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Rabin Medical Center, Inc.**
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The Larry King Cardiac Foundation Joins Medical Forces With Rabin Medical Center



Larry King, left, and Barry Cohen, Chair of the Board of AFRMC, are shown following setting into motion the planning for the affiliation between the Larry King Cardiac Foundation and AFRMC.

Los Angeles, CA [March 18, 2003]: Joseph G. Lake, Co-Chairman of the Larry King Cardiac Foundation (LKCF), and Abraham E. "Barry" Cohen, Chair of the Board of American Friends Rabin Medical Center, announced a partnership agreement, which will help raise funds to construct The Larry King Cardiac Unit, at Rabin Medical Center's Department of Cardiology, and to engage with the Rabin Medical Center in Cardiac care treatment for those in need.

LKCF and Rabin will hold fund-raising events to help raise \$1.5 million to dedicate a newly constructed cardiac unit at Rabin Medical Center, to be named The Larry King Cardiac Unit. These programs (including a dinner to be held in the spring of 2004 in New York, an event in Israel with Larry King, under the auspices of Israel Friends of Rabin Medical Center), will raise funds to fulfill the LKCF's mission of providing life-saving cardiac procedures, as well as providing for the construction of the new Larry King Cardiac Unit.

"We are thrilled to be able to extend our mission internationally to support cardiac care in the Middle East," states Joseph Lake. "As the Larry King Cardiac Foundation has funded life-saving procedures for children and adults, from around the world, in our U.S. hospitals, now we can bring the same level of support to the Rabin Medical Center."

"I know I speak for Dr. Dan Oppenheim, CEO of Rabin Medical Center, when I convey how proud we are to have been selected, by the Larry King Cardiac Foundation, to be its first partner in the Middle East," responded Barry Cohen when learning of the adoption of the affiliation by the Directors of the LKCF. "This relationship will not only enhance RMC's leadership role in cardiac care in Israel, but will also allow the medical center to provide its superb care to many of those who will be the recipients of the beneficence of the King Foundation."

The Larry King Cardiac Foundation was established in 1988 to provide funding for individuals who, due to limited means and inadequate insurance, would be otherwise unable to receive life-saving cardiac surgical procedures and post-surgical care. It is a non-profit organization funded by annual events and the proceeds from King's books and public speaking engagements. The Foundation works in conjunction with premier cardiac care medical centers and hospitals across the nation to ensure that such patients receive needed medical attention.

LKCF will also help secure cardiac care equipment needed by Rabin Medical Center, including a high resolution cardiovascular ultrasound, blood pressure monitor, echocardiogram probe, intensive care beds, infusion pumps and semi-automatic defibrillator system.

For additional information about The Larry King Cardiac Foundation, call 888/256-7706 or check out the official web site: www.lkcf.org.

Effect of Winter Cold on Immune System

By Esti Sherbelis

Winter is synonymous with rain, hail, sleet, mud and, of course, frozen feet. Now, in addition to all these reasons, there is scientific proof to back up the old wives tales not to venture out in cold weather.

A new study, conducted at RMC's Golda-HaSharon Campus, by Dr. Herzl Salzman, Head of the Department of Internal Medicine C, has examined the effects of cold temperatures on the immune system.

A person's immune system protects the body via white blood cells that contain cells, called macrophages, which are able to "swallow" germs and viruses.

The study showed that the macrophages "swallowed" less foreign particles (contaminating factors), and their numbers decreased significantly, in temperatures of 4 degrees centigrade so that the immune system had virtually no protection against infection.

Further research was conducted to determine the direct impact of temperature on the immune system. It was discovered that the immune system functions at its best at 37 degrees centigrade (body temperature). At room temperature - 24 degrees centigrade - defenses were satisfactory, but, once the temperature decreased, the macrophages were destroyed and ceased functioning.

So remember to bundle up, keep warm and drink lots of hot cocoa!

RMC PREPARES FOR WAR

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RMC's ER Hits Norway

By Esti Sherbelis

Beilinson Campus's Trauma Coordinator, Ms. Dina Alboer, was chosen by Magen David Adom (Israel's Red Cross) to represent Israel in a unique training workshop in Norway. The Emergency Response Unit workshop dealt with the establishment, in Israel, of a unit for emergency situations, along with a global field hospital, that will assist in international disasters and terror attacks.

Organized by the Norwegian Red Cross, delegations from around the globe participated, including Egyptian, Jordanian and Palestinian professionals. At the workshop, the participants simulated worldwide disasters.

"This training workshop was of significance because it emphasized the International Red Cross's recognition of the Israeli Magen David Adom. As a member of the International Red Cross, I hope that these ties will promote Rabin Medical Center's Trauma Unit and the State of Israel as professional leaders in the field of trauma in the world," stated Dina.

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Visit Israel- Show Solidarity June 7-16, 2003

By Ety Jinjikhshvily

Many people have been planning to go to Israel for quite a long time but have found that there was always something that prevented them from doing so. If you are one of those people, you now have a unique opportunity to join AFRMC leaders as they combine a visit to Rabin Medical Center (RMC) with a solidarity tour of Israel. All you need to do is register, pack, come and enjoy!

The visit to RMC will introduce you to the services and programs of the hospital; allow you to get acquainted with the staff; provide an opportunity to learn about the enormous effect of AFRMC's efforts to help improve and expand the services provided by the hospital.

The first two days will feature visits to RMC, hosted by its CEO Dr. Oppenheim. In the late afternoon of the first day, you will visit Kibbutz Nachshon, which is located between Tel-Aviv and Jerusalem near the border of the West Bank, where you will learn how life in Israel, and in a Kibbutz, has changed in recent years.



The Davidoff Comprehensive Cancer Center rises on the RMC campus. In a picture taken last month, the seventh floor of the new cancer center nears completion. Scheduled for occupancy in late 2004, the \$35 million project requires \$7 million more to be donated to enable the top two floors to be completed. Donors are urgently needed!

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Israel on the Edge

As I write these words, the American Forces and their Allies are persevering in their fight for the freedom of Iraq. However, many question marks still remain as to the outcome and, consequently, the future of the Middle East.



Dr. Dan Oppenheim
CEO of RMC

While sitting on edge these past few weeks anticipating the worst, preparing the hospital to absorb victims of conventional and/or unconventional warfare, attending drills and emergency meetings, and constantly being on the highest state of alert, I find myself making parallels between our current situation and events which occurred in Moses' Egypt many years ago.

"The stranger who resides with you shall be to you as one of your citizens; you shall love him as yourself, for you were strangers in the land of Egypt..." (Lev. 19:34). These words are not only relevant to the world at large but relate to our own personal micro-cosmos. At RMC, we are committed to treating each and every individual, regardless of race, creed or color, with utmost compassion. This, together with our outstanding quality of care, is what makes us unique. At the hospital, we believe that humanity, respect and attention go a long way.

We are honored to welcome a new American Friends' initiative - an alliance between the hospital and the Larry King Cardiac Foundation, a relationship endorsed by Larry King, who so kindly acted as M.C. at the 2002 AFRMC New York Dinner and continues to be a true friend. This association is particularly significant to us as the Department of Cardiology is one of our top priorities, not only because it is the largest facility of its kind in Israel, but also in order to fight today's number one cause of death. It is thus of utmost importance to overhaul the department's inadequate conditions and to purchase vital equipment.

You, our friends in the USA, have been our partners in the efforts to develop the hospital. Now, as the dire economic situation here has resulted in no funds whatsoever for equipment and refurbishment, freezing of all budgets, and the reduction of manpower, future development is depending more than ever on the help of supporters from all over the world. All of us here at RMC- staff, patients, and management- would like to thank you for your efforts.

I wish all of you, our dear Friends, a Happy, Healthy and Peaceful Pesach.

And the Winner is...

By Esti Sherbelis

The end of a year is also the time to review the passing year. The year 2002 was no exception. Israel's largest newspaper, "Yediot Achronot," dedicated eight pages to real estate, awarding the best and worst the country has to offer.

The most stunning public structure mentioned was awarded to Rabin Medical Center's Beilinson Campus. According to the paper, "one must see it in order to believe the transformation. Beauty is highlighted in the design, the natural materials, the cascading water and the piece de resistance - the synagogue, designed by award winning architect, Ram Carmi."

This coincides with the firm philosophy of Dr. Dan Oppenheim, CEO of Rabin Medical Center, that the hospital is not only a place to heal one's physical being but also to rejuvenate the soul.

RMC Prepares for War

By Esti Sherbelis

As the U.S. strike against Iraq was looming over the horizon, all of Israel had to make necessary arrangements for the possibility of an Iraqi attack.

Rabin Medical Center's Beilinson Campus had been selected to function immediately as an emergency medical facility in times of aggression. This entailed evacuation of certain patients, such as those undergoing elective surgery or people with minor procedures, in order to free space for the masses of people who were anticipated to require immediate medical attention.

In order to be fully prepared, RMC, together with Schneider Children's Medical Center on its Beilinson Campus, held an extensive drill to learn the details of how to function in the event of chemical warfare- the most complex of all three possible war scenarios.

Hundreds of para-medical and medical professionals, who were divided into designated teams, participated in the drill. They were joined by an assigned army unit, which worked outside the perimeters of the hospital, simulating responsibility for transportation, purification procedures, including showers and powder, and respiration of incoming patients. All personnel handling "contaminated" patients were donned with safety suits, masks and gloves.

At Emergency Headquarters, in an enclosed area at Beilinson, the entire proceedings were witnessed via cameras located at all crucial RMC sites. This enabled the managerial staff, situated in the room, to attain total control of events.

The RMC staff was familiarized with all the elements, got to know their teams and leaders, and learned how everything would be coordinated. Foreign press, including NBC, Reuters and AP, as well as local media attended a comprehensive drill and expressed deep interest in what they were sure would very soon become a reality.

The accompanying pictures tell the story!



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Among the runners in the mini-marathon, in Florida, on behalf of the Charles E. Trobman Data Center Research Center, were, left to right, Mayer, Phyllis, Desiree and Malcolm Trobman, and Lois Klevan.

My Rabin Medical Center Experience

by Victoria Saksenberg, M.D.- Flatow Fellow

I recently returned from a wonderful and worthwhile month at Rabin Medical Center. I am currently in my fourth year of residency in Anatomical and Clinical Pathology at Montefiore Medical Center in the Bronx, which has a reciprocal exchange program with RMC. I was fortunate enough to be awarded the Flatow Fellowship through AFRMC, which was established by the Steven Flatow family in memory of their daughter/sister to encourage this exchange. It provided funding for the expenses related to the stay in Israel and for participation in Jewish cultural activities.

My time in the hospital was divided between 4 areas. The first 2 weeks were spent in the Pathology department, under Professor Okon, and in one of its subdivisions, Cytology. Professor Okon is one of the foremost hematopathologists in the country and sees approximately one third of the hematopathology cases in Israel. I spent each day with different senior physicians, who exposed me to many fascinating and rare hematology and pathology cases. I also attended departmental conferences and tumor board meetings.

My Hebrew is not particularly fluent, (although it has improved significantly). I really appreciated that many of the conferences were held in English on my behalf. While many of the staff, particularly the professional staff, spoke English, a good proportion didn't. On my first day at RMC, I was advised to request directions to the cafeteria by asking, "Eifo Kader Ohel?" I got it slightly wrong, and asked two people "Eifo Kever Rochel" (Where is Rachel's tomb)? The first man just replied; "Not here!" the second started giving me directions...

The Cytology clinics, run by Dr. Braslavski, are held every Monday and Wednesday. The first part of the clinic is for patients with palpable masses; the second part is done under ultrasound guidance for less obvious masses. The whole clinic is run extremely efficiently. Most of the patients are in and out in less than 5 minutes.

The second two weeks were spent with Dr. Orlin in the Blood Bank, and with various members of the hematology team under Prof. Shaklai, Head of Hematology. I participated in two hematology clinics and one pediatric hematology clinic. I saw the various hematology laboratories, which are all using the most current techniques and equipment and were very interesting.

Dr. Orlin is responsible for the Blood banks at Beilinson and HaSharon Hospitals. The blood bank is busy, issuing approximately 24,000 Red blood cell units a year, in addition to other products. It collects and processes a high percentage of



Prof. Jacob Dinari, Deputy Director of RMC, presented to Dr. Vicky Saksenberg, a biography of Yitzhak Rabin, upon her arrival at RMC for a month of study as the 2002 Flatow Fellow. RMC staff members who coordinated her schedule were Judit Solel, left, and Esti Sherbelis, right.

the products it uses, which helps cope with the high volume of the hospital's needs. A unique service it provides is for patients with high cholesterol who are not responsive to standard drug therapy. Currently, only one place in New York offers this service.

Prof. Eytan Mor, Head of Organ Transplantation, met with me for a morning. RMC performs approximately 75% of the transplants in Israel. We discussed his experiences, and I met some of the patients.

I also had a chance to see the plaque in the Cardiac Transplant Unit dedicated to Alyssa Flatow, who died in a terrorist bus attack in the early 90's and whose heart was transplanted at the hospital.

As for general impressions... the hospital is undergoing extensive renovations and upgrading and looks beautiful. The first area that many people see is the entrance to the Gour Shasha Tower, which, with the cream marble backdrop, sculptures and water features, looks more like a warm and inviting hotel lobby. The new patient areas are sunny and comfortable with all the corridors lined by fun and uplifting artwork.

I was impressed by the fact that the staff kitchens are stocked with tea, coffee, bread, cream cheese, jelly and cookies, and the outpatient facilities have free cookies and hot drinks available for patients.

The diversity of ethnic backgrounds of the staff and patient population was striking. Amongst the Jewish patients, it felt a bit as if I was at the Tower of Babel the day after it opened, in terms of the multitude of languages spoken. It was interesting to see how there always seemed to be a staff member that could double as a translator.

I had not realized that approximately 15% of the patient population is Arab, mainly Israeli. But, the hospital is non-discriminatory, and this merely mirrors the demographics of the area. The physician and other staff population reflects this diversity as well.

I was also able to travel and participate in various Jewish Cultural activities. A highlight was the last few days of the visit when my husband, daughter and I toured the North. We stayed in Rosh Pina and traveled through the old and new cities of Tzfat, Acco, Naharia, Tiberias and Afula. We went to the Ahula Valley and saw the bird migration and went up a cable car to the Manara Cliffs. We went to two Kibbutzim, and separately went to a concert in Jaffa and parts of Jerusalem, including the Kotel.

The political situation in the country is definitely not optimal. However, it was encouraging to see the extent of construction wherever we went, be it of roads, hospitals, including RMC, offices and new homes. As someone put it, seeing what Israel is now, compared to 50 years ago, is nothing short of a miracle.

Everybody that I encountered in the hospital was extremely warm, kind, helpful and hospitable.

I would like to thank Steven Flatow, Burt Lazarow, Judit Solel, Esti Sherbelis, Professor Dinari, and Dr Oppenheim from RMC and Drs. Foreman, Burke and Steinberg from Montefiore Medical Center for making this experience possible and for making it as wonderful as it was.



Vicky Saksenberg and daughter, Gabriella, in the Arbaranel Shul in Tzfat.

British Ambassador at RMC

By Esti Sherbelis

At a time when foreign dignitaries are fleeing the Middle East, it was a particular honor that British Ambassador, Sherard Cowper-Coles, set aside time to visit Rabin Medical Center.

Dr. Dan Oppenheim, CEO of the hospital, greeted the Ambassador at his office, which has been converted into a sealed enclosure against unconventional warfare during the current lengthy period of high alert. Dr. Oppenheim spent time explaining the hospital's role as a Level One Trauma Center, and then the Ambassador was taken on a complete tour of the premises. He had specifically requested to be taken to the Oncology Institute, as his visit to RMC was the result of a fervent appeal from a colleague of his who had undergone treatment for breast cancer at RMC, and had given RMC countless superlatives.

Ambassador Cowper-Coles met with Professor Aaron Sulkin, Head of the Oncology Institute, in his cramped office, overflowing with medical literature, and was taken to see the Linear Accelerator, which is used by cancer patients throughout the country. He also saw the construction site of the new Davidoff Comprehensive Cancer Center at RMC, which, upon completion in 2004, will incorporate all aspects of cancer care.

Already renowned for his fluency in Hebrew, the Ambassador displayed great knowledge in the medical field and expressed much interest in the developments taking place at the hospital.



Dr. Dan Oppenheim, CEO of RMC, right, greets British Ambassador to Israel, Sherard Cowper-Coles, on his first visit to the hospital.

Method of Analgesia Makes All the Difference Study Reveals Rate of Recovery Determined by Method of Pain Relief

By Esti Sherbelis

In a new study carried out by Dr. Ben Zion Beilin, Head of the Department of Anesthesiology at Golda HaSharon Campus, the connection between the immune system, responsible for the recovery following operations, and between the method by which analgetics (pain relievers) are administered in an operation, were examined.

Patients, all of whom had undergone complex operations, were placed into four groups using different methods of pain relief. The first group received analgetics every four hours. The second chose intravenous pain relief, administered by medical staff. The patients of the third group received analgetics via injections into the epidural space while the fourth group were treated with pain-killers before, during and 48 hours after the operation thus preventing initial pain.

It was discovered that the methods used in groups three and four, in addition to helping ease the pain, assisted in stabilizing the immune system following surgery. This occurred because the process of reproduction of the lymph (responsible for the body's defense mechanism) hadn't been suppressed. This is a discovery that will be a great relief to everyone who undergoes surgery!

www.rabin-mc.org.il The new Internet site at RMC Visiting hours – anytime

By Esti Sherbelis

Being admitted to a medical institution can be a daunting affair. Where do I go? What will it look like? How long will I have to stay? What departments are there? These are only some of the numerous questions that people ask.

RMC's new Internet site will alleviate some of these worries. The site incorporates information about the departments, institutes, clinics and laboratories on both Beilinson and Golda-HaSharon Campuses. It also introduces the medical services, staff, research projects taking place in the various departments, and general information regarding hours of activity, phone numbers and detailed maps of both campuses.

Surfers are also able to participate in virtual tours and see the departments in action. A mother-to-be can glimpse the delivery suite, while a candidate for a catheterization can get a sneak preview of the procedure. In this way, management, hopes to make the hospital a more accessible and friendly place. This early information is designed to lessen the level of stress and make the process of hospitalization simpler.

- An on-line newsletter directs visitors to the location of all the latest developments, treatments and new services provided by RMC.
- Those who wish to send a get well card to a relative or friend need only choose the design and format, and the greeting will be delivered personally to the patient within 24 hours.
- A "Smart Registry Form" gives people the chance to contact units and departments with requests, complaints or suggestions for improvement.
- Events, updates and reports from the Association of Friends and the Dina School of Nursing can be found on the site.

RMC looks forward to receiving input from site visitors.

Doctor of Invention

By Esti Sherbelis

He neither has a degree in medicine nor has he completed his secondary education but Mr. Israel Ktiei, a technical maintenance worker at the Golda-HaSharon Campus for the past 27 years, is a wizard of invention. His simple creations have had major implications in saving the lives of patients.

Physicians at the hospital are constantly in awe of Israel's innovation, and his minute workroom has become a mecca for staff members seeking solutions to the invariable problems that arise. Among his numerous inventions are:

- An arm attached to a dialysis machine, whereby a food tray can be placed, has replaced the old cumbersome method of putting a chair or trolley in front of a patient, during dialysis, so that the patient could eat, the old method was uncomfortable for both patients and nurses.
- A rod, divided in two, allowing the insertion of a large net (1525c.m.) into the stomach of the patient during laparoscopic, hernia surgery.
- A contraption, much like a seat, so that patients can sit up properly in bed. This prevents pressure sores and eases the strain on nurses who previously had to lift the patients.
- A device that moves the rib cage during operations, granting easy access to the chest cavity.

Ktiei has neither patented any of his inventions nor has he accepted any payment for his labor. His motives are purely unselfish – his sole desire to help his fellow man. Who says that altruism is dead?



Barry Cohen
Chair, AFRMC

Continuing to Grow

We continue to build upon our success thus far, keeping our vision in focus despite formidable tensions imposed by world events. Israelis show grace under pressure on a daily basis, and the people of RMC are a prime example. In such times, those of us here in the U.S. feel particularly dedicated to offer our support, and I am impressed with the work AFRMC has accomplished during the past months.

We are pleased to report that a relationship has been finalized with The Larry King Cardiac Foundation (LKCF), founded by Larry King. This is an extraordinary organization dedicated to helping people in need of heart surgery who are unable to afford necessary treatment. The personal generosity of Mr. King in setting up and running LKCF is recognized and respected the world over, and particularly by the people of RMC who run the largest cardiac center in the Middle East. This partnership will bring not only crucial support and opportunities to RMC, but with it the world renowned Larry King who has expressed a personal interest in Rabin Medical Center. We are delighted to welcome him and the Larry King Cardiac Foundation to our cause and look forward to a long road of mutual successes.

Beyond this latest advancement, AFRMC has been opening new chapters around the country and reinvigorating others such as those in Boston, LA, and Colorado. During the past year, we have seen 1,000 new donors, and a number of new volunteers "have stepped up to the plate." We are also planning an exciting trip to Israel to tour Rabin Medical Center and to offer our solidarity to the people of Israel as we travel through the country.

The Rabin Medical Center continues to do honor to the people of Israel.



At the Annual Meeting of the Board of Directors of AFRMC, Barry Cohen, center, Chair of AFRMC, thanked Miriam Romm, founding Executive Director of AFRMC, for presenting him with her painting of the new Gour Shasha tower at RMC. Looking on is the current Executive Director, Burton Lazarow.

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The second day's visit to the hospital will be followed by a tour of the Diaspora Museum, where you will be able to trace family roots back several generations. In the evening you will have free time to enjoy Tel-Aviv. (If you want to meet young Israelis and find nice, trendy shops and cafe's, Shenkin Street is definitely recommended.)

After the official part of the visit to RMC and Tel-Aviv is over, the tour will continue through Northern, Central and Southern parts of Israel. In particular, visits to the following places have been planned: Haifa-the capital of the North and the host to the striking Bahai Gardens; Acco- timeless Crusader city; Rosh Hanikra-located on a cliff on Israel's border with Lebanon, where the incessant pounding of waves against the limestone and the water corrosion have carved out beautiful crevices and tunnels; Tsfat (Safed)-one of Judaism's holiest cities, where Kabbalah flourished during its golden age; Rosh Pina- the first new Jewish village of the Galilee (est. in 1880's), situated on the slopes of Mount Canaan and overlooking the Golan Heights; the much disputed strategic Golan Heights; Tiberias (on the sea of Galilee)- a favorite health and holiday resort as well as a pilgrimage destination; and, finally, the Banias.



Guy Blachman, right, treasurer of the New Circle of AFRMC, recently visited RMC and met with Dr. Yishayaou Beloosesky, Deputy Head of the Geriatrics Department. Esti Sherbelis, center, AFRMC's staff person in Israel, served as his guide for his tour of the hospital.

The next destination is the Holy City of Jerusalem, where everyone will welcome the Shabbat at the Western Wall, followed by a special traditional Friday Dinner. Several days will be spent in Jerusalem relaxing and visiting the Yad-vaShem Museum, Knesset, the Supreme Court (masterpiece of architecture and one of the most beautiful buildings in Israel), the Israel Museum, and just walking and enjoying the sites of the New and Old City.

One of the days in Jerusalem will be dedicated to the Southern part of Israel. You will have the pleasure of floating in the Dead Sea; visiting Qumran Caves, where the famous Dead Sea scrolls were discovered; and, finally, climbing Massada and reliving the extraordinary legend of courage and heroism of the Jewish people.

The visit to Israel will end with a free day in Jerusalem followed by a farewell dinner party, where you will have the chance to meet and share your experiences, from the tour, with RMC staff, volunteers, and special guest dignitaries.

The dates of the mission are June 7th – June 16th. Approximate price of the package is \$2250 for double occupancy (single supplement is \$450; upgrade to Business Class is \$2,200). Included are: the flights, luxury hotels, tour bus and guide, almost all meals, transfers in Israel, all admission fees, and flight cancellation insurance (within 72 hours of departure).

Tips, passport cost, airport tax, and personal expenses are not included. For detailed information, questions or comments, please contact AFRMC at 212-279-2522. Plane space is limited. Please do not delay in registering.

RMC Provides Worldwide First: High-Risk Pregnancy Monitor

By Esti Sherbelis

No more traffic jams. No more searches for a parking space. No more waiting in queues. Women who must endure a high-risk pregnancy have finally had some respite.

Professor Hod and the Israeli company, CardGuard, have developed a monitoring system for women suffering high-risk pregnancy, whereby the women are able, using a compact device, to monitor the heart beat of their fetus. Then, via the telephone and through a modem, the information is transmitted to a physician at the High-Risk Pregnancy Unit at RMC. The physician analyses the data on the computer screen and determines whether it is necessary for the mother to come to the hospital for further treatment or not.

The monitor has been in operation since July and has already aided 45 women. Five hundred additional women are on a waiting list for future use of the device.

AFRMC

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- Stephen M. Flatow - Secretary
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- Burton Lazarow - Executive Director

Vital Signs is a publication of American Friends of Rabin Medical Center (AFRMC), Inc., a 501 (c) 3 non-profit organization, which is solely responsible for its contents. AFRMC was formed to educate Americans about the Rabin Medical Center (RMC), located in Petah Tikva, Israel, and to raise funds on behalf of the RMC. AFRMC's main office is 220 Fifth Avenue, Suite 1301, New York, NY 10001. Tel: (212) 279-2522, Fax (212) 279-0179, Email: afrmc826@aol.com
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An Opportunity to Save Lives



Burton Lazarow
Executive Director
AFRMC

As I write this, most of us sit in trepidation that the war in Iraq might yet spill into Israel and that many there might perish. I am reminded of the after-effects of the many wars, skirmishes, and terrorist attacks that the people of Israel have faced over the years and how Jewish consciences are stirred because Israelis have lost lives. After a lifetime of working professionally on behalf of Israel, I, for one, have always believed that good people will do the right things for Israel whenever they are asked and the cause is important. So, I am asking.

Do you know- over the next decades, more Israelis are likely to die from the effects of cancer than from terrorist attacks?

Rabin Medical Center is on the threshold of completing the building of Israel's first comprehensive cancer center scheduled for opening in late-2004. With the proper facilities attracting the finest physicians and researchers, many lives will, undoubtedly, be prolonged and saved.

Yet we are short \$7,000,000 to properly complete the \$35,000,000 project. As a result, unless some generous donors step forth, two crucial floors of the facility will not be completed. This includes those floors which are scheduled to house the services to hemo-oncology inpatients, including helping those needing bone marrow transplants, and the oncology inpatient department, which will provide 30 rooming-in care beds for families.

If there is no response to this plea, lives will certainly be lost that could have been diagnosed, treated and saved. Most likely, sometime in the future, someone will be motivated to help. But, for the floors to be completed at that time, it will take \$10,000,000 or more (at least \$3 million more than is needed now). What a waste of resources, and of the lives of cancer patients! RMC is not permitted to borrow the money unless the advance is guaranteed, by a promise to pay, by a donor.

We are reaching the time very soon, (see the picture on page one), when the final decision must be made as to whether to stop or complete the project in the way it will best serve the people of Israel. Is there someone reading this who might be willing to help? Please call me- 212-279-2522.

At this Passover season, I urge you to enjoy its festive and reflective aspects while offering a prayer that we may all soon spend "next year in Jerusalem"- in Israel a country that is secure and at peace.

New Circle- Moving Ahead By Craig Bassett

Now that we are finally emerging from the cold of winter and heading towards the warmth of spring, the activities of the New Circle of AFRMC are also starting to heat up. The New Circle has its eyes on plans for several events this year, including a private tour of the new "Entertaining America: Jews, Movies and Broadcasting" exhibit at the Jewish Museum. This exhibition has been designed not only to entertain, but to offer new insights into a topic that has provoked one of the most extensive public discussions of identity and culture in America: the relationship between American Jews and the nation's entertainment media. This event will include a post-tour reception.

Following last year's successful participation in the Israel (NY) Film Festival, this year the new circle will become a co-sponsor. The film festival is an important showcase for new Israeli films and attracts the attention of many influential members of the U.S. film community. The New Circle's Film Festival event will include a special screening of one of the Festival's most anticipated films. They are expecting a large turnout this year, which should result in a significant profit allowing a donation to be made to RMC to purchase a much needed piece of equipment.

In the autumn, the New Circle will again play a role in the AFRMC's annual dinner and they are also looking to organize another exciting event before the end of the year. Other activities that the New Circle has on its agenda include the renovation of the AFRMC web site (www.afrmc.org) and a phone out-reach program to the larger AFRMC membership.

The New Circle is a growing and dynamic group, and they would love to have new members join them either to help organize or attend their events. You can find out more about the New Circle by calling the AFRMC office @ 212-279-2522 or by e-mailing them @ AFRMC826@aol.com.



The executive committee of the New Circle of AFRMC met recently to develop a program plan for the year. Left to Right are: Dana Rosenthal, Vice-Chair for planning; Talya Nevo-Hacohen, Secretary; Raquel Resenfeld, Chair; and Craig Bassett, Vice-Chair for Administration. Not shown are Guy Blachman, Treasurer and Ariel Fish, Public Relations Chair.



The New York Dinner Committee recently began its work of planning the 2003 event. The committee meeting, held at the offices of Greenberg Traurig, was hosted by the Dinner Chair, Robert Ivanhoe, top right. Among the committee members also in attendance were: bottom row, left to right- Yaron Cohen, Journal Chair; Tsiki Rosenthal; Donald Adelman; Ann Ivanhoe; and top row, left to right- Polly Onet, Dinner Consultant; Naomi Houminer; Tammy Lieber; Seymour Rosenthal; Amira Rotem; Fiorenza Cohen.

Meet the AFRMC Public Relations Committee

By Yvette Pomerantz, Chair, Public Relations Committee, AFRMC

It is a real pleasure to acknowledge those who serve on the Public Relations Committee. In alphabetical order they are: Craig Bassett, Assoc. Manager, Consumer Promotions, The Adams Division, Pfizer, Inc.; Jill Davison, Director, Corporate Communications, Hachette Filipacchi Media U.S.; Gail Eisen, former Senior Producer for CBS's Sixty Minutes with Mike Wallace (for more than 25 years); Dahlia Goldenberg, Editorial Producer, CNNfn; Danna Rosenthal, a public relations executive in the entertainment and fashion industry (formerly with the Donahue Group and the William Morris Agency); Raquel Rosenfeld, President, International Strategy Consulting, Inc. (a financial services consulting firm), who also serves as Chair of AFRMC's New Circle; and finally, Barbara Seaman, freelance science writer and author of "For Women Only", a nationally celebrated book, who is also a member of AFRMC's Honorary Board of Directors.

As wonderful a group as this is, it would not have gone nearly as far as it has this past year without the support and constant guidance of AFRMC Executive Director, Burt Lazarow. He has won the respect and admiration of each member of our group. In addition the group is most grateful for the constant help of Gal Feinstein in the AFRMC office.

Each person named here has contributed total support, commitment, intelligence and spirit to the task of bringing AFRMC, and, consequently, the work of RMC's doctors, scientists and staff, well into view of the American public. Each would also agree that it has been both an honor and a privilege to do so.



The Public Relations Committee at work. Left to right: Dahlia Goldenberg; Yvette Pomerantz, Chair; Craig Bassett; Jill Davison; Gail Eisen. Not with the pictured - Danna Rosenthal, Raquel Rosenfeld and Barbara Seaman.

Exce\$\$ Inventory Wanted

AFRMC is able to receive top dollar for donated excess inventory. The donor can take a "fair market" value income tax deduction and RMC can be helped by the proceeds received. Call David Fischer 212-407-4990.

New Decontamination Method Boosts Transplantation Success Rate By Esti Sherbelis

Micha Yehuda was a typical teenager until, at 17 years of age, he underwent routine checkups before enlisting in the army. It was then discovered that a germ was causing deterioration in his kidney function.

Micha underwent kidney transplantation at Rabin Medical Center. However, one and a half years later, his body rejected the transplant due to the high level of antibodies in his system, and he became, once more, dependent on dialysis.

Despite his mother being a suitable donor, the physicians knew that the antibodies would once again destroy his chances of a successful recovery. Professor Eytan Mor, Head of the Department of Organ Transplantation at Rabin Medical Center, in collaboration with Dr. Alex Yussim, Head of Research at the Transplantation Unit, Dr. Tirza Klein, Director of the Tissue Typing Laboratory, and Dr. Jerry Orlin, Head of RMC's Transfusion Services, used a new method, called plasmapheresis, which separates the serum from the blood using a special machine. At the conclusion of the process, the blood cells are returned to the patient and the plasma containing the antibodies is removed and replaced by a protein solution.

This cleansing procedure is now carried out at the hospital before all kidney transplantations, as, historically, more than 20% of all patients have suffered from rejection of the transplanted kidney.

Micha, who underwent a second transplantation in February 2002, is thoroughly enjoying his new life, with no restrictions.

The special piece of equipment that makes plasmapheresis possible costs \$70,000. Many additional lives could be saved following transplantation if it could be purchased by RMC. A generous donation would make such an acquisition possible. **Please contact Burt Lazarow at 212-279-2522.**

First in Israel – Laboratory for Egg Growth By Esti Sherbelis

An experiment in growing ova, under laboratory conditions, for women undergoing oncology treatment, is underway at Beilinson.

Dr. Ronit Abir, at the IVF Unit, is conducting the experiments on the growth of eggs taken from segments of the ovaries of women who are undergoing oncological treatment. Dr. Abir is the only physician in Israel to delve into this field.

This method could, in time, be an ideal solution for women who have suffered a loss in quality and quantity of eggs due to oncological treatment.

The process begins with a laparoscopic operation, whereby an ovary segment is removed from the body and frozen indefinitely. This segment can later be retrieved or fertilized ova can be returned after being fertilized in lab conditions.

The microscope used by Dr. Abir for her research was purchased through donations given to AFRMC.

Save The Date

Fourth Annual New York Dinner

Sunday, November 2, 2003

Waldorf Astoria
New York City



Honoring:
Wendy and Steven Siegel

Master of Ceremonies:
Larry King

Dinner Chair:
Robert Ivanhoe