

What **MATTERS** to our customers
to us



life

ISSUE 3 2010

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- Concerning Quality: Close-up on AccuTnl
- One Man's Journey with Cancer
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This issue of *Beckman Coulter Life* focuses on the customer—a topic that has been at the forefront of our mind in 2010.

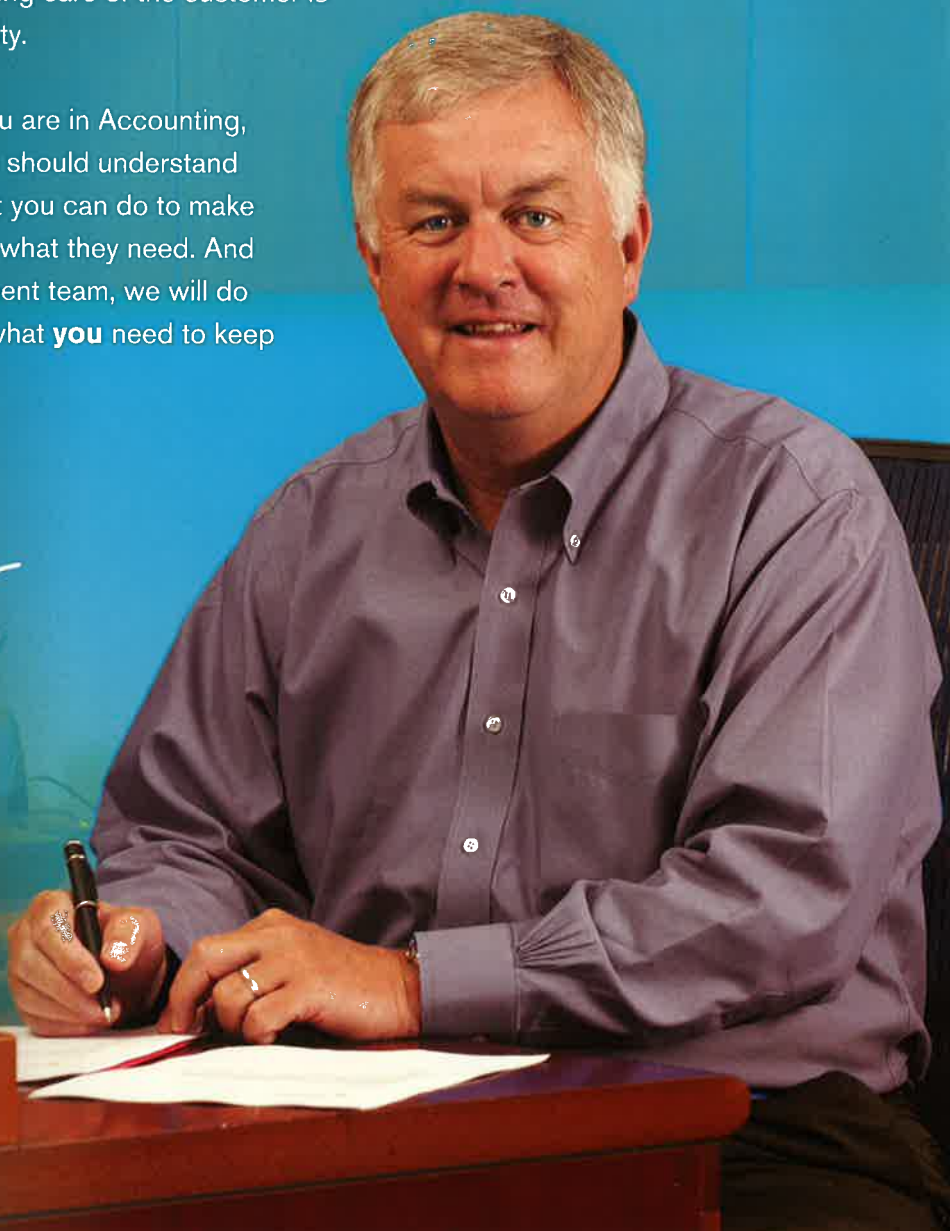
When I first arrived at Beckman Coulter, the senior management team got together for three days to determine the characteristics required for leadership at Beckman Coulter. Attributes such as results-focus, teamwork, energy and intelligence were all high on the list. After two days, we had not mentioned the word “customer” until someone suggested that maybe, just maybe, we needed leaders who were customer focused too. The concept appealed to the entire group and we added it to the list.

After five years, have we really selected and developed leaders who focus on the customer? Is the customer the sole responsibility of Commercial Operations, or do we all play a part? Should Commercial Operations let the rest of us know what the customer wants and needs, or should we all do what we can to appreciate the customer perspective? I think you know the answer: Taking care of the customer is ultimately everyone’s responsibility.

No matter what your job is—if you are in Accounting, Payroll, Quality or Facilities—you should understand what our customers do and what you can do to make sure we are providing them with what they need. And on behalf of the senior management team, we will do our part to make sure you have what **you** need to keep customer-focused.

Bob Hurley

Bob Hurley
President and CEO



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Shanghai is among the fastest growing cultural, business and economic centers in the world. Our colleagues working from two office locations there have achieved impressive results for the company in 2010, and their goals for 2011 are just as lofty.

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What Matters to Our Customers

For any company to survive and thrive, it needs to have a clear, compelling objective. A reason to exist. A mission to accomplish. For Beckman Coulter, that means ensuring patient health and customer satisfaction.

We can understand what patient health is—it's something we experience first hand. But what about customers? What exactly do our customers need—any why? And how is Beckman Coulter realigning its resources to deliver on those expectations? To gain answers, one must first understand the challenges today's labs face.

What matters to our customers?

Regardless of geographic region, one fact about clinical diagnostic laboratories is universal. Daily life is a continuous challenge—a non-stop series of test requests, results, interruptions and demands.

In this hectic environment, our customers have identified two essential things they need from Beckman Coulter: workflow efficiency and continuing education.

Priority Number One: Workflow efficiency

"Our laboratory customers want the ability to produce accurate test results in a short period of time, enabling physicians to treat patients in an expeditious way," says Bob Kleinert, executive vice president, Worldwide Commercial Operations. "Therefore, customers want systems that perform when needed, with few interruptions and predictable turnaround times. Our job is to remove as many roadblocks as possible."

Priority Number Two: Continuing education

The second most important customer need is for continuing education.

Today's labs, particularly in the U.S., are facing a difficult labor market—and finding skilled medical technologists is becoming a tougher and tougher challenge. Current techs are getting older and retiring, while fewer people are entering this field. That leaves a labor shortage in laboratories—and a greater need to cross-train those that remain.

How is Beckman Coulter responding?

Streamlined workflow and continued education. These two themes are consistent across a diverse array of laboratories, clinical settings and geographies (see sidebar). How is Beckman Coulter responding? Here's a glimpse of some of our company's latest initiatives:

Increased training opportunities

In North America, we've increased the number of user-group meetings, field training and educational symposiums available to customers. We also offer a wide variety of webinars and e-learning opportunities on BeckmanCoulter.com—a perfect choice for customers seeking additional training and continuing education credits.

Certain regions are also trying out new ideas. In the Western U.S., Jeff McHugh, vice president of Commercial Operations, is re-launching a program called Key Operator Certification, whereby the company identifies a "key operator" in every laboratory—someone who volunteers to take primary responsibility for the Beckman Coulter systems. Next, the company invests in these operators by providing advanced training to make them even more self-sufficient in operating, maintaining and troubleshooting our systems.

"As a result of this training, customers accept more ownership in the performance of their systems—conducting system maintenance more regularly and becoming more proactive in their education," says McHugh. "As a result, these labs develop a greater sense of pride in operating our systems, witness better outcomes and experience smoother workflow overall. Plus, whenever a technical issue arises, this key operator is the first one called for assistance—thus reducing their reliance on Beckman Coulter and oftentimes, eliminating the lab's need to call in for technical support."

"At the end of the day, the more training we can give our customer up front, the more we're going to benefit with happier customers and lower service costs," he says.

New customer programs

Another way our company is actively serving customers is through the Total Customer Care Program—a concept recently integrated after the Olympus Diagnostics acquisition in 2009.

Here's how it works: Every six months, an applications specialist will visit a customer lab, review general operations and seek opportunities for improvement. This is a chance to check on system maintenance, perhaps train people on additional procedures and ensure that customers are getting the most out of their systems, such as using the complete test menu, the autoverification functions of REMISOL Advance, and PROService Remote Diagnostics.

"It's about proactively looking for problems before they become emergencies, as well as suggesting new things that could improve the overall picture," says McHugh.

omers, Matters to Us

Service and support expansions worldwide

Another area of focus is field service and support.

"To help keep customers' instruments up and running—and resolve any technical issues quickly—we've added to our field service team, expanded the telephone support team and increased our client services group—all so that customers can pick up the phone and reach a live body as quickly as possible," says Kleinert. "We've also added a third full shift in our distribution facility in Hebron, Kentucky, which now enables us to ship new orders to U.S. customers within 24 hours of receipt."

According to Kleinert, the company is also boosting staff in China—everything from sales, service and back office positions. This is helping ensure that the right infrastructure is in place to support a rapidly growing and very demanding customer base.

Finally, additions to our eStore capabilities are enabling customers to place orders online more quickly and conveniently.

Reliable, world-class instrumentation and reagents

Of course, our products play a role, too. Beckman Coulter offers some of the fastest, most efficient analyzers on the market, which helps speed results delivery. We also offer a wide range of automation solutions that eliminate the biggest causes of turnaround time variations—manual sample handling. Providing liquid, ready-to-use reagents is another time-saving solution. All these go a long way toward meeting our customers' number one need.

"We clearly understand that a lab's mission is to get accurate results to the floor as soon as possible—and that the fewest number of impediments to making that happen is really what it's all about," says Kleinert. "The lab has enough issues to deal with on a daily basis. The last thing they need from us is a delayed shipment or a test result that requires them to do extra work or manipulation. So we're focused on quality tests and timely production of reagents—and the ability to ship them to customers on time, with fewer backorders." ●

How Do Labs Measure Success? Three Customers Speak Out

Dameron Hospital, Stockton, California

Richard Wong, administrative director of the Clinical Laboratory, credits his lab efficiency to the implementation of Lean processes, combined with state-of-the-art automation from Beckman Coulter.

"I used Lean concepts to guide my decision-making in the laboratory, and then incorporated automation wherever I could," he says. "Today, because of our efficient lab processes, we can focus more of our attention on ensuring patient safety and increasing customer service."



In terms of quantifying his lab's success, Wong says he's measured on how quickly, consistently and accurately the lab can provide test information to the clinicians.

"At the end of the day, my lab is successful if it's delivering accurate results quickly and consistently—and if the phones aren't ringing with calls from clinicians looking for their results."

In the U.S., another quality indicator is accreditation from The Joint Commission, an independent certification body for the healthcare industry. Accreditation means that an organization complies with the highest national standards for safety and quality of care, and is committed to continually improving patient care.

"Today, our laboratory is consistently quiet and calm and the staff is relaxed," says Wong. "Our workforce is focused on productivity, and our lab's overall operation has improved greatly from when I started six years ago. It's definitely a partnership between our hospital and Beckman Coulter."

St. Mary's Hospital Center, Montreal, Quebec, Canada

According to Ralph Dadoun, Ph.D., vice president of Corporate and Support Services, his lab's quality is measured, in part, through accreditations by two organizations—the College of American Pathologists (CAP) and ISO-1589 (one standard of the International Organization for Standardization).



Yet internally, his lab's success is measured by turnaround time speed and consistency, cost reduction, error reduction, and maintaining adequate staffing due to the industry labor shortage. Fortunately, this lab is equipped with state-of-the-art Beckman Coulter systems and automation, all of which helps drive success.

"At the end of the day, we have remarkable quality of results and an excellent turnaround time—all at lower costs," says Dr. Dadoun. "Our benchmarks indicate that we are definitely doing the right things."

Wuxi People's Hospital, Wuxi, Jiangsu Province, China People's Liberation Army Navy General Hospital, Beijing, China

Two labs in the People's Republic of China express similar challenges and needs. They agree that gaining high quality, stable and accurate results remains their top priority—along with achieving shorter turnaround times, continuous training, safe workflow and ultimately, their patients' safety.



"I appreciate Beckman Coulter's research spirit, as well as growing development and application training," says Ms. Ma Cong, director of the Clinical Laboratory for the PLA Navy General Hospital. "All these help my laboratory function more safely and efficiently."

Mr. Chen GuoQian, director of the Clinical Laboratory at Wuxi People's Hospital, adds, "Beckman Coulter's customized service support helps ensure the smooth workflow in our laboratory. To help solve our growing workload, the Beckman Coulter team understands our needs and works out effective solutions as early as possible. In addition, sales managers visit our lab periodically to learn about any new requirements and present the newest solutions in the IVD industry."



From 1935 to Now

A look back at 75 Years

Nineteen-thirty-five was the year that families could first “Pass Go” and collect \$200, or land on Boardwalk and Park Place on the Monopoly board game. The U.S. Congress passed the Social Security Act. King George V of the House of Windsor celebrated his silver jubilee. A different kind of “King”—Elvis Presley—was born in Tupelo, Mississippi, and six months later the 14th Dalai Lama, Lhamo Thondup, was born in a small settlement in Tibet. And baseball great Babe Ruth played the final game of his career—in Fenway Park, as a Boston Brave.

In the world of scientific and medical research and discoveries, 1935 was the year that Robert Watson-Watt was granted a patent for Radar. Inventor Wallace Carothers created polyamide 6-6, later known as Nylon. Gerhard Domagk published his findings on Prontosil, the first “sulfa drug” for curing bacterial infections. And in Pasadena, California, Dr. Arnold O. Beckman founded National Technical Laboratories, the company that was to become Beckman Coulter.

“I was lucky, as I look back,” Dr. Beckman said in 1995. “We had an environment such that we had to take care of our own amusement and improvise for our experiments. We had to make do with what we had...I think that was a very good thing.”

Dr. Beckman had found his passion for science as a pre-teen, which was about the same age that Joseph Coulter was in 1935. Joseph’s brother Wallace was working as a young radio station engineer-producer, and it would be another 18 years before the two Coulter brothers developed and received a patent for The Coulter Principle—an electronic, automated method to count and measure the size of microscopic particles.

Through the years

During the 1950s, National Technical Laboratories changed its name to Beckman Instruments, Inc., and the Coulter brothers formed the Coulter Corporation. Even before Beckman acquired Coulter, the companies were making parallel contributions to the world of industry, medicine, education and even space exploration. The Model C Coulter Counter was used in sizing particles of solid rocket fuel in order to ensure uniformity and predictability of engine burn. Astronauts walking outside their spaceships wore environment-controlling backpacks that contained a sensor developed by Beckman to monitor the carbon dioxide in the breathing atmosphere; an alarm would notify NASA’s control center on earth if dangerous concentrations were detected.

“In my years managing the Heritage Exhibit, I have always been amazed at the diversity of technologies in which we were involved,” says Pat Ashton, senior communications specialist in Corporate Communications. “Our instruments contributed to identifying the DNA double helix, monitored the air in submarines, and sent men to the moon. Numerous Nobel Prizes were awarded for research conducted using our instruments, and we introduced transistors. It is always fun to point these things out to people who only know us as the company we are today.”

Over the decades, Dr. Beckman and the Coulter brothers had shared a passion for research, entrepreneurial spunk and a commitment to helping others. Rousing his sales force in the 1990s, Wallace Coulter donned boxing gloves and told them, “Rule of a good salesman: List the positives and concentrate on them. And after you make the sale, service the needs of your customer the best you can. Do this and you will build a loyal customer base that will stay with you in the hard times.”

An amazing future ahead

Beckman Coulter continues to lead the industry in innovation and customer service. As Wallace Coulter predicted, loyal customers stay with Beckman Coulter—even during tough times—and our growth continues because we want to support them and serve their needs for new products. “I’ve been doing this for over 40 years and I can tell you that I’ve never seen a company provide more support for a project,” says Tristram Rogers, executive director, Pathology and Laboratory Medicine at Wake Forest University Baptist Medical Center, which underwent a tremendous conversion to full automation with Beckman Coulter in 2008. “The amount of support Beckman Coulter gave us, I found to be incredible.”

As we move into our next 75 years and beyond, Beckman Coulter’s contributions to our customers and the world of scientific research will continue to impress. “If I look back at where we were in 1935 and see how far we’ve come, I can’t even imagine where we’ll be in the next 75 years,” says Bob Hurley, president and CEO. “There could be a radical change in how we administer diagnostics, or in how we interact with our customers—changes we wouldn’t even dream possible right now.

“But one thing is certain: the customer will always be there,” continues Hurley. “That’s the common thread that is woven throughout our history. No matter how we change or technology changes, the customer is always king.” ●

Concerning Quality

A close-up on our **AccuTnl clinical trial** process

In 2010, you heard a lot about product quality issues relating to our Sodium, Glucose and Troponin (trademark, AccuTnl) assays, as run on our UniCel systems. You're probably also aware that the AccuTnl assay is in the midst of a new clinical trial for re-submission to the FDA.

But do you know exactly what a clinical trial involves? Take a peek into the five-stage clinical trial process—and follow the progress of the AccuTnl assay as it makes its way through each step.

What's a Clinical Trial?

Clinical trials are directed by the U.S. Food and Drug Administration (FDA) before any new regulated drug product or medical device (like our AccuTnl assay) can be brought to market. They are generally conducted in five stages:

AccuTnl Progress: We have completed study set-up at several enrollment sites, as well as a majority of the testing sites. The study set-up process is lengthy, and we expect to have substantially more than the usual number of sites in this trial.

"The number of enrollment sites needed was driven by several factors: our time frame, the number of patients required by the statistical plan, and the PI's staffing level, as they will be required to obtain informed consent from each of the patients to participate upon presenting at the emergency department," explains Dwight Denham, director, Clinical Research, Health Economics and Reimbursement Affairs.

Stage 1:

Planning

For researchers conducting in vitro diagnostic (IVD) trials, the FDA provides guidance through a process called a pre-Investigational Device Exemption (IDE) submission. The pre-IDE process allows the company to work with the FDA to align the study objective and design, prior to initiation. Once alignment is achieved, a detailed investigational plan can be completed. This plan describes the study protocol such as its objective, experimental method and operational requirements.

AccuTnl Progress: We achieved alignment with FDA on our pre-IDE submission in May and the investigation plan was drafted in June, completing Stage One.

Stage 3:

Study Execution

During this phase, enrollment sites start collecting patient samples according to the study protocol. Meanwhile, our researchers conduct on-site visits to ensure proper documentation is in place. For IVD trials, testing of the samples often occurs in centralized testing sites throughout the phase.

AccuTnl Progress: Our AccuTnl clinical trial moved into this stage in September. From now through early spring 2011, our Immunoassay and Molecular Diagnostics Business Group's Clinical Research staff from Carlsbad, California, and Chaska, Minnesota, will continue to manage multiple enrollment and testing sites, external contract research organizations, a clinical database firm, contract employees, as well as a diagnosis adjudication process.

Stage 2:

Study Set-up

In this stage, our research team selects enrollment sites to conduct the study. Each study site must meet the requirements of the clinical protocol and be supervised by a principle investigator (PI) at the actual study site. The PI's research staff must agree on the study budget, contract, and the necessary submission for approval by the Institution's Review Board (IRB). Once IRB and contract approvals are complete, the site can be trained to conduct the study. In the case of IVD studies, there can be study sites that enroll the patients in the trial, sites that perform the analytical testing of the specimens, or sites that do both.

Stage 4:

Data Analysis

In this phase, our researchers will close out each site by auditing its documentation to ensure compliance to the protocol. Data from the different sources are combined into a database to be cleaned and validated. Multiple statistical parameters will then be used to examine the performance of the AccuTnl assay for the Access II and Dxl instruments.

Stage 5:

Submission

After the statistical analysis, researchers will report their final results, conduct a data review, and work with our regulatory team to prepare for FDA submission. Currently, the AccuTnl study is on track for re-submission in the first half of 2011. ●

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



For the latest news about our Compliance & Quality Systems Improvement (CQSI) initiative, please visit the CQSI site on Odyssey.

Beckman Coulter and Indiana University

From cocoa trees to water fleas, the Biomek

Genetic Secrets Uncovered to Sustain the Chocolate Supply

It may be the most delicious genetic breakthrough yet. Research performed by Indiana University (IU) using Beckman Coulter's Biomek workstation and a next-generation DNA sequencer could help sustain the world supply of chocolate—and the livelihood of millions of farmers in West Africa and other regions.



As part of a unique public/private research consortium led by Mars, Inc., in partnership with the U.S. Department of Agriculture (USDA), the IU Center for Genomics and Bioinformatics (CGB) helped complete a draft of the *Theobroma cacao* genome, the tree that produces the beans for chocolate production. The tree's genome information was released to the public in September (www.cacao genomedb.org) and allows chocolate farmers to use genetic information to pinpoint beneficial crop traits, improve tree breeding and protect their often-fragile incomes.

In recent years, the production of cocoa—the main ingredient in the world's favorite confection—has been plagued by serious losses due to pests and diseases. Cocoa farmers have been unable to put an end to the spread and are losing entire crops to diseases.

According to the USDA, disease causes an estimated \$700 million in dead-loss for cocoa farmers each year. In regions such as West Africa, which produces 70 percent of the world's cocoa, such losses can cripple economic growth.

Today, thanks in part to the Biomek workstation, chocolate farmers can begin using genetic information to better understand why certain cacao plants are affected by disease while others are left unharmed. This

knowledge can help improve their planting stocks, accelerate their breeding process and expedite the development of disease-resistant cacao trees—possibly even leading to trees that produce tastier or healthier cocoa.

"When you need to wait three or more years for a tree you plant to bear the beans you sell, you want as much information as possible about the seedlings you're planting," says Keithanne Mockaitis, CGB sequencing director and leader of the cacao work at IU. "We expect this information will positively impact

some of the poorest regions in the world, where tropical tree crops are grown. Making the genome data public further enables breeders, farmers and researchers around the world to use a common set of tools, and to share information that will help them fight the spread of diseases."

The IU CGB began its work with the Cacao Genome Project in early 2009 and has been using a variety of technological assets to get the job done.

One such tool is our Biomek FX^P dual hybrid laboratory automation workstation, which helped researchers automate the preparation of the samples going into next-generation sequencing in the lab.

"Preparing the samples and ensuring DNA is in the right format for analysis is a very time- and labor-intensive process," explains Alisa Jackson, product manager for Strategic Marketing, Life Sciences. "Our Biomek FX^P workstation aided CGB researchers by increasing the speed, efficiency and accuracy of that process, ultimately helping to increase sample throughput and consistency of results."

While the cacao genome continues to be improved with respect to assembly and annotation, the public release already represents 92 percent of the genome, revealing approximately 35,000 genes. Mockaitis and the IU CGB are contributing additional research for Mars and USDA scientists to better understand the timing and functions of genes expressed in the tree, and the sequence variation among different cultivars used in cacao breeding.

"This effort, which will allow fast and accurate traditional breeding, is about applying the best of what science has to offer in taking an under-served crop and under-served population and giving them both the chance to flourish," says Howard-Yana Shapiro, Ph.D., global staff officer of plant science and research at Mars.

Just what does this mean for us? Chocolate lovers everywhere, rejoice! ●



What Sets Next-generation Sequencers Apart?

Namely, speed and efficiency. Compared to conventional capillary-based sequencers, next-gen sequencers can process millions of sequence reads in parallel rather than just 96 at a time. This massively parallel throughput may require only one or two instrument runs to complete an experiment.

Collaborations at Work

FX^P is making genetic inroads



Biomek Technology Fueling Progress in Environmental Genomics

Biomek FX^P technology is not only playing a vital role in the Cacao Genome Database project, it's also being spotlighted in another emerging field of study—environmental genomics.

In August, researchers from Indiana University (IU) Bloomington's Center for Genomics and Bioinformatics (CGB) promoted the benefits of Biomek FX^P automation during a nine-day workshop held at Mount Desert Island Biological Laboratory (MDIBL), located off the coast of Maine. Taught by a diverse array of scholars, the event was designed to show veteran scientists and scientists-in-training about how a common flea species, *Daphnia pulex*, is helping to advance a new field of science called "environmental genomics," largely using water flea genomes.

"The point is to put into people's hands the knowledge and tools to use technological advancements in genomics research, and to apply these to ecology and environmental health research," says John Colbourne, genomics director of the IU Bloomington CGB and one of the course organizers. "We are helping people think about studying environmental stress by looking at what happens to whole populations from a genetic perspective. This knowledge may one day facilitate decisions on how to mitigate environmental threats, such as knowing the biochemical effects of dispersants used in response to the oil spill disaster in the Gulf of Mexico."

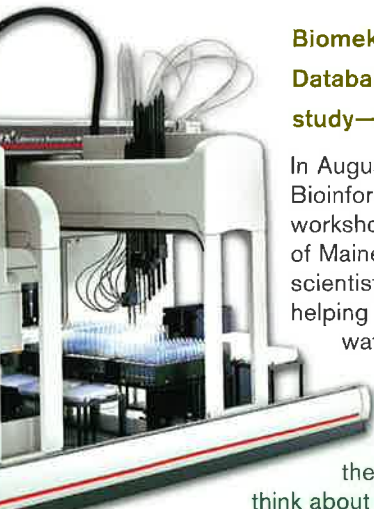
Essentially, scientists believe the water flea genome is a model organism that demonstrates which genes turn on or off in response to the presence of certain biological hazards—even at low concentrations.

By using high-throughput genomics techniques, scientists can examine the changes in the DNA and in the expression of genomes after exposure to environmental stress like organic pollutants, heavy metals, pharmaceuticals, parasites, changes in water chemistry, acidity and temperature.

Ultimately, this knowledge may give environmental scientists new ways to sense and diagnose impending environmental and human health disasters.

During the event, Beckman Coulter scientists were on hand to demonstrate the use of robotic technology and automated protocols that can help environmental genomicists perform research on large numbers of samples representing whole populations. Going forward, course planners aim to host this course annually, each August.

"We've learned through the *Daphnia* research consortium that a sure way to incite rapid growth of a critically important field of research is to be very open and make as much data and tools available to researchers as possible," says Colbourne. "This course was very much devised with the next generation of researchers in mind." ●





One Man's

Journey with Cancer

How Dr. Russ Bell, a new prostate cancer monitoring project, and the Beckman Coulter Foundation have come together to create a remarkable path forward for cancer patients

"You could have cancer" are perhaps the four most dreaded words in the English language. Earlier this year, Dr. Russ Bell heard them for the first time. "In April, my doctor told me my PSA levels were rising," says Russ, "and by June, I had a prostatectomy. It was that fast."

PSA, or prostate specific antigen, is a protein produced by the prostate gland, and prostate disorders like cancer can increase the protein level in the blood. Russ' PSA levels meant a biopsy was needed. The biopsy confirmed cancer was present, so he and his doctor made the decision to remove his prostate.

Case closed, right? If you know Russ, you know this is just one part of the story of his unexpected journey with cancer.

Our paths crossed

Russ has been a part of Beckman Coulter for a long time. When he retired in 2009, he was senior vice president and chief scientific officer. He was brought into the company as president and CEO of Hybritech, Inc., when they were acquired in 1996. Hybritech was purchased mainly for their experience in monoclonal antibody and immunoassay development; in fact, their

PSA test (Tandem® PSA) was the first in vitro diagnostic test approved by the FDA for prostate cancer detection and management, and it became the basis for our current Hybritech® PSA product line.

Fast-forward to early 2009, when the University of California, Los Angeles' Department of Urology launched the Active Surveillance for Cancer of Prostate (ASCAP) Project. Founded by Dr. Leonard S. Marks, professor in UCLA's Department of Urology and one of the foremost urologists in the U.S., the project's aim is to identify men most likely to benefit from watchful waiting or "active surveillance" of prostate cancer rather than active intervention (i.e., surgery). Recent advances in medicine have shown that for men who harbor tiny, slow-growing lesions, active surveillance is often preferable to treatment with surgery or radiation, which may cause harmful side effects. The project is also unique in its emphasis on advanced prostate imaging with a new device used to track biopsy location and follow small prostate tumors in men entering the ASCAP Project.

Fast-forward again to late 2009, when the Beckman Coulter Foundation—the company's private charitable foundation that Russ was crucial in forming—learned of the ASCAP Project and decided its goals were aligned perfectly with the Foundation's mission of funding programs focused on healthcare-related research. So, in March 2010, the Foundation funded a grant of \$50,000 to support the work of a graduate student researcher assigned to the project, which allows the team to accelerate its research and increase its enrollment rate and data collection capabilities.

The new road ahead

When Russ learned of his rising PSA levels, it was a natural decision for him to get involved and become a part of this groundbreaking cancer monitoring project—and the irony of being involved in a project so near and dear to his Hybritech roots isn't lost on Russ. "I never thought I'd be taking an active part in a clinical study as a patient, let alone because of prostate cancer!" he says. "And because my case required follow-up, I ended up being one of the first patients in the ASCAP Project to have this new imaging technology used on me successfully."

Now, Russ volunteers his time helping patients at the cancer treatment center in a hospital close to his home near Helena, Montana. "This journey has reminded me of some very valuable lessons," shares Russ. "First and foremost, I encourage all men over 50 to get tested for prostate cancer—it's all about early detection. Don't put it off. It's very likely that the ASCAP Project will confirm that many men with prostate cancer will not need surgery or radiation.

"Also," continues Russ, "everyone at Beckman Coulter should be proud of what you do every day to support healthcare advancements and delivery. The relationships that both Beckman Coulter and the Foundation have formed over the years with the best physicians and researchers in their fields continue to achieve amazing things."

And how, might you ask, are things going with Russ' post-surgical monitoring? "The latest PSA results are in: Undetectable! Thank you for helping save my life!" ●

Did you know...?

Prostate cancer is the second most common form of cancer in men, with approximately 900,000 new cases diagnosed every year, worldwide.

GLOBOCAN 2008



Spotlight: Shanghai, China

Shanghai, in the People's Republic of China, is among the fastest growing cultural, business and economic centers in the world. Host of the record-breaking World Expo 2010, the city is home to more than 18 million people, the largest and busiest cargo port in China, one of the world's most breathtaking skylines, and the headquarters of Beckman Coulter Commercial Enterprise (BCCE)—China.

"Our Shanghai office is right in the heart of the Lujiazui Finance & Trade Zone, Pudong, Shanghai," says Tiffany Jiang, strategic marketing director for Asia Pacific. The large city is separated by the Huangpu River into east (Pudong) and west (Puxi) divisions.

"Pudong is a newly developed area and the new financial center of Shanghai," says Jackey Ho, president of Beckman Coulter Asia Pacific. "City planning is modern and much more spacious than the old part of Shanghai. It takes only 10 minutes by car to get to the Oriental Pearl Tower which is located at the river front where you can have a spectacular view of the old town."

BCCE employees work from two Pudong office locations—the UC Tower, near Century Park and the Shanghai Exhibition Center, and Software Park, which is about a 10-minute walk from the UC Tower. "We have a great team in China, and the management is very committed to develop our people who will be our task force to build our market leadership," says Ho.

Incredible growth continues

Twenty years ago, Pudong was mainly countryside and farm land. Today, it is home to the Shanghai Stock Exchange, the Shanghai World Financial Center, the famous Oriental Pearl Tower, and an ever-growing number of successful, international businesses. On top of hosting the largest World Expo in history—more than 73 million visitors between May and October 2010—Shanghai has officially been selected by The Walt Disney Company as the site for the next Disney theme park, and is a vital site for Beckman Coulter.

"If I can consider Shanghai represents China as a whole, I would be proud to tell our colleagues around the globe that our team has achieved all our financial and operational objectives in our five year plan in only three years," says Ho.

An outing organized by the Shanghai Staff Committee (with family members).



A long-time pioneer and leader in China, Beckman Coulter's creation of BCCE paved the way for enhanced sales and customer service in Shanghai and throughout China, leading to phenomenal sales growth.

"In past years, customers needed to sign contracts with foreign trade companies to purchase products in U.S. dollars, and the orders were sent to Hong Kong for processing, and then the products imported to China either from the U.S. directly or via Hong Kong," says Candice Mak, marketing communications manager, Asia Pacific. With BCCE approved as a Foreign-Invested Commercial Enterprise in China, orders can now be processed in China using the local currency (Renminbi) and products shipped directly to Shanghai for distribution—expediting the sales process and increasing customer satisfaction.

"We work very closely with the commercial teams in each Asia Pacific region and all five business centers," says Jiang. "Our brand name is well recognized, we have a great product portfolio and our dealer network is very well engaged and managed."

A bright and busy future

Sales in China are done both direct and through more than 40 dealers throughout the country. Christine Zhang, human resources manager, notes that Shanghai employees work with all 11 offices in China on a regular basis, as well as the manufacturing plant in Suzhou.

"We have a very strong team and great leaders. Their passion, dedication, professionalism and market expertise have contributed to our successful business over the past few years," says Jiang. Mak agrees. "Beckman Coulter employees in Shanghai are loyal to the company, we like the management style, and all of us feel fortunate to be working at a good company like Beckman Coulter."

And as an impressive 2010 wraps up on the heels of the 37 percent sales growth Beckman Coulter achieved in China in 2009, Ho says that the team's goals remain lofty. "We plan to sustain an above-market average growth rate and lead Asia Pacific to be the main growth engine for the company in the next five years." ●



Staff Performance Competition held at the 2010 Annual Dinner in February.

Concerning **Quality**

It's important that we keep quality at the forefront of everyday activities to maintain regulatory compliance and optimally serve our customers.

—Renae Giles, Chaska, MN

I recommend the Quality article because it gives information on our efforts to enhance quality and how improvements are being made.

—Natasha James, Miami/Kendall, FL

China Comes to Beckman Coulter

It's interesting to hear some discussion around global operations forecasted to drive major growth in our future operations.

—Nicholas Mirzayans, Brea, CA

A Day in the Life of a Med Tech

Absolutely excellent! It's great to see our products from a customer's perspective.

—Kathy Fraser, Carlsbad, CA

It is interesting to really understand how the quality of Beckman Coulter products can really influence a typical day of a lab professional.

—Doug Jacobson, Chaska, MN

I enjoyed "Life of a Med Tech" because it's always interesting to see how our instruments and services are integrated into our customers' day-to-day duties and challenges.

—Krystal Finney, Morrisville, NC

Supporting the Scientists of Tomorrow

It's nice to hear how we're having an impact in the community.

—Elisabeth Muirhead, Chaska, MN

Spotlight: Indianapolis, Indiana

It is good to get information on the other sites and what they are doing. It helps one realize how diverse the company is.

—Mary Bertelson, Chaska, MN

Congratulations to Joe Patenaude,

senior manufacturing quality technician from our Miami, Florida office, who won the drawing for the Kindle 6" 3G Reading Device after sending in the Beckman Coulter Life reply card. Remember, a drawing is held after each issue, so be sure to send us your comments to be eligible to win our Grand Prize. 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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Printed with soy ink

