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electrophoresis

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We Need Your Feedback!

Focus on Customer Service

continued from cover

Communication. The third factor contributing to Sebia's quality customer service is steady communication between Sebia personnel in the field and customer service representatives in-house. This communication not only promotes understanding and respect of each other's roles, but also ensures smooth operations. Since most customer contact begins with information received from Sebia sales or technical support representatives, it is customer service's responsibility to process requests in an efficient and timely manner. Next, open and clear lines of communication, help the customer service representatives to become more quickly acquainted with laboratory personnel, extending the relationship beyond a particular lab into Sebia's home office.

Customer Needs. Lastly, each laboratory is unique. Sebia is dedicated to providing reliable and efficient customer service by understanding each lab's particular needs. All customer service personnel work diligently with our customers in setting up standing orders, assuring prompt deliveries as well as answering any questions that are within their means.

Sebia Customer Service is here to do what it is meant to do – help and service our customers. We guarantee that you will always receive personal attention when you call Sebia thanks to our outstanding Customer Service team.

Care and Feeding of the HYDRASYS® LC

By: Paul Delgado, Sebia National Service Manager

Because the HYDRASYS® is almost maintenance free, it's quite easy in our busy schedules to forget it's simple care and feeding. To insure maximum performance from your HYDRASYS®, you (the operator) should follow the basic cleaning and maintenance procedures outlined in section VI of the HYDRASYS® LC Instruction Manual or found in your Maintenance Log Book. We at Sebia are dedicated to the support and satisfaction of our customers. Timely completion of these simple guidelines will help insure that your HYDRASYS® LC will present the quality gels you have come to expect from Sebia.

AFTER EACH MIGRATION

- Gently wipe the electrodes with a wet tissue.
- Clean the migration chamber with distilled water.
- Rinse and wipe dry the antisera mask if used.

WEEKLY

- Soak the migration carrier (electrodes down) over night in distilled water.
- Clean the staining tank using the automated "Tank Cleaning" program.
- Rinse the wash and de-stain containers with a 10% mixture of bleach and distilled water.
- Check the applicator carrier height using the Quick Reference Guide and adjust only if required.

MONTHLY

- Clean the staining tank with a 10% bleach solution and distilled water using the automated "Tank Cleaning" program.

That's it, you now have a happy and well-maintained HYDRASYS® LC. While others may consider it to be an end in itself, Sebia considers placement of an electrophoresis system as the beginning of a long-term partnership. Through the efforts of knowledgeable Field Service Engineers and experienced Product Specialists, Sebia works to provide our customers with only the best possible product service and technical support. The Sebia Service Department can be contacted 24 hours a day, every day, at 800-835-6497 for any assistance you might need. We will also be glad to provide you with information concerning our service plans that include yearly maintenance procedures as well as emergency service coverage. Please circle number 102 to receive HYDRASYS® Quick Reference Guides and number 103 for Sebia Service Plan information.



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Separations Company Update

By: Steve Thorne, Vice President, Sales and Marketing

Sebia Electrophoresis has experienced an unprecedented growth phase over the past few years. The success that we have experienced is a testament to the quality of our products and services. Many laboratories across the country, both large and small, have achieved efficiencies and workflow improvements through the use of Sebia's broad product line of electrophoresis automation and reagents. We have developed a reputation as a provider of solutions for individual customer needs. That's a proud role for all of us at Sebia. But we also realize that with our success comes a growing number of laboratory technicians, physicians and patients that rely on Sebia products each day.

We take that responsibility seriously. In the last twelve months Sebia has doubled the size of our technical support group, added field service managers and increased our ability to respond quickly and efficiently to customer needs. We offer hotline support 24 hours a day, 365 days a year. All of our field representatives are equipped with the best technology available in order to quickly troubleshoot, communicate and track customer needs and requests on a real time basis. We have recently introduced an Immunofixation Interpretation Seminar series which we will continue to expand upon in the coming months.

At Sebia, we believe that providing high quality products and support is vital to our growing role as a world-wide market leader in electrophoresis. Therefore we will continue to invest a significant portion of revenue into R & D and customer support to ensure that each of our customers receive the on-going support and service they have come to know and expect. However, our ultimate success depends on focusing on our customers to the point that we anticipate their needs.

If you would like to learn more about Sebia Electrophoresis, please circle number 101 on the reader response card.

Focus on Customer Service

By: Katarina Relja, Operations Manager

It is a sad commentary that today automatic operators and voice mails are replacing human beings at the other end of the phone line. Generally, the importance of good customer service is being overlooked; however, we at Sebia Electrophoresis are dedicated to providing our customers with quality service. To that end, when calling Sebia during business hours, you will actually speak to a knowledgeable person who will either immediately assist you or direct your call accordingly. We feel that this is the first step to superior customer service.

Training. The next step towards superior customer service is to only have knowledgeable personnel filling this important role. All Sebia customer service personnel receive well-rounded training. This means that training not only encompasses order processing/computer skills, but also a general knowledge of electrophoresis testing that includes chemistry applications and instrument performance. Customer service is encouraged to gain knowledge of all aspects of the industry and ask their technical and service oriented colleagues questions. So, when a call requiring service or technical support is received, the customer service representative is able to understand specific customer needs and the undoubtedly urgent nature of the call as well as the importance of its imminent resolution.

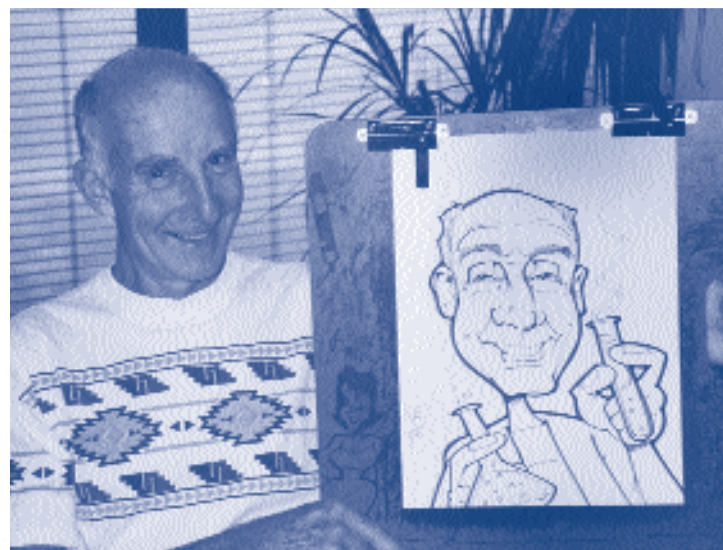
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Clearly Superior...

AUTOMATICALLY BETTER

Ask Borek

By: Borek Janik, Ph.D.



The first question you might ask is "what is Borek?" Well, Borek is my first name. It is not Boric like in boric acid or Boris like in Boris Godunov, the czar of Russia and the main character of the opera by Rimsky-Korsakov. My last name is Janik (preferably pronounced as yanik). On special occasions I might add three more letters to my name, Ph.D. For those who want to know, I earned those letters in chemistry from the Czechoslovak Academy of Sciences. My post-doctoral stint took place at the University of Michigan in Ann Arbor in electrochemistry of nucleic acid components. In my professional career I thrived in several fields of chemistry (clinical electrophoresis was one of them), molecular biology and other less scientific disciplines such as membrane filtration. I held managerial positions in research, R&D and technical service and published a lot because I either had to or wanted to.

Your second question might be about the topics you should ask me

Sebia Showing Off

Look for Sebia at your next regional meeting.



to discuss in this column. Because of my background I do not feel competent to answer questions of the "Dear Abby" type, such as "why my cat doesn't use her litter box" or "my boyfriend forgot the 3rd month anniversary of the day we met". If pressed however, I can answer some questions about gardening, collecting (and eating!) wild mushrooms, hiking or skiing in the Rockies and other exciting activities.

The topics we really should discuss concern clinical electrophoresis, particularly in connection with the Sebia HYDRASYS® automated electrophoresis system. They may include the techniques themselves, interpretation of the results, problems to solve or whatever you would like to know more about.

With any question, please include as many pertinent details as possible. For example, for the interpretation of results, information concerning the sample, assay conditions and the patient is essential. The more you can tell me, the more I can tell you. Remember, a picture is worth 1,000 words. So send the gel (I will return it) or its scan, rather than a description. Incomplete questions like "I saw a strange band on SPE, what is it?" will be answered "who knows?"

You may use any civilized way for getting your questions to me. These include mailing them to Sebia at 190-6611 Bay Circle, Norcross, GA 30071, attn. "Ask Borek", faxing to 770-446-8511 attention "Ask Borek", or sending an e-mail at bjanik@sebia-usa.com seem to be the best choices. Carrier pigeons, marathon runners or chariots are viable but considerably more challenging alternatives. In any case, include your name, laboratory name and phone number should I have questions for you.

I will be looking forward to answering your questions. I will answer all but we might not be able to publish all of them if there are too many.

In addition to the national exhibits including CLMA and AACC, Sebia supports and participates in regional and local exhibits whenever possible. On September 7-9 we attended the fourth annual CLMA Southeast Regional Conference in Atlanta, Georgia. CLMA chapters that sponsored the meeting included Alabama, greater Atlanta, Spirit of Virginia, Blue Ridge, Middle Tennessee and Valley Regional. The conference covered topics ranging from laboratory techniques to business management presented by national and local speakers. Next years conference will be held in October, again in Atlanta, Georgia.

September 24 - 27 found us at the 1999 Joint CAMLT/CLMA meeting held in Sacramento, CA. Their theme this year "Fast Track to the New Millennium", was carried through to all presentations and workshops. Chapters sponsoring this meeting include Greater Los Angeles, Greater San Diego, Inland Empire, Sacramento Valley and Sierra Valley.



Customer Focus

UNIVERSITY HEALTH CARE SYSTEM
Augusta, Georgia

Since 1818, University Hospital has served the medical needs of the Augusta, Georgia community. Today, it is much more than a hospital. It has emerged as a multi-faceted not-for-profit health care system offering a comprehensive and integrated range of health care services in the Central Savannah River Area. As part of the Premier buying group, University Hospital anchors this system as the second largest hospital in Georgia with 612 beds.

President and CEO J. Larry Read has a philosophy that seems to be interwoven into every department of the University Health Care System. "...In everything that I and the staff at University undertake, our first concern should be what is best for the patient, what will result in patient satisfaction and how can we do the best job of providing the best patient care with excellent outcomes and at a competitive price."

The reasons Tess Scott, Laboratory Manager, and her experienced team decided almost two years ago to choose Sebia as their electrophoresis vendor seem to be right in line with this philosophy. Having run several vendor's products both semi-automated and manual Tess explains, "We were looking for automation with labor savings and standardization of results to

improve our level of patient care." When Pam Long, MT(ASCP), Technical Coordinator, saw the Sebia product she was impressed and immediately realized the potential labor savings. "Immunofixations were much more confining with the manual system." Darlene Boyd, MT(ASCP) adds, "Before, you had to stay with the system running proteins, but with Sebia you can just walk-away." "And it is fast!" chimes in Peggy Dicks, MT(ASCP).

Another aspect of the HYDRASYS® system is the technologists seem to really enjoy is the way the reagents are provided as liquid concentrates. "(Sebia) reagents are so easy to make up with just water, and you can process 40 fixes before you need to change the stain!" reports Pam. Darlene adds that they don't need their hood any more since supplemental bulk reagents are no longer required. Peggy also finds the densitometer easy to use and really likes the nice and clear 8-1/2 x 11" printouts.

Seven technologists have been cross-trained to run the system since receiving it March of last year. "The system is both reliable and dependable allowing us to have more techs running it. Service and support are good." states Tess. "And we love the (Sebia) office support!" adds Pam.

This team agrees they are really happy they chose Sebia. Their only regret...they wanted to go to Paris for training!



Peggy Dicks, Darlene Boyd, and Pam Long

We Need Your Feedback!

In order to better serve you, we constantly update our Sebia Separations mailing list. Please complete this card and return to us.

Please circle the reader service numbers of those items on which you would like more information.

article [101](#) article [102](#) article [103](#)

Number of electrophoresis tests run per week

Protein _____

Immunofixations _____

Hemoglobin _____

Please include your name and address here.

check here if this is a new address

Comments: _____

Thank You For Your Assistance