

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

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Healthy initiatives, helpful tools...



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Did You Know...

THAT THE HEALTH & WELLNESS FAIRS HELD AT THREE FMSU facilities were among the busiest and most successful fairs since we instituted this initiative a few years ago? In June, Stamford, Wayne, and Morrisville employees were treated to many activities and provided with lots of valuable information, all designed to help us live healthier lives.



Stamford



Stamford

Biometric screenings, chair massages, advice from fitness experts, yoga, a heart-healthy lunch, and consultations with reps from Cigna, Prudential, LifeBalance and other FMSU vendors were all part of the proceedings. Stay tuned for more healthy events at FMSU!



Stamford



Morrisville



Morrisville



Wayne

Did You Know...

THAT FUJIFILM SONOSITE IS HELPING TO FIGHT EBOLA? Physicians with the International Medical Corps in West Africa are instructing colleagues in how to use FUJIFILM SonoSite point-of-care ultrasound devices to assist in patient care, as they continue to try to eradicate the disease. It's all part of a nonprofit organization



called PURE Initiative, which is dedicated to enhancing ultrasound education and use in developing countries.

Did You Know...

THAT AN E-BLAST ABOUT SOME POWERFUL NEW SALES TOOLS was sent out earlier this summer to all FMSU sales and marketing personnel to help them promote our vision for Synapse 5 enterprise imaging? These specially-created, high-impact tools include a new e-brochure that explores five challenges that healthcare institutions face and five value-based solutions offered by our technology. Additionally, the e-brochure contains a high-level demonstration video of the Synapse 5 application. A general release of Synapse 5 enterprise imaging is scheduled for this fall, to be accompanied by a wave of promotional and sales content. In the meantime, our sales and marketing teams are working hard to promote it now to create new business opportunities in advance.



Eiji Ogawa,
Vice President, Modality
Solutions, Quality, Regulatory,
Clinical Affairs

I am very pleased to provide this issue's "Management Memo." After all, FMSYou is one of our premier employee communications tools, and one of the things I had planned to discuss in my column is what I regard as the most important tool for business: communication.

Three years have gone by since I joined FMSU. I suppose it's not unusual for me to continue to recognize some differences between Japanese culture and American culture.

That's where communication comes in. It always provides a bridge, whether we're talking about physical distances or cultural differences.

As most of you know, Japan is almost the same size as California. That may play a small part in the various differences in working styles between the two nations. Most of those in sales at Japanese companies arrive at the office very early in the morning and meet to confirm the day's schedule and strategy. Then they often visit customers, go back to the office afterward, and update the situation to once again reconsider strategy. They go through this very same cycle again the next day. Frequent and close communication with customers, and face-to-face communication among internal team members, is a relatively easy thing to do in a country the size of Japan. It's a working method I admire, though I also realize it's a little more difficult to accomplish here in the U.S. simply because customers and employees are often so far apart. Here, we can't visit customers so frequently. Therefore, we need to increase the quality and efficiency of our work, to share more information, to figure out new strat-



egies, and to find quick and efficient ways to make the strategies work.

We have terrific people at FMSU who make up in resilience what we lack in logistical ease, and we also have great support systems such as Salesforce.com that help

us manage and update our customer lists and increase the quality and quantity of the information we need to share with them in order to close deals. The bottom line is that if there are some differences in work culture between the two nations, it doesn't really matter too much, because we even things out with skill, teamwork, and effective tools.

But it is still important to remember that there is really no replacement for face-to-face communication—as often as possible. I have always thought that the key to success is frequent dialogue

with good information. It's common sense, and I am very confident that in both Japan and the United States, common sense will remain in good supply.

Self Focus

Sales, marketing, customer support, finance, logistics, warehousing... those are just a small handful of endeavors pursued by our colleagues as part of their daily responsibilities. After hours they chase almost an entirely different set of activities, which is another reason why the FMSU workforce is so interesting and diverse, day and night, weekdays and weekends! FMSYou decided to spend one issue sharing some of those highlights.

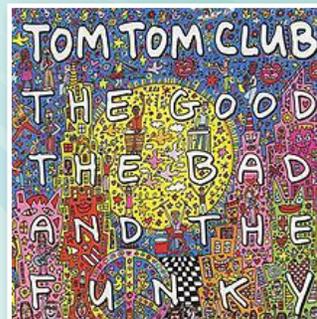
Sheri Longo, Clinical Trial Administrator

“I make homemade chocolate, sweets, and gift baskets through a little side business called Sweet Surprises. Although it can take up a lot of my free time, it’s a labor of love and works well as my creative outlet. I’ve been making chocolate creations for over 20 years, including caramel, chocolate-covered apples, chocolate and caramel-covered pretzels with assorted toppings, chocolate-covered Oreos, peanut butter Nutella cups, and more. I also do specialty gift baskets made to order, party platters and shower favors. Making a table display for a fair or for a fundraiser is the best part for me!”



Allen Glenn, Central Zone Sales Director

“I have a 10-member band based in Minneapolis called The Good, the Bad and the Funky. It has a five-piece horn section. We’ve been playing shows around the Midwest for about 12 years now, two or three times per month. The band has a significant following and is a fun and fulfilling outlet for me outside of the professional enjoyment I have when I wear my Fujifilm hat. I combined both lives recently when The Good, the Bad and the Funky represented FMSU at a customer appreciation event at the House of Blues in Chicago during RSNA 2015.”



Bill Nicholas, Product Marketing Manager

“I teach Judo. I began studying the discipline as a physical education credit in college, practiced it for four years, stopped to raise a family, and then earned Shodan [first-degree black belt] when I turned 50. I earned Nidan [second-degree black belt] about five years ago, and am about four months away from Sandan [third-degree black belt]. I’m one of the primary instructors at my dojo, the Waseda Judo Club, which is named after Waseda University, where my first instructor came from.



Bill, top center

Employee Profile:

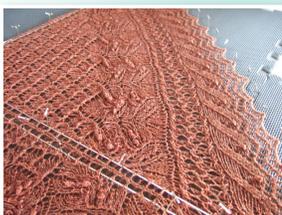
Bill Nicholas, Product Marketing Manager (con't)

Judo is a great exercise. It keeps me young! I love to teach new and older students alike. Still, fighting other equally-skilled opponents who are 30 to 40 years younger than me can sometimes be a challenge. But it's a challenge I enjoy."



Sherri Axcell, Manager, Sales Applications

"I have been knitting—and I'm talking about a lot of knitting—since I was a little girl. My great-grandmother taught me the art when I was four years old, and I've been doing it ever since. Knitting relaxes me and helps me focus; the repetitive movements can be very meditative. I also love the feel of cashmere, merino, or silk in my hands. I knit everything from hats, scarfs and socks to sweaters, shawls and blankets. I give a lot away as gifts, but if you see me wearing a sweater, odds are I made it. I've made great friends through knitting, too, and one of the things I look forward to each year is a weekend in Rhinebeck, NY for the New York State Sheep & Wool Festival, where I get together with friends from all across the U.S., Canada, and even Greece and Australia!"



Stacey Huggins, Project Engineer, MI Implementations

"I have been playing guitar since I was a teenager in the late 1980s—a combination of being self-taught and learning from friends and band members. I've played in several bands over the years. These days I love picking up my acoustic guitar and jamming around the house. It truly relaxes me. My wife and I enrolled our three children in music



Stacey



Rose, 10

programs. My youngest son has decided to learn the piano and is impressing us all, and my oldest son and younger daughter have decided to take after me by taking up the guitar. I'd say that I'm most proud of how they show interest, learn so quickly, and seem to be enjoying it as much as I do."



Mylrea, 13



Finley, 10

WELCOME New Hires

Please welcome the following employees who joined the FMSU family in the first quarter of FY2016 (April-June)

Fernando Aterrado, Service Technician
Grant Bacon, Regional Director, IS Sales
Maryann Baer, Sales Analyst
Darin Bockman, Product Support Specialist
Sherry Brandys, Regional Director, Healthcare IT Solutions
Stephen Caccamise, Direct Sales Representative
Brandon Chafin, Clinical Specialist, ESD
Clark Cortez, Service Technician
Pirro Daka, Associate Service Technician
David Decker, Area Service Manager
Marclo Dimacali, Service Technician
Dawn Donley, Inside Sales Specialist
Brian Dunkel, Account Executive, Sales
Sheridan Falco, Manager, Human Resources
Laura Ferrell, Manager, Customer Support
Dona Freeman, Sales Specialist, WH
Robert Garlington, Regional Director,, Heathcare IT Solutions
Harry Goble, Manager, Sustaining Development
William Grubbs III, Customer Service Engineer
Holly Hatchett, Senior. Director Strategic Business Group
Henry Hector, Customer Support Engineer
Paul Hilburger, Lead Software Designer
Robin Holbrook, Manager, Sales Operations
Jennifer Houel, Digital Marketing Specialist
John Iacona, Customer Service Engineer, New Systems
Sameer Jaiswal, Director, RA/QA
Kevin Kehoe, Account Executive, Sales
Mark Kolmodin, Sales Specialist, DR
Erin Lambert, Customer Service Engineer CV
Chenchu Geetha Leti, Software QA Engineer
Kenneth Lindquist, Sales Specialist, CV
Robert Marrero, Field Service Engineer, ESD
Travis Mason, Account Executive, Sales
Ladell McCabe, Specialist, RFP
William McDonald, Area Service Manager
Jonathan Mitri, Software Test Engineer, GRD
Harshith Murthy, Software Engineer
Renuka Nagammanavar, Senior Software Engineer, GRD
Albert Novellino, Senior Director, Human Resources
Michael Paxton, Sales Specialist,
Christopher Peck, Technical Support Engineer

German Repetto, Product Manager, Marketing
David Richardson, Customer Service Engineer, New Systems
Jack Scarda, Senior Clinical Consultant
Kenneth Skates, Customer Service Engineer
Mark Stemper, Customer Service Engineer
Bruce Teeter, Lead Product Support Specialist
Dawn Wilkinson, Customer Service Engineer, CV

MILESTONES Service Anniversaries

Please help us acknowledge the following colleagues who celebrated significant employment markers in the first quarter of FY2016 (April-June)

30 years

Mary Romanello, Manager, Order Administration

25 years

John Brzezinski, Manager, Product Quality

15 years

Robert Gregus, Service Sales Specialist
Jeffrey Hogue, Senior Customer Service Engineer
Peter Jakes, Manager, Software Engineering
John Rickman, Area Service Manager

10 years

Roger Camp, Account Executive, Sales
Newton Carmona, Analyst, Remote Monitoring
Allen Glenn, Zone Sales Director
Carlos Herrera, Warehouse Supervisor, ESD
Ali Hindi, Customer Service Engineer
Matthew Hutchings, Senior Director, Global Business Development
Samantha Marconi, Finance & Operations Support Specialist, GBPD
Mary Elizabeth Marshall, Lead Project Manager
Raymon Mazzocchi, Account Executive, Sales
Brook McCarthy, Product Manager, MI
Mark Michelsen, National Manager, Financial Services
Richard Niemann, Service Technician
Carmela Nuzzi, Manager, Customer Care, ESD
Robert Parpana, Senior Clinical Consultant
William Phillips, Senior Customer Service Engineer
Carlo Razzeto, Software Engineer
Mary Ann Rua, Customer Service Engineer

10 years con't

Jordan Stewart, Senior Technical Service Engineer, SDS
Mandee Thompson, Lead Project Manager
Clarence Verceles, Senior Customer Service Engineer
Mark Winter, Senior Clinical Consultant

5 years

John Atkins, Regional Director, IS Sales
Richard Coe II, Lead Systems Engineer, GRD
Kevin Costanzo, Senior Specialist, Zone Support & OF
Matthew Crollard, Account Executive, Sales
Evandro Dasilva, Manager, Warehouse & Logistics
Desiree Davis, Senior Order Administrator
Arlene Deluca-Bopp, Accounting Clerk
James Fitch, Senior Software Engineer, GRD
David Granstaff, Direct Sales Representative
Michael Hammer, Director, MI Support
Janeil Housel, Senior Clinical Consultant
Lorma Isola, Travel & Expense Auditor
Pierre Lebel, Senior Software Engineer, GRD
Gustavo Molina, Customer Support Engineer
Keith Nelson, Director, QA & Information Control
William Nicholas, Product Manager, MKT
Kimberly Russell, Senior Specialist., Zone Support & OF
Anna Saraiva, Senior Order Administrator

CONGRATULATIONS

Promotions

Please join us in sending our compliments to the following employees who received promotions in the first quarter of FY2016 (April-June)

Melissa Ariganello, Senior Clinical Consultant
John Armstrong, National Director, Healthcare IT Solutions
Jay Beasley, Senior Customer Service Engineer
Mark Bednarczyk, Manager, Customer Support
Donald Betts, Senior Customer Service Engineer
Mark Braconi, Manager, Customer Support
Nicki Bryan, National Director, Women's Health Sales
James Bushnell, Senior Project Engineer, SDS
Chris Caldwell, Senior Customer Service Engineer, Digital
Steve Chechet, Senior Customer Service Engineer, Digital

Nara Chin, Senior Customer Service Engineer, Digital
Gregg Cretella, Director, Field Sales Support
Steven Cross, Lead Clinical Consultant
Rafael Dos Santos, Manager, Software QA, GRD
James Ericsson, Senior Project Manager, SDS
Jonathan Fojut, Parts Coordinator, ESD
Boris Fridman, Lead Project Engineer
Tony Fu, Senior Director, Finance & Accounting
Steven Gdula, Product Manager, Marketing
T Girdhari, Senior Technical Support Engineer
Frank Guilfoyle, Regional Sales Manager
Tamara Handley, Lead Clinical Consultant
Aaron Hersh, Senior Technical Support Engineer
Michelle Holycross, Senior Customer Service Engineer, Digital
Arthur Jackson, Senior Customer Service Engineer, Digital
Robert Jeffery, Senior Clinical Specialist
Nate Johnson, Lead Project Engineer
Timothy Jones, Senior Technical Support Engineer
Sean Keown, Analyst, Remote Monitoring
William Lacy, Vice President, Medical Informatics
Matthew Longbrake, Senior Technical Support Engineer
John Lucas, Executive Director, Business Operations & Compliance
Keith Markfield, Manager, Software Engineering
Scott McCusker, Supervisor, Customer Support
Michael Miller, Senior Project Engineer, SDS
Ashraf Mokhtar, Senior Digital Solutions Advisor
Gustavo Molina, Customer Support Engineer
Barry Muradian, Director, Medical Informatics Enterprise Sales
Corey Nevin, Senior Clinical Consultant
Eduardo Olmos, Senior Project Engineer, SDS
Christopher Pedersen, Senior Customer Service Engineer, Digital
Mark Phillips, Senior Clinical Consultant
Robert Prusak, Senior Manager, Human Resources
Alex Putney, Lead Development Support Engineer
Mark Schafer, Lead Clinical Consultant
Evan Shepard, National Director, DR Sales
Lysa Smart, Senior Buyer
Kiren Soman, Manager, Software Engineering
Nathaqn Staley, Senior Technical Support Engineer
Steven Statti, Senior Customer Support Engineer, Digital
Brian Webb, Senior Customer Support Engineer
Scott Wooten, Senior Development Support Engineer

The Destination: UPMC Hamot, a 433-bed hospital in Erie, PA that offers a full complement of inpatient and outpatient services, and serves as a regional referral hub and Level II Trauma Center. Supported by a 300-member medical staff and nearly 3,000 employees, UPMC Hamot's mission is to serve its patients and communities with a longstanding tradition of quality, health, healing, and education.



Ray Mazzocchi

The Goal & The Challenge: The goal was to convert two radiographic rooms at the Hamot Imaging Center from very dated Kodak CR to Fujifilm D-EVO II, and have an FDR GO Digital Portable purchased and installed at the main hospital. The challenge was that UPMC had a sole-source agreement with GE Healthcare for all imaging modalities. FMSU needed to provide compelling clinical reasons for UPMC to approve the Fujifilm purchase.

The Plan: Show them the value of cassette-sized DR technology, get them excited about how there would be no need for modification to the existing radiographic room, and inform them that their site would be able to keep their Kodak CR as a back-up technology. The FMSU team scheduled an FDR GO demo at the main hospital to show off the technology and the ease of use of the system. The team also quoted an additional 24x30cm D-EVO II, Docking Stand, and FDX Console to be used with an existing GE AMX Portable at the Women's Hospital location to replace Kodak CR. The customer saw how this would significantly reduce dose to neonates and infants at that location.

The Team: Ray Mazzocchi, Account Executive; Evan Shepard, National Director, Digital Radiography Sales; Ben Streff, Zone Sales Director, Northeast; Neil Devlin, Senior Clinical Consultant; Patty

Smyth, Account Executive; Mike Davis, Customer Service Engineer.

The Outcome: FMSU received an order in excess of a half million dollars for two D-EVO II Dual Detector Retrofits, one FDR GO with 14x17in CSI Detector, and a 24x30cm Detector with Docking Stand and FDX Console.

The Final Word: "This deal was won by careful strategic planning to address the specific needs of the customer," notes Account Executive Ray Mazzocchi, who was on the team. "We bolstered and leveraged the collaboration among Fujifilm sales, professional services, and service teams during all our presentations, proposals, demos, and negotiations. Using that collaboration, we accurately identified for UPMC Hamot the features and benefits of Fujifilm DR versus the competition. It worked!"



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.

Warehouse and Logistics:

This issue's "Team Players" profile has been provided by Evandro Dasilva, Manager, Warehouse & Logistics. Evandro has been with Fujifilm since July 2010, first as a temporary warehouse assistant. Two years later he was promoted to Warehouse Manager, and then to his current position. Prior to FMSU he handled warehouse operations for a telecommunications hardware company (for which he also worked as a sales representative). Originally from São Paulo, Brazil, Evandro studied business administration with an emphasis on foreign trade.

Our primary goals in Warehouse & Logistics are to maximize our available storage space in order to accommodate FMSU inventory safely, and to eliminate the need for external warehouse space rentals and storage fees. That said, we also work very hard to continually minimize the warehouse's operational costs, including freight costs. It's a challenge, but one on which we thrive.

The highly-trained and highly-skilled warehouse staff helps us continually increase productivity and maintain both high work quality and a high work ethic. In addition, we make a special effort to improve communication with all the other departments in the organization in order to make our workflow run smoothly. That, in turn, helps us better serve our customers and meet



Edward Kronick, Warehouse Assistant, and Evandro Dasilva, Manager, Warehouse & Logistics



Michael Di Iorio, Warehouse Floor Supervisor, and Robert Johnson, Warehouse Assistant

their needs. We work in a very fast-paced environment, and all five of our team members are cross-trained in shipping coordination, receiving, cycle counts, and many other daily tasks that are part of warehouse operations.

Within less than a few hours of arriving, all delivered materials are available on our shelves, thereby enabling orders to come down to the warehouse to be picked and shipped.



Pat Camerota, Senior Warehouse Assistant

In July 2012 we switched to SAP functionality, which immediately enhanced our ability to perform tasks with the greatest efficiency and accuracy. We also improved the shelving and the Inbound/Outbound order areas to more precisely reflect the SAP system flow.

Although we do not operate the other FMSU warehouses, we do assist them with issues related to SAP, and we monitor such activities as open orders and open receipts, and provide other kinds of support.

Teamwork has been effective in building a good and very respectful work atmosphere here at Warehouse & Logistics. It helps, of course, that we have quality-minded people who, in addition to knowing their jobs, also know how to listen and make quick decisions whenever necessary.

HR Corner



It may sound a bit cliché, but it's also entirely true: what identifies a company is not just its history, products and technologies, but its people. Employees who wish to pursue higher education degrees that continue to enhance their skills and knowledge are among the most valuable assets of the organization. It is this kind of educational initiative that helps prepare employees at all levels

of the organization both for their present roles and for advancements within the company.

FMSU's Tuition Reimbursement policy applies to all regular full-time and part-time employees who work at least 20 hours per week with a minimum of 180 days of continuous service immediately prior to the first day of class. Those who wish to take advan-

tage of the program must meet the criteria set forth in the official policy to be eligible to receive reimbursement for courses taken at accredited colleges and universities.

As Albert Einstein said, "Learn from yesterday, live for today, hope for tomorrow. The important thing is to not stop questioning." FMSU's Tuition Reimbursement program can help you learn—and never stop questioning.

[Click here for a PDF](#) that provides a brief yet comprehensive road-map to FMSU's Tuition Reimbursement policy, covering the criteria, approval process, employee responsibilities, tax implications, and other rules and regulations.

For more information on FMSU's Tuition Reimbursement policy, or any employee program managed by the Human Resources Department, please contact your HR representative. They're here to help.

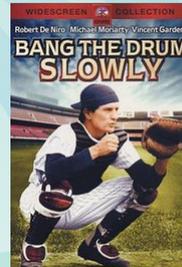
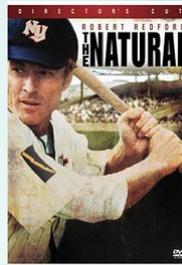
In each quarterly issue of FMSYou, HR Corner will provide news and information to help leverage the various tools and services provided by FMSU's Human Resources Department on behalf of employee culture, satisfaction, recognition, education, work/life balance and more. Use the [Contact](#) form to share specific topics you would like to see covered in HR Corner--or in any other section of the newsletter.

Grand Slam!

With August sliding into September, we decided that our reader contest should honor the Boys of Summer as they head toward the Autumn Classic. Correctly match at least six of the following twelve ad slogans, famous movie lines, plot summaries or actor clues (1 to 12) to the movies they represent (A to L). In a few days we will randomly select ten winners from all qualified entries to win 1,500 Fujifilm Focus Points. Look them up, ask a friend, do anything you want so that you don't strike out. [Click here](#) to enter at least six correct matches. Good luck.

1. "A piece of paradise a half block wide and a whole summer long."
2. In this movie, 'Indiana Jones' helps integrate the game.
3. "There's no crying in baseball!"
4. This movie starred an actor who eventually needed anger management.
5. "There was only one."
6. "There goes Roy Hobbs, the best there ever was in this game."
7. A 1949 musical starring the Chairman of the Board
8. "If you build it they will come."
9. This movie starred a grumpy old man and Ryan's daughter.
10. This movie covers the Black Sox scandal.
11. This movie starred the young Vito Corleone.
12. "A major league story in a minor league town."

- A. "A League of Their Own"
- B. "The Natural"
- C. "Bull Durham"
- D. "Field of Dreams"
- E. "The Sandlot"
- F. "The Bad News Bears"
- G. "Major League"
- H. "Eight Men Out"
- I. "Bang the Drum Slowly"
- J. "Take Me Out to the Ballgame"
- K. "The Babe"
- L. "42"



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 your 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.

Visit our [Facebook](#) page (and don't forget to "Like" it), check out our [Twitter](#) feed (and don't forget to "Follow" us), and link up with us on [LinkedIn](#), and watch us on [YouTube](#). FMSU has a strong social media presence which is growing all the time. Help us grow



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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.
