

## Economic Value of Systems and Services

**We Lay the Foundation for Successful Patient Access and Reimbursement by  
Continuously Demonstrating the Value of Our Systems and Services**





# Reusable Endoscopes

## State-of-the-Art Endoscopic Imaging



### Benefits

Access to Proven Technology

Lower Cost per Procedure\*

Trusted Partner in Infection Prevention

- Reusable endoscopes offer access to innovative technologies such as NBI, which **improves detection and allows for reliable optical diagnosis** of a range of diseases. Those clinical benefits may further result in **cost savings over the patient pathway**.
- Our mission is to **improve patient outcomes, minimize discomfort and accelerate the recovery** process.
- Our INFOCUS full-risk service program provides **full budget security** by covering all corrective activities and securing optimal uptime within your clinical environment.
- We strive to ensure your **access to the latest advances in infection prevention** with trusted products, comprehensive training and support that empowers you to perform your very best.

\* In endoscopy departments with average or high frequency of exams.

### Value Dimensions

#### Reusable Endoscopes Provide a Number of Advantages for You and Your Staff

Economics

Cost and Cash Flow Management

- Full budget security and cost transparency.
- Reduced costs through proven technologies for diagnosis and treatment.

Efficiency

Process and Workflow Management

- Uptime commitment for the entire product life cycle.
- State-of-the-art devices and innovative technologies enhance work efficiency and staff satisfaction.

Reputation

Attractiveness and Competitiveness

- Differentiation through innovation.
- Enhanced patient management.
- Stronger reputation with better endoscopic outcomes may increase demand on procedures.

Value



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## State-of-the-Art Endoscopic Imaging

“ I am not giving up the advantages of the highest image quality of an X1 system with RDI, NBI or TXI unless I absolutely have to.\* ”

Prof. Dr. Siegbert Faiss, Sana Klinikum Lichtenberg, Germany

### The World Around Reusable Endoscopes

- Our **Imaging technology brings a multitude of benefits and revolutionary features**, such as texture and color enhancements with TXI, Red Dichromatic Imaging (RDI), availability of an Extended Depth of Field (EDOF) or even computer-aided detection (ENDO AID CADe). Other important technologies, like NBI, bring about economic benefits at the push of a button.<sup>1</sup>
- The handling of endoscopes may also be elevated through our technology. Our Responsive Insertion Technology (RIT) is a unique combination of three proprietary Olympus technologies\*\* that work together to improve ease of insertion and operator control, which may help to minimize patient discomfort and enhance procedural efficiency.
- We continuously advance **commercial contracts and payment models** to meet your individual business needs and improve your financial stability.
- Our INFOCUS service portfolio **maximizes equipment availability to ensure reliable procedure planning, protected revenue and ensure efficient use of budgets**.
- Our experienced staff across EMEA is continuously trained on the latest technological advances, making it a strong and reliable service network.
- **Olympus Continuum** offers a range of **professional education programs and medical expert training** to help HCPs broaden their clinical expertise and deliver high levels of patient care and safety.

\* Statement of Prof. Dr. Siegbert Faiss when asked about the advantages of reusable endoscopes compared to single-use scopes.

\*\* Passive Bending, High Force Transmission and Variable Stiffness



# Reusable Endoscopes

## References

<sup>1</sup> Solon, C., Klausnitzer, R., Blissett, D. and Ihara, Z. (2016). Economic Value of Narrow Band Imaging Versus White Light Endoscopy for the Characterization of Diminutive Polyps in the Colon: Systematic Literature Review and Costconsequence Model. Journal of medical economics, 19(11), 1040–1048.  
<https://doi.org/10.1080/13696998.2016.1192550>.

Read More About ...

As medical knowledge is constantly growing, technical modifications or changes of the product design, product specifications and accessories may be required.



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