Ranked among the top three facilities in the United States for treatment of digestive disorders, the Cleveland Clinic’s Digestive Disease Center attracts patients from around the globe. Dr. James Church, Section Head of Endoscopy for Colorectal Surgery, sees the center as a model for the future — the concept is a way for them to deliver the best in medicine to their patients while furthering education, sharing resources and collaborating on clinical research.

**Enhanced Patient Care and Convenience**

The close proximity of the center’s physicians and surgeons enables them to collaborate on the best medical/surgical approaches for patients and expedite the management of difficult cases. The theory has worked very well in practice according to Nancy May, Nurse Manager for Colorectal Surgery.

“Before, it wasn’t always possible to see a patient between the two departments in one day. Now the patient doesn’t have to get up, get dressed and go to a different floor or facility — it is possible for both a gastroenterologist and a colorectal surgeon to see a patient all in one sitting.”

**Collaboration on Clinical Research**

Dr. Joel Richter, Department Chairman for Gastroenterology, says the center greatly enhances the opportunity for clinical research. “It is now so much easier to meet with each other to go over data, and integrate our daily patient care with our research activities.” Both the center’s gastroenterologists and colorectal surgeons serve as investigators in multicenter studies of polyp prevention. They also are involved in a multicenter National Cancer Institute-funded study of inherited colon cancer. And every two years, the center runs a colorectal cancer screening program in the facility that is open to the public.

continued on page 7

Dr. James Church
Venezuelan gastroenterologist Dr. Moises Guelrud is a visiting professor at Tufts University School of Medicine and a staff gastroenterologist at The Floating Hospital for Children at New England Medical Center in Boston, Massachusetts. Recently, Dr. Guelrud called upon Olympus to use our newly introduced PJF-160 Pediatric Duodenoscope for an emergency procedure.

The Olympus PJF-160 Pediatric Video Duodenoscope is the world’s thinnest. At 7.5 mm with a 2.0 mm instrument channel, it is ideally suited for pediatric procedures in the smallest of patients, and state-of-the-art CCD video technology allows increased optical performance. In Service (IS) recently had the opportunity to chat with Dr. Moises Guelrud (MG) about his experience using the PJF-160 and his groundbreaking work.

IS: Was the PJF-160 your first experience with Olympus scopes?

MG: No, I’ve been working with Olympus for many years. I was even involved in some of the earliest prototypes. In 1980, I began discussions with Olympus about a new pediatric duodenoscope. In 1982, Olympus introduced the 8 mm pediatric PJF duodenoscope — I started my experience with children and newborns using that instrument.

IS: How many pediatric ERCPs have you performed over the course of your career?

MG: Almost 500 in children and 186 in newborns. The youngest was just 17 days old. So, I’ve had a lot of experience working in pediatric endoscopy. At the New England Medical Clinic we’re very interested in studying children with pancreatic and biliary diseases and we’ve started a pancreatic biliary clinic for children — in the first six months alone we performed 32 ERCPs.

IS: Is your interest focused on ERCP?

MG: I have a broad-spectrum interest in endoscopy. In 1986-87, I was invited to be a visiting professor at Harvard’s Massachusetts General Hospital to instruct on sphincter of Oddi manometry. At that time, I was also doing new procedures in the treatment of pancreatic disease such as pancreatic sphincterotomy. Right now, I am working on developing new balloons to treat patients with primary sclerosing cholangitis.

Also, the past couple of years I have been working with magnification instruments. One of the papers I presented at Digestive Disease Week (DDW) was published this year. It focused on the use of magnification endoscopy with acetic acid instillation in the diagnosis of Barrett’s esophagus.

For more information about the Olympus PJF-160 Pediatric Duodenoscope, contact the Senior Product Manager, Ken Wolcott, at 800-645-8100 ext. 5472. IS

Moises Guelrud, MD, has published 165 papers including more than 20 articles on ERCP in pediatrics, and he is one of the authors of “ERCP in Pediatric Practice: Diagnosis and Treatment.” Cathy Henley interviewed Dr. Guelrud. Article and photos printed with permission.
EndoWorks is a key part of the Olympus Total Endoscopy solution. This comprehensive software package provides capabilities for labeling and storing images and generating the procedure report.

ImageManager®, the core product of EndoWorks, offers an advanced technology solution that incorporates a broad range of user-friendly features designed to save your facility time and increase throughput. ImageManager allows you to:

- Schedule exams and maintain patient files
- Allocate resources without duplication using a conflict management scheduler
- Capture and store true RGB images for optimal clinical assessment
- Easily label, annotate, enhance, print and import/export images
- Compare current and previous exam images
- Use both standard and customized reports for quick and efficient administration
- Customize clinical terms as required by the user
- Perform all functions from any location in the network giving you optimal flexibility
- Analyze facility data from management reports

CHARTnote®, an optional module in the EndoWorks system, maximizes efficiency by allowing the user to quickly create a concise and accurate procedure report, complete with diagnosis and procedure billing codes. CHARTnote’s comprehensive endoscopy knowledge base is customizable to suit customers’ needs.

By providing increased automation, EndoWorks improves lab productivity and efficiency and facilitates access to information throughout your organization. The software is compatible with all Olympus processors and scopes and is designed with flexibility to accommodate future expansion of your facility. EndoWorks can be interfaced with your existing hospital network through connectivity solutions like DICOM, HL7 or EndoConnect®, allowing seamless integration of text and visual data. Interface gateways are also compatible with the Clinical Outsourcers Research Initiative (CORI) data repository. The HL7 and EndoConnect gateways enable transfer of scheduling and patient demographic information from the hospital mainframe automatically to the EndoWorks database without any re-entry of data thus optimizing your facility’s productivity. Exam reports can also be uploaded into your hospital’s IT system. DICOM automatically transfers images from EndoWorks to your hospital’s IT system. The end result is a better return on your investment and improved patient care.

“We are all using the EVIS EndoWorks CHARTnote system. It benefits the whole clinic because we all know where to look for the notes. Rather than each department doing it a separate way, there’s consistency in our reporting.”

Dr. James Church
Section Head of Endoscopy for Colorectal Surgery, Cleveland Clinic’s Digestive Disease Center

As part of our Total Endoscopy program, we also offer educational programs, software customization and other services that can be coupled with the EndoWorks 6.3 software solution. For more information about EndoWorks 6.3, select [B] on the Request Form on page 8.

* EndoConnect is a gateway interface offered by Olympus that enables data processing to and from ImageManager.

EndoWorks® 6.3—Complete Endoscopic Lab Management at Your Fingertips

Nurse Consultant Joins Olympus

Olympus Nurse Consultants are seasoned nursing professionals who work exclusively with our customers helping them learn ways to become more effective and profitable. We are pleased to announce the addition of Linda Eck to our consulting staff serving the Western Region.

Linda E. Eck, RN, BS
Linda has been a nurse for more than 20 years, with extensive experience in adult and pediatric emergency medicine and critical care. Prior to joining Olympus, Linda served as a nurse manager in the departments for both emergency and industrial medicine and most recently worked as the center director for Mountain West Endoscopy Center in Salt Lake City. Currently, Linda serves as the Mountain West Regional President for SGNA as well as the Chair for Ambulatory SIG for the National SGNA.
Worn Parts Replacement Program for Olympus Endoscopic Hand Instruments

Traditionally, institutions have had only two options for endoscopic hand instruments: disposables or reusables. With disposables, you’re assured of instruments that are always in pristine condition … but at great expense. Reusables, on the other hand, help keep your costs down but become dull over time.

The Best of Both Worlds Exclusively Through Olympus
Now the leader in high-quality optical operating room equipment offers the best of both worlds with its Capitated Hand Instrument Program (CHIP). With CHIP:

You always have sharp instruments on hand without the administrative headache of ordering.
- Replacement inserts are delivered on a set, proactive schedule — it’s like getting a new instrument every month without the need for scheduling repair services or budgeting for repair costs.
- Additional sets of instruments are wrapped separately to ensure you’re never caught shorthanded during those unexpected emergencies.

You can save more than 90% over the cost of disposables.
- CHIP is calculated on cost-per-procedure (CPP) contracts custom tailored to your facility to ensure capitated costs for your hand instruments including replacements.

Reliable and Easy-to-Use
The extensive Olympus lineup of CHIP reusables includes unipolar, bipolar and general surgery graspers, dissectors and scissors. All offer easy assembly, disassembly and cleaning and the superior reliability you expect from Olympus.

HiQ+ unipolar and general surgery hand instruments feature:
- Ergonomically designed handles to accommodate different hand sizes
- An extensive range of jaw types to address every procedural application
- Extended durable insulation up to the jaws, completely covering the articulating joint to enhance electrical safety

BiQ bipolar hand instruments feature:
- Sharp cutting and bipolar coagulation without changing instruments
- Rotatable jaws for easy adjustment to treat hard-to-reach structures and lesions
- 100% autoclavable to allow fast and cost-effective turnaround

Contact your Olympus surgical sales representative today to sign up for this cost-saving program. For more information about CHIP, contact the Product Manager for General Surgery, Eric Coolidge, at 800-645-8100 ext. 5407.
Professional Education

Whether you are a physician, nurse, technician, or administrator, Olympus University provides a wide range of educational offerings to keep you abreast of the latest developments in the field of endoscopy. Featuring challenging, state-of-the-art curriculum, these CME and contact hour accredited programs are presented in either live or home/office study format.

Focus on Endoscopy in the New Millennium
In association with the prestigious Mayo Clinic, this series of six programs is designed for physicians to acquire the treatment protocols and clinical strategies for the prevention, diagnosis, and management of diseases of the GI tract and pancreas. Each of these home/office study programs offer 1.5 or 2.0 hours of category-one CME credit.

• Colonoscopy Update
• Current Management Options for GI Bleeding and Emergencies
• Advances in ERCP: Applications and Techniques
• Progress in Endoscopic Ultrasound
• Innovations in Esophageal Endoscopy
• Pancreatic Disorders: Comprehensive Endoscopic Approaches

Managing Today's GI Lab
As Endoscopy nurses and ASC administrators are continually being challenged to “do more with less,” new and effective tools must be utilized to maximize human and financial resources. Our flagship, 7 contact hour, one-day program has been presented live to over 1,000 GI professionals across the U.S. Due to popular demand, a home/office study version of selected curriculum(*) will enable you to mix and match based upon your specific interests and still earn contact hour credit. Our robust curriculum includes:

- Reimbursement Strategies*
- Business Planning*
- Accessory Cost Containment*
- Improving Efficiency*
- Reprocessing and Repair Reduction Strategies*
- Current Healthcare Trends
- Financial Alternatives

Becoming an Effective Perioperative Resource Manager in the 21st Century
To survive and thrive in today’s changing healthcare environment, OR directors/supervisors, materials managers and nurses must have business and financial management skills. The increased emphasis on cost containment must be balanced with an equal emphasis on quality of care. Curriculum for this live one-day, 7.8 contact hour program includes:

- Issues Confronting Today’s OR
- Business Planning
- Reimbursement Strategies
- Cost Containment
- Financial Alternatives
- Technology Forum

Technical Education

Olympus University partners with technical professionals and biomedical engineers to enhance their troubleshooting performance and expand their technical capabilities. Increase your diagnostic inspection and repair skills – reducing maintenance costs, while optimizing equipment utilization. The following courses are offered at various locations across the U.S. Five contact hours are awarded for (*) courses, and Olympus factory repair certification is offered on (+) courses.

• Maintaining Flexible Endoscopes & Electronic Support Equipment*
• Introduction to Image Manager Computer System
• Endoscope Inspection
• EVIS Systems Setup and Support
• Introduction to Surgical Products Systems
• CHARTnote® Reporting Software Training
• Endoscope Minor Repairs Series I+
• Endoscope Minor Repairs Series II+

Coming Soon
Watch for our special edition of In Service focusing on the many educational opportunities offered through Olympus University along with our course calendar, Winter 2002.

Olympus University — another valuable benefit of partnering with Olympus.
Olympus In Service — Fall 2001

Start Saving Today
Send your endoscope today to your local Olympus service center to save time and money, while ensuring patient safety. Peace of mind, at last.

As the original equipment manufacturer, Olympus must comply with the FDA’s Quality System Regulation (QSR). Olympus repairs are performed using processes that are consistent with the FDA’s QSR. Only Olympus utilizes original manufacturer parts and factory repair processes. Olympus performs repairs that restore products to the original specifications of form, fit and function to ensure the protection of both the patient and user/facility. Non-Olympus repair firms cannot make this claim.

Added-Value Repairs at No Extra Charge
What’s more, an Olympus repair means you’ll get the highest quality service from our expert technical staff plus an extra level of repair service that ensures the ongoing quality of your Olympus investment. We now offer these 11 added-value repairs that are provided to our repair customers at no extra charge.

We call this valuable service Olympus Preventive Repairs (PR). Once performed by an Olympus service center, these services help prevent more serious and costly repairs.

- Air/Water Nozzle Gluing
- Air/Water Separator O-Ring Replacement (Ultrasound)
- C-Cover Pin Gluing
- Connector Back Cover Screw Tightening or Replacement
- Connector Light Guide Glass Unit Tightening
- Electrical Connector Reseat
- Light Guide Connector Repair
- Light Guide/Objective Lens Gluing
- Name Plate Painting/Replacement
- Protector Boot Tightening
- S-Cover Reseat

National Network of Regional Repair Centers
To better serve our customers nationwide, Olympus will be adding four new locations to our network of regional service centers before the end of the year. New locations include: St. Louis, New Orleans, Seattle and Boston. For more information about these centers, please contact your local sales representative.

“We realize that the Cleveland Clinic and Olympus have a unique relationship. With Olympus having a service center right here in the Cleveland area, it was just in our best interest to be with a vendor that had a repair facility in our own backyard.”

Jim Collins
Nurse Manager for Gastroenterology
Cleveland Clinic’s Digestive Disease Center

When you need repair services, make comparisons, not compromises. Think Olympus. For more information, contact the Olympus Customer Care Center at 800-848-9024 or fill out our Request Form on page 8: select [C] for more information about our cost-saving repair services or select [D] for a complete listing of all Olympus Service Centers.

Olympus-Certified Repairs Now at Greater Savings
Why compromise patient safety when you can have Olympus Quality Repairs at great savings. On October 1, 2001, Olympus lowered the prices of the three most frequent endoscope repairs.

<table>
<thead>
<tr>
<th>NEW PRICES</th>
<th>Bending Section Covering</th>
<th>Angulation Adjustment</th>
<th>Nozzle Replacement</th>
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<td>NOW</td>
<td>$198.00</td>
<td>$275.00</td>
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Attention Endoscopy Users and Endoscopy/GI Purchasing Managers
Olympus Customer Designs Groundbreaking Facility

...continued from page 1

Shared Resources and Reporting
Jim Collins, Nurse Manager for Gastroenterology, says the shared space allows the center to maximize the use of its resources while improving patient convenience and care. The center has also standardized its reporting system across the two departments using the Olympus EVIS CHARTnote® System to enhance efficiency.

Quality Equipment and Service
The Department of Gastroenterology opted to outfit its new endoscopy suite with the Olympus 160 series of endoscopes. “We had the opportunity to go outside for further bidding, but did not think this was necessary in light of the high-quality equipment and service we’ve received from Olympus for more than 20 years. The new 8 mm endoscopes are much easier to pass and very well tolerated by our patients with minimal sedation — all of our physicians are very satisfied with the variable stiffness colonoscopes. I suspect our ability to reach the cecum is nearly 100% thanks to this excellent equipment,” says Richter.

According to Nancy May, the Cleveland Clinic received support from its local Olympus sales representative and the Cleveland-based Olympus service center to help them through the transition. “It really took a lot of planning and I could not have done it without the support of Olympus.” Olympus worked with the Cleveland Clinic to define the current and future endoscopic needs for the Clinic’s gastroenterology and colorectal surgery departments, assess a trade-in program for the older instruments, and put together a detailed educational program in support of the new instruments. “And,” says Richter, “we managed to move into the new endoscopy units without missing a day in our busy schedule.”

For more information about Cleveland Clinic’s Digestive Disease Center, please contact Tom Schiltz, Administrator, at 216-444-6527. For more information about the Olympus 160 series of endoscopes, select [A] on the Request Form on page 8.

Cathy Henley interviewed Drs. Richter and Church and Nurse Managers Jim Collins and Nancy May. Article and photos printed with permission.
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.)

ENDOSCOPY MEDICAL PRODUCTS
800-848-9024
800-228-4963 Fax

SURGICAL MEDICAL PRODUCTS
800-548-5515
800-833-1482 Fax

Olympus Customer Care
For pricing, product information or repair services, contact our customer care center:

Add my name to your mail list.

Delete my name from your mail list.

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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 X in the boxes below for the information you are requesting:

A. EVIS EXERA™ 160 Series Endoscope
   Product Information

B. EndoWorks® 6.3 Brochure

C. New Cost-Saving Repair Services

D. Olympus Service Center Locations

E. Olympus 2002 Calendar (complete data below)

Receive a Beautiful Olympus 2002 Calendar

Please take a moment to provide us with the contact information for your facility’s Endoscopy Material Manager (Purchasing) and we’ll send you our spectacular 2002 Olympus calendar. The beauty of Alaska’s untouched wilderness is captured by world renown photographer Michio Hoshino in this collection of stunning imagery. (Don’t forget to fill out the top portion of this form.)

Endoscopy Material Manager (Purchasing):
Name: ____________________________
Title: ____________________________
Phone: ____________________________
Fax: ____________________________

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