancer, portal hypertension, and biliary and pancreatic disease
- Fine needle aspiration under EUS guidance
- New therapeutic uses for EUS

The event also includes a Nurses' Program which will provide a thorough update of the most recent advances in endosonographic technology and equipment, and a step-by-step guide to performing and preparing for the procedure.

<b>Date:</b>	<b>Location:</b>
October 4-6, 2002	Waldorf Astoria Hotel, New York City, NY

*For more information about EUS 2002 and to register, visit the event website at [www.EUS2002.org](http://www.EUS2002.org) or contact the Symposium Secretariat, International Meeting Services, Inc., at 888-233-4560.*



# VISERA™ Video System

## Vision of the Next Generation

*Introducing the world's first integrated system of flexible and rigid digital videoscopes for use in operating room endosurgery as well as office-based endoscopy procedures.*

### Limitless Possibilities

The VISERA Video System delivers all of the sophistication that your high-stress world demands. Appropriate for all endoscopic procedures, both in the office and the operating room, this system lets you share equipment and standardize control among departments — enhancing the service, efficiency and affordability of endoscopy in your hospital.

The system includes digital flexible videoscopes and digital rigid videoscopes for surgical applications plus a full lineup of camera heads. Featuring superb visualization, compatibility with digital documentation, fine control and expandable capabilities, VISERA ushers in an era of limitless possibilities in the field of endoscopy.

### Superior Visualization

VISERA's seamless, one-piece technology utilizes a color CCD (charged-coupled device) video chip at the distal end of the endoscope that enables far superior visualization for diagnosis and treatment than with a coupled camera head and telescope system. The VISERA lineup includes a wide selection of rigid, flexible and deflectable tip videoscopes, allowing you to choose the instrumentation that best suits your needs.

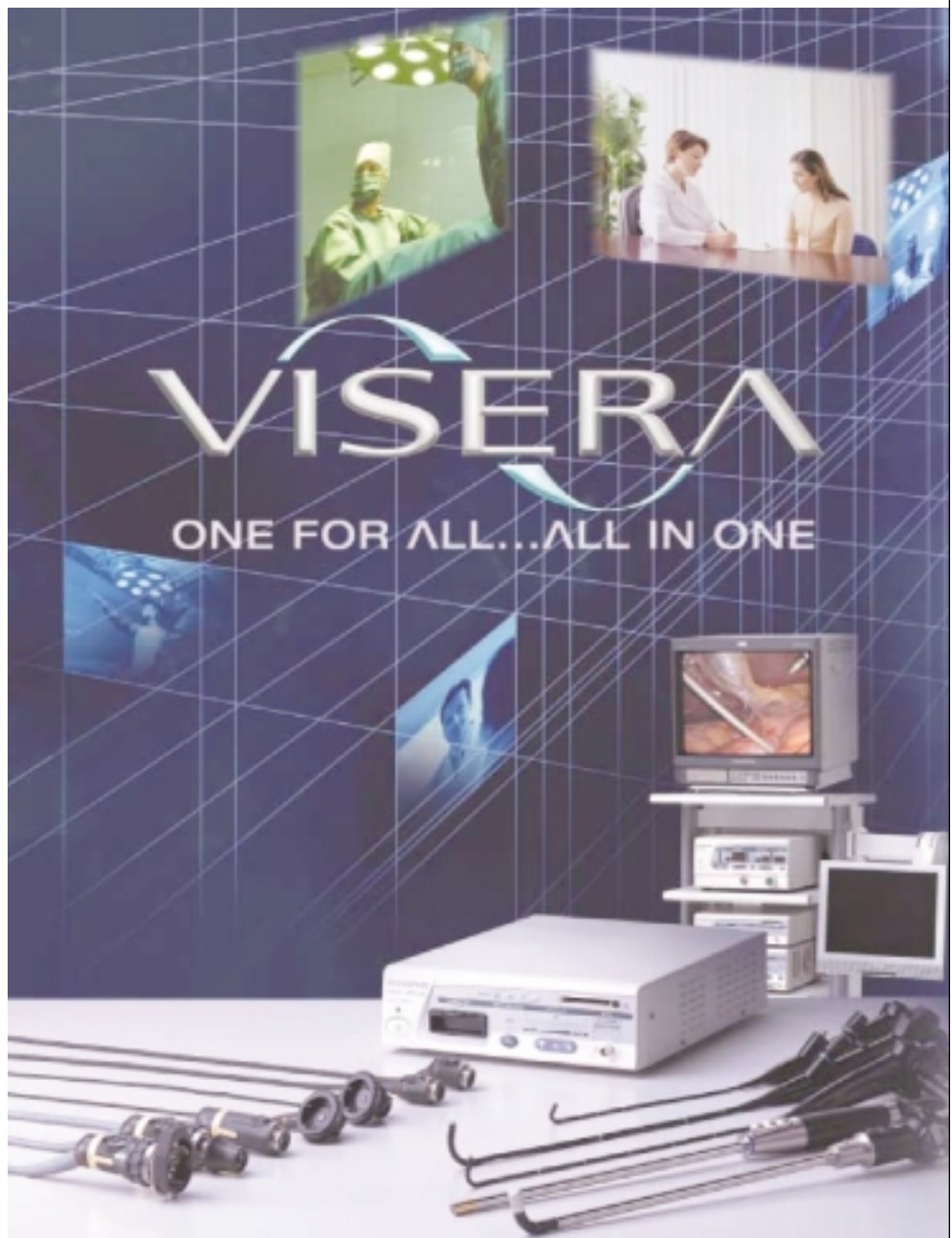
### Digital Control

Using remote control switches, VISERA lets you quickly record high-quality still and moving images. Once recorded digitally, these images can be efficiently sorted, easily output or edited, and conveniently stored as compact digital data.

### Autoclavable Rigid Videoscopes and Camera Heads

Quick, efficient and cost-effective, autoclaving is also known for its safety. The VISERA lineup includes a variety of camera heads, including nine autoclavable models. Since autoclave sterilization shortens the operation time and reduces the operating cost of medical devices, VISERA's autoclavable camera heads enable your facility to handle a higher number of surgeries, at a lower cost.

*continued on page 7 ...*



# Oh So Suite! Introducing the Newest EndoALPHA™

## The Fully Integrated, Scalable, Upgradeable, Customizable Endosurgical System

*Incorporating all the equipment required for endosurgery in an integrated, ergonomically arranged system, the newest version of EndoALPHA delivers maximum control, customization and diagnostic capabilities, allowing surgeons and assistants to focus on the task at hand and increasing your operation's efficiency.*

### Centralized System Control

The new EndoALPHA system delivers maximum control of your endosurgical suite and access from both inside and outside the sterile field. The surgeon can control all endosurgical devices directly via a remote, while the circulating nurse accesses the system from a centralized control panel. This advance facilitates more complex, minimally invasive surgical procedures that translate into lower treatment costs for managed care providers.

### Customizable Presets and Visual Displays

The EndoALPHA system's control and visual displays are fully customizable to reflect the equipment being used and the specialty of the surgeon. Unlike other systems, unused equipment doesn't clutter the screen. The system also includes up to 100 electronic preference cards, allowing a facility to preset each physician's specifications for quick and efficient setup prior to every procedure.

### Real-Time Diagnostics and Troubleshooting

With real-time diagnostic and troubleshooting capabilities, EndoALPHA can save you time and frustration. Through local or remote diagnostic tools, the system will notify you if there is an issue, and provide step-by-step instructions to isolate and fix the problem.



### Universal Display Panel

The EndoALPHA's universal display panel allows you to import images from other sources such as fluoroscopy, ultrasound and CT scans, and display them on central monitors along with your laparoscopic image. The display panel can be used as an additional monitor as well.

### Automatic Smoke and Mist Evacuation

EndoALPHA is the only system on the market that provides automatic smoke and mist evacuation along with simultaneous reinsufflation during electrocautery and ultrasonic cutting and coagulation. By maintaining pressure and image, the system provides seamless efficiency and improved visualization of the surgical site. In addition, EndoALPHA is designed for a quick and easy exchange of the CO<sub>2</sub> canister.

*continued on page 7 ...*

# EndoALPHA

## Integrated Endosurgical System

## Hope For Haiti

... continued from page 1

Dr. Hussey, a Naples, Florida, gastroenterologist, says the medical challenges alone have been daunting. "You're looking at a country with rampant starvation, little potable water, millions of inhabitants and very little medical equipment. The number suffering from biliary tract disease has to be incredible. Up until a few years ago, any suspected obstruction had to be treated through major surgery. The hands of local and volunteer physicians were largely tied due to lack of equipment and supplies."

The endoscopy lab, as well as the other divisions of this charitable hospital, are staffed by local healthcare workers and also rely heavily on help from visiting volunteer physicians and medical professionals from abroad. (For information about volunteering, please visit the hospital's website, [www.hopital-stecroix.org](http://www.hopital-stecroix.org).)



*Dr. Hussey visiting with Haitian children.*

In September 2002, Dr. Hussey will again visit Haiti to lend a hand with the hospital's new advancement into ERCP. Introducing ERCP into the country has been a long-term goal of the hospital's medical director, Dr. Jack Guy Lafontant. A native Haitian with a fellowship in gastroenterology, Dr. Lafontant's wish was finally realized this June when he reported to Dr. Hussey, "This week we successfully performed Haiti's very first ERCP using one of the Olympus scopes. It made our national news. It was the most exciting week of my life. Thank you!"

Fortunately, that is beginning to change, says Dr. Hussey. Utilizing endoscopes donated by Olympus, the organization was able to furnish the most advanced hospital in the region, Hôpital Sainte Croix in Léogâne, with equipment for an endoscopy lab. After securing additional donations for an electrical generator, along with x-ray machines and other ancillary equipment, the lab is up and running. "It is a little disconcerting," says Dr. Hussey, "to see a fully operational endoscopy lab and then to walk outside and see horrible poverty, disease and starving children. It is a powerful reminder of why we are here and what we're trying to accomplish."

Another great advance, says Dr. Hussey, has been the introduction of pediatric scopes into the country's small arsenal of medical equipment. Until receiving Olympus pediatric endoscopes, Dr. Hussey says treating physicians had to resort to using bronchoscopes, often on children less than one year old. Hope for Haiti placed the donated pediatric endoscopes in the hands of the country's only pediatric gastroenterologist, Dr. Robert Blanchard, who works with the charitable hospital, St. Damien, located near Pétionville ([www.nphamigos.com/nphamigos/en/homes.html](http://www.nphamigos.com/nphamigos/en/homes.html), select "Haiti"). Here, more than 16,000 children and a few adults are treated annually for tuberculosis, parasites, skin diseases, malnutrition and AIDS.

Hope for Haiti is dependent on the active participation of volunteers both inside and outside the medical community, along with ongoing monetary and material contributions from corporations and individuals. "Our work is a long way from being done," says Dr. Hussey. "Our efforts would be impossible without the constant support from contributors and volunteers." For more information about Hope for Haiti, visit [www.hopeforhaiti.com](http://www.hopeforhaiti.com) or contact Dr. Hussey via e-mail at [Hussdog@aol.com](mailto:Hussdog@aol.com). [IS](#)

*Keith Hussey, MD, was interviewed by Cathy Henley. Article and photos printed with permission.*

<sup>1</sup> CIA World Factbook 2001.

<sup>2</sup> Nuestros Pequeños Hermanos (NPH) website ([www.nphamigos.com/nphamigos/en/homes.html](http://www.nphamigos.com/nphamigos/en/homes.html), select "Haiti")



*(L to R): Hope for Haiti co-founders Reverend Robert Tabbert, Dr. Keith Hussey and JoAnne Kuehner.*

## Serving Our Healthcare Partners Nationwide

### EDITORIAL TEAM

Executive Director of Professional Services:  
*Sandra McDonald*

Editor:  
*Hilda Barrs-Mosenthine*

Associate Editor:  
*Lorraine Botti*

Senior Writer:  
*Cathy Henley*

Contributors:  
*Eric Coolidge*  
*Mike Malave*  
*Ken Wolcott*

### CIRCULATION

Olympus In Service is published quarterly  
and distributed nationwide to healthcare  
professionals.

### SUBSCRIPTION RATES

The annual subscription rate is \$24.00  
(publication provided free of charge to  
Olympus customers).

### CORPORATE HEADQUARTERS

Olympus America Inc.  
Medical Systems Group  
Two Corporate Center Drive  
Melville, NY 11747-3157  
631-844-5000  
[www.olympusamerica.com](http://www.olympusamerica.com)

### FREE INFORMATION

Fill out the Request Form on page 8 and  
then respond to us by fax, mail, e-mail or  
phone with your request.

### COPYRIGHT

Reproduction or electronic storage or distribu-  
tion in whole or in part of this publication is  
forbidden without the written permission of  
Olympus America Inc.

Information subject to change.  
All rights reserved.  
©2002, Olympus America Inc.  
Vol. 4, Issue 3  
0802/55K/USA

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

## VISERA Video System

... continued from page 4

### Convenient Remote Control

Remote control switches are built into the control sections of the videoscope and camera heads. Frequently used functions can be programmed, letting you control them without looking away from what you're doing. The system's new advanced control features include:

- Zoom
- Capture (on SmartMedia, via a PC card adapter)
- Picture in picture control (allowing simultaneous display of another image along with the endoscopic image)
- Rotated or mirrored image display (lets another doctor or healthcare provider view images from the same angle)
- Light source standby

### Expandable Capabilities

Best yet, the VISERA Video Platform allows you to seamlessly expand system capabilities over time. The system can be easily upgraded by simply changing or adding Build On Demand (BOD) units to match the evolving needs of medical professionals.

For more information, **select [D] on the Request Form on page 8**, call the Olympus Medical Systems Group at 800-548-5515 or visit [www.olympusamerica.com](http://www.olympusamerica.com).

*VISERA Video System for all Endoscopic Departments: The Power That Covers All*

## Introducing the Newest EndoALPHA

... continued from page 5

### Scalable and Affordable

EndoALPHA is always right-sized with a whole range of choices and price points to match up with the needs and budget of your organization. What's more, EndoALPHA allows you to grow as you go. With everything controlled through a graphic interface, the system is fully updateable and upgradeable to adapt to your facility's changing needs.

### Superior Service and Support

With every EndoALPHA purchase, you'll receive free of charge our exclusive Olympus White Glove Service Program, including:

- Factory integration and system testing prior to shipping
- Onsite final assembly, setup and confidence testing
- Up to three days of onsite orientation assistance for your system users
- After the first month, an Olympus follow-up to perform a system status check
- After six months, an in-service refresher course, if needed

Learn how the new EndoALPHA system can improve the efficiency of your OR suite. For more information, **select [E] on the Request Form on page 8**, contact the Olympus Medical Systems Group at 800-548-5515, or visit [www.olympusamerica.com](http://www.olympusamerica.com).

## EndoALPHA Integrated Endosurgical System

# OLYMPUS ENDOSCOPY 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**  
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: \_\_\_\_\_  
Title: \_\_\_\_\_  
Facility Name: \_\_\_\_\_  
Department: \_\_\_\_\_  
Facility Address: \_\_\_\_\_  
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** Information about the Olympus quality commitment  
 **B** Details about the course, "New GI & OR Strategies for 2002"  
 **C** Details about the course, "Endoscope Care & Maintenance"  
 **D** Information about the new VISERA Video System  
 **E** Information about the new EndoALPHA Endosurgical System

## Help Us and Receive a Free Olympus Night Light!

Olympus University offers a basic care and maintenance seminar on Olympus flexible endoscopy equipment and electronic support equipment. This invaluable course is eligible for 5 contact hour credits and is offered nationwide (see page 3 for details). We would love your feedback on how we can make this course even more valuable. In thanks, we'll send you our handy Olympus night light.

- Have you ever attended an Olympus endoscope basic care and maintenance course?  
 Yes:  
a. It was:  very informative  somewhat informative  uninformative  
b. Comments about your experience: \_\_\_\_\_  
 No. I was  aware  not aware Olympus taught this course.
- Based on the course description on page 3, are there additional topics you would like to see covered? \_\_\_\_\_
- What would be the best format and day of the week to offer this course?  
Preferred format:  1 full day  2 consecutive half days  
Preferred day:  Mon.  Tues.  Wed.  Thurs.  Fri.  Sat.
- What format for home study courses do you find most desirable?  
 Home study guide with booklet, worksheets and test (select one):  
 by itself  with audio tapes  with CD-ROM  
 Internet or web-based home study guide  
 Other (explain): \_\_\_\_\_
- Would you like to receive updates about Olympus University courses?  
 Yes. I have filled out the contact information on the left.  
Please update me by:  mail  phone  fax  e-mail  
 No

**OLYMPUS**

2400 Ringwood Avenue  
San Jose, CA 95131-1700

Vol. 4, Issue 3

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
PERMIT #671  
SACRAMENTO, CA

IMPORTANT INFORMATION.  
DELIVER IMMEDIATELY.  
IF ADDRESSEE IS NO LONGER  
AT FACILITY, PLEASE FORWARD  
TO GI LAB MANAGER OR  
OPERATING ROOM SUPERVISOR.

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