

To China and Back...

IN THIS SEASON of vacations and weekend excursions, the thought of two weeks in a foreign, remote land brings visions of tall palm trees and sandy beaches. But Rob Krebs, Special Services Engineer for Olympus Endoscopy Service Group (OESG), has a different tale to tell. Rob recently traveled to Linxian, a remote area of China, on a work project that proved technically challenging, yet personally satisfying... and there were no sandy beaches.



The sun setting over the Tai Hang Mountains approximately one-half mile from the compound.

In April, Rob represented Olympus America—in collaboration with Olympus Tokyo and Olympus Beijing—on what is known in our halls as the “China Project.” More formally, the 13-year project is run through the National Cancer Institute under the direction of Sanford Dawsey, M.D., Senior Investigator at the Institute’s Bethesda Maryland facility. The mission of the research project is to study esophageal cancer and determine if there is a genetic predisposition to the cancer. This area of China is of great concern since it has the highest number of cases of esophageal cancer in the world. Olympus, now in its second year on the project, is proud to support this valuable research.

Rob tells how he became involved: “The doctors had gone to China last year, and one of our Olympus engineers joined them. That Olympus engineer referred me to Dr. Dawsey as a potential candidate for this year.” Rob voiced an interest in going, and before he knew it, he was preparing for his trip to China.

In China, Rob’s job would be to install and monitor video and computer equipment manufactured and sold by Olympus. The equipment would allow the doctors to perform procedures used as a basis for the research. In the simplest terms, “the video equipment allows a doctor to use an endoscope inside a patient and view a video image,” Rob explains, “and the computer equipment allows us to capture those images and record patient data, such as patient’s name and age, the date of the exam, and their findings.” One main goal is early detection. “Then, you can associate that information with the images captured and stored in the computer.”

But before he could go, Rob had plenty to prepare. The patient data collected in China would eventually be sent back to Dr. Dawsey to review and extend to his own studies here in the U.S. That meant that the computer system in China had to be identical to the computer system in the U.S., or as Rob explains, “They must be able to share some type of backup media so Dr. Dawsey can restore it.”

Early on, Rob built all the computers, some with custom configurations, and all the video equipment was assembled in New York. He also performed custom work on the

computers going to China “to make it easy for the Chinese doctors or whoever may be monitoring the equipment or performing the backups,” he says. “I made it so they basically pushed one button, and the machine would back up everything automatically.”

Once all the equipment was in place, it was shipped to Olympus Tokyo, which took responsibility for getting it into China. According to Rob, that process alone “was pretty involved,” but worth it to know that once in China, the system would be ready to go.

Following the day-long journey to Beijing, the researchers and Rob were transported to Linxian. Marie Marzi, a free-lance photographer based in Washington, DC, along on a self-funded trip, praises Rob’s immediate commitment to the project: “They all got in at 6:30 the first night, after a 10-hour drive from Beijing. Everyone headed to the compound, but Rob went to set up the equipment. He must have worked until midnight that night...He never left when the doctors were working, [and] he was always willing to help.”

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Life Just Got Simpler

Surgical Products Division Centralizes Forces

(800)548-5515

WITHIN THE PAST YEAR we've heard more and more from our customers—through surveys and phone calls—about how we could make life easier when it comes to customer service. Well, we've listened *and we've responded*. This summer, Olympus America Inc. (OAI) and Olympus Endoscopy Service Group (OESG) are proud to announce a consolidation of efforts meant to ease your Olympus experience when it comes to pricing and service information for your surgical product needs.

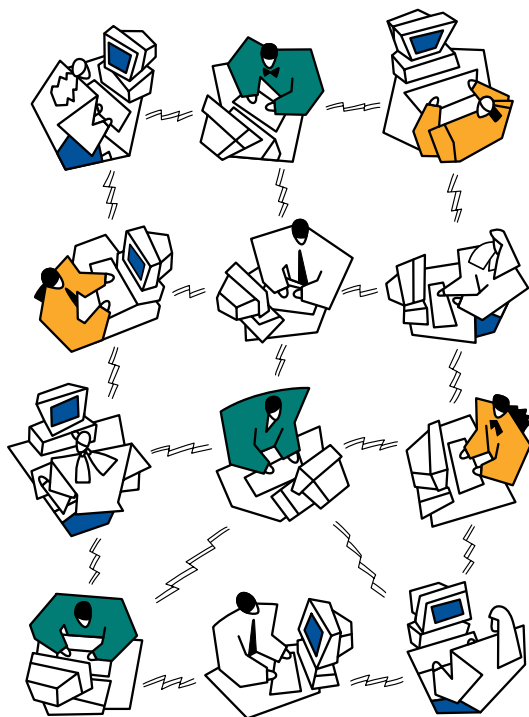
June 15 marked the culmination of efforts at OAI's corporate headquarters in Melville, New York, to consolidate the Surgical Products Division's six regional customer service center functions into one. Over the course of the summer, Olympus Surgical customer service functions in Atlanta, Chicago, Cleveland, Dallas, and Los Angeles are moving to Melville, where—by August 15—the consolidated center will be in full force.

For those of you who are not familiar with the Surgical Products Division, it is the arm of Olympus responsible for providing telescopes, endoscopes and accessories for minimally invasive surgeries. John Cifarelli is Director of Sales for the Division and the "point man" of the centralization project. John, along with Sue Dunn, Manager of Marketing Communications, combined forces to plan and implement this strategic effort.

The customer service branches, operated by OESG, have been structured to support all the customers of the Endoscope and Surgical Products Divisions by providing both customer service and repair. As part of their strategy, the Surgical Products Division decided to consolidate the customer service function in Melville. John says this recent consolidation for surgical products is a result of new leadership within his division.

"Two of the first things Dave McKinley, our Division's Vice President, recognized when he joined Olympus were the need to build up the knowledge base within the Division and the need to support the people in the Division," says John. "That started this last ball rolling."

The thinking behind the move, he says, is this: "We're under the belief that unless you're working day to day and have a presence with the Customer Service Representatives, you're not really providing them an opportunity to learn the surgical



products and the procedures, to best serve our customers. To keep the educational level of our employees current, we felt it would be better to centralize our customer service efforts." Melville was chosen, he continues, not only because it is the center of Olympus America's operations, but also to place the customer service staff where the marketing people are, "so we can train the staff more effectively and on a continuing basis, and, in turn, offer more consistent and quality service. "This move is intended to make life easier for the customer," according to John, "in that the customer should be able to get an answer from one phone call."

Joanne Montuori has been with Olympus for 13 years and has seen many sides of customer service. She began in marketing before moving to customer service, where she's been involved with both surgical

and "flexible" products. When centralization was brought up, she was asked to be on the development team, offering input on what should be done, how it should be done, and how many people would be needed for an effective customer service department. Her role in the process and her commitment to Olympus customers landed her the title of Customer Service Supervisor for the new department, where she now is involved in hiring and training.

"The centralization of customer service will make it much easier for the customer, because we are training each Customer Service Representative to be more specialized and more detailed with the product," says Joanne. "Surgical products consist of many small pieces—as opposed to endoscopy products that are four or five larger pieces...our highly trained staff will be able to better control and communicate product promotions in effect and information that is needed by the customer."

"The really simple view," according to John, "is that if something changes tomorrow, we can have a staff meeting at 8:00 a.m. with our Customer Service Representatives, and that word can get out to the customers immediately. So, if OESG has an update to a repair program or adds new products to its repair/exchange program, we can relay that to our customers immediately."

Better yet, you can reach the Surgical Products Division by calling one toll free number 8:00 a.m. to 7:00 p.m. Eastern Standard Time at (800) 548-5515 or by fax at (800) 833-1482.

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Rob, though, admits to some “culture shock” upon reaching the rural Chinese village. Mostly, he says, he was surprised at the conditions. The streets were not paved, there was little or no running water in the villages, trash was in the streets. As Marzi describes it, “It was dirty, and the land was really dusty.”

But the biggest technical challenge for Rob was the electricity. “When we are operating a computer system and the power goes out, it’s a total nightmare. To combat that, we used uninterruptible power supplies, which are like battery packs that you plug the computer into. The battery packs can plug into the outlets, and when the power goes out, these batteries help maintain the electricity to the system. . . I had an idea it was going to be like that, just from talking to people who had been there in the past, so we did arrange to have Olympus Beijing install some uninterruptible power supplies for us.” He admits, though, “I was on the edge of my seat the whole time,” and adds it was quite a personal accomplishment to get the system up and running, “and keep it up and running under those conditions. That felt good.”

But the real satisfaction, Rob says, was being able to help the Chinese people. “The trip is based on researching esophageal cancer, and you get a lot of satisfaction from helping with that...to help the people in China who have little health care. That’s what inspired me to go.”

Rob credits his fellow travelers for easing his journey, having guided him through a foreign culture and the huge language barrier. In return, he is complimented for his kindness



A nurse preparing a patient for a procedure.



Rob observing (from door) procedure to ensure that all Olympus products and systems are performing properly.



Patient walking past a middle school on his way to the cancer hospital compound.

and willingness to help, whether it were helping to fix a broken camera, keeping the generator ready to go or freely sharing the few luxuries he brought along—including Oreos and Hershey’s Kisses.

Dr. Dawsey, in a letter to Olympus America Inc. (OAI) management, offers the highest praise: “I want to tell you how truly important Rob Krebs was to the success of our project and what a really great job he did as the ‘point man’ at OAI, organizing and shipping the equipment; as the onsite engineer and trouble shooter in Beijing and Linxian; and as the designer of new innovative systems...which should get around several nagging problems which have bothered us chronically for the past few years.” He adds, “In addition to his technical abilities, Rob’s friendly personality and his ability to get along easily with many very different people [made him] a real ambassador for Olympus.”

As for Rob, he’s a bit more modest, saying that his effort truly “shows the extremes Olympus is willing to go to support our customers. The doctors who coordinated this project are Olympus customers and have been for years.”

In the end, he says it was “a positive, but tough experience...to be taken out of some place like New York and brought to a remote area in China... You don’t realize how lucky you are here until you go out into a place like that.” But given the chance to go again next year, he admits, “I would go...definitely.”

Hats off to Rob and Olympus, for going to China and back—literally—for our faithful customers.

Maria Boyer is a medical freelance writer based in Hershey, Pennsylvania.

Sterilant/Disinfectants and Your Olympus Flexible Endoscopes

Olympus has recently completed the compatibility testing of two sterilant/disinfectant solutions; *Sporox™ Sterilizing and Disinfecting Solution*, manufactured by Reckitt and Colman, and *Cidex*PA Solution*, distributed by Advanced Sterilization Products. Request your copy of the Olympus Technical Bulletin detailing compatibility with your Olympus flexible endoscopes. *Check A on your “Want More?” reply card.*

OESG Opens Houston Satellite Service Facility

IN A RECENT SURVEY conducted for Olympus Endoscopy Service Group, it was determined that a number of our customers desire local Olympus repairs. To help support this customer demand, we are proud to announce the opening of an Olympus satellite repair facility in Houston, Texas. We anticipate this facility to be fully operational this quarter.

Houston-proper has one of the highest concentration of medical facilities in the country.



These facilities have long used Olympus equipment and it is exciting when we can provide additional services and repairs closer to our customers.

Details of the services to be provided, phone number and location of this Olympus operation will be sent to medical facilities in the Houston area. To ensure that you receive this information, please *check C* on your "Want More?" reply card and send today!

More All-Stars Join the OESG Team



Please join us in welcoming these new OESG all-stars. These individuals have been carefully selected to serve our customers.

Kenneth Bocox

In May, Kenneth Bocox joined OESG as Customer Service Manager for the National Service Center. Kenneth brings with him over twenty years' experience in customer service and field service management.

Helle-May Cheney

Helle-May Cheney joined OESG as Service Manager for the Chicago Branch in May, 1998. Helle-May will provide effective leadership through her extensive experience in customer service and operations management.

Dennis Hansinger

Dennis Hansinger joined OESG as Field Support Engineer based in Detroit. Dennis was a Lead Service Technician for Birmingham Data System and holds an A.S. in Electronic Engineering. He demonstrates the technical and customer service skills to support our customers in the Central Region.

Michael Sanso

Michael Sanso joined OESG as Field Support Engineer in June,

1998. With an A.S. degree in Computer and Electronic Service Technology from Briarcliffe College and recent work experience as a Computer Technician, Michael will provide the necessary technical and customer service skills to assist our customers in the New York City and Long Island areas.

Jeffry Pavliska

Jeffry Pavliska joined OESG as Field Support Engineer in June, 1998. As a Senior Field Engineer for Standard Register Company for 13 years, Jeffry serviced and supported software/hardware systems for the Medical, Financial and Industrial markets. With a B.S. in Electrical Engineering Technology from DeVry Institute and A+ certification, Jeffry will be a valuable asset to our customers in the Southwest region.

Mark Scheckel

Mark Scheckel joined OESG as Field Support Engineer in June, 1998. As a Regional Service Engineer for Beckman Coulter and prior work experience as a Project Engineer for IPC Interactive, Inc., combined with an AASE degree from DeVry Institute, Mark presents strong customer training, troubleshooting and problem solving skills for our customers in San Francisco.



Want More?

FILL OUT THE INFORMATION BELOW, tear at perforation and select the most convenient method to respond (fax, mail, e-mail or phone). See bottom right page for details.

YES! Please continue sending me OESG information!

Your Name _____

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Fax Number _____

Please complete all information above.

A

Check here for technical information on the results of compatibility testing with SporoX and Cidex*PA with Olympus flexible endoscopes.

B

Check here for information regarding natural rubber latex and Olympus products.

C

Check here for details of the Olympus Houston satellite service center.

D

Check here for OESG's Repair and Service Price List.

E

The year 2000 (Y2K) compliance contact at our facility is: _____
Title: _____

Thank you for your time. Is there anything else you would like to tell us?

OLYMPUS Endoscopy Service Group

❖ IN SERVICE NEWSLETTER ❖

Olympus *In Service* newsletter is published bi-monthly and distributed nationwide to healthcare professionals to inform and to educate them about Olympus repair and service issues. The *In Service* subscription rate is \$24.00 annually, however, it is provided at no charge to our Olympus customers.

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4 ways to receive Valuable FREE information from OESG. Select the method most convenient to you!



FAX IT!

Fax the completed "Want More?" card to
408-935-5010 or 408-935-5011

MAIL IT!

Mail the completed "Want More?" card to:
Olympus Endoscopy Service Group
Attn: Hilda Barrs-Mosenthine
2400 Ringwood Avenue
San Jose, CA 95131-1700



E-MAIL IT!

E-mail your request to:
barrsh@olympus.com
On Subject line, type:
"Olympus In Service Request"



PHONE IT!

Call 800-645-8100 x6502 to leave
a detailed message of your request.



Frequently Asked Questions



Year 2000 (Y2K) compliance is a hot topic, one that Olympus takes seriously. Please let us know who at your facility is responsible for Y2K compliance by completing section E on your Want More? reply card.

Q: Our facility is concerned about latex allergies. How can I be assured that latex products are not being used when our Olympus endoscopes are repaired?

A: By design, there are no natural rubber latex components in Olympus' line of flexible and surgical endoscopes. However, certain detachable balloons and balloon catheters such as those used on Ultrasound endoscopes and Sonde enteroscopes do contain natural rubber latex. A comprehensive list is available *by simply checking B on your "Want More?" reply card.* Moreover, Olympus repair parts do not contain natural rubber latex. However, Olympus does not warrant or

guarantee that any products repaired by any party other than authorized Olympus personnel do not contain latex.

Q: How much should I expect to pay for aerating a scope for fluid invasion?

A: At Olympus, routine aeration (90 minutes at 60° C) is part of the repair process for every scope. After this initial aeration, a thorough 30+ point inspection is completed which includes opening the scope. If fluid is still present, the scope is placed in an aeration chamber for a minimum of 8 hours to dry out the now exposed areas. After this process, it is determined if the fluid invasion has caused corrosion and has limited the operation of the scope. If no further damage is found and if aeration has solved the problem, the \$90.00 aeration fee as described in our published price list is charged. For a copy of our Repair and Service Price List, *simply check D on your Want More? reply card.*

Send your questions to the Editor to be answered in future issues of *Olympus In Service*.
 Call Hilda Barrs-Mosenthine at (800) 645-8100 x6502, e-mail her at barrsh@olympus.com, or write her at
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