A New Year, A New Organization, A New Level of Customer Care

OUR BEST WISHES TO YOU and your families for a safe, prosperous and Happy New Year!

The New Year is a great time to bring forth change. Olympus America Inc. (OAI) was looking ahead to the New Year when in October 1997, plans were formalized for a new organization focused on customer service. The Olympus Endoscopy Service Group (OESG) was formed. This new organization clearly reflects the commitment of OAI to elevate service.

On October 15, 1997, Mr. Sidney Braginsky, President of OAI, announced the appointment of Mr. Toby Kramer to the position of Vice President/Division Manager of OESG. Mr. Braginsky stated, “The newly formed Group will be responsible for providing repair services for the Endoscope and Surgical Divisions’ products. This action is taken in order to better serve our customers by focusing on this critical element of customer service.”

Immediately following the announcement by Mr. Braginsky, Mr. Kramer convened a national meeting in New York with his newly appointed management staff to plan and coordinate the efforts of the service group. One of the first orders of business was to establish objectives and strategies for the new service group.

WHY A NEW ORGANIZATION?

Although Olympus makes a superior product, in today’s marketplace, service provides the main differentiation between one producer and another. Now, service will be on a par with other corporate departments such as sales, marketing, finance and operations. Dedicating a division to service is consistent with OAI’s goals and objectives to focus on customers by providing world class products and service.

WHAT WILL WE SEE IN THE NEAR FUTURE?

OESG’s organizational structure will facilitate the following initiatives that provide value to our customers:

- Improving customer communications.
- Unification and standardization of repair services.
- Reductions in customer downtime.

HOW WILL WE ACHIEVE THESE INITIATIVES?

Since its inception in October, OESG has already identified and initiated ambitious improvements in the areas of communication and coordination. Here’s an overview of some of the dramatic changes you can expect:

Communication—OESG is making a major investment to improve operations and the flow of information to and from customers. Efforts include a complete overhaul of software and phone systems designed especially for customer service functions. OAI’s system improvement project, OASIS integrates several software suites into a state-of-the-art enterprise management system. It includes a service management system that will enable OESG’s engineers, technicians and customer service representatives in the National Service Center and six branches, plus salespeople around the country, to have access to up-to-date customer repair information. “The new system will give us better information, faster,” says Toby Kramer. “The new system is a complete revamp of all in-house systems and will be year 2000 compliant.”

“Our goal is to make information accessible to anyone who needs it,” says Kramer. Like Federal Express’s computerized tracking system, OESG will be able, with a few keystrokes, to access a customer’s service history, track up-to-the-minute repair status, and more accurately project repair completion.

The mission of the Olympus Endoscopy Service Group (OESG) is to maximize customer satisfaction by providing world class service and repair of Olympus products so as to gain a sustainable competitive advantage for the sale of new products. OESG provides an atmosphere that empowers its employees to deliver these high quality services on time and at a fair price which will yield a fair return to the corporation.”

Continued on page 3
Patient and Equipment Protection Through Safe Reprocessing

Surgical Instrument Reprocessing

DR. STEVE GOLDSTINE, Olympus’s resident Microbiologist has published the following information on the safe practice of sterilizing all of the OES 4000 Urology & OB-GYN Instruments and OES General Surgery Instruments. These Olympus products include:

UROLOGY

OB-GYN
A0410, A4629A, A4674A, A4724, A4725, A4726, A4727

GENERAL SURGERY

Validation testing has confirmed that these instruments can be wrapped and sterilized by steam under pressure in a prevacuum sterilizer at 270°F (132°C) to 274°F (134°C) for 5 minutes. Durability studies have also indicated that Olympus instruments are not damaged under these conditions.

Other studies have demonstrated that the instruments are also resistant to the rapid temperature changes associated with up to 10 minute flash (unwrapped) cycles at up to 134°F (274°C). However, Olympus does caution against subjecting instruments to extremely rapid cooling associated with immersion of flash sterilized instruments in liquids.

The vast majority of Olympus rigid and flexible surgical products can be sterilized by ethylene oxide or high level disinfected (or sterilized) with glutaraldehyde. Definitive information can be found on product instruction sheets and the Olympus Endoscopy System Guide.

Flexible Endoscope Reprocessing

DR. STEVE GOLDSTINE has published the following list of glutaraldehyde sterilant/disinfectants which have been found to be compatible with Olympus flexible endoscopes after laboratory testing:

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Manufacturer and EPA Registration Number</th>
<th>Use Life After Activation</th>
<th>Chemical Composition and Use Concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cidex™ Activated Dialdehyde Solution</td>
<td>Johnson &amp; Johnson Medical Products, Inc. #7078-1</td>
<td>14 days</td>
<td>2.4% alkaline glutaraldehyde</td>
</tr>
<tr>
<td>Cidex Formula 7™ Long-Life Activated Dialdehyde Solution</td>
<td>Johnson &amp; Johnson Medical Products, Inc. #7078-4</td>
<td>28 days</td>
<td>2.5% alkaline glutaraldehyde</td>
</tr>
<tr>
<td>Cidex Plus™ 28-Day Solution</td>
<td>Johnson &amp; Johnson Medical Products, Inc. #7078-14</td>
<td>28 days</td>
<td>3.4% alkaline glutaraldehyde</td>
</tr>
<tr>
<td>Metricide® Activated Dialdehyde Solution</td>
<td>Metrex Research, Inc. #6781-1</td>
<td>14 days</td>
<td>2.6% alkaline glutaraldehyde</td>
</tr>
<tr>
<td>Wavicide®01</td>
<td>WaveEnergy Systems #5136-1</td>
<td>30 days</td>
<td>2% acid glutaraldehyde</td>
</tr>
<tr>
<td>Procide®14 N.S.*</td>
<td>Cottrell Ltd. #6851-4</td>
<td>14 days</td>
<td>2.4% alkaline glutaraldehyde</td>
</tr>
</tbody>
</table>

*Not lab tested, but based on their chemical formulations, this sterilant/disinfectant is probably compatible with Olympus flexible endoscopes.

Note: Additional products have been tested, but are no longer available in the United States, including Colspor, Sporicidin, Glutarex, Sonicide and Metricide Plus 14.

Many of the sterilants/disinfectants are distributed under different brand names. When you encounter a new brand name, the first five digits of the EPA Registration Number on the label may provide additional information about the product. For example, although Cottrell’s Procide® N.S. is also sold under the brand name Omnicide 14 N.S. and SDS-14NS, the first few digits of the EPA registration of all three products are the same (#46851-4). Therefore, all three brand names would be compatible with Olympus flexible endoscopes.

Olympus recommends use of only those products which have passed our laboratory testing. Olympus cannot accept the responsibility for damage attributable to the use of untested products just as we cannot be responsible for damage resulting from the improper use of an approved product. (Please see the standard Olympus limited warranty for exclusions, disclaimers, and limitations.)
Frequently Asked Questions

Q: How should water bottles be processed?
A: The 1990 SGNA monograph recommends sterilization of the water bottle and its connecting tubing daily according to the manufacturer's instructions.

Q: Is sterile water to be used in the water bottle?
A: Yes. The 1990 SGNA Monograph recommends sterile water for endoscopic irrigation at the start of each day. A fresh sterile water bottle and fresh sterile water is recommended for each ERCP procedure.

Q: What is the most effective way to reprocess reusable biopsy forceps?
A: The Spaulding Classification System (which is supported by professional organizations such as AORN, APIC, and SGNA) classifies biopsy forceps as critical devices which should be sterilized between uses. The SGNA recommends the following: 1. As soon as possible after the procedure, clean the forceps with detergent and rinse thoroughly (enzymatic detergent is recommended); 2. An ultrasonic cleaner is recommended to remove debris that hand cleaning cannot achieve; 3. Full cycle steam sterilization (autoclave).

Q: Can I use glutaraldehyde to sterilize biopsy forceps?
A: SGNA, AORN, and APIC all recommend steam sterilization for biopsy forceps. This is partially because liquid chemicals may have difficulty penetrating the metal coils of the forceps. In addition, routine biological monitoring is not feasible with glutaraldehyde and therefore it should not be relied upon to sterilize reusable medical devices that are compatible with other methods of sterilization which can be biologically monitored, such as steam sterilization.

Q: Where should I direct my inquiries on Year 2000 (Y2K) compliance for Olympus computer hardware and software products?
A: Fax all inquiries to: Y2K Compliance Department (516) 844-5504. Request must include the following information: Contact Name, Phone Number, Facility Name, Department, Address, City, State and Zip Code.

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, or e-mail her at barrsh@olympus.com, or write her at Olympus America Inc OESG Division, 3131 West Royal Lane, Irving, TX 75063-3104.

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the new position of Marketing and Business Development Manager, which was recently filled by Hilda Barrs. Ms. Barrs will be responsible for developing strategic initiatives, performing market research, conducting focus groups, overseeing OESG’s presence at trade shows, and publishing marketing communication elements to educate and update customers on OESG initiatives. “The Olympus IN SERVICE publication you are holding is the first step to provide timely and useful information to our service customers,” states M.s. Barrs. She welcomes your comments and suggestions to continually improve the marketing communications efforts she will provide. Ms. Barrs can be reached at 800-645-8100 x6502 or by e-mail at barrsh@olympus.com.

Coordination—Under the leadership of Mr. Kramer, three departments, Production Operations headed by Eddie Garcés, Technical Operations headed by Dominick Scarglato and Business Operations headed by Ron Goldman, were formed. Each department is being led by experienced, service-oriented personnel. The new organization also restructured branch management, adding three new regional service managers who will report to Eddie Garcés. Garcés states, “standardization will be the result of taking the best practices of the National Service Center and all the branches, and sharing resources and ideas on how to improve service.” These changes also create new possibilities for partnerships between service, sales and our customers.

OESG is committed to customer care. We will focus on maximizing customer satisfaction by providing world class service and repair. OESG is excited to serve our valued customers with its new level of customer care. 🛠️
Number to Check on Survey Response by State

Check #1 on Survey if your facility is in the following state:

- Alabama
- Arkansas
- Florida
- Georgia
- Mississippi
- North Carolina
- Puerto Rico
- South Carolina
- Tennessee

Check #2 if your facility is in the following state:

- Illinois
- Indiana
- Iowa
- Michigan
- Minnesota
- Nebraska
- North Dakota
- South Dakota
- Wisconsin

Check #3 if your facility is in the following state:

- Kentucky
- Ohio
- Pennsylvania
- West Virginia

Check #4 if your facility is in the following state:

- Kansas
- Louisiana
- Missouri
- New Mexico
- Oklahoma
- Texas

Check #5 if your facility is in the following state:

- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- Oregon
- Utah
- Washington
- Wyoming

Check #6 if your facility is in the following state:

- Connecticut
- D.C.
- Delaware
- Maine
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Rhode Island
- Vermont
- Virginia

Fax Completed Survey to 800-664-6723 by February 16, 1998.
We need your help to make changes that will improve our service to you.

Please take a few moments to complete this survey. Fax completed survey to 1-800-664-6723 by February 16, 1998 to participate in a drawing to WIN an Olympus Stylus Epic camera.

Your answers to these questions will not affect your chances of winning. A winner’s name will be drawn for each Region (6 total). Winners will be notified the week of February 23rd.

— Tear at perforation and fax without cover sheet to:—

One Page Fax to: Hilda Barrs-Mosenthine, Olympus Endoscopy Service Group (OESG).

Fax Number: 1-800-664-6723. For transmission problems, call (972) 231-2400.

Today’s Date: ______________________ (Must be received no later than February 16, 1998 for drawing.)

1 About You
Your Name: __________________________
Your Phone: __________________________
Facility Name: _________________________
Main Phone: __________________________
Department: __________________________
Mailing Address: ______________________
City, State, Zip: _______________________ 
E-mail Address: ________________________
Fax Number: _________________________

✓ Check the Olympus Region that corresponds with your state (see back of this page for number):
1 2 3 4 5 6

☐ Check here if you don’t want to participate in the scheduled drawings but have completed the survey to help us improve our service to you.

2 About Your Organization
☐ Which of the following categories best describe your facility:
  ☐ Hospital  ☐ Surgery Center  ☐ Physician’s Office  ☐ Other

☐ Which managers in your facility will be best served by receiving updates on Olympus products and services through this or similar publications? Please provide first and last names of these department managers:
  G.I./Endo Lab Manager: __________________________
  Operating Room Supervisor: ______________________
  Pulmonary Lab Manager: _________________________
  Biomedical Manager: ____________________________

☐ Which category of endoscopes do you have responsibility for making decisions about after-warranty service? (Mark one answer.)
  ☐ Flexible Endoscopes  ☐ Rigid/Surgical Endoscopes  ☐ Both

☐ What roles do you play in the decision to purchase post-warranty support services for endoscopic equipment? (Mark all that apply.)
  ☐ Determine Need  ☐ Select Supplier/Vendor  ☐ Authorize Purchase  ☐ Not Involved

☐ What key factors determine where you send your endoscope for repair? (Mark all that apply.)
  ☐ Price  ☐ Turn-Around Time  ☐ Quality of Repair  ☐ Use of Original parts  ☐ Professionalism of service personnel  ☐ High level of communication with service center  ☐ Courtesy pick up and delivery  ☐ Other

☐ What do you consider to be an acceptable turn-around time for major repairs?
  ☐ 2 days  ☐ 3 to 5 days  ☐ Other ___________

☐ What reprocessing methods are primarily used at your facility?
  Flexible Endoscopes: ☐ Manual  ☐ High-Level Disinfection (eg, OESG)  ☐ Steris  ☐ Other
  Surgical (Rigid) Endoscopes: ☐ High-Level Disinfection
  Steam Sterilization  ☐ Flash Sterilization
  ETO Gas Sterilization  ☐ Steris  ☐ Other

☐ What type(s) of repairs do you currently send to Olympus to service?
  ☐ All Repairs Through Our Service Contract  ☐ All Repairs
  ☐ Major Repairs Only  ☐ Alternative & Major Repairs
  ☐ Other _______________

3 OESG Services
☐ Would you like to receive this Olympus IN Service publication?
  ☐ Yes  ☐ No

☐ If Yes, how often?  ☐ Monthly  ☐ Every Other Month  ☐ Quarterly  ☐ Semi-Annually

☐ What type of articles would interest you? (Mark all that apply.)
  ☐ More Q&As  ☐ Repair Choices
  ☐ How to Avoid Costly Repairs  ☐ How to reduce downtime
  ☐ Service Contract Choices  ☐ Branch Seminar Schedule
  ☐ Trade Show/Convention Schedule  ☐ Reprocessing Standards
  ☐ Cost of Maintenance & Service  ☐ Other

☐ Map of OESG Centers and Territory Covered

☐ What other forms of communication and education options would help you? (Mark all that apply.)
  ☐ Video tapes of Olympus OESG Services  ☐ Branch Seminars
  ☐ 24-hour FREE fax-back service of information you need
  ☐ Internet WEB Page for OESG Repairs & Services
  ☐ Reprocessing Training Guides
  ☐ Topic-Specific Brochures of OESG Repairs & Services
  ☐ OESG Service Centers and Capabilities Brochure
  ☐ Other __________________________

4 Thank You
☐ Thank you for your time, your input will be valuable in improving our services. Is there anything else you’d like to tell us?

________________________________________________
________________________________________________
________________________________________________
________________________________________________
Your Dollars & Sense About Olympus Repair Costs

The reputation of the manufacturer and the quality of the product are no longer the only reasons to justify the purchase of endoscopy equipment. Increasing uptime, on-site preventive maintenance, training, competitive repair services and service contracts are critical elements when making the decision to purchase your equipment.

We have designed our customer service program to protect your investment in Olympus. We want to be sure that when you need service, your Olympus service experience will be comprehensive and effortless. Our objective is to make sure that we consistently meet your service requirements. Endoscopy equipment waiting to be served or assessed simply becomes another cost to your facility.

Olympus OESG will repair and service your equipment based on the minimum repair necessary to get the equipment promptly returned to you in proper and safe operating condition. All Olympus repairs are performed to original Olympus specification that have been designed for optimum performance and maximum patient safety.

Each incoming repair is subjected to an over 30-point inspection for safe and proper functionality which includes: leakage testing, imaging and light guide fiber inspection, forceps/brush passage, air/water/suction capacity, switch function, integrity of insertion tube insulation and overall physical condition.

Recently, Olympus OESG responded to customer needs by expanding repair options: namely, the creation of a new class of alternative repairs between minor and major—providing several choices that were not previously available. Several other service options are planned and will be publicized in future issues of Olympus IN Service.

MINOR REPAIRS
- Nozzle Repair/Replacement ...................................... $ 99.00
- Bending Rubber or Sheath Replacement .......................... $225.00
- Angulation Adjustment .............................................. $288.00
- Light Guide Cover Glass (Single Lens) ......................... $150.00
- Light Guide Cover Glass (Video Scopes) ....................... $350.00
- Adjust Elevator ...................................................... $ 90.00
- Replace Elevator Wire .............................................. $296.00
- Replace #1 Switch Cover Only .................................... $115.00
- Replace #1 Switch Unit w/Cover .................................. $150.00
- Replace Switch Block (#2, #3, #4) ............................... $315.00
- Aerate Endoscope for Fluid Invasion .......................... $ 90.00

ALTERATIVE REPAIRS
- Suction Cylinder Replacement ................................... $790.00
- Biopsy Channel Replacement* .................................... $1,210.00
- CCD Unit Replacement* ........................................... $1,890.00
- CCD/Biopsy Channel Replacement* ......................... $3,597.00
- Endoscope Inspection† ........................................... $ 90.00
- Maximum Combination Price ................................... $3,800.00
- Light Guide Connector Repair/Replacement**
- Light Guide Tube Replacement**
- Eyepiece Repair/Replacement**
- Distal Tip Cover Replacement**
- Control Knob Repair/Replacement**
- Replace Air/Water Cylinder**

*Repairs include angulation adjustment and sheath replacement.
**Prices vary depending on the model.
† No charge for inspection when repair performed.

MAJOR REPAIRS

All Olympus major repairs include a brand new insertion tube, new biopsy channel, new angulation control wires, new light guide fiber bundle, video chip, and other functional components.

- BP-20/30 Series ................................................ $4,600.00
- BF-200 Series ................................................ $5,800.00
- EVIS-100/130/140 Series (GIF-CF) ......................... $5,500.00
- EVIS-100/130/140 Series (JF) ............................... $5,800.00
- OES-20/30 Series ............................................ $4,700.00
- Ultrasound Series ............................................. $15,000.00
- ENF Series ................................................. $2,600.00
- CYF Series ................................................. $2,600.00
- LF Series ................................................... $2,600.00
- OSF-2 Series ............................................... $2,600.00
- CHF Series ................................................. $4,800.00
- PF Series .................................................. $4,700.00
- URF Series ............................................... $4,700.00

For models not listed, please contact your OESG Regional Customer Service Center for pricing.