

THE COLORECTAL CANCER SCREENING INITIATIVE

Enhancing the Scope of Patient Care



**FOCUSONE™
VIDEOSCOPE
SYSTEM:**

**CV-60 VIDEO
PROCESSOR
& LIGHT
SOURCE**

**OSF-V60
FLEXIBLE
VIDEO
SIGMOIDOSCOPE**

**OLYMPUS®
PRIMARY ENDOSCOPY**

You Are on the Front Line in the Fight Against Colorectal Cancer

Colorectal cancer is the second leading cause of cancer death in the United States

- An estimated 80 to 90 million people are at risk
- This year, approximately 129,000 Americans will be diagnosed with colorectal cancer
- Colorectal cancer affects men and women equally
- More than 56,000 people will die from colorectal cancer this year alone

Screening saves lives. The evidence is clear...beginning at age 50, colorectal cancer screening can significantly reduce mortality.¹ Most cases of colorectal cancer begin as benign polyps. Removing the polyps early can prevent cancer. And early detection of cancer greatly enhances survival.

Preventing colorectal cancer is not a defensive pursuit. It requires preparation. It requires anticipation. It requires action. Yet, screening for colorectal cancer still lags far behind screening for other cancers. According to the CDC, only 41% of adults over age 50 have ever had a sigmoidoscopy.¹ Most insurers, including Medicare, provide reimbursement, and the technology is state-of-the-art. So, when it comes to colorectal cancer screening, there's no need to compromise.

1. American Cancer Society, Cancer Facts & Figures, 1999. National Cancer Institute, SEER Cancer Statistics Review, 1973-1995; CDC, Behavioral Risk Factor Surveillance System, 1997.

Screening saves lives... take the offensive!

Unsurpassed image quality and ease-of-use

While a clear view is essential in making a diagnosis, ease-of-use is essential in making it timely and effective. The FocusOne Videoscope System provides both. Designed specifically for in-office use, FocusOne is compact, mobile, and easy to operate. And FocusOne delivers the same true color, high-resolution video imaging that has become the trademark of Olympus endoscopes worldwide.

FocusOne™ Video Processor and Light Source (CV-60)

- **Full-screen, High-resolution Imaging:** Color Charge Coupled Device (CCD) video technology delivers a realistic, natural color image to help observe changes in mucosa
- **Streamlined, Straightforward Controls:** brightness, white balance, and all other functions are easily accessible to a single operator
- **Designed for In-office Use:** easy to move and store for maximum convenience in busy offices
- **Fast and Reliable:** 150-watt halogen lamp delivers instantaneous, full-lumen output and consistent light distribution, built-in backup lamp can be manually engaged if primary light source fails
- **Cost-effective:** compact design, simplicity of operation, and instant illumination reduce manpower needs and save time in your practice



The In-office System Designed for Accuracy and Efficiency



FocusOne™ Flexible Video Sigmoidoscope (OSF-V60)

- **Patient-focused Design:** slim insertion tube eases insertion and minimizes patient discomfort
- **Responsive Fingertip Control:** control section allows a single operator to easily perform all scope functions
- **Versatile:** large working channel delivers strong suction and accommodates a wide variety of Endo-Therapy instruments
- **Easy to Reprocess:** completely immersible for automated or manual disinfection by the Olympus line of endoscope disinfectors



S Y S T E M

THE OLYMPUS PRIMARY ENDOSCOPY OFFICE

Enhancing the Scope of Patient Care...Again

Olympus has always been focused on innovation and has continually worked to expand the frontiers of endoscopy. Indeed, most of the major advancements in endoscopic equipment used for diagnostic, therapeutic, and minimally invasive surgery are the result of Olympus' leadership and expertise.

Now, with office-based primary endoscopy, this innovation, leadership, and expertise has arrived on the front line of patient care. The Primary Endoscopy Office from Olympus provides the means to conduct in-office sigmoidoscopy with unsurpassed image quality:

- State-of-the-art video endoscope systems and accessories
- Cleaning and automated disinfection equipment
- Education and training
- Genuine Olympus Service and Repair
- Financial programs
- Loaner support program

The numbers speak for themselves. Millions of Americans depend on colorectal screening for continued good health. Make your office an Olympus Primary Endoscopy Office and expand the scope of your patient care today.



The ergonomic design
of the **FocusOne™** system
allows a single endoscopist
to easily and efficiently
capture the most vital
diagnostic images.

The **FocusOne**[™] Screening System

CV-60 SPECIFICATIONS

- Dimensions 160 mm (H) x 295 mm (W) x 400 mm (D)
- Weight 13 kg (28.7 lb)
- Voltage 100-120 VAC
- Frequency 50/60 Hz
- High-resolution, full-screen image
- 150-watt halogen bulb with emergency backup
- Integral light source and air pump
- UL 2601 standard, type "Body Floating"
- Mavigraph remote capable
- Light source compatible with Olympus OES and OSF Fiberscopes

OSF-V60 SPECIFICATIONS

- Field of view 145°
- Depth of field 3-100 mm
- Insertion tube diameter 11.3 mm
- Distal end diameter 12.2 mm
- Working length 730 mm
- Angulation 180° up/down, 160° left/right
- Channel size 3.2 mm
- Right/Left angulation brake
- Remote mavigraph print switch

 Ultrasound
  Service
  Software
  National Accounts
  Financial Solutions
  EndoTherapy
  Endoscopes
  Education
  Cleaning&Disinfection
  Bronchoscopy

OLYMPUS[®] PRODUCT LINE

ENF-PF RHINOLARYNGOSCOPE



MRX RECIRCULATING PUMP



CLK-4 LIGHT SOURCE



OSF-3 FIBEROPTIC SIGMOIDOSCOPE



MV-2 DISINFECTOR



MV-1 DISINFECTOR



SSU-2 SUCTION PUMP



GERMICIDE TRANSFER PUMP



PORTAVIEW BRONCHOSCOPE TP



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