

# EasyCell<sup>®</sup>assistant Questions by Category

## Product positioning to customer needs

**Q** How could you open a dialog about the EasyCell Assistant to a skeptical medical technologist?

**A** EasyCell Assistant is a walk away analyzer that assists existing staff to be more productive and proficient, it does not replace existing medical technologist.



**Q** How would you address Pathologists who work remotely?

**A** EasyCell Assistant offers remote viewing capability which means not having to go into the lab as results may be viewed from anywhere, and improves turn around time.

**Q** How would you describe Competency Review to a hematology supervisor?

**A** Competency Review will enable a supervisor to assess and document competency of all staff across all experience levels, as well as recent graduates.

**Q** How would you describe how the EasyCell Assistant would benefit a short staffed night shift?

**A** EasyCell Assistant is a walk away analyzer. The Technologist loads the smear(s), presses run, and moves on to other tasks. They then may review the results when they have time.

**Q** How would you address a situation where there is a main hospital with numerous satellite locations?

**A** EasyCell Assistant allows for the ability for pathologists to review results from other satellite locations and solicit input or opinions from other Pathologists.

## Key features versus competition

**Q** Name the key advantages of oiling slides outside the EasyCell Assistant.

**A** No oil buildup inside the analyzer means minimal maintenance and no down time.

**Q** List two features the EasyCell Assistant offers that Cellavision does not.

**A** Stat capability and bar codes not required.

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**Q** Explain a benefit of not reclassifying abnormal WBC on the EasyCell Assistant.

**A** Staff viewing abnormal WBC are still in control if identifying abnormal cells. All normal and abnormal images must be reviewed in any event.

**Q** How does Cellavision justify the high costs of their analyzers?

**A** They generate a report of reduced screening time, which then quantifies how many FTE may be eliminated.

**Q** How would you describe the ease of measuring large Platelets or RBC on the EasyCell Assistant?

**A** The technologist positions the cursor over on edge of the object being measured. To measure in microns, the technologist drags the cursor to the other side of RBC or Platelet, and it displays the size (in microns) of the object being measured.



## System Operations

**Q** Describe how the Stat function works on the EasyCell Assistant.

**A** Open the yellow Stat door, insert the pre oiled and stained smear, close the stat door. EasyCell Assistant finishes the smear in progress, proceeds to the Stat smear, then continues with the next smear in the carousel.

**Q** Why are manual smears not acceptable for digital imaging systems?

**A** Any automated digital imaging system requires consistency, uniformity, and a mono layer of cells on the slide.

**Q** How can the EasyCell Assistant handle slides with no bar codes or unreadable bar codes?

**A** A digital picture is taken, and attached to the patient result for positive patient ID. Sample identification is typed into the sample ID field.

**Q** How could you deal with a small rural hospital with a small budget, who prepare manual smears?

**A** Include an HemaPrep in the offer.

**Q** How many patient results reside on the EasyCell Assistant hard drive?

**A** 10,000, including all images and reports.

**Q** Why do you process a normal and abnormal slide for each QC run?

**A** To verify the EasyCell Assistant can locate both normal and abnormal WBC.

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5 Oak Park Drive, Bedford, MA 01730-1413 USA  
Continental US: 800 777 5983 International: 781 275 4892  
Fax: 781 275 2731 medicacorp.com  
technicalsupport@medicacorp.com sales@medicacorp.com