

Building Partnerships Rooted in Trust

How Micro-Tech Supports ASCs with Reliability and Care

Karen Flynn, Ed.M.

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James Cox,
Micro-Tech Sales
Representative

The work at Micro-Tech Endoscopy is not just about manufacturing and selling medical devices—it’s about building partnerships rooted in trust, understanding, and exceptional customer service.

Micro-Tech sales team James Cox (Jim) and Beverly Sullivan (Bev) bring this philosophy to life through their deep GI expertise, practice-focused approach, and dedication to meeting the unique needs of Ambulatory Surgery Centers (ASCs). Their commitment has earned them lasting trust from their customers, empowering ASCs to deliver the highest quality of patient care.



Experience Meets Customer-Centered Service

Jim and Bev bring a unique blend of knowledge and dedication that shapes how they support ASCs. Jim, a seasoned sales professional with extensive experience in the GI device space, focuses on ensuring customers receive the best pricing and product availability.

Bev, a former endoscopy nurse, adds an insider’s perspective on physicians’ needs gleaned from over 20 years of clinical experience. “I know what they’re going through,” Bev shares. “I’ve lived the day-to-day battles they face.” This understanding allows her to anticipate potential challenges and proactively address them—a skill that does not go unnoticed by customers.

“They don’t see us as just salespeople,” Jim adds. “They see us as a resource, someone on their side.” It’s this dual role as product experts and trusted advisors that sets Jim and Bev apart.