Inauguration Ceremony of the Benny and Lotty Reich Geriatric Wing

continued from page 10

The new Benny and Lotty Reich Geriatric Wing incorporates two 38 bed modules, fitted with special mattresses that allow side movement and prevent pressure sores. The wing also includes a spacious dining room, a fully equipped occupational therapy room and a physiotherapy hall with all the necessary facilities.

An intensive care room equipped with the most recent technology, including monitors and respirators is situated directly opposite the nurse’s station so as to ensure close supervision.

Lotty Reich’s benevolent gift has done more than just afford RMC with superior facilities and provide the aged, their families and staff with handsome surroundings. It will also contribute towards changing people’s perception of the elderly and their needs in Israel.

“A Salute to AFRMC” continued from page 4

It is therefore because AFRMC is in such capable hands, with ever growing support under Barry Cohen’s Chairmanship, and because of my enhanced responsibilities and opportunities to serve my Army and our nation, that I will not be standing for re-election as AFRMC’s President at the next annual meeting, nor will I be in a position to serve as an active member of the Board.

I thank Miriam Romm and Dan Oppenheim for the confidence they had in me from the very beginning and thank Halina Pebody for her devotion, hard work, and friendship. With all due respect and apologies to hundreds of others across our great land who are not acknowledged in this message, I thank Danny Goldberg, Shimon Topor, Annie Totah, Phyllis and Malcom Trobman, Bilha Fish, Naomi Houminer, Raquel Ramati, Tziki Rosenthal, Amira Rotem, Joel Frankel, and Arlene Streitza who attended events Susan and I hosted, who opened their homes and gave of their time and resources, and who experienced over the years. May 2002 be a year marked by peace and devotion, hard work, and friendship.

With New York Governor George Pataki serving as Honorary Chair and opening the program, the capacity crowd of Friends and RMC for the support it receives from the financial, leadership and participation of all involved. Dr. Oppenheim paid tribute, and offered special thanks to Leon Davidoff and his family whose major contribution laid the foundation for the creation of the new comprehensive cancer center, the first of its kind in the Middle East. Phyllis and Malcolm Trobman presented an award to Dr. Oppenheim in commemoration of the 65th anniversary of Beilinson Hospital.

NY Governor George Pataki, Ehud and Nava Barak Pay Tribute to RMC

American Friends of Rabin Medical Center (AFRMC) proceeded with its annual gala event despite the hesitation of their Israeli friends who had expressed much concern about drawing upon the time and resources of Americans during this difficult time. But as the Chair of AFRMC noted in his opening remarks, the American Friends thought otherwise, believing in the importance of this great medical center and in moving onward with one of those projects destined to help build a better world for future generations.

In addressing the crowd, Dr. Dan Oppenheim, CEO of RMC, announced that during the week prior to the evening’s event, Israel’s first robotic surgical heart-by-pass operation had taken place on RMC’s campus, an event that followed by just five days, Israel’s first living donor liver transplantation, also at RMC, from an adult child to a parent. He also expressed gratitude on behalf of RMC, from an adult child to a parent. He also expressed gratitude on behalf of RMC, from an adult child to a parent. He also expressed gratitude on behalf of RMC, from an adult child to a parent.

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Dr. Samuel Waksal Honored at Gala NY Dinner

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This is not a scene from a science fiction movie. In operating theatre No. 12, on November 6, 2001, Rabin Medical Center became the first medical institution in Israel, and one of only 25 establishments worldwide, to apply this method in a complex heart operation. Dr. Alon Stamler, a surgeon from RMC’s Department of Cardiorthoracic Surgery, sat at the far end of the room, observing a computer screen while directing the robot with control sticks. The only sound heard was the voice of the robot, from time to time, warning the surgeons of dangers. Professor Bernardo Vidne, Head of the Department of Cardiorthoracic Surgery, single-handedly scrubbed and gowned in traditional fashion, was at the operating table, changing the surgical attachments and ready to take over in the event that something went wrong.

This extraordinary concept, which will revolutionize the treatment of heart diseases, is the result of intensive research and development of the surgical robots. Developed by the Boston company直eva, the DaVinci Surgical System, has been the subject of intense public interest.

The annual Dinner in November was a wonderful happening from the hospital’s perspective. It enabled us to identify with and express our empathy for the brave citizens of New York and America at large. However, it was also an evening dedicated to Rabin Medical Center and served as evidence of just how far AFRMC has evolved and progressed in the past few years. I am certain that in the year 2002 AFRMC will flourish and assist us in our care.

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A survey conducted in Israel examined forty thousand men and women who had suffered heart attacks. It was discovered that the smokers, 70 percent of whom were men, suffered a heart attack 15 years prior to those who had not smoked. However, the death rate was lower and the rehabilitation faster among the smokers.

A New Era of Healthcare
by Dan Oppenheim

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Dr. Menachem Fainaru, Dean of the Sackler School of Medicine at Tel-Aviv University who also heads RMC’s Department of Medicine, spoke on behalf of the faculty of the Geriatrics Department and himself. In his address to the audience he stated, “Although life expectancy has risen by 90% in the 20th century, the quality of life has nevertheless not improved. The elderly are often susceptible to loneliness, dependency and vulnerability. The aim of the Geriatric Wing is to help the elderly take control of their lives by treating their medical problems so that they might sustain their autonomy and dignity. This, in turn, will contribute to resolving some of the social problems that are they are faced with.

The Geriatric Wing was inaugurated at a rousing ceremony in the presence of Mrs. Lotty Reich; Minister of Health, Rabbi Nissim Dahan; Mr. Ron Huldai, Mayor of Tel-Aviv; Dr. Yitzhak Peterburg, Director General of Clalit Health Services; as well as heads of departments, guests of Dr. Reich and hospital staff.

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\[\text{Shake Therapy continued on page 12}\]

\[\text{RMC Tidbits}\]

- A new spinal clinic, headed by Dr. Nissim Ohana who trained in spinal surgery at the University Hospital of N.Y., has opened at Beilinson. The clinic will deal with a variety of back problems including trauma and emergency.
- A Palestinian family agreed to have their son's organs transplanted into Jewish patients despite the tension existing in the country. The youth died in a car accident. His heart was transplanted in a 44-year-old man while the liver was given to a 19-year-old woman. Both operations were performed at RMC.
- A joint research project of Prof. Eldad Melamed and Dr. Daniel Offer of RMC and Tel-Aviv University and Prof. Daphne Atlas of the Institute of Life Sciences at the Hebrew University, formed the basis of an alliance between a new Israeli pharmaceutical company and a major pharmaceutical company in the U.S. for further testing of the Jerusalem based lead compound, AD4, a treatment of central nervous system disorders such as Parkinson's and Alzheimer's diseases.
- The first workshop in Israel that teaches self-injection of hormones during fertility treatment has opened at RMC (Beilinson Campus). Efi Rosenberg, the head nurse of the In Vitro Fertilization Unit and developer of the workshop says that this will save the couple the need to make daily visits to the hospital and spare them additional emotional stress beyond that which they already endure due to their circumstances. Professor Benny Fisher, Head of the I.V.F. Unit at RMC says that the idea of the workshop corresponds with the policy of the department to simplify the process and convert the treatment to a more accessible one.
- At the Institute of Endocrinology at Beilinson a new diabetic foot clinic has been established. Diabetic patients are at a high risk for foot problems, including sores, blisters and fungus. Hence the need for preventative treatment and guidance as to the appropriate type of shoe, etc.
- Professor Raphael Feinmesser, Head of the Ear, Nose and Throat Department, has been elected editor of the exclusive “Head and Neck” magazine, distributed world wide and used as a source of reference and advances for major medical institutions throughout the world. Professor Feinmesser is the first Israeli to hold this position.
- Dr. David Lilshitz, Head of Laparoscopic Urologic Microsurgery at Golda-HaSharon, was awarded first prize at the Endourology World Congress in San Paulo, Brazil for his research thesis. The research, carried out on pigs, examined the technique of enlarging the bladder, by using the small intestine during laparoscopy.
- The World Organization of Bones and Minerals presented an award of distinction to Professor Uri Liberman, the Chief Scientist at RMC, for his contribution on metabolic research. 3,000 scientists from around the world participated in the event.

Over one hundred and fifty celebrities and prominent artists have donated their talents by contributing painted and designed masks, and other art work (including all the work displayed on this page), for a special silent auction to be held on March 21, 2002 at the Gallery-in-the-Sky in the Chelsea section of Manhattan. 100% of the proceeds from this event will benefit the Rabin Medical Center.

Commencing at 6:30 PM with a buffet reception courtesy of Gallery-in-the-Sky, participants will have an opportunity to view all the work to be auctioned and to enter a bid. There will be entertainment and refreshments until the rewarding of the highest bidders at 9:00 PM.

A catalogue of all the work to be auctioned will be distributed to all recipients of this newsletter along with an invitation to the event. Mail bids will be accepted, but only those present will have the opportunity to make additional bids.

This event presents a unique occasion to support RMC while reaping the reward of obtaining some distinctive celebrity art. All “friends” of AFRCM and their friends are most welcome to attend.

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“A Salute to AFRMC”

It was apparent, to my many friends of AFRMC and to our special invited guests, that Susan and I had a clear conflict that precluded our attending the second Annual Gala Dinner on November 11, 2001. At this difficult time in our nation’s history, each of us is conflicted in different ways, because our lives have been significantly altered since the heinous acts of September 11, 2001.

Susan and I, as with each person, have to make choices. We know that the leadership of AFRMC, and our valued friends and supporters across this great land and in Israel, understand why these recent and significant events necessitated repositioning our heartfelt commitments to our not-for-profit activities, including AFRMC.

With our Armed Forces at war, my immediate priority, in addition to my full-time work with General Haig, is to fulfill the opportunities and responsibilities given to me as Civilian Aide to the Secretary of the Army for Washington, DC. It is an honorific position from which I advise the Secretary, reinforce the Administration’s messages on the war against terrorism, and lend support to those who serve in our Army, National Guard, and Reserve force. On November 11, in Washington, DC, there were several public events to mark Veterans’ Day. We paid homage to those who gave the ultimate sacrifice and hosted the first of West Point’s Bicentennial Celebrations. My Army, my Army, needed me then, and it does now and will continue to do so, with, unfortunately, ever increasing urgency. Choices in one’s use of time must be made, especially when one is confronted on nearly a daily basis with alternative priorities—and particularly when one’s country calls. Each of you knows this in your similarly busy lives.

AFRMC has been my cherished pride from the very beginning because it enabled Susan and me to identify with Israel’s finest medical facility and, in turn, with our heritage which is Israel. When AFRMC’s success was but a vision, a dream, an aspiration of Dr. Dan Oppenheim, our special friend, Miriam Romm, inspired me to assist in its organization and serve as President. Through now nearly eight years, but especially the past two since Burt Lazarow became our Executive Director and good friend, Susan and I have seen this “child of ours,” if you will, grow into what was evident at the Gala on November 11. AFRMC has become a cause with which the leadership of the American Jewish community has now identified and will continue to support. The active support being offered now to AFRMC is testimony that the Rubin Medical Center is recognized as a winning cause and—I am now confident—AFRMC’s future is assured.

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“...and the most important thing is to understand that this most impressive campus will serve as both a fear nothing as we make our way across. With a reference to FDR’s famous words about nothing to fear but fear itself, he said “If only we follow his advice in earnest, we will prevail.” Mr. Barak charmed the guests with some very personal and humorous anecdotes of his daily exploits and shared his hopes and optimism for a successful peaceful outcome of Israel’s problems with her neighbors.

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The Chair of AFRMC, Barry Cohen, who also served as dinner host because the Dinner Chair, Carl Icahn, had an unanticipated conflict on the west coast, shared with all a special message—that thanks to the generous support of a few of the American Friends Board of Directors and some other special friends, this year’s dinner was completely underwritten so all the proceeds would go directly to the new Rabin Medical Center.

In noting that year marks the 65th anniversary of the Beilinson Campus of RMC, he said “Israel is important to the world because of its many contributions in so many areas, and the field of medicine will be one where it will star.” Mr. Cohen also paid tribute to RMC’s Honorary Board member Israel Stern in acknowledging his recent passing.

The event was most successful, both in monies raised for the new cancer center and in bringing greater awareness of RMC to new supporters. “It is important for the American public to understand that this most impressive campus will serve as both a destination and launching pad in the field of medical research and technology,” said Mr. Cohen. “There is no question that RMC will play an important role as an equal partner in the worldwide battle against a broad range of diseases and disorders, and it is my privilege to make that message clear in this country.”

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NY Governor George Pataki, Ehud and Nava Barak Pay Tribute to RMC

Dr. Samuel Waksal Honored at Gala NY Dinner - continued from Front Cover

The Difference is People Helping

As I completed my second year as the executive director of AFRMC, I was particularly excited to reflect on the number of new people who had come forward to offer support and assistance since the first year.

In 2001, not only did we recruit our first Chair of the Board, Barry Cohen, but also we added five new Board members. We now have a Public Relations Committee chair, Yvette Pomerantz, who is not only a p.r. professional, but who also has a passion for supporting these efforts, as do many other committees who are also functioning for the first time—Executive, chaired by President Woody Goldberg; Finance, chaired by Treasurer Shimon Topor; Fund Raising and Programming, chaired by Ron Cohen; and Nominating and Board Development, chaired by David Onn.

There are regional committees in Philadelphia/South Jersey, South Florida, and Maryland/DC, which have met and are anxious to move forward. A number of individuals in each of Northern and Southern California, Houston, Pittsburgh, and northern New Jersey have expressed an interest in helping us develop programs. And, of course, we have had tremendous success with our New York committee in conducting a second, even more successful, Dinner in November—doubling our original goal of raising 25% greater attendance with a waiting list only wide. There will also be a second fund raising effort in NY in 2002—the Celebrity Auction.

AFRMC is most fortunate that in 2001 the law firm of Fulbright and Jaworski, represented by Andrew Freedman, became its Counsel. Our accountants, Hoberman, Miller, Goldstein and Lesser, P.C., provide us with an annual audit and federal filing and have made sure our registration and filings in all the states in which we conduct our business are up to date.

In 2002 we must make even further progress. More funds must be raised to allow RMC to continue to meet its long-term plan to better serve the people of Israel and the region. More volunteers are needed in all the geographic areas in which we are working—especially in helping us find the people we need to serve on our Board and committees and as the chairs and honorees for Dinners and other fundraising programs. More opportunities must be identified to allow us to bring to the public, to medically related institutions and corporations, to foundations and other donors, the message of what RMC can and will achieve in the future—with just a little help.

When we reach out to some of those who are reading this message, I hope the response will be positive. Perhaps there are some who would prefer to come forward without waiting to be asked. I welcome the call. With a little more support, 2002 will be a great New Year.