

*In Service*

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

**WORLD'S FIRST ENDOSCOPE SYSTEM TO DELIVER BOTH HIGH DEFINITION TV AND NARROW BAND IMAGING TECHNOLOGIES**

*New platform will significantly enhance visualization*

Earlier this year, Olympus introduced the advanced EVIS EXERA™ II 180 series of endoscopes. Featuring the widest ever field of view, superior ergonomics and ultra slim designs, the 180 series endoscopes provide enhanced diagnostic capabilities as well as improved efficiency.\*

With availability expected in early 2006, the 180 series will be further enhanced with a new high definition endoscope platform—the world's first to deliver both high definition TV (HDTV) and narrow band imaging (NBI) technologies.

**High definition TV delivers life-like images**

At 1,080 lines, the HDTV signal from the new CV-180 video processor more than doubles the number of scan lines produced by conventional systems, when used in conjunction with the new high definition GIF-H180 gastroscope or CF-H180A/L colonoscope. The resulting life-like images will offer gastroenterologists especially clear views of anatomical structures and fine capillaries.



**Narrow band imaging highlights minute capillaries and mucosal structures**

NBI works by altering the white light source to consist of specific wavelength bands, which take advantage of the scattering and absorption properties of human tissue. This provides improved visual contrast of the surface structure and fine capillary patterns of the mucous membranes, which are normally difficult to distinguish.

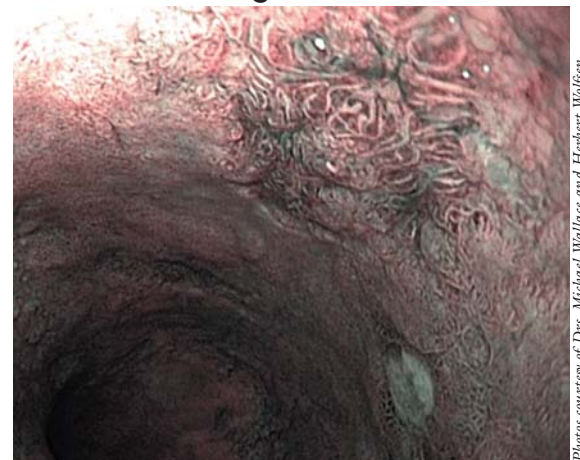


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**HDTV image under white light**



**HDTV image in NBI mode**



Focal high grade dysplasia in the esophagus viewed with an Olympus GIF-H180 HDTV gastroscope

*Photos courtesy of Drs. Michael Wallace and Herbert Wolfson, Mayo Clinic, Jacksonville, FL*

# New Innovations from Olympus

## Double Vision ... Two More Reasons to Go Digital Olympus introduces the n-Stream™ Dual Channel Video Management System

Aside from all the obvious reasons to go digital on your procedural recording devices—reasons like easier editing, storage, retrieval and transfer—Olympus' n-Stream™ Dual Channel Video Management System\* offers up two more: simultaneous recording and picture-in-picture viewing of two video sources, not to mention annotation, jumpback, variable speed playback and many other features.




With n-Stream, you can connect up to six video sources—such as fluoroscopic, endoscopic, ultrasonographic or room camera video—and record any two of them simultaneously, easily switching your video source selections as needed during the course of the procedure.

**Fail-safe image capture:** To ensure you never miss an important video event, n-Stream includes an intelligent continuous logging option. And embedded capture/review features allow you to create, edit and annotate video clips and images, either on the spot during the procedure or at a later time. Finally, automatic image capture features enable creation of still images at predefined intervals during video recording.

**Image management:** DICOM compliant, n-Stream allows for easy retrieval of patient information and image export, when connected to your hospital's network. You can search procedures by patient name, patient ID or time period, and recall and review stored video clips, still images and related notes from a searchable patient database. You can also telestrate video clips, view them sequentially and increase or decrease video playback speed.

**Storage:** Still and video image files can be stored locally on n-Stream, quickly exported to alternate storage locations on the network, or downloaded to removable media such as Data CD/DVD or Video DVD for presentations and courtesy copies for patients. As a perfect complement to n-Stream, the Vault Stream™\* Video Archival System can be seamlessly tied into the hospital's network.

Intuitive and easy to use, the Olympus n-Stream Dual Channel Video Management System is ideally suited to the demands of surgical and clinical workflow. For more information, contact your Olympus representative. 



\* Presented in collaboration with Image Stream Medical.

## Introducing MaxPass™ for ERCP

The single use biliary balloon dilator for smooth insertion, reliable inflation and fast deflation to enhance procedural efficiency




MaxPass™, the new single use biliary balloon dilator from Olympus, is designed to work with Olympus JF/TJF and

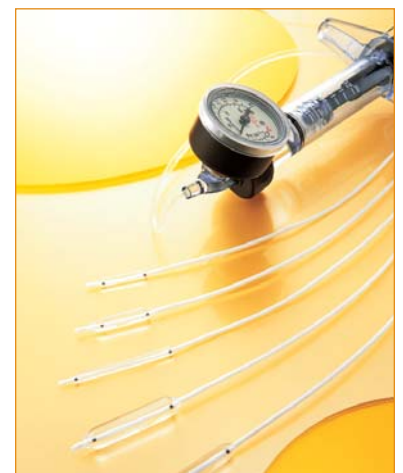
V-System™ scopes. Reliable, efficient and easy to use, MaxPass joins the extensive line-up of Olympus EndoTherapy products for biliary and pancreatic procedures.

**Reliable performance:** To help deliver more reliable performance and keep the balloon from slipping during dilation, the MaxPass balloon incorporates a unique shape, with much shorter tapered sections on either end, while maintaining the site contact section at the required length. MaxPass is available in balloon diameters of 4, 6 and 8mm and balloon lengths of 20, 30 and 40mm.

**Efficient deflation:** MaxPass eliminates the traditional procedural slowdown that occurs during balloon deflation. Extra wide balloon inflation lumens on MaxPass, in concert with a new balloon material, make deflation wait times and resulting procedural delays a thing of the past.

**Physician friendly:** The new balloon material also allows MaxPass to be reduced to a compact shape when deflated. This compact shape makes it much easier to pass the balloon through a stricture, forceps elevator or endoscope channel, and minimizes the risk of the balloon becoming stuck during a procedure.

MaxPass and other Olympus EndoTherapy products can be part of Olympus' convenient ET Advantage program. See page 3 for more details or contact your Olympus EndoTherapy representative. To request literature on MaxPass, see page 6. 



# New Services from Olympus

## The ET Advantage

Leverage your purchase of EndoTherapy accessories toward other Olympus products and repair service

Olympus EndoTherapy accessories provide the perfect pairing of high-performance devices with revolutionary Olympus endoscopes to help optimize procedural efficiency. Now Olympus EndoTherapy accessories can help you stretch your budget, too. Our ET Advantage program is a cost-effective opportunity for hospitals, endoscopy centers and ASCs to leverage their use of



EndoTherapy accessories toward the purchase or lease of other Olympus products or repair service.

### How it works

ET Advantage can be structured as a loan or lease program to meet the unique needs of your facility. Based on your commitment to agreed upon consumption levels of EndoTherapy accessories over a specified period up to three years, you will be immediately eligible to receive the latest Olympus equipment. Your monthly EndoTherapy expenditures will accrue credits toward the purchase or lease of this new equipment. Alternatively, you may also use your accrued

credits toward expenditures on Olympus repair service.

At the end of your agreement period, you'll have the option to return or purchase the Olympus equipment acquired through the ET Advantage program. Or, you can re-enroll in the program and obtain all new equipment, ensuring your facility stays up-to-date with the latest technology.

### Pay as you go

With ET Advantage, your facility does not have to rely on upfront expenditures to obtain new equipment or service. Instead, your equipment or service can be included as part of your monthly expenditures for EndoTherapy accessories.

This allows you to pay-as-you-go for equipment and/or service ... all at discounted rates with no finance charges.

### Added savings and convenience

You can reduce the number of purchase orders and eliminate the need to manage or maintain inventory levels by choosing to have EndoTherapy accessories shipped weekly, monthly, on a fixed automatic schedule or any other customized delivery schedule that suits your needs.

To learn how your facility might benefit from an ET Advantage agreement, contact your Olympus EndoTherapy representative. [IS](#)

## What Will You Discover?

The Olympus GI Benchmarking service

The GI Benchmarking service from Olympus is tailored to meet the unique needs of your hospital GI lab, endoscopic ambulatory surgery center (EASC) or multi-specialty ambulatory surgery center (ASC) with endoscopy, helping you turn operational data into useful information for effective management of your GI facility.

### Collaborative data gives a better look at other GI facilities

The GI-dedicated benchmarking database allows you to identify best practices within a specified facility profile for a true "apples-to-apples" comparison of your organization with other peer facilities.

It also allows you to prepare historical benchmarking so that you can track your facility's performance over time.

### Annual subscriptions, quarterly surveys, personalized consultations

A subscription to the GI Benchmarking service lasts for one year to include four quarterly, web-based survey cycles. Each survey is developed in collaboration with an advisory committee that includes various GI healthcare providers. Topics are generated based on the issues most critical to improving GI operational efficiency, productivity and patient satisfaction. In addition to the valuable information attained

through the benchmarking report, subscribers also receive personalized consultations with an experienced EndoSite® advisor. Every quarter, an EndoSite advisor works with each participating facility to interpret the survey results, identify strengths and weaknesses, and provide recommendations for improvements. It is the combination of the critical information found in the benchmarking report and the personal consultation that provides the most value to the customer and makes the Olympus GI Benchmarking service truly unique.



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## Olympus Sponsors Public Radio Program Celebrating American Innovation

This fall, Olympus is sponsoring a new public radio program titled, *They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators*. The one-hour program, provided free to public radio stations, brings to life the stories of pathfinders, inventors, democratizers, empire builders, and the digital age and its communicators.



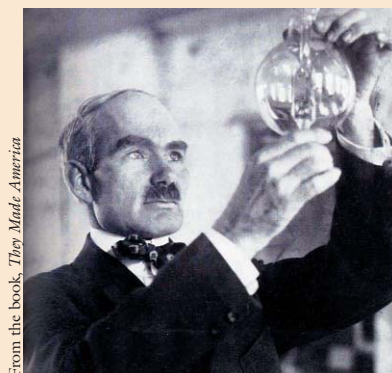
From the book, *They Made America*

Based on a book by renowned author and editor Harold Evans,\* the program takes the listener on a voice-rich journey through time and space. "This program is compelling, and so timely. If the pace of innovation slackens—and it might be doing just that—so must the advance of civilization. Without the innovators of yesterday there would be no American Dream today," said Evans, one of the program's featured commentators.

The program also includes commentary from Ken Auletta, author and writer for *The New Yorker*; Nancy Koehn, associate professor, Harvard Business School; Jack Welch, prominent business leader and former chairman and CEO of General Electric Company; and Mark Gumz, president and COO, Olympus America Inc.

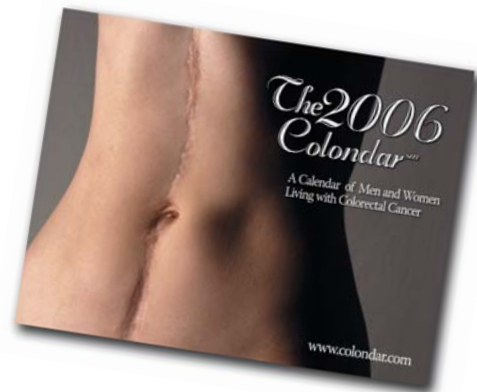
Olympus' support of the public radio program is an extension of the company's previous exclusive corporate sponsorship of the public television series *They Made America*,\* which aired nationally on PBS stations in November 2004.

The program is produced by Sarah Montague of WNYC Radio and first aired in October. Check your local public radio listings for additional air times (program preview can be heard at [www.olympusamerica.com/innovations](http://www.olympusamerica.com/innovations)). **IS**



From the book, *They Made America*

\* Radio program and PBS TV series based on critically acclaimed book, *They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators*, by Harold Evans, published by Little, Brown & Company in October 2004. Copies of book and PBS series are available for purchase at [www.wgbh.org](http://www.wgbh.org). (Select "Shop," then do a product search for "They Made America.")



## 2006 Colondar<sup>SM</sup> Raises Awareness, Funds to Fight Colorectal Cancer

The latest project of The Colon Club brought together 17 survivors to model for the 2006 Colondar<sup>SM</sup>, a calendar of young men and women who have survived colorectal cancer. The calendar highlights each model's strength and spirit while helping to raise awareness and funds in the fight against their disease, the second leading cause of cancer death in the United States.



▲ Dr. Tonya Adams

Read their moving stories, including gastroenterologist Tonya Adams' transformation from doctor to patient. Attributing her rectal bleeding to hemorrhoids, Tonya didn't think anything could be seriously wrong. A subsequent colonoscopy proved different. At the age of 36, Tonya was diagnosed with stage III rectal cancer. Now, cancer-free for two years and back in business as Dr. Adams, Tonya will never look at anyone with rectal bleeding the same way again, no matter how young the patient may be.

The ultimate inspiration behind the Colondar is Erika Kratzer. Diagnosed with stage IV colon cancer at the age of 22, Erika was given very little hope that she would live. After three surgeries and one recurrence, Erika has been cancer-free almost four years.

In 2003, she met Molly McMaster—colon cancer survivor diagnosed at age 23 and creator of the Colossal Colon®—and Hannah Vogler, whose cousin died of the disease at age 27. Molly and Hannah told Erika about how they started The Colon Club with a goal to educate as many people as possible about colorectal cancer in interesting and out-of-the-box ways. Erika joked about creating a calendar about colorectal cancer survivors ... and another inspirational project was born.

Olympus supports and applauds this latest fund raising effort by The Colon Club. We invite you to join the fight against colorectal cancer by ordering 2006 Colondars now (\$15.00). These fully functional 12" x 18" wall calendars feature U.S. holidays, facts and important dates in colorectal cancer history in addition to the bios of each model, making them the perfect educational tool. All profits from the sale of the 2006 Colondars will be used to further the fight against colorectal cancer. Visit [www.colondar.com](http://www.colondar.com) and [www.colonclub.com](http://www.colonclub.com) for more information. **IS**

# EDDIE'S CORNER



*With more than three decades in the industry, Eddie Garcés, vice president of Olympus Medical Equipment Services America, is our resident guru on all facets of service and repair.*

## The Service Sizzle on 180 Scopes

It is no secret that the new evolution of Olympus 180 series endoscopes come fully loaded with all sorts of enhanced features and functionality (see cover story on page 1). But I have to confess, what excites me and my service team most about the 180s are the enhanced serviceability features (meaning faster service for you!) that have been integrated into their design.

**Previous generation connector with pins**



**180 series connector with PC boards**

For starters, the addition of small, flexible printed circuit (PC) boards (patent-pending) in the scope connector unit is making a very big difference. In earlier generation endoscopes, more than two dozen wires had to be individually soldered to an equal number of pins. For troubleshooting, this meant that individual wires had to be cut, tested, then resoldered back onto the pins. With the 180s, the wires are mounted instead to a few flexible PC boards so that during troubleshooting the wires can be quickly removed, tested and then reconnected. No

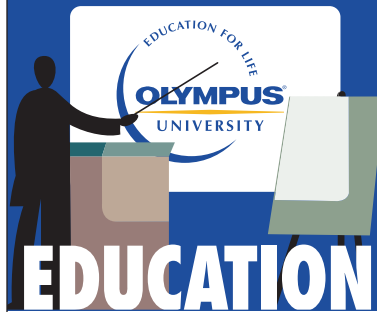
time-consuming soldering. Less headaches. Faster repairs!

Same thing for the electrical switches in the body control unit. With the 180s, all of the electrical wires are mounted to a flexible PC board instead of individually soldered to the switch unit. Again, for easier servicing. (While we're talking switches, another improvement is to the material encasing Switch #1. The new material is even more resistant to corrosion to further increase its long-term durability.)

The 180 scopes still have soldered parts, of course. But even here an important change was made. All electrical and mechanical soldering is lead free. Each of our service centers has been upgraded to include lead-free soldering capabilities to ensure maintenance of factory-approved repair protocols on the 180s. Lead free is part of Olympus' commitment to move toward ecology-friendly materials while protecting the safety of patients.

But that's another topic altogether! Watch for more information on Olympus' efforts in developing environmentally conscious products in upcoming issues of *In Service*.

*Eddie*



Course details, dates and registration forms available online in the 2005/2006 Educational Program & Resource Guide.

[www.olympusuniversity.com](http://www.olympusuniversity.com)  
800-645-8100 ext. 6200

**Group (same facility) discounts and special savings for service agreement customers are available.**

### Achieving EndoExcellence (Updated Course)

For Endoscopy Nurse Managers and Clinicians  
8.2 contact hours, 6.2 GI-specific contact hours available  
\$145.00 per person

Olympus University's newly retooled resource management course is designed for medical professionals who desire tools to help them successfully identify and develop short- and long-term goals for their endoscopy unit and to balance fiscal responsibility with clinical care.

This course includes up-to-date information that will help improve unit operations, revenue and patient care along with new information, including benchmarking, new GI technologies and procedure-based topics. All participants will attend general sessions and then break off into groups to attend either management or clinical practice tracks.

Some of the general session topics covered include new GI technologies and trends, industry regulations and guidelines, reprocessing issues, conflict resolutions and staff relationships.

Participants attending the management track will explore topics ranging from the fiscal and clinical impacts of reprocessing to strategies for effective resource management and leadership training.

Those attending the clinical practice track will focus on topics covering proper reprocessing protocols; levels of sedation/analgesia; basic principles and commonly used pharmacological agents; and indications, contraindications and complications of ERCP.

#### NEXT COURSE DATE

December 3, 2005 (San Antonio)



### Other Courses Through Olympus University

Olympus University offers CME and contact hour accredited live courses across the U.S. as well as home study guides. Currently, other courses include Reprocessing Specialist Training, Endoscope Care & Maintenance, EUS Nurse Training and EndoTherapy CEU Programs.

