

OLYMPUS®

IN SERVICE

VOLUME 8 ISSUE 2

SUMMER 2006

Request more information.  
Page 6.

## ALSO IN THIS ISSUE:

New Offerings in  
Endoscopy DevicesLithoCrushV™ and SolarProbe™  
join the Olympus EndoTherapy  
lineup. Page 2.Service Portal—Gateway  
to Convenience24/7 site simplifies service  
and provides access to repair  
information. Page 3.Ultrasound Technology  
More AccessibleEU-MA system provides  
affordable solution for  
radial EUS. Page 5.

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SEDATIONLESS  
ENDOSCOPY A  
TOPIC AT DDW*Super-slim videoscope makes unsedated,  
transnasal examination and biopsy possible*

While the use of sedation with peroral passage of conventionally sized endoscopes for upper endoscopy is still the standard practice for most endoscopists in the U.S., ultrathin videoendoscopes have made upper endoscopy without sedation feasible.

Dr. Richard Rothstein, professor of medicine at Dartmouth Medical School and chief of the gastroenterology and hepatology section at Dartmouth Hitchcock Medical Center in Lebanon, NH, recently lent his expertise on sedationless endoscopy at ASGE's continuing medical education course in April and at Digestive Disease Week in May. He explains that while sedatives generally permit procedures to be conducted without patient discomfort, the administration of sedatives requires resources and time-consuming patient monitoring, has substantial cost, and can produce side effects and occasional complications.



Dr. Rothstein performing an unsedated upper endoscopy.

*Unsedated upper endoscopy provides a cost-effective alternative to standard endoscopy, is well tolerated and can permit more efficient examinations. Sedationless upper endoscopy is ideal for increasing population screening for conditions such as Barrett's esophagus, esophagitis, and esophageal varices in appropriate candidates.*

—Dr. Richard Rothstein

DIGESTIVE DISEASE  
WEEK 2006Showcase for Olympus  
Innovations

Olympus' much-anticipated high-definition (HDTV) and Narrow Band Imaging™ (NBI) capabilities, incorporated into the new GIF-H180 gastroscope and CF-H180AL wide-angle colonoscope, were prominently featured at Digestive Disease Week (DDW) in May.



At 1080 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 high-definition GIF-H180 gastroscope or CF-H180AL colonoscope.



NBI is a real-time, on-demand technology that Olympus has developed to enhance visualization of the capillary network and mucosal morphology during endoscopic observation of the gastrointestinal tract.

In addition, several new EndoTherapy products made their debut at the show, including the LithoCrushV™ mechanical lithotripter and the bipolar, hemostasis SolarProbe™.

LithoCrushV

SOLARPROBE

Look inside this issue of *In Service* to learn more about these and other Olympus innovations. IS

Continued on page 4...

# New Product News

## ENDOSCOPES

### GIF-H180 Gastroscope



#### Improved diagnostic imaging

With high-definition resolution that far exceeds conventional video and the added feature of Narrow Band Imaging™, the GIF-180 improves diagnostic imaging, enabling you to confidently observe fine capillaries and delicate mucosal tissue.

With an improved Close Focus optical system, the need for electronic magnification is eliminated. And with a slim outer diameter, this scope maintains the handling characteristics you are accustomed to with standard Olympus endoscopes.



### CF-H180AL Colonoscope



#### Outstanding resolution and advanced functionality

The HDTV-compatible CF-H180AL comes with an impressive suite of advanced functions including Close Focus, which lets you obtain the same effect as electronic magnification simply by bringing the scope tip close to the observation area.



Improved imaging performance also allows you to utilize Narrow Band Imaging™ to enhance visualization of mucosal morphology. And, thanks to Olympus' exclusive extra-wide, 170-degree field of view, you may find

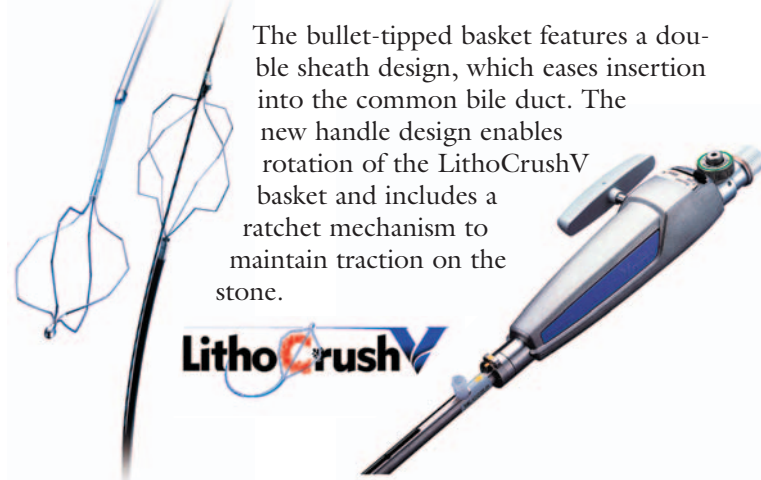
the miss ratio is reduced, helping to cut examination times and increase efficiency.

## ENDOTHERAPY

### LithoCrushV™

#### Improved biliary stone crushing and retrieval

Olympus has refined mechanical lithotripsy with the introduction of the LithoCrushV™. The handle and basket of this new EndoTherapy device have been designed to quickly connect, cannulate and crush stones.



The bullet-tipped basket features a double sheath design, which eases insertion into the common bile duct. The new handle design enables rotation of the LithoCrushV basket and includes a ratchet mechanism to maintain traction on the stone.

### SolarProbe™

#### Effective hemostasis and minimized tissue adhesion

As part of Olympus' enhanced EndoTherapy line, the new, single-use SolarProbe™ provides bipolar hemostasis for even coagulation and minimized tissue adhesion.

Featuring a bright yellow sheath at the tip for easy endoscopic identification, the SolarProbe is bullet tipped to maintain even surface contact and balanced coagulation.

Made from silver, it is designed to provide greater conductivity than other metals. It includes a hydrophilic coating and electrode pairing to help minimize the amount of tissue adhesion during procedures as well as stiff tubing for optimal tamponade and reduced kinking.

The SolarProbe, which works with most bipolar generators, enhances Olympus' extensive hemostasis product offering.

**SOLARPROBE™**



**For more information about the new products featured on this page, please see page 6 or contact your Olympus representative.**

# 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.*

## 24/7 Service Portal—Gateway to Convenience

Offering solutions that enable you to perform your job more efficiently and conveniently is the name of the game. Accordingly, I'm excited to inform you that we've developed a web-based service portal that is up and running, 24 hours a day, seven days a week.

This new tool is accessible from anywhere and at any time so that you can take care of your service-related needs quickly and at your convenience.



### Simplified service

We've designed the portal to be intuitive and easy to use by automating routine tasks and giving you the ability to:

- Electronically submit a service order,
- Print out an air bill (*online orders include free shipping*),
- Track your equipment through its repair service, and
- Receive e-mail confirmations during the repair and shipping process.

### Instant information

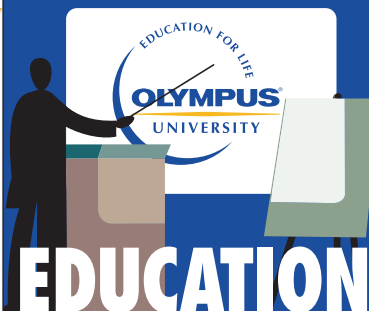
The service portal also provides valuable information regarding equipment inventories and repair histories. To access this information and the site's more advanced features, you can request a portal account and password from your Olympus representative. The secure area of the site allows you to:

- Approve your repair estimates online,
- Request loaner scopes while your equipment is being repaired,
- Access your repair histories (120-day histories online, with full histories available on request), and
- View your inventory of Olympus equipment.

Access to the portal is available to all of our customers at no charge. We look forward to meeting your needs now and in the future and will always strive to deliver solutions that work best and most conveniently for you.

*To order more information about Olympus repair service, please see page 6.*

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



Course details, dates and registration are available online. Visit the web for other live courses, biomedical engineer programs and home study guides for physicians and nurses.

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

## ACHIEVING ENDOEXCELLENCE

8.2 contact hours, 6.2 GI-specific contact hours

For managers, nurses and technicians. Learn to successfully identify and develop short- and long-term goals in today's healthcare arena.

### SUMMER 2006 DATES

- June 24, Chicago, IL
- Aug. 5, Denver, CO
- Sept. 9, Jacksonville, FL



## ENDOSCOPIC ULTRASOUND (EUS)

6.9 GI-specific contact hours

For GI nurses and technicians. Get up-to-date on the most recent advances in EUS technology and equipment and learn how to prepare for and perform the procedure.

### SUMMER 2006 DATES

- Sept. 15, Los Angeles, CA

## CARE & MAINTENANCE: Maximizing Your Endoscopic Image & Performance

### Certificate course

For those working with Olympus flexible endoscopy equipment, learn about equipment design, maintenance, cleaning, repairs and video troubleshooting.

### SUMMER 2006 DATES

- July 21, Wichita, KS
- Aug. 24, St. Louis, MO
- Sept. 13, Columbia, SC

## CARE & MAINTENANCE: Reprocessing Specialist Training

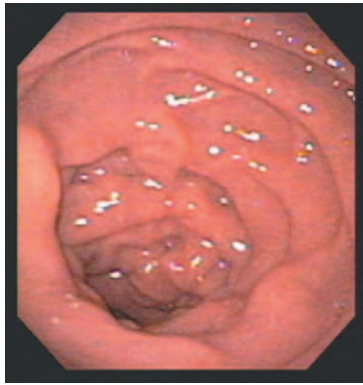
### Certificate course

For GI/pulmonary nurses and reprocessing technicians. Develop a thorough understanding of the procedures for endoscope care and reprocessing.

### SUMMER 2006 DATES

- July 27, Milwaukee, WI
- Aug. 30, Lehigh Valley, PA
- Aug. 31, Lehigh Valley, PA
- Sept. 7, Tampa, FL
- Sept. 27, Cleveland, OH

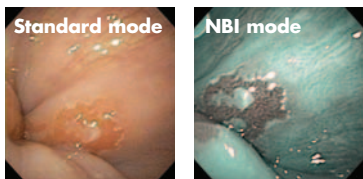
...“Sedationless Endoscopy” continued  
from page 1



View of duodenum using  
GIF-N180 in standard mode.

Rothstein believes the performance of outpatient screening upper endoscopy will be enhanced by the GIF-N180 endoscope. Introduced last year, the N180's 4.9 mm diameter distal end and insertion tube offer unprecedented insertion capability that minimizes patient discomfort and allows unsedated EGD procedures, via either transnasal or transoral means.

With image quality comparable to the GIF-160, image performance is excellent and further enhanced with Olympus' groundbreaking Narrow Band Imaging™ (NBI) capabilities.



NBI increases contrast and mucosal detail between columnar and squamous epithelium, even in the 4.9 mm super-thin GIF-N180.

“This new N180 videoscope ... is of sufficient length and stiffness to easily intubate the duodenum, yielding a complete upper endoscopic exam,” says Rothstein. “The reduced-diameter ... instrument easily passes through the nasal tract, reducing the occurrence of pain and epistaxis, and avoiding the gagging often produced by peroral scope passage.”




Comparison of the ultrathin 4.9 mm  
GIF-N180 versus the 8.6 mm GIF-160.

In addition, the scope has an accessory channel so that mucosal findings can be biopsied during the examination and, with one up-down control knob, left-right control can be easily achieved by torquing the endoscope shaft.



“Safe, unsedated transnasal examination and biopsy of the entire proximal gastrointestinal tract is possible with this unique super-slim videoscope. It will improve patient tolerance and comfort, and contribute to increased procedural efficiency.”

—Dr. Richard Rothstein

For more information about the GIF-N180 videoendoscope, please see page 6 or talk to your Olympus representative. 

## by THE WAY... Other Olympus News

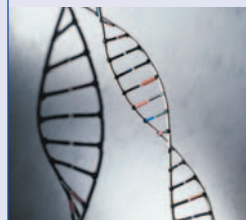
### Olympus, Cangen Collaborate on Molecular Diagnostic Test for Lung Cancer

According to the American Cancer Society, nearly 75 percent of people diagnosed with lung cancer die within two years of their diagnosis. It is the leading cause of cancer death for both men and women in the United States, with more people dying of lung cancer than from colon, breast and prostate cancers combined. In 2006 there will be about 174,470 new cases of lung cancer in the U.S. and about 162,460 people will die of this disease.<sup>1</sup>




Tokyo-based Olympus Corporation is collaborating with Cangen Biotechnologies — a cancer-focused biotechnology company located in Bethesda, MD — to develop a low-cost, blood-based molecular test for early detection of lung cancer. The focus is on targeting non-small cell lung cancer, which accounts for about 85 percent of lung cancer cases.<sup>2</sup>

The identification of specific DNA markers is under way. Several key DNA marker candidates with 70-80 percent accuracy have been identified from preserved, surgically resected samples obtained by Cangen from Hyundai Hospital in Korea. These markers can be used as a hybrid with protein-based markers to improve sensitivity and specificity. This spring the collaboration was expanded to evaluate and finalize the DNA markers through a prospective study in Asia. The goal is to apply the information from the biomarkers toward the development of precision, optically based instruments to quickly and inexpensively detect the presence of biomarkers in patients. Olympus and Cangen are aiming for



FDA approval after approximately two years.

Olympus Corporation has been a participant since December 2002 in the activities of the international Cosmos Alliance, formed to accelerate commercialization in the bio life sciences through equity investments, joint ventures, collaborative research and technology transfer. Through Cosmos-facilitated programs, Olympus plans to accelerate the commercialization of its own range of advanced biotech-related products, which includes instruments for genome and protein analysis. The research collaboration between Olympus and Cangen represents one of these efforts. 

<sup>1</sup> American Cancer Society. Detailed Guide: Lung Cancer—Non-small Cell, “What Are the Key Statistics for Lung Cancer?” Revised: 10-18-05. [www.cancer.org/docroot/CRI/content/CRI\\_2\\_4\\_1x\\_What\\_Are\\_the\\_Key\\_Statistics\\_About\\_Lung\\_Cancer\\_15.asp?sitearea=](http://www.cancer.org/docroot/CRI/content/CRI_2_4_1x_What_Are_the_Key_Statistics_About_Lung_Cancer_15.asp?sitearea=) (accessed 5-12-06).

<sup>2</sup> American Cancer Society. Detailed Guide: Lung Cancer—Non-small Cell, “What Is Non-Small Cell Lung Cancer?” Revised: 10-18-05. [www.cancer.org/docroot/CRI/content/CRI\\_2\\_4\\_1x\\_What\\_Is\\_Non-Small\\_Cell\\_Lung\\_Cancer.asp?rnav=cri](http://www.cancer.org/docroot/CRI/content/CRI_2_4_1x_What_Is_Non-Small_Cell_Lung_Cancer.asp?rnav=cri) (accessed 5-12-06).

# ENDOSCOPIC ULTRASOUND

## Endobronchial Ultrasound Scope Offers Advances in Diagnostic Bronchoscopy

With lung cancer ranking as the leading cause of cancer death in the United States, earlier detection along with accurate diagnosis and staging are critical to patient outcomes. As a leader in endobronchial ultrasound (EBUS), Olympus has introduced an innovative hybrid fiberoptic scope (the BF-UC160F-OL8) with linear-scanning ultrasound imaging capability and a dedicated aspiration needle, specifically designed for diagnostic biopsies and staging in the lung. The scope's hybrid design allows for a slimmer insertion tube with a diameter of only 6.2 mm and a 2.0 mm working channel, even with the incorporated ultrasound transducer.

### Visualization in real time

Prior to the introduction of EBUS, bronchoscopists had to perform transbronchial needle aspiration (TBNA) "blindly," using a CT scan as a general indicator of where to insert the needle in hopes of reaching the target lymph node.

EBUS enables the bronchoscopist to visualize the lymph node and surrounding vessels in real time through an ultrasound image display, which can be viewed simultaneously with the endoscopic image during the procedure. EBUS can be performed using a radial (rotational) ultrasound probe inserted through the instrument channel of a standard therapeutic bronchoscope or by using a linear (convex) ultrasound scope

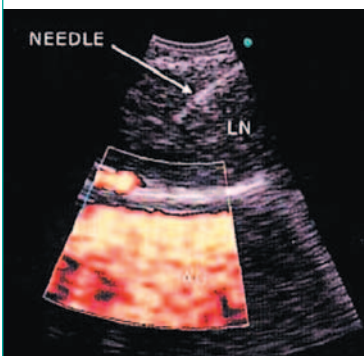


like the BF-UC160F-OL8, which incorporates both endoscopic and ultrasonic imaging into the same instrument.

The disadvantage of performing TBNA with a probe is that it requires the bronchoscopist to remove the probe from the instrument channel prior to inserting the aspiration needle, thus losing the ability to view both the endoscopic and ultrasound images simultaneously while performing the biopsy. This increases the chances of missing the target site or reducing specimen yield.

### Needle aspiration under direct vision

EBUS-TBNA with the BF-UC160F-OL8 permits visualization of the needle on the video monitor as well as on the ultrasound image in real time,



enabling the physician to more accurately guide the needle into the lymph node to obtain pathology samples. Power Doppler mode, made possible by electronic linear scanning, offers bronchoscopists the ability to check blood flow conditions before needle biopsy. And a specially designed "dimpled" needle tip enhances the view of the needle on the ultrasound image, making it easier to distinguish and position for biopsy.

## EU-MA Puts the Power of EUS Within Everyone's Reach

### Affordable and easy to use

As the benefits of EUS become more widely apparent and the equipment more cost-accessible, it is possible that endoscopic ultrasound will become a standard in every endoscopy suite. With the introduction of Olympus' EU-MA Endoscopic Ultrasound Center, that time may be sooner rather than later.

By combining the latest advances in technology with a streamlined design and eliminating non-essential features, the EU-MA is a more basic version of the EU-M60, at a fraction of the cost. The result is a solution that's simple, affordable and easy to operate. Even clinicians new to EUS will have little difficulty in mastering the simple and intuitive operations of the EU-MA to perform EUS procedures, making it a practical choice for the private practice and community hospital gastroenterologists.

### Easy integration with existing equipment

For existing EUS customers, the EU-MA is a cost-effective option that can be used to equip another room with radial EUS. Adding a second processor adds flexibility to the EUS schedule and allows previous generation radial scopes to be used as backup instruments.

The EU-MA can be connected to EUS equipment already owned by your facility, including any GF-UM130, GF-UMQ130 or older GF-UM20 echoendoscopes and is compatible with MH-240



probe drive units as well as all non-DPR type probes. When used with the GF-UM130 radial scanning echoendoscopes, the EU-MA offers customers a complete radial scanning system at a very practical price.

As with the EU-M60, the EU-MA can be completely integrated with an EVIS 100 Series or 200 Series system to utilize a single monitor and a single keyboard all on one cart (PiP functionality not available) for the ultimate convenience.

For help in determining the best EUS solution for your facility, talk to your Olympus representative. To request more information about the EU-MA Endoscopic Ultrasound Center, see page 6. [IS](#)



Continued on page 6...

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### Endoscopy Medical Products

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### Surgical Products

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### 1 Select your requests:

- GIF-N180 Gastroscope
- GIF-H180 Gastroscope
- CF-H180AL Colonoscope
- EBUS TBNA
- EU-MA
- EndoTherapy Devices
- SolarProbe™
- MaxPass™ for ERCP
- V-System™
- Olympus Repair Services
- EndoEfficiencies™, GI Benchmarking & EndoSite® Consulting Services
- Healthcare Purchasing News* "Beyond Cleaning" Reprint

*The above materials are available until September 15, 2006, while supplies last.*

### 2 Send your requests to:

#### Mail

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#### Fax

800.878.3691

## We've Moved

In May, Olympus Medical Systems Group moved to the new Olympus America corporate headquarters in Center Valley, Pennsylvania. To ensure timely delivery of your correspondence and requests, below is our new address and contact information for your records:

Olympus America Inc.  
Medical Systems Group  
3500 Corporate Parkway  
PO Box 610  
Center Valley, PA 18034-0610  
484.896.5000  
800.645.8100

...*"Endobronchial Ultrasound"*  
continued from page 5

EBUS-TBNA leads to more effective disease/cancer staging and to a higher confidence to have recommended the patient for the most suitable treatment.

Unlike conventional TBNA biopsies or mediastinoscopy, this system's breakthrough combination of exceptional reliability and minimum invasiveness is expected to make it the method of choice for more accurate TBNA. To request more information, please fill out the request form on this page. **IS**

## Did you receive your literature?

During the transition to our new corporate headquarters, some of your *In Service* literature requests may not have reached our facility. If you need to resubmit your request, please fill out the request form on this page. We apologize for the inconvenience and appreciate your patience.

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Vol. 8, Issue 2

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