

Olympus Medical Systems Group

Customized Solutions for Your Healthcare Challenges



Olympus supports our customers every step of the way, whether through integrated technology solutions, financing options, educational and infection prevention programs, support and service agreements, or all of these combined.

INTRODUCTION

Dear Valued Healthcare Leader,

Olympus works with healthcare professionals every day to deliver diagnostic and therapeutic solutions that help improve clinical outcomes and enhance quality of life for patients. As a precision technology leader, we craft optic and digital solutions that help make people's lives healthier, safer and more fulfilling every day.

We understand the challenges of healthcare and are mindful of major shifts, from new reimbursement models to emerging accountability frameworks, and we aim to be instrumental in making your transitions as smooth as possible. Offering customized solutions for your healthcare challenges, Olympus supports our customers every step of the way, whether through integrated technology solutions, financing options, educational and infection prevention programs, support and service agreements, or all of these combined.

Olympus is a complete solutions provider and will assist you in driving standardizations and realizing long-term costs savings throughout your healthcare network. As the only company to offer both universal imaging and energy platforms to help standardize care across specialties and facilities, we are working to transform a sophisticated healthcare environment into an intuitive workplace.

As part of our commitment to your future, Olympus invests approximately 10% of our yearly earnings in research and development. With more than 18,000 established patents, Olympus leverages our long history of pioneering new medical technologies to advance the identification and minimally invasive treatment of disease, which can improve patient outcomes and increased efficiencies.

We stay True to Life, placing the wellness and happiness of people around the world at the core of everything we do. Whether we are working directly with a hospital system or through a group purchasing organization, we are extremely passionate about the medical devices we develop and manufacture for many surgical specialties. It's our nearly 100-year legacy of innovation that gives us the vision and drive necessary to tackle future healthcare challenges and push forward the frontiers of healthcare with minimally invasive devices and technology.

Now the question is, are you ready? It's time to transform the future of healthcare together.

Sincerely,



Randy Clark
President, Medical Systems Group
Olympus America Inc.





YOUR COMPLETE SOLUTIONS PARTNER

Olympus is a World Leader in Medical Technology, Services and Solutions

Olympus offers a wide range of innovative medical and surgical technologies aimed to improve patient outcomes and experiences while safely reducing costs. By providing a wide range of products and services, Olympus serves the needs of hospitals, ambulatory surgical centers (ASC) and private physician offices. Our product and service solutions can be found in numerous departments throughout your hospital or healthcare facility. With product solutions for gastroenterology, pulmonology, general surgery, urology, gynecology and otorhinolaryngology medical specialties combined with our value-added service offerings, Olympus is positioned to serve as your complete solutions partner.

We are the only company to offer both universal imaging and energy platforms to help standardize care across specialties and facilities. Our systems integration solutions solve current and anticipated problems by transforming a sophisticated healthcare environment into an intuitive workplace and offer game-changing, triple-aim-focused solutions for upgrading your OR infrastructure. Olympus Service Solutions secure your investment by keeping your equipment performing like new — day after day, year after year. Our educational offerings help to accelerate and enhance your expertise to help better serve your patients.





OLYMPUS MEDICAL SYSTEMS GROUP

A Trusted Partner for Medical Professionals Around the World

The Olympus tradition of balancing innovative solutions with the full spectrum of support services helps give our customers the resources they need to confidently care for their patients.

Helping People Live Longer, Healthier Lives

Technological advances are helping people lead longer lives, but improved life expectancy often puts a strain on healthcare budgets. To help healthcare facilities meet the triple aim of healthcare reform, Olympus solutions are designed around improving quality of care, decreasing overall costs and enhancing patient satisfaction.

Committed to the Future

Olympus is dedicated to developing state-of-the-art technologies that meet the diverse needs of medical professionals and their patients. Our mission is to continue leading the way in designing the next generation of endoscopy and surgical solutions.



A LEGACY OF INNOVATION

Evolution of the Olympus Medical Business

Olympus was founded in 1919 with the purpose of manufacturing microscopes in Japan. The company succeeded in developing the world's first practical gastrocamera roughly 30 years later.



STRATEGIC PARTNERSHIPS

Group Purchasing Organizations

With our innovative medical endoscopy devices and surgical technologies, a strategic partnership with Olympus can help our customers achieve reduced costs without affecting quality of care or patient satisfaction. In addition to working with hospitals, ASCs, clinics and health systems across the country, Olympus also has developed strategic partnerships with the following organizations:



Expanding to Fulfill the Continuum of Care

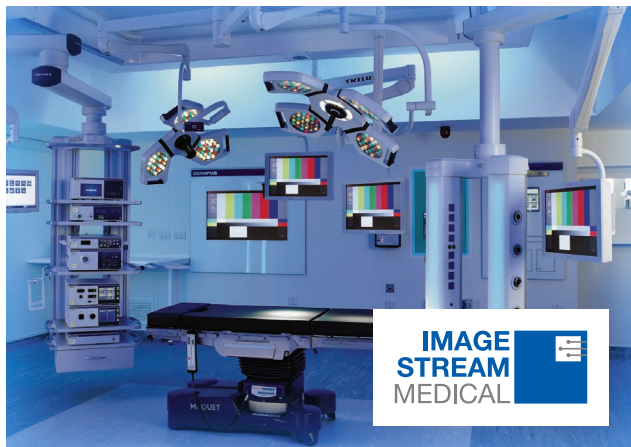
Partnerships and acquisitions have allowed Olympus to progress in meeting the universal goals of healthcare reform and further our mission of contributing to society by making people’s lives healthier, safer and more fulfilling around the world.

Sony Olympus Medical Solutions founded in 2013



Transforming next-generation operating rooms by providing cutting-edge electronics technologies.

Olympus acquires Image Stream Medical in 2017



Making sophisticated visualization and healthcare environment integration simple and intuitive.

INDUSTRY-LEADING INNOVATION

Industry Awards

As a pioneer and innovator in groundbreaking medical and surgical technologies, Olympus products have been widely recognized in the industry for their design excellence and ingenuity.



HD 3D Laparoscopic Surgical Video System
Achieve a New Perspective.



QuickClip Pro™
Endoscopic clip provides precise rotation with open and close functionality.
PCF-H190DL/I Slim Colonoscope with ScopeGuide
Real-time, 3D visualization of the scope inside the colon.



StoneMasterV™
Combines the two steps of sphincterotomy and sphincteroplasty into one endoscopic device.



DIEGO® ELITE Multidebrider
Efficiency and Choice.
BF-P190 Bronchoscope
Fully rotatable diagnostic scope for peripheral bronchoscopy.



VISERA 4K UHD Big Screen Surgery System
Four times the resolution of Full HD.
ENDOCUFF VISION®
Distal attachment, single-use device designed to maximize visualization and improve control.

Additional Industry Awards

- 2018:** ORBEYE 4K-3D Video Microscope – Edison Awards, Gold Award for Digital Imaging
- 2017:** CTE System – Premier Inc., Breakthrough Innovation Technology Award
- 2016:** VISERA 4K UHD – Surgical Products Award Magazine, Excellence in Surgical Products

For a complete list of our Innovation Awards, visit: <http://medical.olympusamerica.com/about/medical-business/awards>



OLYMPUS MEDICAL SPECIALTIES

Helping People Every Day

Throughout our nearly 100-year history, Olympus has focused on being true to society and making people's lives healthier, safer and more fulfilling. We are truly proud of the way our technologies positively impact people's lives.

Our Medical Business works with healthcare professionals to match our innovative capabilities in medical technology, therapeutic intervention and precision manufacturing with their skills to deliver diagnostic, therapeutic and minimally invasive procedures that help improve clinical outcomes, reduce costs and enhance quality of life for patients. Our solutions span across six different medical specialties.

Gastroenterology

Advanced visualization, control and workflow

Urology

Improved safety and enhanced patient satisfaction

Gynecology

Minimally invasive surgical solutions for gynecology

Otorhinolaryngology

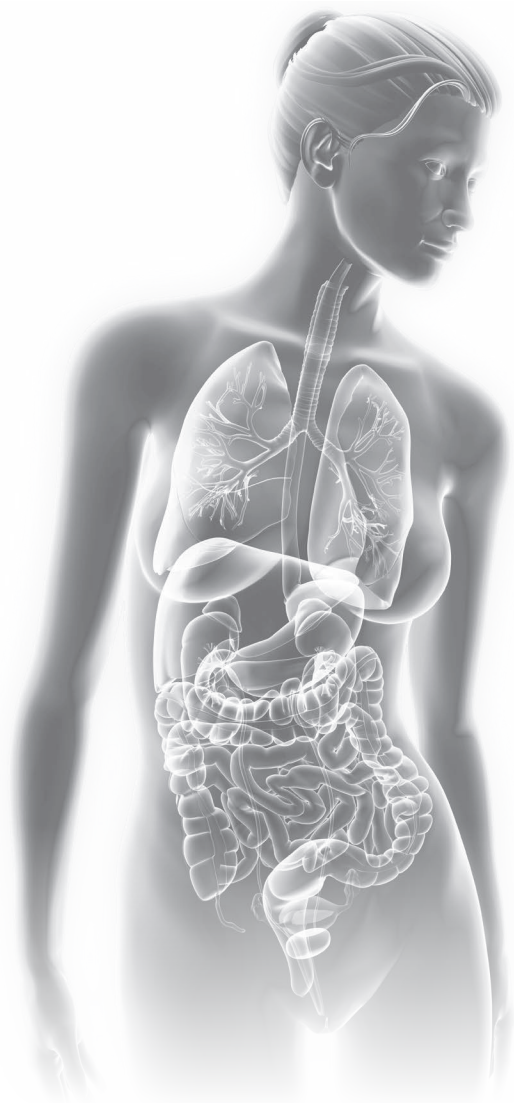
Innovative technologies for measurably greater clinical efficiency

Pulmonology

Unmatched access and efficiency for consistent results

General Surgery

Improved speed, accuracy and precision





WORLD LEADER IN ENDOSCOPY

Providing Cutting-Edge Technology

The art of endoscopy requires having the right tools to deliver the best possible patient care. As the world leader in endoscopy, Olympus continues to provide cutting-edge medical technology to healthcare professionals around the globe. Our commitment to research, development and collaborative efforts with the medical community works to improve both the underlying technology and the quality of patient care it helps deliver. It is a continuous evolution, aimed at advancing the art of endoscopy.

Olympus developed the world's first practical gastroscope in 1950. Since then, Olympus has continued to create world-leading gastrointestinal endoscopes, making our products the standard of care in the global market. Subsequently, we have worked to develop a wide variety of detection and treatment methods using endoscopes and endoscopic devices. Beyond the products themselves, our understanding of the practice of endoscopy, obtained from decades of experience in the field, positions us to be a strong business partner to our customers.

Olympus Endoscopic Solutions

- Comprehensive offering of endoscopes and accessories to meet every GI procedural need
- Complete line of bronchoscopes to help pulmonologists in the effective diagnosis and treatment of pulmonary diseases
- EUS and EBUS endoscopic ultrasound solutions offer everything needed to perform real-time lymph node and lesion sampling
- Comprehensive portfolio of over 800 advanced, minimally invasive endoscopic devices to serve multiple clinical applications
- Capsule endoscopy uniquely designed to optimize the small bowel capsule practice, with a feature-rich and highly intuitive platform
- Full line of OEM cleaning and disinfection products and services to help ensure the safe, efficient and cost-effective reprocessing of Olympus endoscopic equipment



Over 800 minimally invasive endoscopic devices.



ALOKA ARIETTA 850™ premium ultrasound processor.



PERFECTING THE ART OF SURGERY

Breakthrough Surgical Technologies and Products

Over the past 100 years, Olympus has introduced numerous breakthrough surgical technologies and products. As a result, Olympus is a proven leader in the development of devices for many surgical specialties, including urology, gynecology, ear nose & throat and general surgery.

We offer a complete range of surgical equipment, from state-of-the-art imaging equipment and innovative therapeutic devices to fully integrated operating room solutions. These advanced technologies have paved the way for the development of sophisticated, minimally invasive solutions to meet the needs of our surgical customers.

Olympus Surgical Solutions

- Surgical imaging platform connects rigid and flexible scopes across multiple specialties
- Olympus 3D and 4K imaging provides more light, color, resolution and depth perception to surgeons during procedures
- Surgical video microscope provides 4K 3D imaging technology and ergonomic design
- Olympus' surgical energy portfolio provides efficient and economical electrosurgical technology solutions
- Large selection of urological stents, baskets, balloons, access sheaths and guidewires to meet an array of procedural needs
- Advanced technologies to enable minimally invasive gynecologic surgeries
- OR system integration solutions allow HCPs to seamlessly connect, communicate and collaborate on data, images and audio in real time
- Advanced visualization and treatment products assist with rhinology, pediatric ENT, laryngology, otology, sleep and head/neck procedures



PlasmaButton™ — Plasma resection and vaporization therapy.



DIEGO® ELITE MULTIDEBRIDER®



OLYMPUS SERVICE

Beyond What You Can See

With Olympus Service on your side, you can see the difference in equipment performance and reliability. But what you can't see is just as important.

Superior Performance

- Original equipment manufacturer (OEM)
- Lasting reliability
- Rapid repair turnaround
- Largest selection of temporary and on-site loaners available

Unmatched Protection

- FDA regulated
- Reprocessing validation
- Safety assurance
- Uptime protection
- The Olympus OEM difference

Cost Control

- One vendor
- Predictable fixed service cost
- Options to include service with leasing programs
- Volume purchase discounts

Support That Empowers

Expect support that empowers you to do more. Our committed team of highly trained support specialists are changing the perception of what a service provider can be.

Customer Solutions Representatives

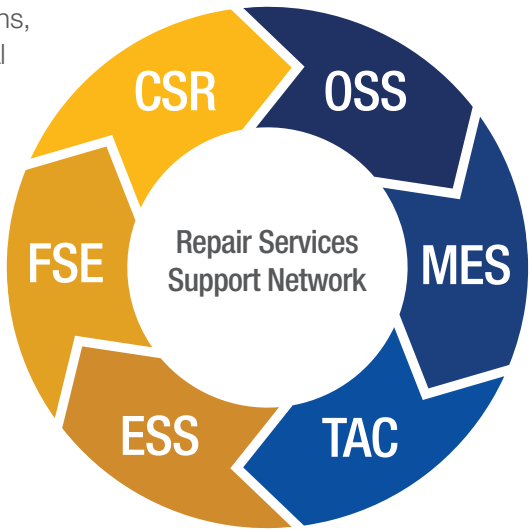
Consultative repair recommendations, guidance on understanding pictorial estimates, return authorizations and loaner requests.

Field Service Engineers

Product installations as well as in-service training for your clinical staff to get up and running.

Endoscopy Support Specialists

On-site training for reprocessing, care and handling, and asset management training.



On-Site Specialists

Room set-up streamlining based on procedure type, troubleshooting solutions and more.

Medical Education Specialists

Clinical support on safe and effective use training for Olympus products and procedures, from experienced GI healthcare professionals.

Technical Assistance Center

24-7 customer phone support for diagnosing, troubleshooting and field service engineer dispatch.



BEYOND THE PRODUCTS

Dedicated Support Professionals 100% Behind You

Olympus recognizes and appreciates the role healthcare professionals play in enhancing the patient experience and providing cost-effective care while working to improve the quality of care.

Clinical Services

We are committed to providing you and your staff with the educational tools and skills needed to provide optimal patient care.

- Clinical Nurse Educators
- Clinical Endoscopy and Surgical Specialists
- Clinical Application Specialists
- Professional Services

Technical Support

We offer a dedicated and committed team of service and support personnel as well as 24-7 online customer resources.

- Field Service Engineers
- Endoscopy Support Specialists
- Technical Assistance Center
- Olympusconnect.com

Professional Education

We offer healthcare professional education for physicians, surgeons, practice partners, fellows and residents. We seek to enhance knowledge, inspire vision and offer solutions to healthcare professionals in their chosen fields.

- Advanced Minimally Invasive Surgical Procedures
- Innovative Diagnostic and Therapeutic Endoscopy
- Early-Stage Cancer Evaluation and Treatment

Physician Education — Olympus Product Training

- Delivering knowledge through science and industry leaders to meet the specific educational needs of physicians focused on the safe and effective use of Olympus products
- Training in bariatric, colorectal, ENT and head/neck surgery, gastroenterology, gynecology, pulmonology, thoracic surgery and urology

Olympus University — Continuing Education Programs

- Further knowledge of GI and surgical instrument procedures
- For nurses, technicians, biomedical engineers, administrators and material managers
- Nursing contact hour accredited live courses across the country
- Continually updated course material and curriculums
- CE credits for nurses and support staff

Our national network of seasoned finance professionals have established expertise in financing and a demonstrated ability to help healthcare organizations improve patient health, enhance outcomes and reduce costs.

OLYMPUS FINANCIAL SERVICES

Flexible Tailored Solutions

With over 25 years of healthcare finance expertise, Olympus leasing and financing offers customized solutions to meet your procurement needs. Unlike Olympus, very few manufacturers can effectively deliver both industry-leading technology as well as financing. Olympus is among the Top 100 U.S. financing and leasing companies. Our national network of seasoned finance professionals have established expertise in healthcare financing, and have demonstrated the ability to reduce costs and help healthcare organizations reduce costs and optimize their ROI while enhancing patient outcomes.

Benefits to Our Customers

- Stay competitive in the marketplace
- Access to cutting-edge technology
- Flexibility is the rule, not the exception
- Enables an upgrade path
- Benefit from Total Olympus Solutions
- Attractive terms and rates
- Optimize ROI on equipment
- Conserve and leverage cash
- Improve patient health, enhance outcomes and reduce costs



When we're at our best, the world truly benefits. The work we do, and the products we make and service, help people become healthier and happier and lead more fulfilling lives.

**Giving back isn't part of our job.
It's part of our life.**

SOCIAL RESPONSIBILITY

You Are the Heart of What We Do

When we're at our best, the world truly benefits. The work we do, and the products we make and service, help people become healthier and happier and lead more fulfilling lives. Giving back isn't part of our job. It's part of our life.



Community Involvement

Olympus supports the communities we serve and encourages employees of participating Olympus entities to give back through volunteer activities.



Environment

We believe that a win-win relationship with our various stakeholders will allow us to achieve sustainable growth and create new value through our business.



Ethics and Corporate Compliance

Olympus is committed to complying with the laws and regulations that govern our industry and to adhering to the highest standards of business.



Corporate Giving

We fulfil our responsibilities to our neighbors and to the planet with our corporate giving initiatives.



Olympus Grants

Our Healthcare and Microscopy Grants program supports independent educational initiatives.



Diversity and Inclusion

When we're inclusive, we all benefit. The more perspectives we can bring to our team, the further we can see. Doing our best work means empowering everyone to feel valued.

With Olympus products, Americans can get screened for one of the most detectable and treatable forms of cancer. **We are the leading provider for colorectal cancer screening technology.** Over 11 million colonoscopy procedures are completed with Olympus equipment each year.



COLON CANCER AWARENESS

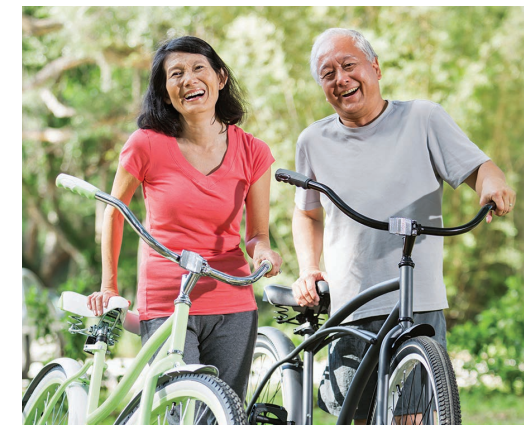
Don't Let Patients Miss Out on Life's Greatest Moments

Olympus is the global leader in endoscopic medical devices used to help detect, diagnose and treat gastrointestinal diseases — including colon cancer.

Colorectal cancer (CRC) is one of the most detectable and treatable forms of cancer, and regular colorectal cancer screening tests can be very effective in reducing risk. Getting screened can mean more weddings, graduations, parties and vacations for your patients.

Risk factors for CRC include being older than 50, having a family or personal history of colorectal disease, or being in a high-risk group. Patients with these risk factors should talk to their doctor about scheduling a CRC screening.

We developed a website that is dedicated to educating the public about the importance of CRC screenings. Please share this site with your patients, friends and the ones you love:
<https://www.colonoscopytoday.com/>



Olympus is a registered trademark of Olympus Corporation, Olympus America Inc., and/or their affiliates. | Medical devices listed may not be available for sale in all countries.



OLYMPUS AMERICA INC.
3500 Corporate Parkway, PO Box 610, Center Valley, PA 18034

For more information, contact your Olympus
sales representative, or call 800-848-9024.
www.medical.olympusamerica.com

©2019 Olympus America Inc. All rights reserved.
Printed in USA OAIES0119BRO28877