



Request more information. Page 6.

ALSO IN THIS ISSUE:

Centers of Excellence

Dynamic program provides unique peer-to-peer learning. Page 2.



Predictive Analysis Helps Evaluate Options

Hospital improves efficiency of its Endoscopy Center. Page 4.



Special Offers on EndoTherapy Devices

Save on Multi-3V™ extraction balloons and QuickClip2™ clipping devices. Page 5.



MARCH IS NATIONAL COLORECTAL CANCER AWARENESS MONTH

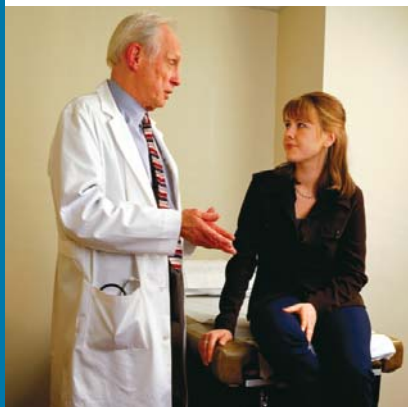
Preventable, Treatable, Beatable



Colorectal cancer. It is a disease many of us involved in the field of gastroenterology work year round to help prevent, fight and cure.

According to the National Colorectal Cancer Research Alliance, every year nearly 150,000 people in the United States are diagnosed with colorectal cancer, with almost 60,000 estimated to die from the disease. This places colorectal cancer as the second leading cause of cancer-related deaths in the U.S. for men and women combined.

This March will mark the seventh annual National Colorectal Cancer Awareness Month. It will serve as a time for all of us to intensify our efforts to inform patients, family and friends about what they can do to proactively protect their health against this largely preventable disease.



At Olympus, we believe it is our responsibility to help educate customers and associates worldwide that colorectal cancer is preventable and curable when detected early. Please invite your patients, family and friends to visit our colorectal cancer web site with patient-oriented information and links to other colorectal cancer resources at www.olympusamerica.com/crcawareness.

As the global leader in endoscopy, we also are committed to continuing our efforts in developing new and emerging technologies for better, faster and less invasive diagnostic and therapeutic solutions for winning the fight against this disease. Come see us when our Olympus OnSite™ mobile showroom visits a city near you to learn about the latest Olympus innovations and emerging technologies. **IS**

ON THE ROAD AGAIN

Olympus OnSite™ Launches 2006 National Tour



Delivering innovation to you

Last year you may have had the opportunity to visit the award-winning, state-of-the-art Olympus OnSite™ mobile showroom. Traveling 32,000 miles during its 14-month inaugural tour, this sophisticated 1,000-square-foot facility visited 40 cities in 23 states, playing host to thousands of visitors and serving as a learning lab for more than 1,100 healthcare professionals.

Continued on page 3...



PURSuing EXCELLENCE

Olympus Center of Excellence Program Provides Unique Peer-to-Peer Learning

Dynamic program offers a variety of training forums and introduces the latest technology and techniques in endoscopic gastroenterology



As a leader in the development and manufacture of medical endoscopes, Olympus also offers a wide range of more than 500 diagnostic and therapeutic endoscopic devices. From the innovative V-System™ for ERCP (see page 5) to therapeutic devices such as QuickClip2™, Olympus EndoTherapy devices are the perfect complement to Olympus medical endoscopes.

Partner hospitals

To enhance customers' clinical expertise in endoscopic gastroenterology as well as the effective use of EndoTherapy devices, Olympus has established Centers of Excellence with partner hospitals in the United States. These Centers provide training on ERCP, EMR and hemostasis.

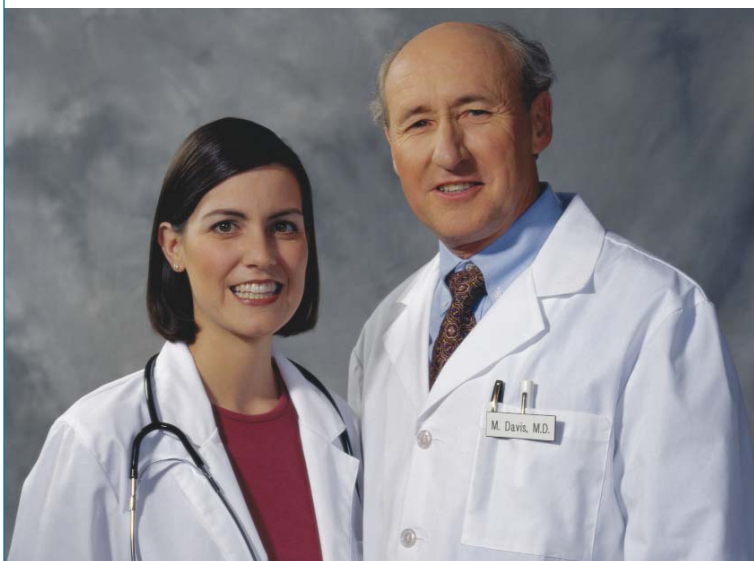


Expert clinicians

Taught by nationally renowned physicians, the on-site training at each Center is customized to meet the technical and product learning objectives of the individual. Activities can include didactic presentations, viewing of live procedures, hands-on workshops, guest speakers and grand rounds.

Supportive environment

The Centers offer a supportive environment for physicians and nurses to ask questions,



learn new skills and observe procedures in progress. "We've had tremendously positive feedback from our customers visiting the Centers," states Isabelle Werkheiser, a senior product manager for Olympus' EndoTherapy product line. "It is a great way for them to experience the latest Olympus innovations and procedural techniques to enhance their facility's capabilities and reduce any apprehension relative to therapeutic endoscopy procedures."

"The workshop facilitator was an expert biliary endoscopist. This program provided an excellent hands-on opportunity, which was conducive to individuals with varying levels of expertise."

Dr. Gregory Lemite
John Randolph Medical Center
Hopewell, Virginia

If you are interested in the Center of Excellence program, please contact your Olympus EndoTherapy sales representative. To learn more about the Olympus EndoTherapy product line or the innovative V-System, please fill out the request form on page 6, or visit www.olympusamerica.com/endotherapy. **IS**

MAINTENANCE TIPS

Importance of CDS Recognized in HPN

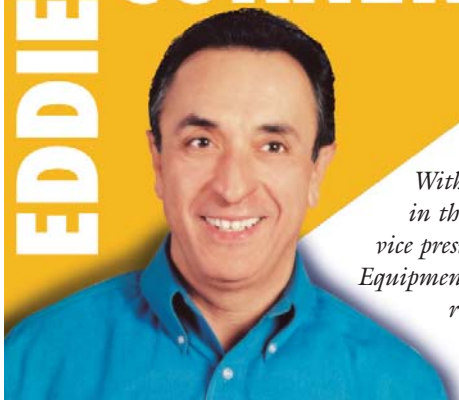
In its November 2005 issue, *Healthcare Purchasing News (HPN)* launched an annual guide to educate and reinforce proper cleaning, care and handling of endoscopes. Drawing on the expertise of professionals in the manufacturing and reprocessing communities, the guide offers up advice and tips designed to help minimize infection risks and maximize the useful life of medical instruments.



Olympus' senior manager of infection control, Bradley J. Catalone, Ph.D., along with George Koos, the company's senior product manager of cleaning, disinfection and sterilization, provided a bylined article in the guide titled "Beyond Cleaning: Reprocessing Flexible GI Endoscopes Successfully." Highlighting proper scope care, this article offers tips on both common and not-so-common areas of cleaning, disinfecting and sterilization, all factors that contribute to safe and effective reprocessing.

If you would like a reprint of the article, please complete the request form on page 6 or visit www.olympusamerica.com/cdsreprocessing. **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.

Meeting your needs

Whenever customers visit one of our service centers, we like to take the opportunity to update them on our operation and extensive repair solutions. It is a wonderful forum for them to see our capabilities firsthand, and for us to ensure we are meeting all of their service and repair needs.



Every level of repair: We are committed to fully servicing what we sell by providing the most comprehensive repair services in the industry—services that cover all types, models and generations of Olympus endoscopic equipment, including electronics. We're equipped to perform every factory-approved repair process on your Olympus products, including an extensive array of minor- and major-level repairs, as well as all levels of refurbishment. All repairs are performed in an environment specifically engineered to minimize your costs without compromising equipment quality or performance.

New repair processes:

What's more, we continually incorporate new repair processes developed through Olympus' R&D. These repairs are designed to save you money, speed up the service process and keep your scopes consistent with their original factory specifications.

Environmentally conscious practices:

We are also committed to positively influencing areas of our operation that have the most significant environmental impact. Toward that goal, our National Service Center recently sought out and received ISO (International Organization for Standardization) 14001 Certification. Accordingly, we reduce, reuse and recycle specific resources in our efforts to be environmentally conscious. This keeps our costs—and therefore your costs—in check and saves a few forests and other natural resources along the way.

Continuous improvement:

It's all part of our Olympus heritage and *kaizen*-based culture to seek avenues for continuous improvement, whether we're developing new repairs that help protect your budget or promoting planet-friendly practices that help protect our world.

Eddie

...“On the Road” continued from page 1

The Olympus OnSite mobile showroom provides the capability of bringing innovative Olympus products and solutions directly to healthcare professionals. The look into the future as displayed at Olympus OnSite was awesome, with several stations demonstrating new advanced endoscopic technology. The narrowband imaging, fully integrated into the working endoscopes and viewed on high-definition monitors, was amazing.

Jerome D. Wayne, MD

Chief of Gastrointestinal Endoscopy, Mount Sinai Hospital, New York

New on board

After recent refurbishments to include the latest Olympus innovations, the Olympus OnSite show is back on the road. Now on board is the new EVIS EXERA™ II 180 series endoscopy system, the world's first to deliver both high-definition television (HDTV) and narrowband imaging (NBI) technology to enhance visualization during gastroenterology procedures. The system provides doctors with enhanced diagnostic capabilities and improved efficiency. The universal platform also integrates surgical endoscopy—including the new HD EndoEYE™ surgical videoscopes—and medical endoscopy into one complete system for multiple specialties, such as general surgery, gastroenterology, urology and gynecology.

In addition, Olympus OnSite showcases a comprehensive array of Olympus medical products and services, as well as consumer products.

Olympus OnSite allows Olympus to save busy healthcare professionals time and expense, explains Rick Harbuck, vice president of Olympus' Medical Systems Group. “We can familiarize the medical community with the latest in patient care by bringing Olympus healthcare equipment directly to them. And we can do this in a way that allows demonstration, evaluation and training,” he adds.

Getting behind the cause

With stops planned in more than 40 cities in 2006, the tour will start in the south, eventually coming to Orlando March 9-11 for Florida Hospital's annual colorectal cancer awareness run, “Get Behind the Cause 5k” (www.trackshack.com). Olympus OnSite staff will provide colorectal cancer literature to the general public during the event, as well as teaching symposiums for area gastroenterologists and a special learning lab for the Florida Hospital Digestive Health Center.



2006 tour dates

For details on the upcoming tour schedule and other Olympus OnSite information, visit www.olympusonsite.com. If you are interested in setting up a special learning lab or demonstration while Olympus OnSite is in your vicinity, please contact your Olympus sales representative. **IS**

Predictive Analysis Helps Evaluate Options

Torrance Memorial Medical Center improves efficiency of its Endoscopy Center



Accepting the need for change is difficult, but understanding what changes will yield the most desirable outcomes in a GI lab is even more complex. How do you maximize efficiency within a restricted physical space, fulfill the ongoing need for staffing, meet physicians' expectations for effective room turnover, and optimize patient flow for efficient throughput?

Torrance Memorial Medical Center—an accredited, full service, 377-bed, nonprofit community medical center in Los Angeles' South Bay area—recently examined these very issues, in anticipation that improving efficiency of its patient flow would positively impact both patient and staff satisfaction as well as the bottom line.

“It was clear that with our limitations on space, expansion is the obvious answer to address our key issues,” explained Debby Kelley, Torrance Memorial's vice president of ancillary and support services. “This solution, however, requires a fairly significant amount of development time while our patient flow needs are more immediate.”

Moving proactively to satisfy the Center's immediate requirements, Kelley and her team solicited the support of Olympus EndoSite® Consulting Services.

Predicting future outcomes

Torrance Memorial's situation proved to be a perfect application for Olympus' proprietary modeling software, designed specifically for GI facilities. Using the EndoEfficiencies™ Simulation and Predictive Outcomes model, Olympus and the Torrance Memorial team were able to systematically and accurately replicate patient flow through the Torrance Endoscopy Center, based on the Center's existing protocols and resource requirements, as well as other variables specific to the facility.

Using the predictive analysis capabilities built into the EndoEfficiencies model, Olympus simulated various changes in the Endoscopy Center operation. These analyses helped the Medical Center's team understand and evaluate the predicted fiscal impact of various scenarios. Though expansion planning is under way,

Continued on page 6...



by THE WAY...

Other Olympus News

Microscopic Masterpieces

The microscopic terrain proves to be as diverse, multihued and magnificent as anything else in the cosmos, as revealed in the 2005 Olympus BioScapes™ International Digital Imaging Competition. Honoring the finest life science still images and movies in the world, this annual contest reveals the mysteries of life through light microscopes.

“These pictures combine aesthetic beauty, technical expertise and scientific knowledge to tell stories of great meaning,” said George Steares, vice president of Olympus America's Scientific Equipment Group. “The winning photos and movies record scientists' findings, demonstrate the extraordinary capabilities of today's research microscope systems and most important, reveal the always-surprising splendor of the natural world through these moments of discovery.”

Doctoral candidate Hussein Mansour at the University of Sydney in Australia submitted the winning entry (Fig. A). His striking image of brilliant blue blood vessels inside an aging rat's eye alongside vivid red astrocytes (which lend both mechanical and metabolic support for neurons) paints a much darker portrait of aging. Some scientists believe that understanding astrocyte changes is one of the keys to unlocking the mysteries of age-related brain disease and degeneration.

Other top winners include Ruben Sandoval of Indiana University, Indianapolis (Fig. B: 3D image of a glomerulus in a kidney); Viktor Sýkora from the Czech Republic (Fig. C: plant seed with the tuft that carries it on the wind); and Rudolf Oldenbourg of the Marine Biological Laboratory, Woods Hole, MA, and James LaFountain of SUNY at Buffalo (Fig. D: meiosis in a fly).

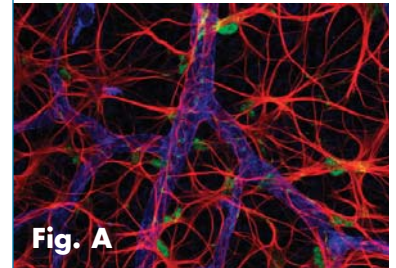


Fig. A

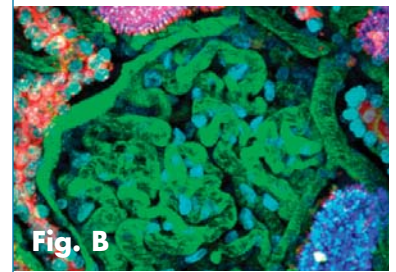


Fig. B



Fig. C

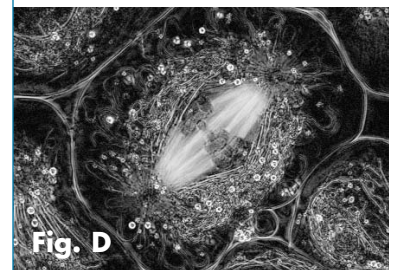



Fig. D

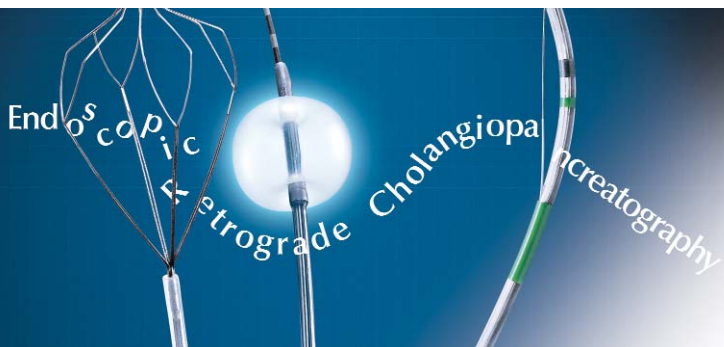
Entries for the 2006 BioScapes Competition are being accepted now. For details or to view the gallery of winners, visit www.olympusbioscapes.com.

For more information about the exciting world of optical microscopy for biomedical applications, visit www.olympusmicro.com. 

ENDOTHERAPY NEWS

Olympus V-System™ Proves Valuable to ERCP Clinicians

Helps simplify and streamline procedure for all experience levels



The recent introduction of the innovative Olympus V-System™ has broadened the opportunities for hospitals large and small to include therapeutic ERCP within their service offering. Allowing physician control of the guidewire, easy catheter exchange and enhanced cannulation helps simplify and streamline ERCP for the experienced and inexperienced clinician alike.

Since the V-System allows the guidewire to be locked into place, inadvertent loss of cannulation during device exchange can be avoided, even by an endoscopist new to ERCP. The V-System provides the physician with many choices that can be tailored

based upon the clinical situation and the expertise level of the ERCP team. The physician can choose between a standard long-wire exchange or the improved efficiency of a short-wire

exchange. With the proprietary C-Hook™, the physician can control the guidewire, or easily pass control to the assistant. Furthermore, the Olympus V-Sheath™ allows device functions—such as sphincterotome bowing, balloon inflation or contrast injection—to be controlled with ease by either the endoscopist or the ERCP assistant.

Since its U.S. introduction, more than 150 hospitals have started using V-System ERCP devices, including large teaching institutions as well as community hospitals of varying size. For more information about the V-System and Olympus EndoTherapy devices, please see page 6, or visit www.olympusamerica.com/v-system. **IS**

“Although the experience level of the ERCP team in a medium-sized community hospital may not be as great as that of a large tertiary institution, the necessity for successful therapeutic ERCP is not reduced. The V-System allows endoscopists to be confident in their control of cannulation, and reduces the stress level on the ERCP assistant.”

Stephen Hoffman, DO

Gastroenterology and Internal Medicine

Oakland Medical Group, PC, Madison Heights, Michigan

To place your order, contact your Olympus representative.

Olympus
EndoTherapy
Special Offers



Single-use, 3-lumen extraction balloon

The ‘you break, we buy’ guarantee
If our resilient Multi-3V™ disposable extraction balloon breaks during a procedure, we’ll buy it back from you.

Outstanding benefits of the Multi-3V

- 3 inflation diameters built into each balloon
- 3 pre-measured syringes
- 3 separate lumens

Special offer: get 3 for the price of 2
New customers can purchase three Multi-3V balloons for the price of two. Offer available to new Multi-3V balloon customers for orders placed on or before March 31, 2006.



QuickClip2™

Single-use, rotatable clip fixing devices

Superior rotation

Up to 90 degrees in both directions

Multiple sizes

The QuickClip2™ Long (11 mm) and the QuickClip2 (9 mm)

Emergency ready

Preloaded clips in a sterile package

Special offer: try 2 for the price of 1

Purchase a large box (20) of QuickClip2 devices and a small box (5) of QuickClip2 Long devices for the price of the large box alone. Offer expires March 31, 2006.

