

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

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By Johann Fernando, Chief Operating Officer

Welcome to the final quarterly issue of our employee magazine for 2017. It may be the last edition of the year, but as you know, it comes out a little beyond the halfway point of Fujifilm's fiscal year. So it is a good time to discuss how we're doing in terms of reaching our revenue and profitability targets. Although specific numbers and results will be shared elsewhere, I do want to reemphasize how important it is to remember that Fiscal Year 2017 is what we are necessarily calling our turnaround year.



As we discussed at our One Team sales, service and marketing meeting this past April, and then published in FMSYou, we need to do everything we can to steer a course of revenue generation and profitability improvement. Our mission is to turn around some negative trends that we have seen in the last several years by using the positive results of having a Winning Culture. In short, we need to act as One Company and One Team; have a Sense of Urgency in everything we do; Continue to Develop our People; and make sure we Deliver Results.

It is important to note that some of our challenges spring from events well beyond our control, such as lingering uncertainty with regard to the Affordable Care Act, new national healthcare regulations, and more. We must find a way to align ourselves with market conditions. That's not always easy in a fluid marketplace, but it's where we need to put our focus. Feel free to share your ideas on how we can accomplish that—for sharing ideas is also part of a Winning Culture.

Many of you are already fostering the culture we need to make a difference in FMSU's short-term future. Many of you show day by day how to work efficiently and effectively. The results are encouraging. We are making progress. Our MS business looks extremely healthy at this point in time. MI still faces a bit of an uphill climb. All groups, including Endoscopy and Ultrasound, appear to be on a very promising path. I am convinced that if we continue to focus and put 100 percent toward our goals, if we continue to work efficiently and effectively, if we continue to improve, we will reach each and every one of our fiscal and corporate goals.



Did You Know...

... that the FUJIFILM [TeraMedica](#) website has been completely renovated, providing the most up-to-date content for our current and all potential VNA customers? Navigation has been simplified, content refreshed, and messaging and product news updated. There is now a resources section with customer videos and industry articles, new content about our clinical connectors, direct links to [fujimed.com](#) to explore our Enterprise Imaging offerings, and the addition of a “Let’s Talk” button that allows customers to quickly contact our Inside Sales department. Now the industry’s leading VNA has an industry-leading VNA website.



Did You Know...

... that Fujifilm is one of the most assertive and determined promoters of the principle of ALARA for Dose for pediatric patients? That stands for radiation doses As Low As Reasonably Achievable. One shining example of our technology’s ability to support ALARA is found in an article in Health Imaging from last year called [“Portable DR in the NICU: Safety for the most precious of Patients.”](#) As the article states, radiation dose is one of the top concerns in imaging today, and reducing it is important especially since younger patients are the most vulnerable. Many healthcare professionals fully support Fujifilm’s continuing technological goal of



lowering dose output while increasing diagnostic capabilities—which is the idea behind such products as the FDR Go.

Did You Know...

... that Fujifilm has an Open Innovation Hub (OI-Hub) right in the heart of Silicon Valley? Fujifilm Tokyo launched this worldwide initiative in 2014 with the goal of accelerating innovation based on the ideas of business partners and our own in-house expertise. All Fujifilm technologies are included, including some you may not know Fujifilm was involved with, such as functional molecules and nano dispersion. After the Tokyo launch, Fujifilm opened OI-Hubs in other countries in an effort to build a global network. Associates and employees alike can visit, explore opportunities, learn about our technical heritage, see product demonstrations, promote new ideas and more. The U.S. OI-Hub recently celebrated its second anniversary in Santa Clara, CA, where FUJIFILM Dimatix is located. Anyone can contact OI-Hub’s Silicon Valley office at oihubusa@fujifilm.com



Tiffany Breast Care Center, a prominent woman's health center in northeast Ohio, in the city of Youngstown, offers ultrasound and digital breast imaging. Sherry Leonard, an account executive in the region, provided the following ride-along story.



Sherry Leonard

The Goal : “To provide patients of the Tiffany Breast Care Center with the latest technology and lowest dose, something its CEO, Dr. Dean Ball, a leading radiologist, said was imperative in order for the facility to thrive and be the best it could be for its communities. Dr. Ball wanted to partner with a supplier that clearly understood his long-term goals and that would be willing and able to work with him for the long haul in order to achieve every single one of the Center’s objectives.”

The Challenge and the Plan: “It began as a somewhat difficult opportunity simply because Dr. Ball, out of fiscal necessity, was very cost-conscious about his decision-making. He wanted the very best technology, but had to weigh the value of investing in new units against purchasing refurbished ones that competing suppliers were offering. Tiffany required a digital mammography unit for a mobile coach—a small space with low volume, the kind of situation for which CR is still the best option. We knew that we had a platform that was an exceedingly good fit for this particular need, so that’s what we concentrated on as we continued our discussions. We offered to bundle our Cristalle with a mobile CRm reader, and as we expected, Dr. Ball and his staff realized just how ideal a platform it was for the Tiffany Breast Care Center.”

The Team: “This was completely a full team effort. To help turn this into a successful sales story I had the skills, ideas, and support of Zone Sales Director Allen Glenn, Women’s Health Sales Specialist Sheryl Ochab, and Product Support Specialist Brian Beck. I would not have had a successful outcome without their help.”

The Results: “The order was in place just before the end of FMSU’s Fiscal Year 2016. Tiffany is now the second customer in Ohio using Fujifilm tomosynthesis technology.”

The Final Word: “There is no substitute for teamwork.

We win as a team. Our specialists are indispensable assets, as are our service personnel. When customers see how our teams are passionate about our products and our technologies, it truly makes a difference.”



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.

A Phone Call Away

In every issue of FMSYou we share a “Winning Culture” story. Doing things better, smarter and faster, both individually and through teamwork, will go a long way toward reaching the levels of success we need in Fiscal Year 2017. Every member of the Executive Leadership Team is committed to leveraging FMSU’s human capital to achieve tremendous improvements and to make this culture change part of our everyday consciousness. We will do this by taking a One Company, One Team approach to everything we do; adopting a Performance Counts attitude; acting with a sense of urgency; and developing our people.

When Nicki Bryan, National Director, Women’s Health, was on her way to host a site visit on behalf of a new Aspire Cristalle at Mammography Center of Monterey, her cell phone started ringing. It was the site manager, and although Nicki did not at first know what the call was about, the visit suddenly took on a new sense of urgency. When she arrived, the staff seemed anxious and several patients in the waiting room looked fatigued. The manager told Nicki that the unit was locked up. It had frozen when an associate was performing some quality assurance tasks earlier that morning. The Fujifilm service department had already been called, and they were waiting for an engineer to call back.

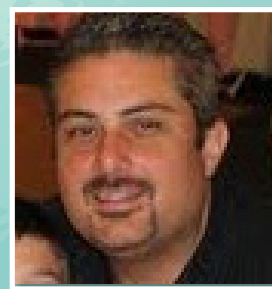


Nicki Bryan

What’s more, Nicki had riding with her four other potential customers! “I told them, ‘Well, I guess you’re about to experience a Fujifilm service call first-hand!’ Maybe they were thinking the worst, but they didn’t let on.”

Within minutes, Fujifilm called back. The site technician put the call on speaker phone, and Nicki and her four professional guests witnessed effective resolution through our Active Line remote service. Within five minutes the system was back on line and

operating flawlessly. “I can’t say enough about the quality of our Active Line team,” Nicki says. “They handled the problem with confidence, ease, and complete professionalism! What’s more, other potential customers got to see it in action up close and personal. They were very impressed.”



Brandon Trujillo

The Fujifilm service team members included Brandon Trujillo, Nick Heath, Brian Beck, and Luis Caro.



With the system back up at Mammography Center of Monterey, a site tech immediately brought in a patient who had been waiting the longest. The image from the exam showed that a follow-up was needed immediately. That follow-up might not have happened had the Fujifilm team not responded as quickly and effectively as it did.

“We often say that what we do saves lives, but that is often an abstract concept considering all the pressures and tasks we face on a daily basis,” says Martin Spence, Vice President, Service & Support Operations. “The quick fix in this case seems to have led to a tangible patient intervention. It makes us think about our own mothers, sisters, daughters and friends, and how here at Fujifilm we always try to make a difference with teamwork and our sense of urgency. That’s part of our winning culture.”

WELCOME

New Hires

Please welcome the following employees who joined the FMSU family in the second quarter of FY2017 (July-August-September)

Dominic Case, Project Manager
Elizabeth Charron, Project Manager, GRD
Edna Chiodi, Sales Specialist, WH
Angela Clout, Endoscopic Specialist
Michael Colaiacovo, Zone Sales Director
David Deering, Sales Specialist DR
Wilbur Emrick, III, Account Executive Sales
Carla Engel, RFP Specialist
Larry Jones, Area Sales Manager
William Karan, Account Executive Sales
Olga Korkina, Director, Regulatory Program Management
Jeffrey Laidlaw, Zone Sales Director
David Matz, Account Executive, Sales
Martin Mandula, Sales Specialist, DR
Fank McDermott, Direct Sales Representative
Chase Merrill, Technical Support Engineer
Jacob Pope, Customer Service Engineer
Jose Rodriguez, Customer Solutions Engineer
Christopher Rydstrom, Manager, Service Center Operations
Mark Schackelford, Clinical Consultant
Ian Schermann, Senior HR Manager
Barbara Styrzcula, Service Technician, ESD

MILESTONES

Service Anniversaries

Please help us acknowledge the following colleagues who celebrated significant employment markers in the second quarter of FY2017 (July-August-September)

20 years

Jeffrey Connor, Sales Specialist, DR
David Woodell, Manager, Marketing, MI

15 years

James Boyd, Customer Service Engineer
Scott Calhoun, Software Test Engineer, GRD
Gregory Gibson, Customer Service Engineer
Michael Hawkins, Customer Service Engineer
Laszlo Katona, Jr., Technical Support Engineer
Michael Miller, Manager, Project Engineering
Roger Newcomer, Senior Clinical Consultant
Frank Pietrantonio, Technical Support Engineer
Bruce Ranck, Project Manager, GRD
Steven Wilkinson, Customer Service Engineer

10 years

Eric Bankieris, Customer Service Engineer
Shirley Bednarek, Clinical Consultant
Usha Calidas, Senior Software Engineer, GRD
Anthony Campo, Customer Service Engineer
Patricia Carabetta, Senior Order Administrator
William Coles, Quality Assurance Specialist
Adalberto Estrella, Manager, Pre Stage & Shows
Daniel Ige, Field Service Engineer, West
Karla Jackson, Lead Software Test Engineer
Scott McCusker, Supervisor, Customer Support
Jackie Mesa, Manager, Sales Support
Kenneth Meyers, Senior Technical Support Engineer
Lynn Murphy, Senior Clinical Consultant
Bhavesh Shelat, Lead Software Test Engineer
Samuel Smith, Customer Service Engineer
Christopher Thacker, Senior Project Engineer, SDS

MILESTONES

Service Anniversaries con't.

Please help us acknowledge the following colleagues who celebrated significant employment markers in the second quarter of FY2017 (July-August-September)

5 years

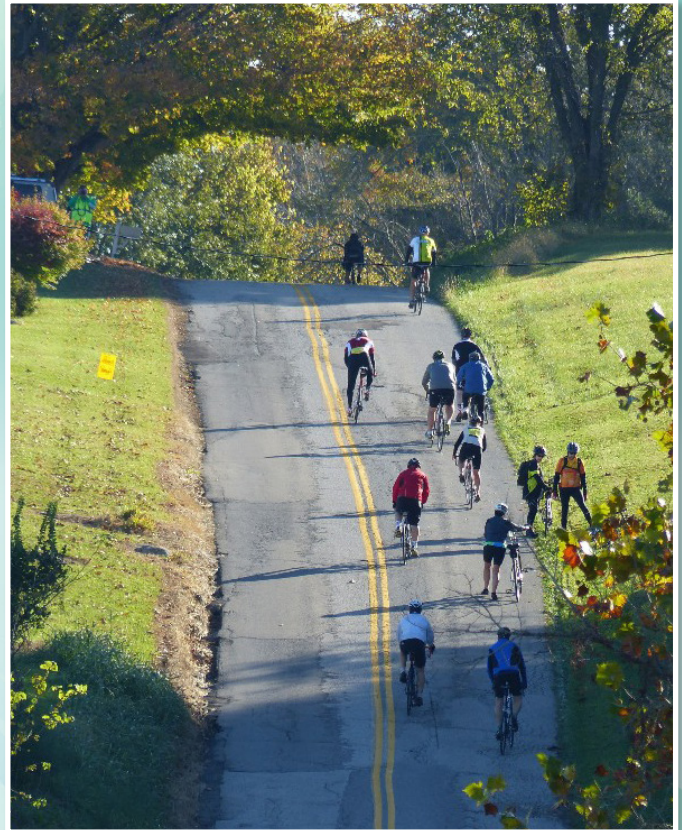
Harvey Angulo, Lead TSE
Jonathan Blackwell, Senior Project Engineer, SDS
Steven Cross, Senior Clinical Consultant
Benjamin Elliott, Senior TSE Upgrades
Samuel Faivre, Clinical Consultant
Robert Herndon, Customer Service Engineer
Jirik Zadouri, Customer Service Engineer
Cruz Marin, Customer Service Engineer
Scott Paciorek, Technical Supp. Eng, Upgrades
Melanie Queppet, Senior Technical Support Engineer
Martin Thomas, Senior Integration Engineer

CONGRATULATIONS

Promotions

Please join us in sending our compliments to the following employees who received promotions in the second quarter of FY2017 (July-August-September)

Erik Anderson, Associate Product Manager
Sarah Contreras, Director, Product Safety
Michelle Holycross, Zone Digital X-Ray Engineer
Richard Hooker, Product Manager, GBDP
Brook McCarthy, Manager, Marketing, MI
Senita Sims, Director, Document Management
Joel Wyrick, Principal Manager, Clinical Customer Support



Scott Paciorek (5-year anniversary) was profiled in a recent edition of FMSYou about his bicycle racing.



David Woodell, celebrating his 20th anniversary with Fujifilm, focuses on creating promotional and educational material to endorse and support sales of Synapse PACS.



Brook McCarthy (promotion) was featured in a recent edition of FMSYou as being part of a Winning Culture team.

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.

Brian Webb, Lead Technical Support Engineer

“I have enjoyed theatre my entire life, but had never been directly involved until I began college. While attending the University of Michigan in Ann Arbor, I went to an open meeting for a production of Gilbert and Sullivan’s comic opera masterpiece ‘The Mikado,’ which was being put on by the university’s Gilbert and Sullivan Society. I made the decision at that time to try my hand doing some backstage work, behind the scenes—important stuff for the success of any production, but just not in front of the footlights and spotlights. That experience led to my working on a total of six shows with the UM

Gilbert and Sullivan Society. In addition to building sets and at one point serving as the technical director, I also sang in the chorus. One highlight of my technical stage career was working with pyrotechnics for a production of Gilbert and Sullivan’s ‘The Sorcerer.’

“Beyond campus, I sang in the chorus for a production of the musical ‘Oliver’ put on by the Ann Arbor Civic Theatre. Soon after graduating, I got married and had children and put my theatre work on temporary hold—for a little more than 20 years! But the theater bug never left, and I am proud and happy to report that for the past three summers I have participated as a chorus member in Gilbert and Sullivan

productions by The Madison Savoyards in Madison, Wisconsin. Two years ago it was ‘The Mikado’ once again, but this time it was produced with an anime theme, and last year it was ‘The Gondoliers.’ This year’s show was ‘HMS Pinafore,’ which I have to say is my favorite to date. Once it’s in your blood, there’s no turning back, and I look forward to continuing to take on more challenges singing and dancing my way across local stages in comic operas. Who knows where it can lead!”



Alberto Marquez, Senior Lead CSE -Digital Systems, Southwest Region

“Without question, family is the most important part of my life. But also without question, All-Terrain Vehicles are the next best thing! My racing days may be over, but I hop on my ATV whenever I have a chance, and also enjoy working on my cycle. What’s especially gratifying is that my kids love to see me ride. My oldest gets very excited whenever he hears friends of mine talking about my racing years and how fast I was known to be.



“My love affair with ATVs started in the summer of 1985. After a few months of riding, I was invited to see a race in Ensenada Baja California, south of the border, and decided to take my ATV along for the ride. Once there, my cousin convinced me to participate. So I enrolled in the lowest novice class and ended up winning first place in my class and third place overall. The race promoter was blown away with my performance, considering it was my first. From that point on I was hooked.

“At first my family was scared, but with time and success, they began backing me up. It’s certainly an adrenalin rush. Before a race your heart beats like it

wants to come out your chest. Once you see the green flag, everything starts to sync. I get tunnel-vision: the only thing on my mind is the machine, the dirt road ahead and the desire to get to the finish line first. After racing as a ‘privateer’ for eight years with good results, I was picked up by American Honda with a full sponsorship for races in Mexico, California and Nevada. This is something that every racer dreams of. I had a great time. I met the best riders in the industry. Some of my coworkers like to hear my stories of the ATV racing years, and I love to share photos and proud moments.”



Performance Management

As Johann Fernando has stated in his “COO Corner” column, Fiscal Year 2017 needs to be a turnaround year, which is why it is important for each one of us to go above and beyond in terms of our roles and responsibilities here at Fujifilm. That’s why the goals we set for ourselves during the Performance Management process are so important. They’ll play a significant role both in reaching our corporate objectives and advancing our personal development.

As much as we want our employees to practice continuous improvement, we also want to continue to improve our HR processes—and we have! We’ve launched our new Performance Management Platform, called Cornerstone. Please familiarize yourself with the new system through this [website](#), which has all the information you need to begin and conclude the process, a goal-setting worksheet, a PowerPoint guide on the Performance Management process, templates for setting SMART goals, and other resources.

The annual Performance Management process began a few days ago, on October 23rd, which is a little later in the calendar year than usual. That’s because of the switch from HR Smart to Cornerstone. We did not want to require you to have to enter your information twice. So we delayed the process—just slightly.

One other important point on the topic: please be aware that we have realigned our FMSU Core Competencies to match the competencies of the Fujifilm Group worldwide. In essence, we’ve strengthened and tightened the overall platform to make it easier and more effective. Familiarize yourself with the differences and modifications. That will probably be reflected in how you select your key goals, which is the first step toward taking bigger leaps into our turnaround year.

If you have any questions, please reach out to your HR Manager.



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.



Songs of the Year

It's November, and before long radio stations and shopping malls will start to play all the holiday songs we know and (mostly) love. By the way, did you know that the official intro to "White Christmas" has the word December in it—though hardly any recorded version uses it? That little musical factoid gave us the idea for this issue's contest, which is all about songs that feature the months of the year.

Below are lines from 12 songs. Identify at least six of them in just one of the following three ways:

- A. Either by the song's full title, or
- B. by a performer or group that recorded it, or
- C. by a movie or play in which it was used.

Several have the name of the song right in the lyric. Others are as common as American pie. One is associated with a carousel. You, too, probably sing a few of these! (Those are all clues, by the way.)

1. "Every month means a little something, but January is the month that cares..."
2. "February made me shiver with every paper I'd deliver..."
3. "March! Gonna march you down the aisle..."
4. "April, come she will, when streams are ripe and swelled with rain..."
5. "While walking thru the park one day, in the very merry month of May..."
6. "June is busting out all over, all over the meadow and the hill..."
7. "A real live nephew of my Uncle Sam, born on the Fourth of July..."
8. "That umbrella, we employed it, by August she was mine..."
9. "Will I see you in September, or lose you to a summer love..."
10. "October, and the trees are stripped bare, of all they wear, what do I care..."
11. "And it's hard to hold a candle in the cold November rain..."
12. "Oh, what a night. Late December back in '63..."

Identify just six of the 12 songs represented above either by its title, a performer or group that recorded it, or the movie or play in which it was used. Ten lucky readers will soon start singing the praises of their 1,500 Fujifilm Focus Points after we randomly select ten winners from all correct entries. We'll do that at the end of the first day of December. Oh, what a night.



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.

The logo for Fujifilm Medical Systems U.S.A. features the word 'FUJIFILM' in a bold, black, sans-serif font, followed by a vertical line and the words 'MEDICAL SYSTEMS U.S.A.' in a bold, black, sans-serif font.

FMSYou is published quarterly by the Corporate Communications Department, in conjunction with the Human Resources Department, for employees of 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.