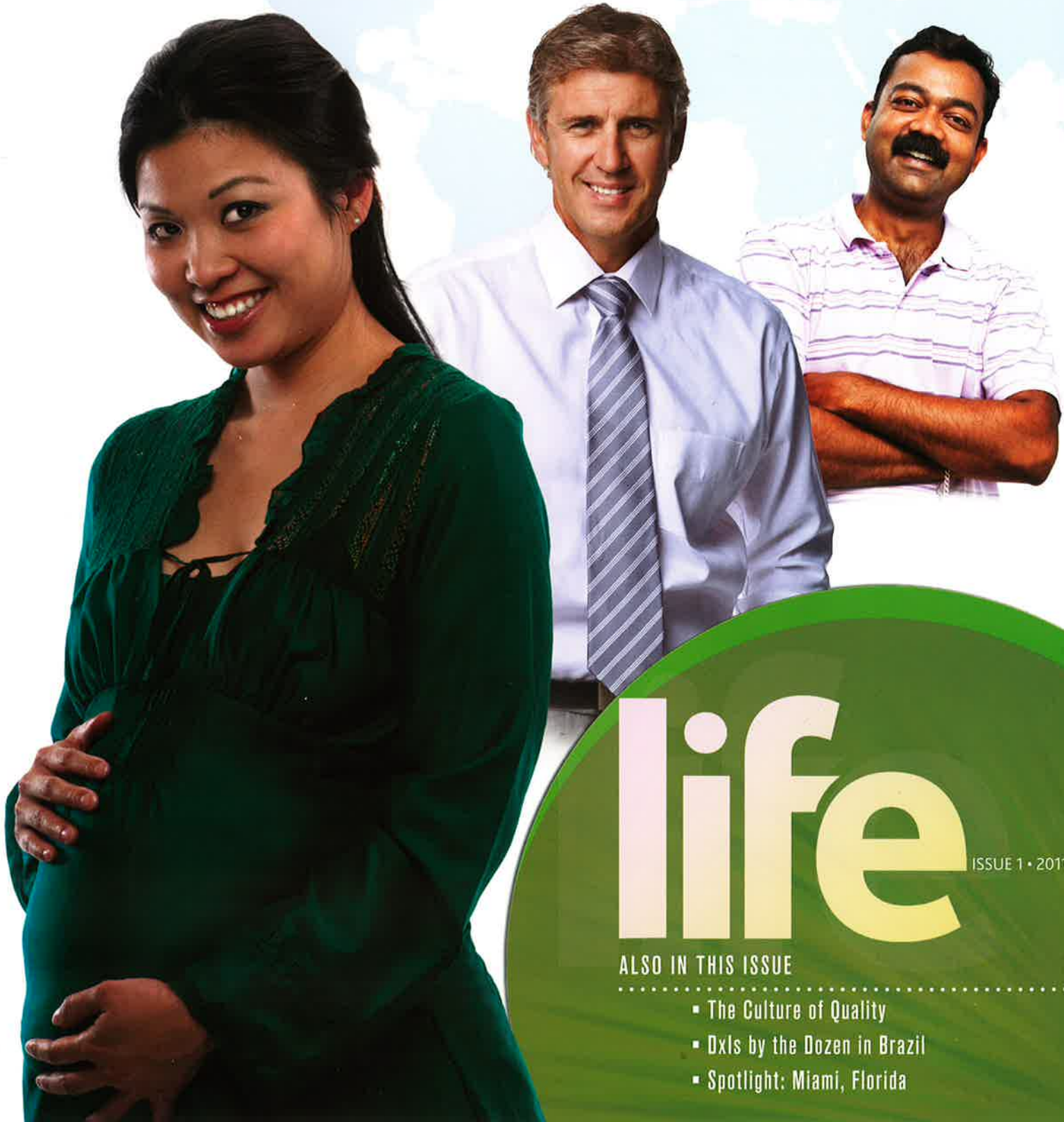


# Bodies of Evidence

How **Beckman Coulter** affects the lives  
of patients every day around the world



# life

ISSUE 1 • 2011

## ALSO IN THIS ISSUE

- The Culture of Quality
- DxIs by the Dozen in Brazil
- Spotlight: Miami, Florida

In the last issue of *Beckman Coulter Life*, we focused on the customer—the first part of the phrase “focus on the customer and the patient,” which reminds us that what we do here every day affects both customers and patients. In this issue, we turn to the patient and follow the stories of three “patients” from around the world. It is important that we all understand how our products are used and what an impact we make daily on the lives of patients across the globe, particularly as we continue to move forward with our quality and compliance initiatives.

And since the last issue, we have announced our pending sale to Danaher. Hopefully you have been reading about the acquisition and what it will mean to you, the customer and our organization. We all need to get ready for a new way of conducting business. Danaher has a very disciplined and rigorous approach called the Danaher Business System (DBS), which we will learn more about in the coming months. Undoubtedly, there will be changes. But as we have announced, we will retain our name and identity, continue to focus on the customer and the patient, and maintain quality and compliance as our top priority.

Change will occur—but as long as we're willing to listen, adapt and be flexible, we'll continue to be the great healthcare company that we are. Patients around the world are counting on it.

**Bob Hurley**  
**President and CEO**

*Bob Hurley*







**Nouveauté !** Visitez "Odyssey" pour lire ces deux articles en français

**Neu!** Besuchen Sie „Odyssey“, wo sie diese beiden Artikel in deutscher Sprache lesen können

**iNuevo!** Visite "Odyssey" para leer estos dos artículos en español

**Nuovo!** Visitate "Odyssey" per leggere questi due articoli in italiano

新作です! Odysseyのサイトでこの二つの記事を日本語でお読みください

新!访问"Odyssey", 阅读这两篇中文文章

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Clinical lab testing plays a key role in keeping people healthy—and Beckman Coulter plays an important part in helping to provide the information doctors need to make decisions about the diagnosis, treatment and management of disease. Follow these three fictional patient case studies to gain a better understanding of how much Beckman Coulter affects the lives of patients every day around the world.

### 6 The Culture of Quality

It may not appear obvious to those of us who don't work directly with our products on a daily basis, but we each have a part to play when it comes to quality and ensuring we serve our customers—and patients—to the best of our ability. When taken together, the efforts outlined here will help us drive a quality-focused culture into the future.



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Ever notice how good things are sold in dozens? (Roses and donuts immediately come to mind.) For Instituto Hermes Pardini in Brazil, so too do our UniCel DxI 800 Access Immunoassay Systems—making this the world's largest single-facility installation of DxIs to date.

### Life around Beckman Coulter

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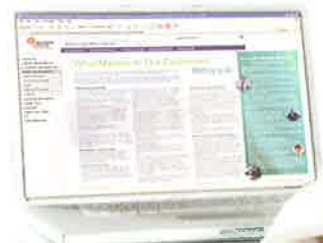
Whether it's supporting victims of natural disasters or participating in community charity events, our employees have one thing in common—compassionate hearts. Here's a glimpse of what kind of fundraising events are going on at some of our sites across the globe.

#### 11 Spotlight: Miami, Florida

Home to the famous "South Beach" and next to the Florida Everglades, Miami is known for its beautiful beaches, warm climate and diverse cultures. It's also the home of our Hemostasis, Hematology and Flow Cytometry Business Centers—not to mention the place where exciting new partnership agreements are being developed with the help of our Miami team.

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Readers share their views.



UniCel is a registered trademark of Beckman Coulter, Inc.

# Bodies of Evidence

How Beckman Coulter affects the lives of patients every day around the world

**“The first wealth is health.”**  
This quote may have been penned by American poet Ralph Waldo Emerson back in the 1800s, but today, people from every country would likely agree with its wisdom—recognizing that good health is essential to prosperity, happiness and a long, fulfilled life.

What some may not realize, however, is that clinical lab testing plays a key role in keeping people healthy. That's because labs, clinical instruments and assays provide the information doctors need to make timely decisions about the early diagnosis, treatment and management of disease.

Just when and how are these tests used? It all depends on the specific patient circumstances, of course. To help illustrate the value Beckman Coulter brings to the world of clinical testing, we're introducing three patients, each from a different region and each with his (or her) own unique health concerns. While these patient stories are fictional, they do demonstrate how some of our tests may be used to guide important health decisions around the globe.

## Scenario #1: Thyroid Disease and Pregnancy

Patient: **Mai, age 26, resident of Beijing, China**

Reason for Healthcare Visit: **Pre-pregnancy health screening**

### Background

As a newly married woman, Mai and her husband are excited to start a family; but she wants to make sure she's in optimal health before getting pregnant. The country's current one-child family planning policy encourages most couples to have only one child. Therefore, Mai has become very educated about prenatal health and wants to do everything possible to assure the health of her child.

Because her mother was once diagnosed with the common condition of hypothyroidism (underactive thyroid), Mai has an increased risk of having the same issue. She also knows that thyroid hormone is critical for brain development in babies. Therefore, if present during pregnancy and left untreated, hypothyroidism could affect the development of Mai's fetus and impair the baby's cognitive development. She wisely seeks the advice of a physician.

### Typical Physician Testing Process:

To investigate, Mai's physician orders some initial blood tests—including our **thyroid-stimulating hormone (TSH) test**—to measure her current thyroid hormone production. If the results reveal low amounts of thyroid hormone (indicating hypothyroidism), the physician will likely start Mai on an oral thyroid hormone-replacement medicine (**Thyroxine [T4]** or a combination of **triiodothyronine [T3]** and T4) as needed to maintain a TSH in the normal range.

Once Mai becomes pregnant, she will need to have her thyroid function checked every 6-8 weeks throughout the pregnancy to ensure the hormone levels remain normal. After delivery, Mai's medication dosage may be adjusted again. Our TSH, T3 and T4 assays will be used throughout that therapy.

## Scenario #2: Prostate Cancer

Patient: **Tom, age 56, U.S. resident of Florida**

Reason for Healthcare Visit: **Annual physical**

### Background and Typical Physician Testing Process:

As he's done for the past 10 years, Tom visited his physician for his annual physical. Because Tom is a male over 50 (and therefore is at higher risk of developing prostate cancer), his doctor orders a routine blood panel, which includes our **Hybritech PSA test**, and conducts a digital rectal exam (DRE) to get a picture of Tom's overall prostate health.

Although no abnormalities were apparent from the DRE, Tom's PSA values were above the normal range. Therefore, the physician orders another blood test, our **Hybritech free PSA test**. The result of this test—measured as a percentage of the original (total) PSA value—sheds more light on Tom's situation. A low free PSA percentage (e.g., 10%), usually means a higher probability of cancer; whereas a higher percentage (e.g., 25%) usually means a higher probability of a benign condition, such as an infection or enlargement due to age.

In Tom's case—a combination of high PSA and low free PSA percentage—the physician must now consider all of Tom's risk factors (family history, age, ethnicity, DRE results and prostate size) before deciding on the next course of action. He may recommend a needle biopsy; however in some cases, this invasive process is unnecessary.

Sometimes, a biopsy may indeed uncover an aggressive cancer that should be treated aggressively (through surgery or radiation). On the other hand, it may reveal a slow-growing cancer that's not life-threatening. In the U.S., the FDA-approved way to determine the probability of finding prostate cancer (free PSA percentage) does not eliminate the



need for a biopsy. Therefore, Tom and his physician must discuss the pros and cons of doing a biopsy before making an informed decision.

In the future, another Beckman Coulter test may be able to help ease this dilemma. Recently, Beckman Coulter researchers discovered a key relationship between another form of PSA (p2PSA\*) and the probability of prostate cancer. Based on this information, the company developed the Prostate Health Index (phi\*) by combining three tests—PSA, free PSA and p2PSA—to estimate the probability of prostate cancer on biopsy. This important advance in prostate disease management allows patients and their doctors to make more informed, confident decisions about their next treatment steps and possibly avoid invasive procedures.

\* Not available in the U.S.

### Scenario #3: Diabetic Kidney Disease

Patient: **Kiran, age 44, lives in London, UK**

Reason for Healthcare Visit: **Discovery of family history with diabetes**

#### Background:

In the UK, where the availability of dialysis centers is limited, many people are more conscientious about trying to avoid diabetes, kidney disease and other ailments that can lead to renal failure.

Such is the case with Kiran, a 44-year-old London resident. He comes from a large family and recently learned that two of his siblings were just diagnosed with diabetes. Concerned that he, too, might be at risk, Kiran decides to go to his physician for screening.

#### Typical Physician Testing Process:

Upon learning Kiran's family history of diabetes, the physician wants to run some tests. If it turns out that Kiran has Type 2 diabetes, the fact that his grandparents are originally from India puts him at an 18-times greater risk of developing kidney disease than someone from Northern European descent.

Therefore, the physician takes Kiran's blood pressure and orders blood tests for **creatinine**, which gives an indication of kidney function expressed as an estimated glomerular filtration rate (eGFR), and **Hemoglobin A1c (HbA1c)**, which provides an estimated average daily blood glucose level over the past 120 days. The physician finds elevated blood pressure, low GFR and slightly elevated HbA1c. To gain a clearer picture of Kiran's kidney health, the physician orders more tests to measure protein in the urine, including **microalbumin**.

Fortunately, follow-up tests indicate no protein in the urine, which is good news for Kiran, who remains clear from diabetes. At this point, the physician recommends medication to control Kiran's blood pressure, blood sugar lowering medicine and a few lifestyle changes (increased exercise and weight loss) to lower Kiran's future risk of diabetes.

#### Pulling it all together

Multiply these testing scenarios several billion times and you've got a clearer picture of the everyday healthcare decisions being made throughout industrialized countries today. The importance of offering quality test assays is clear. And Beckman Coulter is proud to offer one of the most comprehensive menus in the industry—helping patients everywhere fight disease and achieve better health. ●

\* In development for U.S. market, pending FDA approval.

## How Can We Test Thee? Let Us Count the Ways

Today, Beckman Coulter offers more than 300 assays that help physicians make timely health and treatment decisions for their patients. In fact, we are the only company that can provide 100% of a lab's routine testing needs. The comprehensive scope—and sheer number—of tests we offer is one key to our ongoing market leadership. Just what conditions do we test for? Here are our major test categories:

**Anemia** Conditions caused by the lack of healthy red blood cells. Tests: 25

**Autoimmune Disorders** Conditions that occur when the immune system mistakenly attacks and destroys healthy body tissue. Tests: 17

**Bleeding Disorders** Conditions that occur when there's a problem with the body's blood-clotting process. Tests: 9

**Blood Virus\*** Viruses carried in people's blood (e.g., hepatitis, HIV/AIDS). Tests: 10

**Cardiovascular** Tests that determine a variety of cardiac conditions (e.g., coronary heart disease, heart failure, stroke and pulmonary embolism). Tests: 17

**Diabetes** Tests that help monitor diabetic conditions. Tests: 11

**Drugs of Abuse** Tests used to screen for drug use, monitor someone with a substance abuse problem or detect and evaluate a drug overdose. Tests: 21

**Endocrine Function** Screenings to evaluate thyroid function. Tests: 13

**General Chemistry** Provides information on a variety of basic biochemical components (e.g., Glucose, Sodium, Potassium, minerals, cardiac markers and liver function tests). Tests: 20

**Hematology** Tests that help to monitor blood, blood-forming organs and blood diseases. Tests: 6

**Hepatic** Tests used to monitor liver health and diseases. Tests: 18

**Infectious Disease** Screening for communicable diseases (e.g., Mononucleosis, rubella). Tests: 27

**Inflammatory** Detects inflammation caused by various disorders (e.g., infection, arthritis, muscular disorders, cancer, tissue injury). Tests: 10

**Nutritional Assessment** Screens for malnutrition and specific vitamin and mineral deficiencies. Tests: 5

**Oncology** Tests relating to cancer treatment and monitoring. Tests: 28

**Proteins/Serology** Screens for antibodies caused by foreign proteins (e.g., infection, autoimmune disease, rheumatic illness). Tests: 9

**Renal Function** Detects kidney and urinary tract function, disorders and diseases. Tests: 15

**Reproductive** Conditions relating to infertility and pregnancy. Tests: 26

**Therapeutic Drug Monitoring** Measures specific drugs at timed intervals in order to maintain a relatively constant concentration of medication in the bloodstream (e.g., blood pressure medicine and antibiotics for bacterial infections). Tests: 24

**Thrombophilia** Conditions relating to disease (e.g., cancer), drug exposure (e.g., oral contraceptives) or condition (e.g., pregnancy, postpartum). Tests: 8

For In Vitro Diagnostic Use. All products are IVD unless noted otherwise. Some products are in development. Not all products are available in all countries. Source: B2010-10446

\*Available outside the U.S.

# The Culture of Quality

QUALITY  
IS THE SINGLE MOST IMPORTANT FUNCTION  
OF EVERY BECKMAN COULTER EMPLOYEE.

**Mavis Eiler, a staff development scientist at our Chaska, Minnesota site, has a very clear understanding of what quality means to her.**

**"I was called into the emergency room for my mom. While we were waiting for test results, I just remember thinking, 'I hope they're using a quality product.'"**

**For Mavis, that episode last March drove home the importance of her job. "That night in the emergency room made me realize that patients everywhere are counting on the 'right numbers' that we provide. Decisions that affect people's lives are being made based on these numbers.**

**"For many years, I worked directly on immunoassay product development," says Mavis. "Now I'm in project management and no longer do hands-on development work. But it doesn't matter what our jobs here are—everything we do adds up to contributing to 'that number' that patients rely on."**

Without a doubt, Mavis has a sense of responsibility and personal ownership in what she does. "In the end, quality at my job is doing what is right for the people who are most important to me, my family."

It may not appear obvious to those of us who don't work directly with our products like Mavis, but we each have a part to play in how we serve customers and patients. A quality-focused culture is founded on that sense of accountability and personal ownership. Our Quality Policy makes it clear—quality is the single most important function of every Beckman Coulter employee—so every employee needs to understand his or her role, be engaged, and be willing to speak up if they see a problem.

## **It's not just about products**

The Compliance & Quality System Improvement (CQSI) initiative, which began in earnest in early 2010 in response to quality issues that were reported for our AccuTnI, Sodium and Glucose products, involves much more than resolving product issues. CQSI teams have been working to make improvements to our underlying foundation, with areas of focus on our Quality Management System (QMS), Service Quality, Product Quality and Culture.

"Our heightened awareness of quality has contributed to more recent substantive progress in addressing product issues. But as a complement to these efforts, we're also working to enhance our culture," says Scott Atkin, executive vice president and CQSI team lead. "Customers—and patients—must always be prominent in our day-to-day decisions and behaviors, no matter our job function. So we're looking to reinforce our Quality Policy and ensure we're supporting an environment where everyone is confident with the knowledge that each and every one of us is responsible for making quality decisions."

## **Knowledge is power**

As part of our commitment to supporting a quality-focused environment, a new series of required training modules called QMS & Compliance Training was launched early this year through Knowledge Connection. Designed for all employees, worldwide (and available in select languages besides English), the training illustrates how everyone plays an important role in our QMS and sheds light on how we focus on patient safety and work to meet our customer, regulatory and business requirements.

"Our QMS begins and ends with our Quality Policy," adds Scott. "Our Quality Policy says quality is the single most important function of every Beckman Coulter employee, and goes on to define quality in terms of striving for excellence, meeting or exceeding our customers' expectations, complying with regulatory requirements, and continuously improving. The new QMS & Compliance Training explains all this and shows how we're all accountable."

As another component of increasing accountability throughout the company, a new ongoing communication series on QMS Effectiveness was launched in March with a video presentation by Bob Hurley, president and CEO (also available in multiple languages). CQSI team members are currently developing metrics that will be shared on a regular basis, to give a snapshot of how our QMS is performing. These metrics will help us assess whether the QMS is functioning properly and will include measurements around customer satisfaction, product delivery, CAPAs (Corrective and Preventive Actions), and perhaps most importantly, employee involvement—an element which applies to all of us.



# What's Your Take on Quality?

In March, we launched the global Living Quality Survey and asked what you thought about quality and how it impacts what you do here every day at Beckman Coulter. We asked—and you answered! Many of you also chose to include additional comments about what quality means to you. Here are some real examples of how employees around the company are incorporating quality into their daily work:

I ask myself, "What would I expect if I were my own customer? Would I be satisfied with my actions if I were my own customer?"

– Nikola Gross-Werner, Senior Sales Consultant, Krefeld, Germany

I think of my friends and family using the products that I work on.

– Kathy Fraser, Senior Production Scientist, Carlsbad, California

Quality is always my job #1. During my daily work, I put quality before any other rules.

– Yulin Gu, Ph.D., Senior Development Scientist, Brea, California

I always keep in mind on a daily basis that a human life may depend on our product working correctly. I want to send out a quality centrifuge knowing that it will make a difference in ensuring accurate test results for all patients.

– Karen Collins, Manufacturing Quality Technician, Indianapolis, Indiana

I put forth my best effort and remind myself on a regular basis of what I would expect as a customer or patient. This helps me choose "quality" as the best option.

– Marielle Sorlie, Customer Technical Support, Chaska, Minnesota

Every day, I do the best job I can and look for opportunities for improvement in my processes.

– Aida De Sousa, Customer Support Rep for Distributors, Nyon, Switzerland

I go into every single service call with the attitude that the instrument I am working on may be running my blood through it one day, so it has to be serviced right the first time.

– Nate Pittman, Field Service Engineer, Indianapolis, Indiana

Quality is taking pride in the work you do, and it will show in the work you put out on a daily basis.

– Pamela Chavez, Credit & Collections Coordinator, Palm, California

My team talks regularly about how what we do has an impact on patient results as well as company results.

– Sharon Ead-Muise, Materials Management, Brea, California

I incorporate quality into my job by taking pride in what I do, looking for ways to improve my processes to become more efficient, and being flexible to adapt to the changes we are facing.

– Rebecca Barragan, Administrative Assistant, Facilities, Brea, California

## Keeping the lines of communication open

We've also heard a lot this year about open, honest, two-way communication as being one of our priorities. So in an effort to share more information from the top down about some of our more pressing priorities—such as updates about CQSI, the pending transition to ownership under Danaher, and other issues—a series of on-site meetings has been rolled out around the world.

These "Site Leadership" meetings are a new way of approaching information sharing; instead of cascading information through each individual business center or group, each office location now has a team of leaders spanning different roles and functions who are responsible for relaying important news and information. This will help ensure alignment of information within and between sites (employees in the field also receive the same presentations).

## Where to go to be up-to-date, virtually

You can also stay up to date on all things CQSI and quality-related if you visit the CQSI site on Odyssey, where new information is regularly posted (look for it under "Companywide Initiatives" from the homepage). On the site you'll find:



- An overview of what CQSI is all about
- Updates on all the quality initiatives currently under way
- Access to *Quality Work*, the new monthly newsletter for employees
- Archives of quality-related articles written for employees
- Copies of update letters sent to our customers
- Information, resources and deadlines for CQSI-related training

Taken together, all these efforts will help us drive our culture of quality forward into the future. "I've been here nearly 30 years, and I am very proud of what we do," Mavis says. "And I'll continue to think of my family, my children, as being the end recipient of what I do. That's how I define quality."

# DxIs by the Dozen Brazil Specialty Lab Becomes the World's Largest

Ever notice how good things are often sold in dozens? For one customer, the same holds true for immunoassay systems—especially when they're our popular UniCel Dxl 800 Access Immunoassay Systems.

As you might suspect, this hardware-hungry customer is no run-of-the-mill lab. It's Instituto Hermes Pardini, a large specialty reference lab located in Belo Horizonte, the capital city of Minas Gerais, Brazil. The lab runs an astounding 50,000 tubes per day and delivers reportable results within six hours—a pace that demands the very highest levels of analytical speed, efficiency and automation possible. Of course, Beckman Coulter was right there to fill the need.

## Getting up to speed

Although Hermes Pardini had been using Beckman Coulter solutions for years, the most recent transition began in 2006, when the lab upgraded its COULTER LH hematology analyzer to the newer LH750 version. At this point, the local sales team was armed with Lean Six Sigma tools and presented to Pardini management the opportunity to reduce work-step processes, enhance workflow and consolidate several different immunoassay workstations into a single platform. The solution presented was the UniCel Dxl platform, which could process up to 400 tests per hour and give Pardini the improved turnaround time it needed.

Last year, after a two-year automation evaluation process, Hermes Pardini also selected Beckman Coulter for its total automation needs—installing four custom automation lines last July. Once delivered, each automation line was connected to three UniCel Dxl systems, creating a massive sprawl of automation track, analyzers and workstations.

"When all was said and done, this lab felt that Beckman Coulter's automation offered them the most flexibility; it was the most open system and could deliver the overall throughput, turnaround time and robustness that they were looking for," says Juan Carlos Yubero, automation commercial development manager for Beckman Coulter Latin America.

## From humble beginnings

The Hermes Pardini laboratory was founded in 1959 in a small room in downtown Belo Horizonte by a young physician, Dr. Hermes Pardini, shortly

after he received his first medical degree. At that time, the laboratory was specifically focused on hormone therapy.

Since then, Hermes Pardini has grown in both size and presence. Today, the lab now occupies a 100,000-square-meter facility that houses its corporate headquarters and modern, central laboratory called the Core Technical Operations Center. The lab has also become a major supplier of diagnostic services—assisting approximately 5,000 small-to-midsized partner labs and clinics, as well as hospitals that forward more than 110,000 patient samples per month for esoteric testing.

Hermes Pardini's network includes about 30 service units in the metropolitan area of Belo Horizonte, in addition to those installed in major hospitals scattered throughout the state capital.

While the lab continues to focus on hormone testing, its service offerings have expanded to also include a wide variety of diagnostic categories, including nuclear medicine, hematology, microbiology, parasitology, immunology, clinical pathology, cytology, toxicology, neonatal screening, molecular biology, genetics/cytogenetics, flow cytometry, diagnostic imaging and veterinary testing.

## Pardini's unique market niche and business model

"Since the beginning, the lab's focus on immunoassay testing has never wavered," explains Yubero. "Because of its unique area of focus, Hermes Pardini has been able to carve out an important market niche.

"There were already Quest-like laboratories in South America that focused on providing a low cost-per-test for general chemistry testing," he adds. "What Pardini did instead was focus on immunoassay testing, while also supplying an all-inclusive testing system and business-to-business service to their partner labs. As part of the business model, Hermes Pardini provides each partner lab with its own PC terminals, interfaces, printers, paper, standardized tubes and ongoing support—so the customer has to do very little. They simply draw the patient samples, print the barcodes, affix them to the tubes and wait for the pickup. Hermes Pardini makes it all very easy."

## Recapping the results

Since the 2009 completion of Pardini's Technical Operations Center—and subsequent intake of Beckman Coulter's state-of-the-art instrumentation—the lab has found a way to not only keep up with its ultra-high-volume workload, but also spark a number of profound improvements, including:

- Labor savings. Since 2006, the lab has been able to reduce its workforce from

## Did You Know?

- In 2010, Brazil's IVD market had nearly doubled in size since 2003.
- Brazil's IVD market is growing at a faster than average rate, compared to the IVD market worldwide, according to healthcare market research publisher Kalorama Information.



# Single-facility Installation of UniCel Dxl Systems

3,900 employees to approximately 3,100 employees (through attrition; no need to hire replacements).

- Turnaround time improvements. The lab's current six-hour timeframe for delivering results represents a 36-hour improvement over its previous process.
- Growth of testing capacity. The lab expects to grow from two million to more than three million tests per month in the near future—without the need to add instrumentation.
- Simpler, more efficient processes. When designing its Technical Operations Center for automation, the lab implemented Lean Six Sigma strategies to reduce unnecessary steps, decrease the probability of errors and increase overall productivity.
- Increased customer service. Beckman Coulter's comprehensive systems are

enabling a reduction in the number of collected tubes and a faster delivery of results.

Based on the lab's exceptional results, Hermes Pardini executives have only good things to say about Beckman Coulter.

"Our growth targets in both sample volume and testing profiles would be impossible to achieve without the dual-power of our Beckman Coulter high-speed automation line and the UniCel Dxl 800 immunoassay systems," says Dr. Ariovaldo Mendonça, NTO manager at Hermes Pardini laboratory.

"Our dream has turned into a reality—the automation line is fantastic!" adds Dr. Aureliano F. Oliveira-Filho, core lab manager at Hermes Pardini.

## A world-class implementation in Latin America

"Nearly five years ago, a new phenomenon called total laboratory automation emerged in Brazil," says Yubero. "Although Beckman Coulter had been a leader in automation in major markets, we had yet to prove that we could execute a total laboratory solution on a large scale in Latin America.

"Today, with the successful implementation of this massive, third-generation system in Hermes Pardini, as well as the proven value of our technology, it can no longer be disputed that Beckman Coulter can deliver on its promises—regardless of where in the world the customer is located," he adds.

"Additionally, this implementation was conducted with the far-reaching support of our team in Brea (led by Jay Kessler) and the entire Chaska business center, our Beckman Coulter Mexico team (led by JC Pagaza and Jaime Brugada), our NACO Automation Tech teams (Sachiko Yanagisawa and Jose Quitero) and our IDS-Japanese partners," says Yubero. "This speaks volumes about team integration that Beckman Coulter had achieved across international and cultural boundaries over the years."

Wagner Rodrigues, general manager of Beckman Coulter Brazil, couldn't agree more.

"There's a reason we are number one in laboratory automation," he says. "Studies at Hermes Pardini have validated our automation's ability to deliver significant cost and labor savings—both clinically and operationally—to a laboratory of this magnitude. As for me and my team, we're already going after the next largest lab—in the land of the Amazon—and you can be sure we will point to the success of Hermes Pardini. Competition, beware!" ●

## Revenue Forecasts

Over the next five years, Beckman Coulter expects forecasted immunoassay revenue from the Hermes Pardini laboratory to reach approximately \$40 million, with a gross profit of more than 56%.



UniCel, COULTER and Access are registered trademarks of Beckman Coulter, Inc.



# Community Relations: Snapshots from Around the World

Whether it's supporting victims of floods and earthquakes, participating in money-raising walks or even taking part in boxing matches, Beckman Coulter employees have one thing in common: compassionate hearts. It's something we see put into practice by our employees every day, worldwide.

As a company, we're inspired to improve patient health and reduce the cost of care. So it's no surprise our employees are not only passionate about making a difference during working hours but on their own time, too. When we support organizations that raise money for healthcare, research, and local causes, it connects the work we do here every day to our customers, patients, and our communities.

Here are snapshots of community and fundraising events going on at some of our sites around the world:

## New South Wales, Australia



"Australia's Biggest Morning Tea for Cancer Research" is how they fundraise down under. According to Sakina Zralka, a department assistant in New South Wales, this fundraiser held every year in May consists of having morning tea with homemade sweets brought in by employees. All the office staff are notified and come to the café area to enjoy coffee, tea and sweets. Those who attend bring a gold coin (worth one or two dollars) to donate toward cancer research. A similar event is held for Diabetes Australia, but the twist on this event is everyone brings in dishes representing their culture, turning it into an International Food Day. Employees in Australia—like at many of our sites—have fun eating while fundraising!

## Mishima, Japan

A yearly project at our Mishima site is "Clean River" day. Along with school students and many others, around sixty employees get down and dirty in the riverbed to pick up trash and debris. The Kubota River is at the foot of Mt. Fuji and very close to the Mishima site, making this a truly community-inspired event.



## Galway and County Clare, Ireland

Our two sites in Ireland fundraise enthusiastically for many causes, such as Hospice, Special Olympics, Alzheimer's disease, cancer, and many more.



For example, last year the Galway site raised more than €6,000 for several charities. But one of the most popular events is the "TEAM HOPE Christmas Shoebox Appeal." Cait Whelan, a manufacturing quality supervisor, started the event about eight years ago. Months before the holidays, employees fill shoeboxes with books, dolls, puzzles, stickers and more. The boxes are then wrapped, decorated and shipped off to some of the most poverty and war-stricken areas of Africa, Eastern Europe and Central Asia. This past holiday season they collected 147 boxes, which was a part of the 179,759 total boxes collected in Ireland.

The County Clare site works with the "Clare Crusaders" who provide assistance to children with special needs in the area. Their big fundraiser this past year was the White Collar Boxing Event. Five Beckman Coulter employees trained for eight weeks and boxed in the event, which raised €3,000. Another big fundraiser for the County Clare site is their Cake Sale, which last year raised more than €2,000 for the Irish Cancer Society.

## Brea/Fullerton, California, USA

One of the largest volunteer events celebrated at our Brea/Fullerton sites is National Make A Difference Day, a day recognized nationwide and set aside for helping others, which employees here have been a part of for fifteen consecutive years. This past year, nearly 80 employee volunteers teamed up with Habitat for Humanity to help complete work on a five-home building project in Fullerton. All combined, employees volunteered more than 275 hours of their time working on this project, helping to turn the dream of homeownership into a reality for five families in need.



Share your site's story. Please email Lorraine Manglos at [Lmanglos@beckman.com](mailto:Lmanglos@beckman.com) with what your site does to improve patient health and reduce the cost of care through community relations. ●





# Spotlight: Miami, Florida

Forty years ago, Wallace and Joseph Coulter moved Coulter Electronics, Inc., from Chicago to Miami. The company expanded rapidly, with employees working in more than 30 locations throughout the city. In 1992, the brothers purchased 102 acres in the Miami suburb of Kendall—complete with five large office buildings surrounding a small, beautiful lake. And since 1997 when Beckman acquired Coulter, it has been the home of Beckman Coulter Miami.

Home to the famous “South Beach” and next to the Florida Everglades, Miami is known for its beautiful beaches, warm climate and diverse cultures. “We have people from all over the world working here,” says Gary Altman, vice president of Business Development. “It’s a really warm, friendly environment, and there is a cohesive nature of teamwork here. It’s very impressive.”

Its history makes the Miami site unique in other ways as well. Among the 1,700 employees working in Miami are a significant number who have been with the company for more than three decades. “They share a lot of information, which makes your job much easier. It’s great how much they know about the history of the products and the markets,” says Sidharth Kapileshwar, business development manager, who joined the company two years ago. “And you get to hear a lot of the stories about how things were in the past, which is very interesting.”

Rafael Zorrilla, product development center group manager, has been with the company for 38 years. “I actually started in manufacturing—sub-assembly tests,” he says. “Even after this many years, I always learn something new on a daily basis. There is always something new that comes up—new challenges and new things to tackle. It’s never mundane in any way, shape or form, and I like that.”

## Teamwork and partnership

Miami operations include three business centers: Hemostasis, Hematology, and Flow Cytometry, in addition to human resources, finance, research and development, customer support, manufacturing, sales, marketing, quality improvement and customer training functions. North of the main campus are manufacturing and distribution sites in Hialeah and Opa-Locka. In addition to working with Beckman Coulter offices outside Miami, the Miami employees manage relationships with many external partners.

“We have developed several commercially-successful product lines that we’re very proud of, but there are occasionally interesting technologies that can benefit the company, and we realize that we don’t have to develop everything here to add positively to our operating income,” says Altman, whose group manages the long-term relationship with Instrumentation Laboratory, developer of the



ACL TOP systems. “They handle manufacturing and customer concerns, and we handle sales and service. It’s a very important relationship worth more than \$200 million to the company.”

In January, Beckman Coulter signed a new partnership agreement with Transgene, a French biopharmaceutical company. The team in Miami is developing Beckman Coulter’s first companion diagnostic—an assay that will help physicians accurately identify which patients will benefit from treatment with Transgene’s immunotherapeutic drug TG4010, currently in clinical trials for the treatment of advanced Non-Small Cell Lung Cancer. “This is a new market for us,” says Altman. “We’re all very excited about it.”

## Alligators and achievements

It’s nearly always sunny in Miami, and the offices have skylights that reach beyond the second floor to let in the natural light. “Right now it’s winter and it’s 80 degrees here,” says Michael Estes, communications specialist, who started with Beckman Coulter less than four months ago after serving a summer internship. Estes says he was struck by both the size and the natural beauty of the Miami campus when he first arrived. “We aren’t far from the Everglades. At one point there was an alligator here, and two iguanas.”

While those outside Miami may assume that having an alligator on the Beckman Coulter grounds would be frightening, those in Miami say the large creatures are just part of living in South Florida. “There are boardwalks through the Everglades visitor areas over the marshes and you can see the alligators below you—lots and lots of alligators depending on the season,” says Kapileshwar, “but they are happy in their own world.”

“You just stay your distance from them,” agrees Zorrilla. “If you live in Florida, it’s not a big deal.”

Inside the offices, this is a high-functioning, productive group who really enjoy their co-workers. “This is such a great work environment because of the people that work here,” says Altman. The Miami Instruments Manufacturing Supply Chain Management team won the 2010 Sterling Conference storyboard competition for their presentation on effective industrial processes, and throughout the site there is a commitment to quality. “We’re all very proud of the work we do,” says Altman, “and this is going to be a very interesting and very positive year as we transition to the Danaher Business System.” ●

*ACL and ACL TOP are registered trademarks of Instrumentation Laboratory.*



## What Matters to Our Customers, Matters to Us

It's encouraging to see how our company is standing by our commitment to laboratory customers.

—Brienne Bilyeu, Chaska, MN

## From 1935 to Now: A Look Back at 75 Years

This retrospective article was very instructive. I didn't know that Beckman Coulter was involved in so many different technologies throughout its history!

—Charly Bellavigna, Marseille, France

## One Man's Journey with Cancer

My father recently had a radical prostatectomy, and as a 38-year-old male, this was a great reminder to start annual PSA testing for all males when appropriate

—Jeffrey Paul Moore, Charlotte, NC



## Congratulations to Tom Makowski,

senior sales consultant for the New England region, who won the drawing for the BGB iPod touch after sending us his comments. Be sure to send us your comments about each issue via the reply card or online on Odyssey at eZines/Beckman Coulter Life. We always benefit from hearing your feedback!

*Beckman Coulter Life* highlights the contributions that Beckman Coulter people, products and customers make to the world around us. Beckman Coulter's business is focused on the chemistry of life. Our products are used to advance scientific research and to aid healthcare professionals in the detection, diagnosis and treatment of disease. Through these articles, we hope to provide insight into our business and our contribution to improving the quality of life.

**Please write!** Do you have comments about something you've read in *Beckman Coulter Life*? Let us know! (We reserve the right to condense letters in the interest of conserving space.)

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