

A quarterly newsletter for employees of FUJIFILM Medical Systems U.S.A. Inc.

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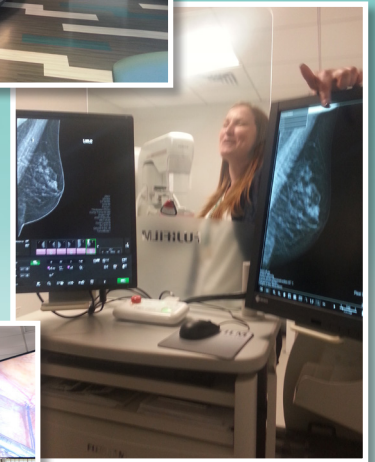
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One Team Meeting

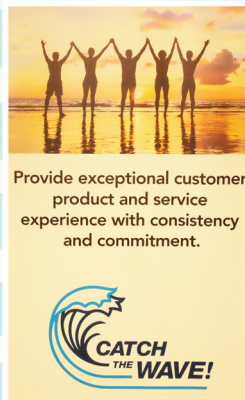
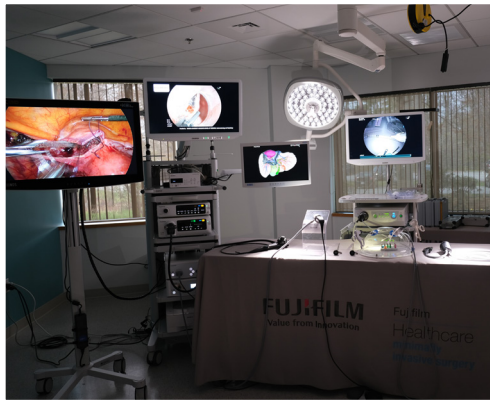
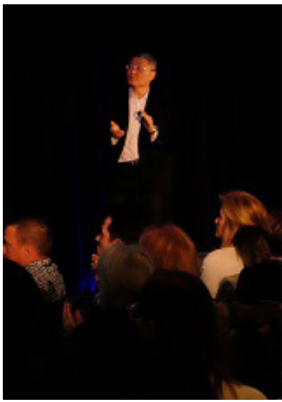
The 2019 One Team Meeting held in Cambridge, MA was quite the ride, filled with energy, excitement, and enthusiasm that seemed to Never Stop.

The 3½-day meeting began with a tour of our new Fujifilm Healthcare Customer Experience Center and Service Training Center at our new Lexington headquarters. (See separate story on page 2.). Subsequent days featured motivational presentations delivered by more than a dozen Fujifilm executive leaders; fiscal year reviews by business unit leaders; and many strategic, insightful breakout sessions. There were also wellness activities, social gatherings, and the annual awards ceremony.

“What we must do is to create innovative value for society,” asserted Takaaki Ueda, President & CEO, during his One Team presentation. Sure enough, the proven skills

of our sales, marketing and service teams, along with the breadth and innovation of our MS, MI, and ES diagnostic portfolio—which now includes products for minimally invasive treatment—confirmed that creating innovative value is exactly what we are going to do.

“We have high expectations and we’re committed!” stated Jason Heim, Vice President, Sales, as the meeting got underway under the theme “Catch the Wave: Building Momentum to Achieve Sustainable Growth.” Reflecting the exuberant, upbeat and encouraging atmosphere of the meeting—as well as its theme—Jason made his first appearance carrying a one-of-a-kind One Team surfboard, complete with the Fujifilm FY19 mission pledge that attendees signed, and which is now proudly displayed at FMSU headquarters.



FMSU Healthcare Customer Experience Center

In every issue of FMSYou we share “Winning Culture” stories about employees who, through teamwork and individual efforts, help the company reach the levels of success to which we aspire. Winning culture efforts run the gamut from sales and service accomplishments made against significant challenges, to ways to improve and speed up day-to-day business processes, to major new training and customer-centered initiatives--like the one this story shares.

“Thanks to the Winning Culture we bring to all our major initiatives, we now have a state-of-the-art Fujifilm Healthcare Customer Experience Center at our new headquarters facility in Lexington, MA,” says FMSU President & CEO Takaaki Ueda. “Many of you worked efficiently, strategically, and with tremendous creativity under a great sense of urgency to make sure our new Center was ready in time to debut at the start of our annual One Team Meeting.”

The versatile space is home to an interactive, executive conference room, modern classrooms for computer-based training, and an interactive, fully-operational ‘hospital unit’ with several procedure rooms. It’s where Fujifilm technology can be effectively demonstrated for current and prospective customers, and where visitors can participate in hands-on demos. In the main showroom, visitors can also watch customized Fujifilm videos on an 80-inch high-definition monitor.

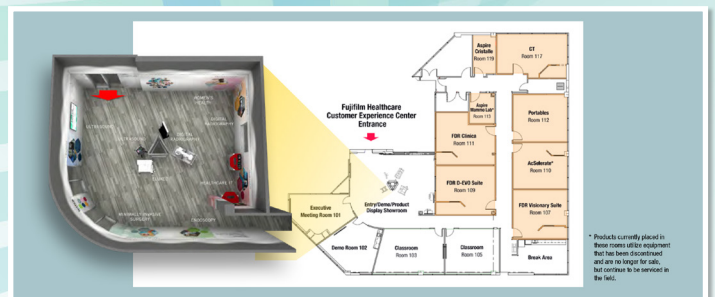
“As FMSU continues to expand its portfolio and build on the momentum of our existing products, this is the perfect time to share the Fujifilm story with existing and potential customers,” says Rick Banner, Senior Director of Marketing for Modality Solutions. “Part of that, of course, is our global campaign to Never Stop providing value through new innovative technologies. That’s what the Customer Experience Center is all about—the ability to share our full range of products and technologies.” It was a massive, detailed, complex and time-sensitive effort that required a large team

from virtually every department at Fujifilm. That’s why the pillars of our Winning Culture were so important. Without it, we would not have been able to pull it off so successfully.

Physicians, nurse managers, C-suite hospital executives, key opinion leaders and strategic partners will find our new Customer Experience Center to be comprehensive, informative, comfortable and exciting. That was the goal, and that’s now the reality.

Our own employees can also take advantage of a Fujifilm Healthcare Customer Experience Center Toolkit, which provides an overview of the Center and information to help employees effectively share the Fujifilm Healthcare story. You can download the Customer Experience Toolkit by clicking [here](#).

As visitors move from the showroom to the training center, they’ll see an ‘Innovation Wall’ that illustrates Fujifilm’s milestones in healthcare, beginning with our development of X-ray film in 1936 to our cutting-edge advances with artificial intelligence. It’s just one of many intriguing touches that make the new Center a Fujifilm innovation in and of itself.



* Products currently placed in these rooms are for equipment that has been discontinued and are no longer for sale, but continue to be available in the field.

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“We were under great pressure to get this project completed on time,” says Senior Project Manager Martha Mahoney, whose job was to interact with all stakeholders so that every requirement of design and construction was met. “The only way to overcome the challenge was through clear communication, great teamwork, timely and conclusive approvals, and maintaining our sense of urgency.”

“When the decision was made to move FMSU headquarters to Lexington, MA, it became clear that there was an opportunity to use the new facility to further improve the training of engineers and customers and to put our best foot forward when customers come in to see product demos,” says Tom Briggs, National Director, Technical Development. Although Stamford was well suited for training, it was not considered an ideal show-and-tell site. The large employee team involved in the redesign and relocation used a Winning Culture mindset to make sure the new training center in Lexington not just met, but exceeded all expectations.

Manager of Installations and Project Management Dan Alvarez, along with his team, quickly assessed all the installation specifics for each piece of Fujifilm equipment and then carefully and insightfully blue-printed a new training space to meet all objectives.

“Knowing that they had to do it right the first time, they determined that each new lab and classroom had to be designed with functionality, student and customer comfort, and pleasant aesthetics in mind,” Tom says. “As a

result, it has the decisive feel of a ‘customer experience,’ which is the goal the team had in mind.”

Dan and his team had to think outside the box during the planning phase since they had to disassemble, move, and reassemble four full X-ray suites, two mammography gantries, and three fully equipped classrooms. To help accomplish that, Dan called in our group of Product Specialists, led by Mark Bednarczyk, Manager of Customer Support. That’s where another Winning Culture attribute—teamwork—truly showed its strength. Working together, the team accomplished the job flawlessly, within budget, and ahead of schedule.

“Our goal was to make each system better and more fully functional than it was when we took it all apart,” says Dan. The new space includes many endoscopy, handheld ultrasound, and cart-based ultrasound systems. There’s also a special viewing window to watch demonstrations of all the capabilities of our DEVO Suite II. All told, the development and coordination of the new Fujifilm Healthcare Customer Experience Center involved several internal teams, including Customer Support, Installation Project Management, Corporate Communications and many others.

“We now have a truly professional Fujifilm Healthcare Customer Experience Center, as well as a great new facility for all of our training needs,” says Martin Spence, Vice President, Service & Support Operations and Security Officer. Martin had a principal role in detailing what was needed as part of the Customer Experience Center and had to make sure the parameters were met. “It was an extraordinary endeavor by many employees to get to this point. Congratulations to the entire team for their Winning Culture effort.”



Just a Reminder...

...that Modality Solutions produces several customer testimonials each year to share the challenges that our customers face and show how with Fujifilm products and a Fujifilm partnership they can overcome almost anything. Customers become our best salespeople where improvements in workflow, efficiency and patient satisfaction are concerned because they, in turn, tell other professionals about our portfolio. Peer to peer influence is one of the top factors in the capital decision-making process at hospitals, clinics, diagnostic centers and other healthcare facilities. That's why these testimonials are so important to our efforts.

FMSU's Marketing and Corporate Communications departments work closely with Sales to identify customer success stories, and once the testimonial stories are written, shot and approved, add them to our marketing mix. We also work with a publisher to produce a newsletter that focuses on these customer stories. The newsletter is emailed to a wide customer-centered audience, and also repurposed for our own website and internal e-blasts.

If you'd like to catch up on some of our Women's Health testimonials, here are a few recent ones. Testimonials for DR and Pediatrics are also available. Feel free to share.

- [Encouraging Annual Mammography Screenings at Adventist Health White Memorial](#)
- [Small yet mighty mammography center becomes a 3D leader](#)
- [ASPIRE Cristalle: improving mammography for both facilities and patients at Ashley County Medical Center.](#)
- [A quick install and happy, comfortable patients: Northpoint Health and Wellness Center details its experience with ASPIRE Cristalle.](#)
- [Digital mammography arrives to rural Washington at Willapa Harbor Hospital](#)

Just a Reminder...

that when it comes to assisting, supporting, protecting, encouraging and advocating for our employees, FMSU Human Resources has us covered—sometimes a little more than we may realize. After all, in the hectic business environment in which we all operate, sometimes it's easy to overlook all the options available to us. There are so many, in fact, that it's not unusual for one or two to slip our minds entirely.

These options include:

- *A confidential Employee Assistance Program, for stress anxiety, family concerns, child care matters and dozens of other issues;*
- *An Employee Referral Program, which provides cash referral bonuses;*
- *An up-to-date listing of all open positions at FMSU;*
- *Financial counseling from Ayco;*
- *Behavioral health services from Cigna;*
- *Access to Hinge Health's digital programs for knee and back pain;*
- *Identity, financial and privacy protection from InfoArmor.*

Visit our [HR portal](#) on the intranet, or talk to your HR representative. Your rep can remind you of even more options and services that the rest of us may sometimes forget.



Government Business

Fujifilm Medical Systems has a team whose sole purpose is to establish, maintain and continually strengthen our sales and marketing relationship with the United States Veterans Administration and Department of Defense, the two largest federal agencies.

The Government Business team, which depends on the cooperation and skills of dozens of FMSU employees across the organization from many departments, is led by John Lucas, Executive Director, Government Business and his team: Lou Cavallaro, National Director, Government Business Sales; Richard Cardona, Senior Manager, Government Business Operations; and Michelle Strait, Manager, Government Contracts.

“The goal of FMSU’s Government Business group is to bring about consistent and sustained focus, attention and coverage to all key federal government agencies that provide healthcare and medical-related services to our veterans, military personnel and their dependents,” Lou explains. “We endeavor to build strong relationships and to pursue the significant sales volume that can result from those relationships.”

In addition to relationship-building, key responsibilities of the team include sales and service support, contracting and compliance, cyber-security, and internal and external education and training.

About a year ago, FMSU’s leadership team determined the need for a significant refocus of time, resources and funding to launch a renewed emphasis on the U.S. federal government sector. “The government marketplace represents a significant opportunity to deliver real volume and revenue growth for FMSU,” Lou says. “This re-focus made perfect sense. It was the right thing to do at the right time. We now have the personnel and financial resources we need in order to actively support the field sales teams who represent the front lines of our efforts and ultimate success.”

To do it right, our Government Business team leverages the collaboration of our MI, MS and ES sales organizations, which consistently provide to them the same level of skill, focus and coverage that they provide to their

commercial accounts. In addition, a cross-functional team that includes employees from communications, service, project management and other departments are also involved in the government sales initiative.

“We have open-ended communication with all our FMSU colleagues to help them understand what we do, how we can assist them, how they can assist us, and how together we can make tremendous headway in this unique marketplace,” Lou says.



Richard Cardona, John Lucas, Lou Cavallaro, Harold Benson (retired)

Our Government Business team has a wealth of experience. John Lucas has more than 12 years with FMSU in various leadership roles. Lou Cavallaro’s background includes more than 25 years in medical technology and IT sales and service both inside and outside the federal government sector. Richard Cardona has well-documented expertise in cyber-security and has strong relationships with the logistics groups at the Army, Navy and Air Force. Michelle Strait has been with FMSU for 26 years and has a deep and diverse pool of contract knowledge and expertise, along with significant experiences in sales support and operations.

“We understand what our colleagues already have on their plates,” Lou explains, “and we do not want to add to their stress. Quite the contrary—we want to make things easier for them. That’s what we try to do. At the same time, we want to continue to open an exciting marketplace for Fujifilm that holds great promise for new opportunities that will drive volume and growth. What’s more, it’s a marketplace that’s of vital importance to Americans all around the world. And that’s why we’re enormously proud of what we do.”

Self Focus

Sales, marketing, customer support, finance, logistics, warehousing... those are just a small handful of the daily endeavors pursued by our colleagues as part of their FMSU responsibilities. But when the work clock stops for a while they chase almost an entirely different set of activities, which is another reason why the FMSU workforce is so fascinating—even after hours. FMSYou is pleased to spotlight some of those employee hobby and activity highlights.

Aaron Hill, Senior Software Engineer

“I’m in a band called the Lunch Money Bullies for which I play guitar and keyboard, depending on the song. The guitar I use—for you guitar nuts out there—is a Fender Stratocaster, and my keyboard is a Nord Stage 3. Those two instruments are among my best friends! We’re a cover band, and more specifically a party band, so while we don’t specialize in any particular genre, we do focus on dance music. So it’s not uncommon for us to follow up something like Tom Petty’s ‘American Girl’ with Blackstreet’s ‘No Diggity,’ or something like that.



“I started playing in my grade school orchestra, and was also forced to take piano lessons. But I didn’t really get serious about music



until I was about 15, which is when I first picked up a guitar. I also got serious about the piano in high school and have now been playing

both for thirty years.

“During the summer, Lunch Money Bullies plays many

local festivals. We do the Wisconsin State Fair every year, and have also played at Milwaukee Brewer games. A few months back we played at the Pabst Theater in



downtown Milwaukee—a beautiful old-style theater-in-the-round with several balconies. Our favorite gig every year is the Tichigan Lake Sandbar party. There’s an area of the lake where the water is about three feet deep, so a few dozen boats tie up all in a circle around the sandbar and we set up bands on a barge and play for the crowd. During the colder months we play gigs at local bars, as well as at an occasional winter wedding or Christmas party.

“I’ve always enjoyed getting up on stage and performing, and the members of the band are all friends and have



known each other since high school. We put the band together almost ten years ago, and we still enjoy each other’s company. There are times it feels a bit like a job, only because there are so many details to attend to and so much time to put in—but once the music actually starts, it’s nothing but fun.

Delivering the Goods

Sales Account Executive Elijah Daley, who has been with Fujifilm for almost a year, shares his sales success story about SSM, a moderately large Integrated Delivery Network in a region that encompasses St Louis and Wisconsin. In the St Louis region the network consists of ten hospitals that vary in size from 30 to 300-plus beds.



The Goal: “My goal, simply enough, was to get my foot in the door, and then see what I could do to follow through in a way that would give Fujifilm a solid foundation at this potentially-lucrative IDN.”

The Challenge: “When I reached out to their capital director I was told that SSM’s history with Fujifilm, which was based exclusively on a legacy product, did not bode well for the possibility of their purchasing new equipment from us. Also, I was told that they had an exclusive DR contract with one of our competitors. So right off the bat I had a number of significant trials to overcome.”

The Plan: “I did three things immediately: I apologized to their capital director for their past experience, explained our new products, and shared our recent MD Buyline ratings. Since our GL Panel is a niche product, and since I knew that SSM has a world-class children’s hospital, I made an extra special effort to introduce the GL Panel and the FDR AQRO. I knew they were in the process of building a scoliosis clinic, which is why I thought the GL Panel would appeal to them. I worked hard to get a demo GL Panel in there for an evaluation. That would enable me to work with them and get to know their staff. At large IDNs, capital decisions are often made at a corporate level, and meetings with clinicians are hard to come by, especially if your line isn’t already represented there. But I managed to get a demo on their schedule and to meet with their clinicians! Although they had a paperwork issue on their end that almost ruined the whole thing, we found a way work around that, too.”

The Team: “Kudos go to the entire team, since they’re the ones who helped me work around all the challenges with quick thinking and creativity. The team included Service



Engineer Chris Boykin, and Applications Specialists Mark Philips and Mark Schafer. The two Marks in particular came up with the idea to shoot a phantom with which we were able to show the SSM team the functionality they needed.”

The Outcome: “We sold them the GL Panel, and we seem to have opened the door for other panels as their children’s hospital continues to budget and plan for the future. Also, we are pretty confident now that they’ve decided to evaluate our entire DR portfolio.”

Final Thoughts: “The breadth and depth of the Fujifilm portfolio, along with our award-winning customer service, gives us plenty of incentive to call on virtually any healthcare facility, no matter what their experiences have been or how they make their purchasing decisions. We have all the confidence we need to try to get into any door.”

Ride-Along provides a virtual road trip with FMSU sales professionals in every issue who have exciting success stories to share. It is our hope that these Ride-Alongs provide some tips, ideas and incentives that can prompt even more accomplishments in the weeks and months ahead. Send your Ride-Along stories to our FMSYou [Contact](#) form. And let’s give some good old-fashioned kudos to all the Fujifilm pros involved in the ones we cover.

WELCOME

New Hires

Please welcome the following employees who joined the FMSU family in the fourth quarter of the previous fiscal year (January-February-March 2019).

Dulce Bitanga, General Accountant
Christopher Boerstler, Engineering Consultant
Codi Bowden, Clinical Sales Specialist, MI
Darlene Boylan, Marketing Assistant
Brittany Busso, Marketing Communications Manager
Dana Carney, Quality Systems Specialist
 Ruth Castillo, Inside Sales Specialist
Isabel Dominguez, Office Administrator
Steve Dudley, Customer Service Engineer
Robert Farrow, Regional Director, MI
Richard Ferris, Technical Support Engineer
Jon Guidry, Account Executive, Sales
Nathan Harmston, Sr. Clinical Consultant
Nicole Isabelle, Clinical Specialist, ESD
Sabreina Johnson, Sr. Clinical Consultant
Kerri Keniston, Executive Admin. Assistant, Sales
Irene Lavanda Rivera, Document Control Specialist
Bradley Lawson, Sales Specialist CT & Oncology
Denis Le Sage, Sr. Clinical Consultant
Samuel Levin, Service Admin, Applications
Monica Livia, Technical Service Assistant
Oscar Madrid, Project Manager, IM
Lindita Sacchi, Manager, Credit & Collections
Michael Salamone, Associate Product Manager
Tommy San, Specialist, Regulatory Affairs
Saibal Sarkar, MI License Compliance Analyst
Jennifer Sayegh, Service Admin, Applications
Denise Shafer, Sr. Clinical Consultant
 David Simpson, Service Technician
Jodie Sommers, Sr. Clinical Consultant
David Steele, Corporate Trainer
Clayton Templeton, Technical Support Engineer
Irina Tesoriero, Manager, Contracts
Mike Wakim, Sr. Clinical Consultant

MILESTONES

Service Anniversaries

Please help us acknowledge the following colleagues who celebrated significant employment markers in the final quarter of the previous fiscal year (January-February-March 2019).

25 years

Robert Prusak, Sr. Manager, Human Resources
Charles Thomas, Sr. Technical Support Engineer Customer Support

20 years

Robert Miles, Customer Service Engineer

15 years

Chris Caldwell, Sr. Customer Service Engineer
Wade Davis, Jr., Regional Director, MI
Greg Goff, Sr. Project Engineer, SDS
Michael Smith, Manager, Clinical Applications
Robert Woods, Product Support Specialist

10 years

James Bushnell, Lead Project Engineer
Ray Carty, Service Technician, ESD
Rafael Dos Santos, Manager, Software QA
Joel Frickhoeffer, Director, Software Engineering, RIS Development
Alex Staroverov, Senior Software Engineer, New Generation
 MI Development
Joseph Zegarelli, Zone Manager, Service

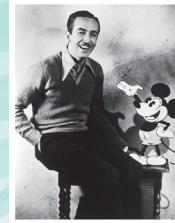
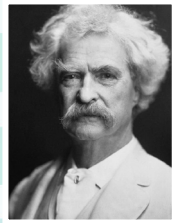
5 years

John Black, Customer Service Engineer
Brent Blunden, Senior Software Engineer, New Generation
 MI Development
Glenn De La Torre, Customer Service Engineer
Thomas Hasley, Director, Marketing Ops, New Generation
 MI Development
Jeffrey Naveda, Site Director, RA/QA Affairs
David Ohngren, Customer Service Engineer
Ramon Olvera, Customer Service Engineer
Michael Stiefel, Engineering Consultant, Service
Brian Tropeck, Account Executive, Sales
Pasquale Visone, Technical Support Engineer
William Wolf, Sr. Technical Support Engineer

Words of Wisdom, Inspiration, and Focus Points

Below are 14 quotes from 14 notable people. With a minor exception or two, the comments involve business, inspiration, common sense, science, the pursuit of knowledge and other topics that are of value to our FMSU family. If you can correctly match just 5 of the 14 quotes (1 through 14) to the people who said them (A through N, listed under the photos) and send them to our [Contact Form](#), your name will be put into a random drawing for **2,000 Fujifilm Focus Points**. Five employees will be selected. As the great writer Helen Keller once said, "Life is either a daring adventure or nothing at all." So be adventurous and give our reader contest a shot by correctly matching up just **five** quotes to the people who said them. Because if you don't, we can guarantee you'll win nothing at all.

1. "When you learn, teach. When you get, give."
2. "Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship."
3. "I find that the harder I work, the more luck I seem to have."
4. "Try not to become a man of success. Rather become a man of value."
5. "If you really look closely, most overnight successes took a long time."
6. "Great minds discuss ideas; average minds discuss events; small minds discuss people."
7. "If you can dream it, you can do it."
8. "If you have nothing to say, say nothing."
9. "Scientists have become the bearers of the torch of discovery in our quest for knowledge."
10. "I went to a bookstore and asked the saleswoman, 'Where's the self-help section?' She said if she told me it would defeat the purpose."
11. "Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world."
12. "I never lose sight of the fact that just being is fun."
13. "Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths, and encourage the arts and commerce."
14. "You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."



A. Mark Twain, B. Thomas Jefferson, C. Maya Angelou, D. Lee Iacocca, E. Albert Einstein, F. Steve Jobs, G. Eleanor Roosevelt
 H. John F. Kennedy, I. Stephen Hawking, J. Walt Disney, K. Katharine Hepburn, L. Louis Pasteur, M. George Carlin
 N. Buddha

If you'd like to contribute some Fujifilm, imaging industry or general business anecdotes, trivia or games for our e-Musements section, send it to the [editor](#). We'll give you credit in the issue. Maybe we'll even give you a prize--just like all the contest winners get!

Contact Form

As an employee e-newsletter, FMSYou commits to covering the topics and acknowledging the people and departments that are at the top of our collective agenda. To be able to do that most effectively we will need your comments, questions and suggestions. [Click here](#) for our e-newsletter contact form. Stay tuned for our next issue, with all new stories and profiles. Also look for our FMSYou Express, a twice-monthly news-sheet that shares information about trade shows, employee and company events, Winning Culture successes, compliance updates and much more. You can use the same Contact form as the one above to send comments, suggestions and contributions for FMSYou Express.



FUJIFILM | MEDICAL SYSTEMS U.S.A.

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If you have any questions, comments or suggestions on e-newsletter content, please fill out our [Contact form](#). Please direct all intranet-based questions and issues to the FMSU Help Desk.