“Growing” Service Excellence

The continued growth of Sysmex America’s hematology market share requires creative customer solutions for Sysmex’s Technical Service Support Team. Company growth, employee promotion, retirement, call to military service, and/or illness sometimes means that Field Service Representatives (FSRs), who are members of Sysmex’s Technical Service team, may temporarily or permanently vacate their assigned territories. So Sysmex has proactively launched the Service First Program. This program was developed to ensure existing customers do not experience a gap in service support and new customers receive the very best technical expertise from day one. The program begins with Field Service Trainees (FSTs) and ends with these trainees certified as full-fledged FSRs before being deployed as primary representatives.

“We are basically ‘growing’ the knowledge of these trainees to be fully-qualified experts who can handle the complex technical requirements associated with Sysmex instruments and systems. Customers do not want a lapse in service nor do they want rookies. Our customers want pros and that’s what we are giving them via our Service First Program,” said Bill Brennan, Senior Director, Sysmex America.

Sysmex’s Service First Program was launched last month when two FSTs were added to the company’s employee roster. During the next 12 months, these FSTs will complete training at Sysmex’s headquarters in Mundelein followed by travel to various U.S. service districts to work with a mentor and assist with FSR-related tasks. At the completion of training, these FSTs will have the knowledge and expertise needed to move into a FSR position and service the Sysmex product line.

“While the FSTs entering the training positions have engineering, medical technology, science degrees or equivalent experience, the complexity of Sysmex’s technology and customer requirements demand that we recruit and hire only the ‘best-of-the-best,’ explained Rick Gates, Zone Service Director, Sysmex America.

(continued on page 2)
President’s Message (continued)

Now that scientific advancements are moving pathology forward into studying disease at the molecular and genetic levels, the clinical laboratory will become a more active and indispensable part of the diagnostic team. Perhaps the term-diagnostic pathology will surface to replace clinical pathology. For example, the field of companion diagnostics will draw the clinical laboratory more to the patient’s bedside. Laboratories will now be asked to identify patient subpopulations that may or may not respond to certain drugs as well as those that may have an adverse event.

As providers of instruments and reagents to help make these new observations, companies such as Sysmex understand the need to provide clinical laboratories with the means to move beyond observation to interpretation as we help ensure that result interpretation is as standardized as numerical results are now. The landscape of hematology is changing and together we can model these changes to promote better patient care. It is an exciting time for clinical diagnostics as we expand our impact by moving out of the lab and onto the floors.

We approach this holiday season, we want to personally thank you, our customers, for your time for clinical diagnostics as we expand our impact. Let’s continue to work for the patient and promote better patient care. It is an exciting time for clinical diagnostics as we expand our impact by moving out of the lab and onto the floors.

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Happy Holidays

John Kerhaw
President & CEO, Sysmex America, Inc.
Amerinet awards Sysmex urinalysis and hematology contracts

In July, Amerinet’s GPO members were given access to Sysmex’s automated urine particle analyzers with the signing of Amerinet’s three-year, dual-source urinalysis contract agreement with Sysmex America. At that time, Sysmex America’s President & CEO John Kershaw was quoted as saying, “We at Sysmex America are especially pleased to serve as Amerinet’s partner in supporting their member-laboratories’ needs to automate microscopic urinalysis — typically a very time-consuming endeavor when performed manually.” Now, as a result of Amerinet’s recent contract award to Sysmex for hematology, the GPO’s member-laboratories will also benefit from the standardization, results quality and timely reporting inherent in Sysmex’s automated/hematology analyzers.

The hematology contract includes Sysmex’s newest addition to the hematology product line, the Sysmex XT-4000i™ Automated Hematology Analyzer. The fact that this is our third consecutive hematology contract award from Amerinet is a strong indicator that the reliability and uptime of our hematology instruments remain critical to a clinical laboratory’s survival in a new healthcare era,” said Kershaw.

Sysmex America’s urinalysis and hematology contracts with Amerinet mean its members have immediate access to analyzers, reagents, controls, and service. Training and technical support is provided through Sysmex U.S. headquarters in Mundelein, Illinois. "We have transitioned more than 1000 Sysmex three-part customers into the QC Insight peer-review program for its X-Series, KX-Series and pocH-10i hematology analyzers. The inclusion of Sysmex America’s three-part customers into the company’s Insight program was made possible when Sysmex decided to upgrade its hardware and software programs to accommodate increasing market share," said Barranco. "The inclusion of Sysmex America’s three-part customers into the company’s Insight program was made possible when Sysmex decided to upgrade its hardware and software programs to accommodate increasing market share," said Barranco. "The inclusion of Sysmex America’s three-part customers into the company’s Insight program was made possible when Sysmex decided to upgrade its hardware and software programs to accommodate increasing market share," said Barranco.

Amerinet is a strong indicator that the reliability and uptime of our hematology instruments remain critical to a clinical laboratory’s survival in a new healthcare era,” said Kershaw. As part of Sysmex America’s Tools remote monitoring capabilities, Sysmex has expanded its Insight™ IQAP programs to include those customers utilizing their three-part (KX-series and XT-series) analyzers. More than 1000 Sysmex three-part customers have already switched to Insight™ and are realizing the benefits of “one-stop” quality control analysis.

For example, a quality control manager for an entire Integrated Delivery Network (IDN), which includes its flagship hospital(s) and multi-site clinics, can now review and process quality control data from every analyzer in its entire system by one single log-in. Prior to this, the facilities within an IDN would literally need to wait for information mailed at the end of the reporting period for the three-part analyzers and access individual reports for the high volume X-Series analyzers, explained Peggy Barranco, M.A., MT (ASCP) SHL, Sysmex’s Project Director. Now the QC manager can look at the performance of all Sysmex analyzers in real time during the lot and also access the cumulative report historically received at the end of the lot.

“We have transitioned more than 1000 of our Sysmex three-part customers to Insight™ said Barranco. “The inclusion of these three-part customers assures a single inter-lab quality control assessment program from which all Sysmex customers can realize the benefits of standardized peer-review comparisons, ease of data submission, immediacy in report availability and long-term data management for accrediting agencies.” Prior to Insight™’s inclusion of three-part customers, these customers were meeting their QC reporting requirements via a retrospective statistical management program administered outside of Sysmex America.

Insight™ IQAP – The Sysmex Interlaboratory Quality Assurance Program At-A-Glance

• Single inter-lab quality control assessment program
• Standardized peer-review comparisons
• Ease of data submission
• Immediacy in report availability
• Long-term data management for accrediting agencies
• Concise, easy-to-read reports generated on demand 24 X 7
• Rapid lot-to-date, end-of-lot or month-to-date reports
Sysmex At-A-Glance

Sysmex Latin America Clinical Laboratory Conferences’ Highlights

44th Annual Brazilian Conference of Clinical Pathology and Laboratory Medicine

The Sysmex XE-5000™ Automated Hematology Analyzer for high-volume clinical laboratories was launched in Latin America during the 44th Annual Brazilian Conference of Clinical Pathology and Laboratory Medicine held in Rio de Janeiro, Brazil in September. The exclusive distributor of Sysmex’s hematology and urinalysis products there, showcased the XE-5000 at its booth. Sysmex Latin America displayed the small footprint Sysmex XS-1000i™ Automated Hematology Analyzer and the® CellaVision DM 96 Cell Image Analysis System and provided scientific lectures on varying topics in hematology and urinalysis within its booth area. Many conference attendees were on hand to see the Sysmex and CellaVision instruments and to attend the lectures, according to Leonardo Amaral, Media & Events Coordinator at Sysmex Latin America & the Caribbean.

Clinical Analysis Conference

Sysmex Latin America participated in the largest Clinical Analysis Conference, held on September 14 through September 17, 2010 in Goiânia, Brazil. As a major sponsor, they organized and facilitated scientific lectures on varying topics in hematology and urinalysis within its booth area. Many conference attendees were on hand to see the Sysmex and CellaVision instruments and to attend the lectures, according to Leonardo Amaral, Media & Events Coordinator at Sysmex Latin America & the Caribbean.

8th Annual Mexican Transfusion Medicine Conference

The VIII Annual Congress of the Mexican Association of Transfusion Medicine was held in the city of León, Guanajuato, Mexico, marking the first time that the International Society of Blood Transfusion (ISBT) granted academic status to the Congress. More than 100 academic lectures were presented. The local distributor exhibited the Sysmex XE-2100D™ Automated Hematology Analyzer, which can be used for quality control release testing of post-processed red blood cell and platelet components collected using a variety of anticoagulants. The Sysmex KX-21N™ Automated Hematology Analyzer was also exhibited. Elsa E. Sánchez, Sysmex Manager of Application and Scientific Support for Latin America & the Caribbean, was present throughout the Congress. The Congress coincided with the 200th anniversary of the start of the Mexican War for Independence. Guanajuato, the location of the Congress, is the birthplace of the independence movement.

National Congress of Clinical Chemistry

The XXXIV National Congress of Clinical Chemistry and Expo, held in Villahermosa, Tabasco in September, was the site where medical technologists from private and government laboratories and medical technology students convened for educational exchange. The more than 500 attendees had the opportunity to see the Sysmex UF-1000i exhibited at the booth. The local distributor exhibited the Sysmex KX-21N™ Hematology Automated Analyzer. Sysmex Latin America’s application specialist Jessica Ovalle was present throughout the Congress supporting Sysmex’s distributors. Of note was the governor’s visit to the Sysmex booth. The governor also is a medical technologist.

International Society of Peritoneal Dialysis

The 13th Congress of the International Society of Peritoneal Dialysis was held at the Exposition Center Banamex in Mexico City during the summer. Physicians and nurses were the primary attendees, including representatives from Hong Kong, Japan, Romania, North Africa, Dominican Republic and Mexico. Hematology specialist, Raul Nieto, made a presentation about anemia in patients with chronic renal deficiency, with specific focus given to the Sysmex parameter RET-H and its role in helping physicians diagnose and manage anemia in dialysis patients. The local distributor showcased the Sysmex XE-2100D™ Automated Hematology Analyzer to introduce Sysmex’s Advanced Clinical Parameters. Jessica Ovalle, Sysmex application specialist from Sysmex Latin America & the Caribbean was present throughout the congress to lend support to Sysmex distributors.
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Amerinet GPO members also have access to the Sysmex Peak Performance Program. This unique program is a rich and comprehensive set of systems and resources to assist customers before, during and after their implementation.

As part of Sysmex America’s on-site remote monitoring capabilities, Sysmex has expanded its Insight™ IQAP programs to include those customers utilizing their three-part (pocH-100i and KX-Series) analyzers. More than 1000 Sysmex three-part customers have already switched to Insight™ and are realizing the benefits of “live-stop” quality control analysis.

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• Concise, easy-to-read reports generated on demand (24 X 7)
• Rapid lot-to-date, end-of-lot or month-to-date reports

Insight™ eliminates the tedious, time-consuming process of manually copying and faxing data by utilizing at the laboratories’ convenience, an easy, electronic data entry and upload process. The system’s concise, easy-to-read reports can be generated on-demand (24 X 7). Lot-to-date, end-of-lot, or month-to-date reports can be quickly generated based on the laboratory’s choice. The Insight™ reports are saved on-line for 2+ years so laboratories can access past reports at a moment’s notice.

The inclusion of Sysmex America’s three-part customers into the company’s Insight™ program was made possible when Sysmex decided to upgrade its hardware and software programs to accommodate increasing market share.

Sysmex Associates Emily Cederlund, Vicki Walker, Angela Garrett and Scott Seher have been instrumental in transitioning Sysmex’s three-part customers to Insight™. Their team effort now allows all customers to access training information on Insight™ through Sysmex America’s Customer Resource Center (CRC). The CRC provides on-line webinars, training guides, program updates, documentation and resource materials along with the Insight™ peer-reviews program.

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President’s Message (continued)

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As providers of instruments and reagents to help make these new observations, companies such as Sysmex understand the need to provide clinical laboratories with the means to move beyond observation to interpretation as we help ensure that result interpretation is as standardized as numerical results are now. The landscape of hematology is changing and together we can mold these changes to promote better patient care. It is an exciting time for clinical diagnostics as we expand our impact by moving out of the lab and onto the floors.

As we approach this holiday season, we want to personally thank you, our customers, for your time for clinical diagnostics as we expand our floors.

The Service First Program is just one example of Sysmex’s ongoing efforts to support our customers.

“The Service First Program will be particularly useful in fulfilling our company’s needs in emerging markets,” said Brennan. “Increased demand for Sysmex’s hematology product offering has resulted in the company’s need to grow field service staff.”

For any IVD sales organization developing a new geographical territory, it can typically take as long as a year to determine the full scope of service needs and then to complete the recruitment, hiring and training process of the technical service personnel. “Rather than wait to determine what service needs a new territory might generate, we develop our FSTs instead, identifying solutions quickly. They must perform these duties in a manner that develops confidence, promotes goodwill and maintains credibility with our customers in regard to the quality of our products and customer service.”

The Service First Program will be very useful in our ability to meet our customers’ needs as we expand our service support. It is our number one priority. In addition to the reliability of our instruments, we believe our service support is our competitive advantage,” added Brennan.

As a responsible corporate citizen, Sysmex’s participation in such events exemplifies the company’s corporate philosophy, the Sysmex Way by supporting the society in which it serves. We thank our employees who participated in this event.

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