

VITALSIGNS

AMERICAN FRIENDS OF RABIN MEDICAL CENTER



FOCUS ON WOMEN'S HEALTH

METASTATIC BREAST CANCER RESEARCH
DIABETES TREATMENT FOR GAZA'S WOMEN
MENOPAUSE AND PROSTATE HEALTH
NON-INVASIVE HEART SURGERY
RABIN MEDICAL FELLOWS VISIT USA



RABIN MEDICAL CENTER

ISRAEL'S PREMIER MEDICAL COMPLEX
PIONEERING HEALTHCARE IN THE 21ST CENTURY

2012 ANNUAL REPORT

VITALSIGNS

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TWO NEW INITIATIVES: NYC SCHLEP & RABIN FELLOWS



Joshua Eli Plaut

In these challenging economic times, non-profit organizations need to be creative and mindful of donor interests. American Friends of Rabin Medical Center has responded with two new exciting initiatives. We launched an annual event, which we hope will spread to cities across the United States. The NYC Schlep: Jewish Breast Cancer 5k Run/Walk attracted hundreds of donors and enthusiastic participants from across the United States to help raise awareness of the high incidence of breast cancer among Jews. Thank you for joining us and being our partners in this initiative to fund research at Israel's Rabin Medical Center to help cure and treat breast cancer among Jewish women.

Our second initiative, the Rabin Fellows Exchange Program, brings Israeli doctors from Rabin Medical Center to train with expert doctors in specialized medical institutions in America. In recent months, Rabin Fellows traveled to Las Vegas and New York City for focused training in the field of orthopedics and urology. At the same time, we envision American doctors visiting Israel's Rabin Medical Center for training in the fields of emergency and trauma medicine, genetics, oncology, and other specialties. Please help us expand the program by sponsoring new Rabin Fellows who will create strong medical partnerships between Rabin Medical Center and the United States.

To all our friends and supporters, to corporations, foundations and Jewish Federations across the United States, we thank you for helping Israel's premier medical institution at a time of great uncertainty in the Middle East. Your friendship not only ensures the advancement of Rabin Medical Center, but also guarantees that hospitals in Israel will be a shining light unto the nations.

Thank you for your friendship and kindness.

Joshua Eli Plaut, Rabbi & Ph.D.

Executive Director, American Friends of Rabin Medical Center

WELCOME TO NEW AFRMC BOARD MEMBERS

Claudia Davidoff • Joseph Kahan • Peter Riguardi
Tobi Rubinstein Schneier • David Schwartz

The next generation in the Rabin family has arrived.

Noa Rotman, the granddaughter of the late **Prime Minister Yitzhak Rabin**, gave birth to a 7.5 lb baby girl at the Helen Schneider Hospital for Women at Rabin Medical Center. After the birth, the mother and her new daughter were resting comfortably in a nursery named after Noa's grandmother **Leah Rabin**, donated by **Queen Noor of Jordan**.

AMERICAN FRIENDS OF RABIN MEDICAL CENTER

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AFRMC educates Americans about Israel's Rabin Medical Center of Petach Tikvah and raises awareness and funds on its behalf.

Editorial Committee: Rabbi Joshua E. Plaut, Ph.D., Jeffrey Myers, Angela Schillaci, M.A., Rabbi Steven Stern, Ph.D., Max Gershonoff, and Shellie Wislizki.
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FORWARD MOTION



Abraham "Barry" E. Cohen

As always, I found my recent trip to Israel uplifting. No matter the pressures both internal and external, there is a sense of forward motion that remains constant.

Here at home earlier this summer on a hot Sunday morning in Manhattan, we experienced a similar forward motion. At a time when many a New Yorker flees the city, Joshua Plaut and the organizational team managed to bring together a sizable gathering to launch AFRMC's *NYC Schlep* in support of breast cancer research at Rabin Medical Center's Davidoff Cancer Center. He also managed to alert *The Wall Street Journal* of the event by sharing the touching story of a young woman who gathered her family and friends to take part in our event on behalf of her 27-year-old cousin in Los Angeles, recently diagnosed with breast cancer. The result was an article that appeared in the newspaper the day before our event, thereby, bringing more attention to the fight against this cruel disease.

Yvonne and I enjoyed seeing our grandchildren alongside the children of AFRMC staff and volunteers exuberantly passing out t-shirts, holding up signs and proudly helping *NYC Schlep* participants. It was comforting to see that our efforts to support organizations such as this one rests in the best of hands and forward motion is a given.

I look forward to seeing you again this fall. Thank you as always for your support of a truly great medical center that holds promise of a better future.

Abraham "Barry" E. Cohen
Chairman, American Friends of Rabin Medical Center

NEW FRONTIERS IN MEDICINE



Dr. Eyrans Halpern

This year marks the 75th birthday of Rabin Medical Center, which began as a small building in 1936 and stands today as one of the finest and largest medical centers in Israel. It would be impossible for the founders to recognize the hospital today, yet our mission to be the leading medical institution in Israel, in treatment and quality of medicine, has remained at the core of our existence.

The past year marked some outstanding achievements and improvements at the hospital. Construction at the **Jusidman Emergency and Trauma Center** is moving along at a fast pace. We have already completed the three underground parking levels and are now constructing the main emergency floor. Expected to be completed in 2013, additional funding is still needed to bring this project to realization. We relocated and refurbished our neurology and ophthalmology ambulatory clinics and are now in the process of building a new advanced center for pulmonary care, the largest in the country. Additional funding is also needed for this project.

We made several inroads in 2011 on the frontier of new technologies for advanced diagnosis and treatment. These included the installment of a state-of-the-art Digital Tomosynthesis Mammography, the full implementation of our fourth linear accelerator, the most advanced available today, with an additional one expected soon. Thanks to the very generous donation of **Eliezer and Gadi Peleg** we purchased the Da Vinci robot for robot assisted surgery, for gynecological surgical procedures.

In closing, I thank you all for your generous support that has helped us to continue our 75 year legacy as a leading renowned medical facility for all the citizens of Israel.

Dr. Eyrans Halpern
Chief Executive Officer, Rabin Medical Center

NYC Schlep
Jewish 5K Run/Walk
Breast & Ovarian Cancer
Summer 2012

FIND OUT MORE:
afmc.kintera.org/nycschlep2012



NYC Schlep 2011 starting line Sunday, July, 17, 2011, Battery Park, NYC



WOMEN'S HEALTH AT RABIN MEDICAL CENTER

From the time that Rabin Medical Center merged in 1996 with Beilinson and Hasharon Hospitals, the staff has proudly placed great importance on providing women the best available medical and wellness care. It was that pride that led to the creation of the Helen Schneider Hospital for Women at Rabin Medical Center. Catering to the need for special health services for women, the Helen Schneider Hospital for Women is a modern, state-of-the-art facility that houses 144 beds and whose mission is to provide excellence in health care for women at all stages of their lives.

Advocating an integrated, comprehensive, and interdisciplinary approach to health care, the hospital is a leader with expertise in feto-maternal medicine, fertility treatments including in-vitro fertilization and other highly advanced procedures, gynecological oncology, gynecological endoscopy, management of pelvic floor dysfunction, and diagnostic and invasive ultrasound. In its role in Israel's continuity, the state-of-the-art delivery rooms see over 9,000 births per year.

The beautiful four-story building houses a staff of over 80 prominent physicians, 156 nurses, 54 midwives, and 81 additional staff members, all of whom are committed to the continuous Quality Improvement Program, which was initiated over four years ago. The Helen Schneider Hospital for Women is one of six teaching departments affiliated with the Sackler School of Medicine at Tel Aviv University and has been chosen by medical students for five years in a row as the best OB/GYN program at Tel Aviv University. All senior physicians and many residents are involved with the more than 80 research studies and protocols happening at any given time.

Professor Marek Glezerman, director of the facility, has initiated many changes during his tenure at the facility, including a newly renovated ultrasound and in-vitro fertilization unit, an additional nursery, and a new lounge for women whose newborn children require more time in the hospital. Professor Glezerman is also the father of gender medicine in Israel, a discipline now taking a prominent spot in medical research. He will be succeeded in 2012 by Professor Arnon Wiznitzer.

The Helen Schneider Hospital for Women proudly provides its patients with the highest standards of preventive, diagnostic, medical and surgical care, all in perfect harmony with and reflecting the diverse needs of women.

WHAT CAUSES METASTATIC BREAST CANCER?

Breast cancer impacts approximately one out of every seven Jewish women and over 1.5 million are diagnosed yearly around the globe. Of these diagnoses, the most severe type, metastatic breast cancer disease is often incurable. In recent years, a link between BRCA1 and BRCA2 genetic mutations and the most severe forms of breast and ovarian cancer has been found. These genetic mutations account for unregulated cell growth and lessened cell stability, the hallmarks of cancer cells. The chance of developing the metastatic form of breast and ovarian cancer with this marker is placed at over eighty percent. As such, women with this genetic mutation are undergoing elective mastectomy and oophorectomy procedures to reduce this risk. Dr. Rinat Yerushalmi is performing new research that looks to pinpoint the specific cellular pathways responsible for the unregulated growth of cancer cells, in an attempt to determine those women with the BRCA gene mutation who will develop cancer and who will not. Such an understanding will allow for an improved survival rate and quality of life for carriers of the BRCA gene mutation, as well as curtail unnecessary surgeries. AFRMC's inaugural NYC Schlep is funding the Natalie Katzin Gerber Breast Cancer Research Fellowship, which will support Dr. Yerushalmi's research.

GENDER MEDICINE: BIOLOGICAL AND PHYSIOLOGICAL DIFFERENCES

Rabin Medical Center is one of the world leaders in the area of Gender Medicine. Prof. Marek Glezerman, the director of the Helen Schneider Hospital for Women has worked vigorously to promote and advance gender medicine both in Israel and globally. He initiated the first program for gender medical studies at Tel Aviv University's Sackler School of Medicine. His efforts led to the 2011 International Society for Gender Medicine Conference in Israel. Rabin Medical Center is engaged in promoting research in this exciting new field.

AN ISRAELI-ARAB FEMALE GYNECOLOGIST HELPS WOMEN IN GAZA



Dr. Abeer Massarwa

Now in her fourth year of a six-year residency program in Obstetrics and Gynecology, **Dr. Abeer Massarwa** is on her way to becoming one of the first Israeli-Arab female gynecologists. The residency includes ongoing work at the Helen Schneider Hospital for Women at Rabin Medical Center. Dr. Massarwa carries out the entire spectrum of surgeries that are offered, including extensive gynecological surgery and laparoscopy procedures, as well as all types of deliveries.

Dr. Massarwa recently worked for one month in a community medical clinic in the center of Israel, where she provided care in all

areas of gynecology. In September 2011, Dr. Massarwa began a rotation in the Gynecological Oncology Division, where she continues to learn about the comprehensive services offered in diagnoses, management, surgery, and follow-up of gynecological cancer patients.

Dr. Massarwa was also recently appointed to serve as the coordinator for women from Gaza who use the medical services of the women's hospital at Rabin, part of the agreement between Rabin Medical Center and the Palestinian National Authority Ministry of Health, which is responsible for these patients.

Dr. Massarwa is an integral and important part of the staff at the Rabin Medical Center and her work will have a great impact on the future of cooperation with the Israeli-Arab communities. This is especially true in Dr. Massarwa's hometown of Taibe where many more women will now seek gynecological services as a result of this newly available female gynecologist.

IN-VITRO FERTILIZATION ADVANCES

The In-Vitro Fertilization Unit at Rabin Medical Center's Helen Schneider Hospital for Women is one of the largest and most advanced in Israel. Headed by **Prof. Beni Fisch**, the unit handles close to 1,200 annual treatment cycles and provides the full range of assisted reproductive technology services. Additionally, cutting-edge research projects are conducted in the Fertility Preservation Program and Research Laboratory, headed by **Dr. Ronit Abir**.

Dr. Abir deals specifically with women who have a depletion of eggs as a result of cancer treatment procedures. She takes ovarian slices with very immature eggs in them, freezes them, and then uses them at a later date. So far, fifteen live births have been obtained using this process. Dr. Abir is one of the few researchers in the world who performs this type of research using human tissue. Her research has greatly improved the amount of eggs that survive the grafting procedure. This procedure is essential because the ability to become pregnant is one of the most important issues among women and young girls diagnosed with cancer and gives them hope to become parents after cancer treatment.

RUTH GRUBER AT WOMEN'S LUNCHEON



L-R: Barry Cohen, Tovah Feldshuh, Joshua Plaut and Ruth Gruber (seated).

The American Friends of Rabin Medical Center held its fourth annual Women's Luncheon, April 7, 2011 at the Friar's Club in Manhattan. Journalist and humanitarian **Ruth Gruber** was honored at the event, which benefitted breast cancer care at Israel's Rabin Medical Center. The event began with a screening of the documentary *Ahead of Time*, which chronicled Gruber's life as the youngest person

ever to receive a Ph.D at the age of twenty and her remarkable career as a reporter and photo-journalist for the New York Herald Tribune. Afterwards, Gruber spoke with the audience, sharing her stories from Nazi rallies and Soviet camps. The event also featured a private jewelry sale by **Judith Ripka**. Co-chairs **Dawn Effron** and **Phyllis Arnold** organized this beautiful luncheon.

Women's Healthcare @ Rabin Medical Center

YEAR IN REVIEW

9,198	Babies Born
4,756	Boys
4,442	Girls
774	Premature Infants
4	Triplets
1,844	Cesarean Sections
1,500	In-Vitro Fertilization Cycles
23,275	Ultrasound Examinations

FUNDING NEEDED

To establish an Early Detection Clinic to assist high risk patients who test positive for the BRCA gene mutation.

\$25,000 – full or partial funding required
Contact 212-279-2522 or afrmc@afrmc.org

NYC SCHLEP: JEWISH BREAST CANCER 5K RUN/WALK

On Sunday, July 17, over 200 breast cancer activists gathered on a warm and sunny morning in Battery Park, downtown Manhattan to participate in the inaugural AFRMC Jewish breast cancer run/walk. The event was co-sponsored by **Shleppers Moving and Storage, Zuckers Bagels, El Al Airlines, JCP Downtown, Sharsheret, Genentech, and Shibolet**. New York State Assemblyman **David Weprin** addressed the 200 runners and walkers: "All of us are partners with AFRMC to raise awareness of breast cancer among Jewish women in the United States and Israel."



Participants in the first NYC Schlep

Breast cancer impacts approximately one in seven Jewish women, and over 1.5 million are diagnosed yearly around the globe.

The race attracted runners of all ages and backgrounds and from all parts of the country. Runners came from as far away as Houston, St. Louis, and Washington D.C. to participate in the event. Ages of the participants ranged from 7-year-old **Tani Leitner** who completed the race in 37 minutes to 88-year-old **Grace Salant**, who completed the entire course in just over one hour. **Larry Glazer**, a 49-year-old male and **Jenna Weinberg**, a

22-year-old female were the race winners with times of 20:18 and 24:32 respectively.

Donations were received from across the United States, including **Baltimore, Seattle, Houston, Washington D.C., Pittsburgh, Los Angeles, Durham, Boston, Miami, Cleveland, Philadelphia, Chicago, Birmingham, Iowa City, Atlanta, Scottsdale, Denver, Madison, Anchorage, San Francisco, Memphis, and Telluride**. Donations also came in from as far away as **Singapore, Hong Kong, Toronto, Tel Aviv, and Johannesburg**. An impressive 170 donors were organized by **Team Natalie**, a

group of runners who rallied around a 27-year-old newly diagnosed breast cancer patient in California. Together the team raised over \$25,000.

American Friends of Rabin Medical Center would like to thank all our runners and walkers, including members of the following teams: **East End Temple, Emanu-El NYC, HUCstables, Jewish Community Project, Lchaim, LP II, Malka, Positively Plaut, Sharsheret, Shibolet, Team Natalie, The Graduates, The Herrmann Gang, TUJ Congregation, Uptown Shleppers.**

TWO COUSIN'S HEFTY FUND-RAISING EFFORT FOR A SCHLEP

As appeared in *The Wall Street Journal*

On Sunday, **Batya Rotter** will be schlepping for a good cause—to honor her cousin who was recently diagnosed with breast cancer.

Ms. Rotter is participating in the inaugural NYC Schlep, a five-kilometer run and walk to raise awareness about breast cancer in the Jewish community. The fund-raiser benefits the Davidoff Cancer Center at the Rabin Medical Center in Petah Tikvah, Israel, and will fund fellows researching the prevalence of breast cancer in women who are genetically predisposed.



L-R: Natalie Katzin Gerber and Batya Rotter

Ms. Rotter is a 28-year-old doctoral student in clinical psychology at Fordham University. The Schlep is her first sports-related fund-raising event. She learned about the race from another cousin a few weeks ago, quickly pulled together some friends and launched **Team Natalie**, named in honor of her cousin, **Natalie Katzin Gerber**. The event is a way to "turn sadness into an opportunity to help," says Ms. Rotter.

Sunday's Schlep in New York's Battery Park is expected to draw around 250 people and raise about \$50,000. **Team Natalie** has raised more than any other team, reaching \$18,600 by Friday afternoon and surpassing Ms. Rotter's fund-raising goal to hit \$18,000. "Eighteen means life," says Ms. Rotter, referring to a spiritual number in Judaism.

Requests for contributions circulated via email and through social-networking websites, and donations have flowed in from about 100 friends and family members. The first gift in support of

the Schlep and the team's motto, "We will face this head on and we will win!" came from Ms. Gerber.

The cousins are very close. They are the same age, grew up less than a mile from each other and played house together as girls. The two women attended college together at Columbia University, traveled to Italy together and Ms. Rotter was a bridesmaid for Ms. Gerber. The event comes at a time when Ms. Rotter says her cousin, who lives in California, needs the most love

and support even if it is long distance. The race is "a way to get together and support each other and show her how much we love her," she says.

Over 20 people will walk or run Sunday for **Team Natalie**. The team's fund-raising prowess, accounting so far for over 40% of the total amount raised for the event, has been a wonderful surprise to **Joshua Plaut**, a rabbi and executive director of the American Friends of Rabin Medical Center. The organization decided to do the walk about 60 days ago and sent emails to synagogues, community centers and donors, and distributed fliers in public places to drum up interest. "Already we have someone who wants to do a Hamptons Schlep next summer and we're getting gifts from Alaska, there's a whole group from Dallas that's signed up," says Dr. Plaut.

Melanie Grayce West is a reporter at the Wall Street Journal, where this article originally appeared on July 16, 2011.

BEST OF ISRAEL, BEST OF NEW YORK ANNUAL GALA 2010



Chita Rivera



L-R: Larry Silverstein, Charlie Rose and Stephen Siegel



L-R: Todd English and Peter Riguardi



L-R: Jacki Florin, Barry and Fran Weissler

On November 1, 2010, over 700 of our friends joined us at the eleventh annual Gala, the **Best of Israel Best of New York Gala** at the Grand Hyatt, NYC. **Charlie Rose** served as master of ceremonies, and interviewed **Stephen Siegel**, AFRMC board president and Chairman of Global Brokerage at **CB Richard Ellis** and **Larry Silverstein**, the president and CEO of **Silverstein Properties**. Entertainment included world-renowned violinist **Shlomo Mintz**, legendary Broadway actor **Tom Wopat**, actress **Chita Rivera**, and

Rodney Hicks of the **Scottsboro Boys**. **Peter Riguardi**, the president of the New York Tri-State Region of **Jones Lang LaSalle** was honored. The Award of Excellence in Performing Arts was presented to Broadway producers **Barry and Fran Weissler**. Dinner was designed by guest chefs **Todd English** and **Mika Sharon**. Guests were treated to a fashion show, jewelry show, and art show. The evening concluded with an After Party featuring the **National Jazz Museum** in Harlem's **All-Stars Band**.

CHARITY GOLF EVENT



L-R: Stephen Siegel, Gerry Friedman, Jack Irushaimi

AFRMC held its Fourth Annual charity Golf Tournament on September 14, 2011, at the **Quaker Ridge Golf Club** in Scarsdale, New York. **Stephen Siegel**, the global chairman of

CB Richard Ellis and **Gadi Peleg**, of **Cape Investment Advisors** co-chaired the event. The event has become known as one of the most exclusive real estate outings on the charity circuit, attracting major companies and sponsors, including **Stephen Siegel**, **Neil Clark** of **Fidelity National Title Insurance Company**, **Richard Ebers**, **Michael Bebon** of **Lawyers Title Insurance Corporation**, **Charles Bendit & Paul Pariser** of **Taconic Investment Partners LLC**, **Brian Gell** of **CB Richard Ellis**, **Jack Irushalmi** of **Tri-Star Construction**, **Robert Ivanhoe** of **Greenberg Traurig**, **Jonathan Mechanic** of **Fried, Frank, Harris, Shriver & Jacobson LLP**, **Jeremy Moss** of **Silverstein Properties**, **Gadi Peleg**, **Robert Scheinman** of **J.T. Magen & Company**, **Lou Switzer** of **The Switzer Group**, and **Ofer Yardeni** of **Stonehenge Partners**.

YOUNG PROFESSIONALS IN REAL ESTATE



L-R: Joe Berko and Michael Stoler

Surrounded by beautiful, handmade mosaic pieces, over 200 real estate professionals gathered at **SICIS: The Art Mosaic Showroom** in SoHo, NYC for a young professionals real estate event to raise money for cancer care fellowships at **Rabin Medical**

Center. It was AFRMC's sixth time hosting this event, which featured **Michael Stoler**, managing director of **Madison Realty Capital** and host of the **Stoler Report**, and **David Kramer**, head of **Hudson Companies**. **Amy Tanenbaum**, Vice President of Sales and Marketing at **SICIS**, chaired the event. Guests were part of a discussion of the latest trends and forecasts for developmental, residential, and commercial real estate in New York City. **Ido Aharoni**, the Consul General of Israel, addressed the attendees. The event was co-chaired by **Joe Berko**, president of **Berko and Associates** and **Shimon Shkury**, president of **Ariel Property Advisors**. Generous support was provided by **Ariel Property Advisors**, **Brack Capital Real Estate**, **Gaia Real Estate**, and **Glacier Global Partners**.

WALL STREET CELEBRATES ISRAEL



L-R: Joshua Plaut and Stanley Stern

On Tuesday, June 21, AFRMC held its annual Wall Street Celebrates Israel Financial Services Professionals Networking Party. Sponsored by **TD Bank** and **Shibolet**, the event featured **Stanley Stern**, Head of Technology

Investment Banking and Israel Investments at **Oppenheimer Co.** **Stern** discussed the impact of huge natural gas fields recently discovered under the Mediterranean off the Israeli coast. In addition, an equipment appeal helped support the purchase of medical supplies for Israel's **Rabin Medical Center**. The event was co-chaired by **David Pfeffermann** of **TD Bank** and **Yaniv Blumenfeld**, and generously supported by **CBIZ MHM, LLC**, **Glacier Global Partners**, and **El Al Airlines**.

RABIN FELLOWS EXCHANGE PROGRAM

In an effort to facilitate an active exchange of Israeli doctors to numerous different specialized medical centers in the United States, American Friends of Rabin Medical Center has established the Rabin Fellows Program. **The goal of the program is to sponsor and send Israeli doctors from the Rabin Medical Center to America, for periods of two weeks to six months, to engage in research, training, and education projects. As leaders in the medical sector, a strong and well-established partnership between Israel and the United States will help to advance healthcare worldwide.** As part of the program, AFRMC also sponsors Rabin doctors and researchers at the hospital in Israel and intends to send American doctors to visit Rabin Medical Center for training and specialization.

AFRMC and Rabin Medical Center have worked to include the following areas of cooperation and exchange: breast cancer treatment and research, genetic diseases, emergency and trauma medicine, women's medicine, pulmonary medicine, and diabetes care. Additional areas of medical exchange will be expanded in the future as the program continues to grow.

Named sponsorship opportunities for the ever-expanding fellowship program are available and range from \$5,000 to \$30,000. Israel and the United States have some of the most talented doctors and medical practitioners in the world, and increasing support for these collaborative research efforts can help find cures for cancer, genetic, and other diseases, those that affect all strata of citizens around the globe. For further information on sponsoring Rabin Fellows, contact AFRMC at 212.279.2522 or afrmc@afrmc.org.

INTERNATIONAL DELEGATIONS

Rabin Medical Center hosted a number of outstanding physicians from around the globe at its state-of-the-art facilities in Petach Tikvah. **Professor Alain Cribier**, a cardiologist from the University Hospital Charles Nicolle in Rouen, France, visited the International Cardiology Institute at Rabin Medical Center to give a special presentation on the use of Trans-Catheter Aortic Valve Implantation (TAVI). To date, close to ninety TAVI procedures have been performed and Professor Cribier's visit ushered in a new era of cardiac surgery.

From a different part of the world, **Dr. Dejuma Osman Kalba**, the head of the Department of Urology at one of Nigeria's leading hospitals, visited the hospital for a six-week-long fellowship, which focused on minimally invasive urological surgery, including ureteroscopic procedures in the kidney and percutaneous procedures.

Finally, University of Texas Southwestern Medical Center and Rabin Medical Center established a joint-five year affiliation to collaborate on research as well as student and faculty exchange programs. In June 2011, the first two doctors from Dallas, **Dr. Dan Meyer**, a cardiothoracic surgeon and **Dr. Sarah Gualano**, a cardiologist, enjoyed a specialized training at Rabin Medical Center. As part of this exchange, Rabin doctors will travel to Dallas for training and collaboration.

FIRST RABIN FELLOWS: DR. ELI SIDON AND DR. RAM EITAN



L-R: Mr. Elliot Karp, Dr. Eyrans Halpern and Dr. Eli Sidon

Dr. Eli Sidon, a 32-year-old orthopedic surgery resident at Rabin Medical Center in Petah Tikvah, traveled to Las Vegas in May 2011 as the first-ever Rabin Fellow to spend two weeks with **Dr. Hugh Bassewitz**, the hosting physician at the **Desert Orthopaedic Center**.

Included in the two-week orthopedic shadowing and mentoring program was an immersion in Las Vegas Jewish cultural events as part of the partnership with the **Las Vegas Jewish Federation**. The relationship between **Elliot Karp**, the President and C.E.O. of the Federation, and **Joshua Plaut**, Executive Director of American Friends of Rabin Medical Center created the first annual **Ofer and Shari Yardeni Rabin Visiting Fellowship**. In June, Mr. Karp visited Israel's Rabin Medical Center.

Rabin Medical Center's **Dr. Ram Eitan**, the **Gadi & Eliezer Peleg Rabin Fellow**, was at Memorial Sloan-Kettering Cancer Center in September 2011. His fellowship included performing surgery using the Da Vinci robot donated by the Pelegs. The first surgery was done under the guidance of **Dr. Douglas Sherr**, Clinical Director of Urologic Oncology, Weill Medical College of Cornell University. The doctor in charge at Sloan Kettering is **Richard R. Barakat, MD**, Vice Chair, Clinical Affairs, Department of Surgery; Chief, Gynecology Service; along with **Mario M. Leitao, Jr., MD**, Co-Director of Robotic Surgery.

The **Rob and Anne Ivanhoe Rabin Fellow** is funding the diabetes research of **Dr. Joelle Attal-Singer**, who is investigating how hospitalization procedures and protocols treat diabetic patients at Rabin Medical Center. The research project will collect data for three years, pre and post-intervention of a set of updated procedures and technologies to deal with hospitalized diabetic patients.

Additionally, the **Stephen and Wendy Siegel Research Study in Advancing Pulmonary Care** is seeking to investigate whether the use of oral Viagra pills can improve lung function of patients with otherwise decreased pulmonary function. The research is being performed by Rabin Medical Center's **Prof. Mordechai Kramer** and studies patients with pulmonary dysfunction resulting from Chronic Obstructive Pulmonary Disease, Idiopathic Pulmonary Fibrosis, and Post Pneumonectomy. Finally, the **Yoron and Fiorenza Cohen Rabin Fellow in Facial Reconstruction** will be appointed soon.

CONSTRUCTION OF THE NEW JUSIDMAN EMERGENCY AND TRAUMA CENTER



Rendering of the New Jusidman Emergency and Trauma Center



Construction of the New Jusidman Emergency and Trauma Center

A modern and up-to-date emergency department often makes the difference between life and death for those with acute injuries. **The Jusidman Emergency and Trauma Center at Rabin Medical Center** will replace the current facilities which are no longer suited to the needs of the more than 160,000 annual emergency room visitors. Using state-of-the-art technology and evidence-based designs, the Center will provide first-class emergency medical care while enhancing patient comfort.

The 54,000 square foot facility is being planned according to Israel's Home Front Army Command's emergency readiness requirements, which includes both medical and structural requirements necessary to protect Israel from natural disasters and external threats. This mandates the inclusion of advanced diagnostic and life-saving equipment to cope with large-scale disasters. The facility also accounts for the needs of widespread infection control, including specially designed isolation rooms. The Center adopts streamlined logistics that improve treatment flow based on the severity of a patient's medical condition, enabling all patients to receive immediate care.

Construction began two years ago and is expected to be completed by 2013. The Center will include a Level One Trauma Unit, Fast-Track Clinic, Triage and Admittance, Imaging Facilities, and other support services, as well as an Emergency Care Wing for Acute Care. An underground parking facility will improve accessibility and decrease congestion.

The generous gift made by **Daniel Jusidman** along with the Israeli government, Clalit Health Services, and American Friends of Rabin Medical Center is allowing the hospital to build this Emergency and Trauma Center which will double its current size. **Additional support is needed to complete the project in full and provide the best possible medical treatment. When it comes to emergency care, every detail can make a life-saving or life-changing difference to hospital patients. Please be our partners in helping to fund this critical venture.**

SAVE-A-LIFE AT ISRAEL'S RABIN MEDICAL CENTER

EMERGENCY AND TRAUMA NEEDS

Oxygen Mask and Stand
COST: \$500

Heating Blanket
COST: \$1,000

Special Reclining Chairs
COST: \$1,200

Electrocardiogram
COST: \$2,000

Blood Pressure Monitors
COST: \$2,500

Emergency Room Stretchers
COST: \$3,000

Cardiac Defibrillator
COST: \$5,000

Special Stitching Lamp
COST: \$7,000

Mobile Respiration Ventilator
COST: \$7,000

Ceiling Mounted OR Lamps
COST: \$13,000

Emergency Surgery Set
COST: \$28,000

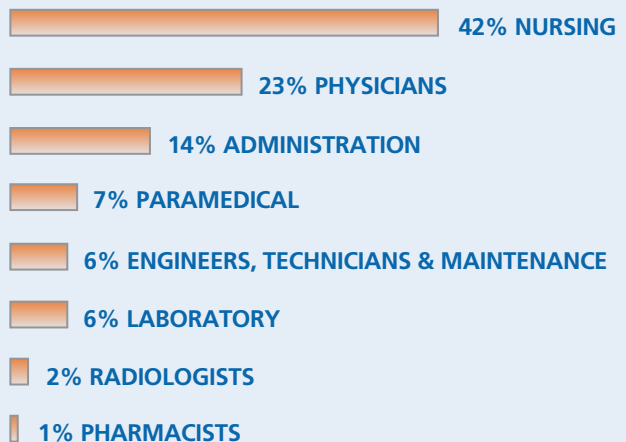
Portable Ultrasound
COST: \$70,000

To donate please contact

AMERICAN FRIENDS OF RABIN MEDICAL CENTER
212-279-2522 or afrmc@afrmc.org

HOSPITAL EXPENDITURES IN 2011

BUDGET: \$410 MILLION



EXECUTIVE BOARD MEMBER ARLENE STERLITZ REFLECTS ON HOSPITAL STAY



Arlene Sterlitz

I am an American living in Herzliya, Israel, more than 8,000 kilometers from my children, grandchildren, and family doctor, a person I have known and trusted for many years. When I was admitted this spring to the Rabin Medical Center after contracting a fairly rare illness called Guillain-Barre Syndrome my first fear was that I would not be well enough to fly back to the States where I would be surrounded by familiar people and receive what I thought would be the best care. After only a few minutes in the emergency room, however, the doctors and nurses made me feel much less apprehensive and frightened, actually comfortable. I knew immediately that I was in good hands.

I have spent time both as a patient and visitor in numerous hospitals in the United States, but, honestly, I have never seen such attentive doctors and nurses and entire staff as those at Rabin. Indeed, they administered exceptional care to every patient, regardless of whether they came with yarmulkes, veils, or Yankee baseball caps on their heads. To my surprise, the staff was equally diverse. You could hear Arabic, Russian, English, and, of course, Hebrew in the hallways at all times. I could not believe that such quality care was available not only for me but to every patient.

It made me so proud to realize that such a fantastic hospital exists here in Israel. I would like to applaud Rabin for its excellence in every way. I have made a complete recovery now, which I attribute in no small part to Rabin (and, of course, Hashem). I know that I—as well as the patients from all walks of life that I met during my six weeks there—will be eternally grateful for the kindness, attentiveness, and excellent medical treatment we received. I'm so happy to share this experience with all!

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JALJULIA: DIABETIC CLINIC FOR ISRAELI-ARABS

A generous donation has allowed for the Rabin Medical Center to continue a special mini-diabetic clinic with the Jaljulia Clalit Medical Clinic. Jaljulia, a mid-sized village in the center of Israel has a population of over 8,000 people, all of Muslim Arab descent. This two-year project is being directed by **Dr. Dror Dicker**, of Rabin, **Dr. Omar Mansoor**, head of the Jaljulia Clalit Medical Clinic, and **Dr. Abo Salook Mahmud**, head of the mini-diabetic clinic. The mini-diabetic clinic, staffed by doctors, nurses, dieticians with training in diabetes and social workers,



Physicians at Jaljulia Medical Clinic

will be given additional vital expertise from Rabin Medical Center to effectively treat diabetes in the town. A clear difference in quality of life has been found between patients who received specific targeted treatment and those who do not. Diabetes continues to be a growing problem among the Israeli-Arab population. This project will significantly benefit the diabetic and pre-diabetic population in Jaljulia by providing necessary expertise in the treatment, control, and prevention of diabetes, ensuring professional, optimal and often life saving care.

BILAH ROCHMAN MEMORIAL FUND



Staff of the Hemato-Oncology & Bone Marrow Transplant Department

Bilah Rochman was only 55 years old when she passed away in 2009 from acute leukemia. During her illness she was treated and hospitalized for many months in the Bone Marrow Unit at the Hemato-Oncology Department of the Davidoff Cancer Center where she received compassionate care by her team of physicians, nurses and other staff.

Shortly after her death, her brother, **Dr. Mark Jacobson**, who lives in the USA, felt that she would have wanted to give something back to the nurses who cared for her, so he established the **Bilah Rochman Memorial Fund**. This fund, now in its second year, is an ongoing support and empowerment program for the inter-disciplinary team at the Hemato-oncology and Bone Marrow Transplant Department. It allows the staff to participate in seminars and training programs which helps them in coping with the extremely ill patients who are under their care. It aims to enhance compassion satisfaction (personal meaning and satisfaction relating to providing health care) and reduce compassion fatigue (burnout and secondary traumatic stress). There is also a research component in this program where the data of the participants is collected, and a preliminary analysis has shown significant improvements in scores of secondary traumatic stress.

Though, sadly, Bilah Rochman did not survive her leukemia, this memorial fund provides the staff expert tools and support in caring for patients like Bilah where extra compassion and understanding are an integral part of their medical treatment.

BIRTH AFTER LUNG TRANSPLANT



L-R: Mordechai Kramer and Navit Peterson with her daughter.

Over 9,000 babies were born at the Rabin Medical Center in 2010. For some of those mothers the birth of their child was the realization of a dream that often seemed impossible.

Such was the case of **Navit Peterson**, who after having a successful lung transplant, decided to fulfill her dream of becoming a mother even though she knew it would be risky for both her and the

baby. Following the successful transplant Navit grew stronger every day. **Prof. Mordechai Kramer** gave her the go ahead to become pregnant. After three failed pregnancies, she was able to carry a baby to term. Throughout her pregnancy, Navit was monitored by **Prof. Moshe Hod**, Head of the Maternal Fetal Division, Helen Schneider Women's Hospital at Rabin Medical Center, and recently gave birth to a healthy little girl.

During 2010, eighteen other women who had undergone transplants became pregnant and were treated in the Helen Schneider Women's Hospital Maternal Fetal Division at Rabin Medical Center, turning their distant dream of motherhood into a joyous reality.

NON-INVASIVE HEART SURGERY



A revolution in heart valve replacement has begun at the Rabin Medical Center. For the first time in Israel, and for the twentieth time globally, a mitral valve replacement was implanted into a 51-year-old patient using a six-millimeter-wide catheter.

A mitral valve replacement is required when a leaky valve causes the body to become deprived of oxygenated blood. The new procedure allows for the replacement of a leaky mitral valve without the need for open-heart surgery, which requires a long and unpleasant recovery time.

Using advanced imaging of the heart via the esophagus, the doctors find the exact location of the leaky valve, insert the catheter, and push in the 2.6-centimeter-long replacement valve through a vein. The procedure takes just over one hour to complete, and the patient is up and walking around just days after the surgery.

EVERYTHING YOU WANTED TO KNOW ABOUT MENOPAUSE AND PROSTATE CANCER

WHAT'S UP DOC?

YOUR VITALSIGNS

Women, did you know...

- Over 75% of women suffer from at least one of the following signs of menopause: hot flashes, sweating, sleep disorders, depression, anxiety, fatigue, decreased libido, vaginal dryness, or obesity.
- There are cultural variations in menopause onset and symptoms, for example, Japanese women suffer significantly less menopause symptoms. The cause is unknown, but some researchers speculate it is a diet rich in soybeans.
- Eastern medicine recommends reducing the intake of alcohol, coffee, soybean oil and spices like black pepper, hot pepper, cinnamon and ginger while consuming more foods like sardines, tahina, whole wheat, barley, tofu, cucumbers, tomatoes, beans, beets, bananas, pears, pine-apples, grapes and mangos.
- Treatments with hormone therapy are thought to be beneficial in certain cases, but associated increased risks of heart attack, stroke, and breast cancer need to be mitigated.

Men, did you know...

- Prostate cancer is the most common type of cancer in men over the age of fifty.
- PSA (Prostate-specific-antigen) blood tests can detect the disease at very early, and very curable, stages.
- PSA tests are just as crucial for detecting prostate cancer as mammography and colonoscopy are crucial for detecting breast and colon cancers.
- Early PSA screenings can reduce mortality rates by 20%.
- Warning signs include: a family history of prostate cancer, urinary voiding symptoms, early-onset erectile dysfunction, or blood in the semen.
- Various prostate cancer treatments exist, from aggressive to surveillance, with the medical focus shifting from treatment to prevention.



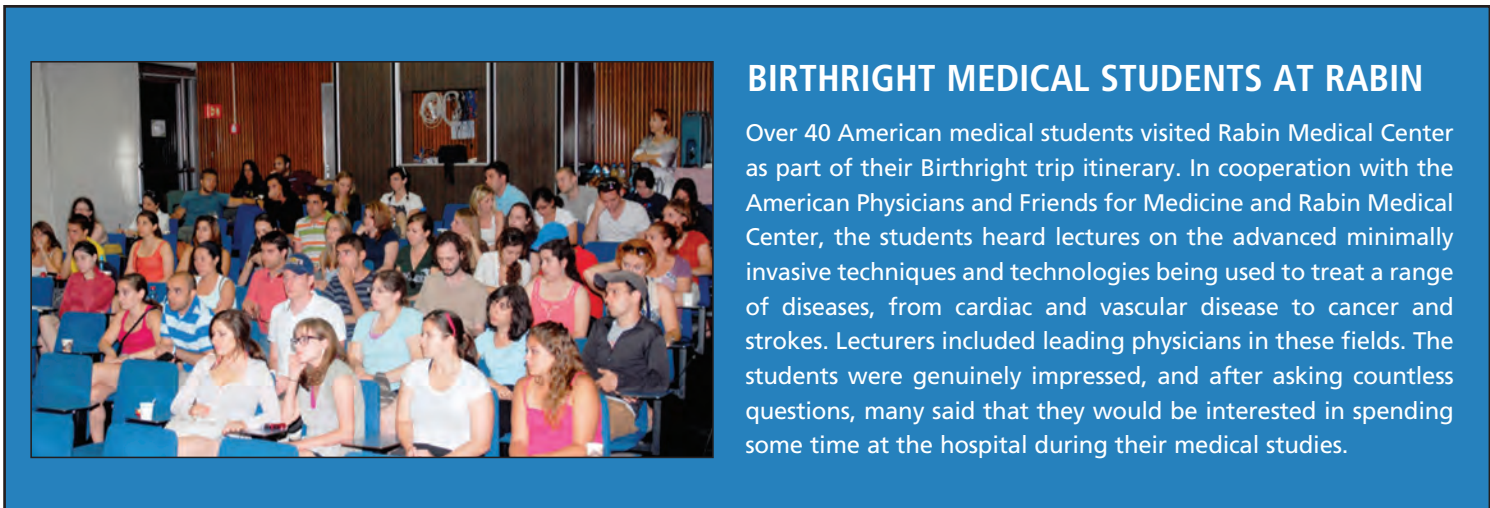
Please send any of your health questions to afrmc@afrmc.org



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www.afrmc.org



BIRTHRIGHT MEDICAL STUDENTS AT RABIN

Over 40 American medical students visited Rabin Medical Center as part of their Birthright trip itinerary. In cooperation with the American Physicians and Friends for Medicine and Rabin Medical Center, the students heard lectures on the advanced minimally invasive techniques and technologies being used to treat a range of diseases, from cardiac and vascular disease to cancer and strokes. Lecturers included leading physicians in these fields. The students were genuinely impressed, and after asking countless questions, many said that they would be interested in spending some time at the hospital during their medical studies.



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Charlie Rose

MASTER OF CEREMONIES
Charlie Rose interviews
Mortimer B. Zuckerman



Mortimer B. Zuckerman



Eli Hurvitz

HONOREES
Eli Hurvitz & Teva Pharmaceuticals
and
Stephen Siegel



Stephen Siegel



Todd English

CHEFS
Todd English
Anthony Susi



Anthony Susi