

RAMBAMHCC

2014

ANNUAL REPORT



Pictured on cover:
The Ruth Rappaport Children's Hospital



RAMBAMHCC

2014

ANNUAL REPORT

HOPE STARTS HERE

The new Ruth
Rappaport Children's
Hospital opens

JUNE 2014



RuthRappaport
Children's Hospital

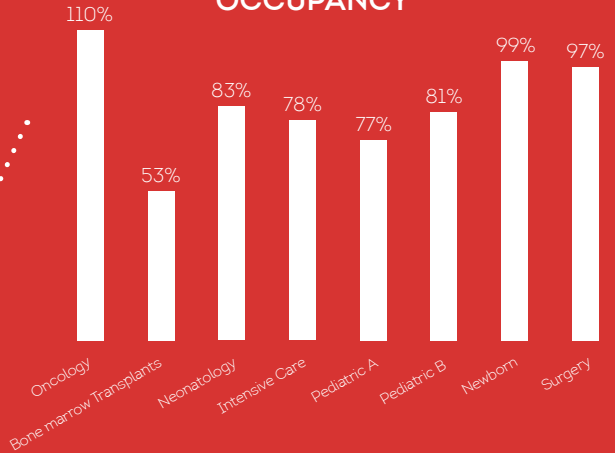
Rambam Health Care Campus

RUTH RAPPAPORT CHILDREN'S HOSPITAL IN NUMBERS

58,056

HOSPITALIZATION
DAYS

OCCUPANCY



23,243

EMERGENCY
ADMISSIONS



26%

HOSPITALIZED

3,534

ONCOLOGY OUTPATIENT
TREATMENTS



1,100

CHILDREN

7,701

DIALYSIS TREATMENTS



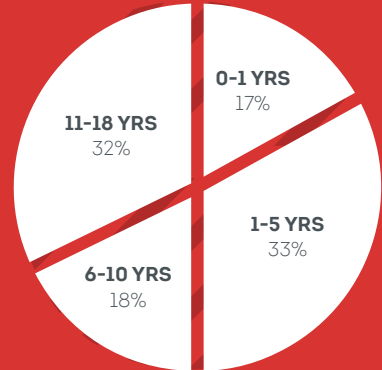
53

CHILDREN

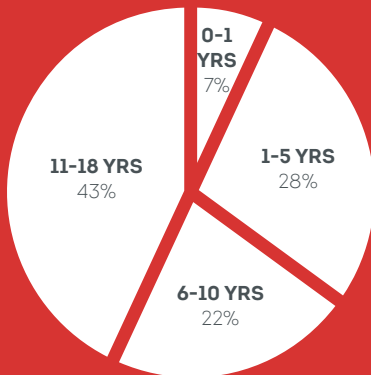
44,132

CHILDREN TREATED
IN 2014

AGE



AGE

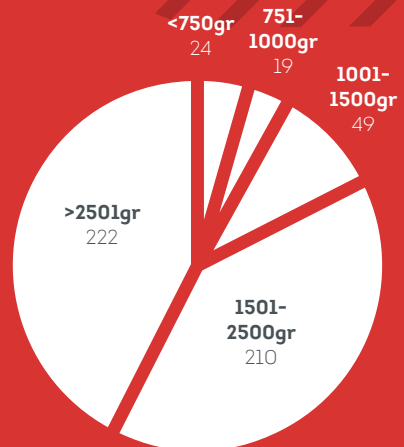


5,334

SURGERIES

524

PREMATURE BIRTHS



ON BEHALF OF NORTHERN ISRAEL'S 600,000 CHILDREN WE WOULD LIKE TO THANK:

Ruth & Bruce Rappaport and Family

Ariela & Eitan Wertheimer * Joan & Sanford Weill
and the Weill Family Foundation

Meri & Sol J. Barer * Herta & Paul Amir *
Relly & Brent Dibner * Irma & Aaron Spencer *
The David & Jacqueline Simon Family *
The Israel Cancer Association (R.A) * Effi & Eli Goldhar *
The D. Dan & Betty Kahn Foundation

Goldie Feldman, Barry & Laurie Green and Family,
David Green, Daphne Wagner, Lita & Mickey Green

Harry & Sara Gorman, Hy & Bertha Shore *
David A. Cohen Family * Alice & Maurice Benard *
Women's League for Israel * Dream Doctors *
The Leir Charitable Foundations * Anonymous, Switzerland *
Tatyana & Alan J. Forman * The Greidinger Family *
Michelle Kahn * Zahava & Yoram Cedar * Fondation Adelis *
Pierre Mandel * Erna Feist-Elzas

...and 981 donors worldwide

for helping make the Ruth Rappaport
Children's Hospital a reality









Professor Rafi Beyar MD, DSc, MPH

Director & CEO

Rambam Health Care Campus

FROM THE DIRECTOR

FROM VISION TO REALITY

Esteemed friends and benefactors...

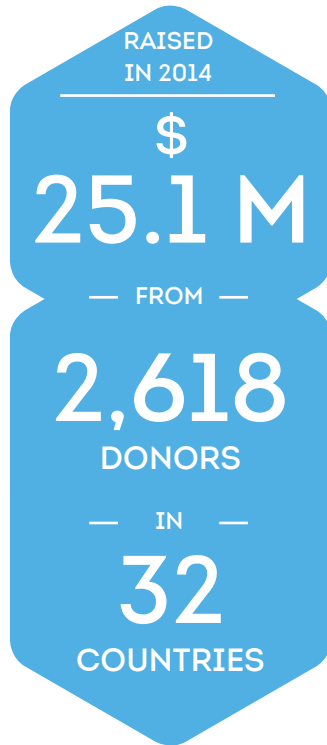
IN FRONT OF OUR EYES, RAMBAM IS UNDERGOING AN EXTRAORDINARY TRANSFORMATION.

Cement trucks and cranes are giving way to tall, gleaming structures, projecting a powerful message that the future of medical care is unfolding right here on the Rambam Health Care Campus.

The Ruth Rappaport Children's Hospital is brimming with activity, with the last two of its floors now being completed in time for the 2016 Summit. The wonder in the eyes of children and parents as they enter the hospital's expansive, colorful atrium reflects a transition from fear and concern to optimism and hope.

The opening of the Ruth Rappaport Children's Hospital is excellent news for the citizens of Northern Israel and the entire country. Every detail

FROM THE DIRECTOR



of the new hospital is intended to create an optimally healing environment, where physicians, children, and their families can devote their energies to the most important task of all—getting back to health.

The newly opened Sammy Ofer Underground Emergency Hospital extends a critical sense of security for our professional staff, armed forces and the citizens of Northern Israel. During the summer of 2014, Operation Protective Edge underscored the urgency of this vital facility so near the nation's highly unstable northern border, and we continue to seek partners who will enable us to complete its remaining features.

PRESSING NEEDS IN DEPARTMENTS AND SERVICES THROUGHOUT RAMBAM PRESENT OPPORTUNITIES FOR MEANINGFUL GIVING

Rambam's West Campus remains very much a work in progress. The imminent opening of the Joseph Fishman Oncology Center, and the challenges of recruiting funding for its equipment and facilities, will be the focus of our attention for the coming two years. Specifically, the completion of two entire floors and a new radiotherapy unit will require major gifts, and will significantly upgrade the treatment extended to cancer patients throughout Northern Israel.

Work on the Cardiovascular Hospital and the Biomedical Discovery Tower will hopefully begin in the next year and intensive efforts are underway to complete the planning and secure funding to bring these projects to fruition.



Watch Rabbi Eckstein, Founder & Pres. of IFCJ at Gratitude Ceremony



WE BELIEVE IN PEOPLE AND IN LEADERSHIP, AND CONTINUE TO INVEST HEAVILY IN OUR CLINICAL STAFF, WHOSE PROFESSIONAL DEVELOPMENT AND DESIRE FOR INNOVATION MUST BE NURTURED.



Watch the Department of Neonatology and NICU move into its new home

Not all of our efforts are directed towards bricks, mortar and equipment; quite the contrary.

This past year we recruited seven new department leaders whose levels of expertise, matched by our new facilities, further Rambam's position as a world-class hospital.

In the research arena, we have made a strategic decision to focus on genetics and precision medicine—with particular emphasis on the connection between genetics, cancer and environmental health. The rationale for this decision will be underscored in the Rambam-Haifa Health of Tomorrow Conference during the 2015 Rambam Summit.

Rambam's achievements are especially noteworthy when observed against the backdrop of Israel's troubled healthcare system. In a prevailing atmosphere of budget-cuts and downsizing, Rambam is surging ahead, powered by vision, partnership, courage, and commitment to shaping the future of medical care.

I take this opportunity, on behalf of our patients, physicians, nurses and support staff, to express our gratitude to all of our friends and supporters who have helped Rambam become an inspiration and model for hospitals in Israel and abroad.

Rafi Beyar, MD, DSc, MPH

WELCOME TO RAMBAM,
THE NORTH'S PREMIER TEACHING
HOSPITAL AND RESEARCH CENTER.





**A LIFETIME OF ACHIEVEMENT:
DR. HANNA ADMI**

A LIFETIME ACHIEVEMENT AWARD WAS PRESENTED TO DR. HANNA ADMI THIS SUMMER, FOR 45 YEARS OF PROFESSIONAL SERVICE, INCLUDING 18 YEARS AS RAMBAM'S DIRECTOR, AND FOR MAKING RAMBAM A MODEL OF NURSING EXCELLENCE THROUGHOUT ISRAEL.

בית חולים רות דפפורט
RAPPAPORT CHILDREN'S HOSPITAL

תחנת בטיחות חולים (הסגור) מ"ר 1000
SAHMY OZER PARKING & FORTIFIED HOSPITAL

60%
NURSES WITH
BA DEGREES

— & —
18%
NURSES WITH
MA DEGREES

— & —
0.3%
NURSES WITH
PHD DEGREES

What events have been pivotal in your career?

Forty years ago, as a young nurse at a personal crossroad, I was awarded the first Cheryl Spencer Nursing Scholarship for academic studies. That decisive moment set me on an academic path that led to four years of graduate and doctoral studies at the University of Pennsylvania, and a lifelong pursuit of learning. My relationship with Cheryl's parents, Irma and Aaron, remains as close as family, and we recently celebrated the 40th anniversary of the Spencer Scholarships.

And when you returned to Rambam?

Although my original plan was to become a research nurse, instead I was offered the position of Deputy Director of Nursing. From the very beginning I loved being in a managerial position and the opportunity it gave to implement my values and vision.

And what are those values?

That behind the pajamas and the pathologies, the patient is a human being, with fears and hopes, who deserves the best quality of compassionate

care. Even as medicine and technologies are perpetually changing, the needs and expectations of the patient remain constant.

How did you bring your academic experience to nursing at Rambam?

I believe that the more a nurse is educated, the better evidence-based care she or he provides. At Rambam we were the first to implement the Clinical Ladder for nurses, which provides a framework and incentive for academic advancement. Today, close to 80% of Rambam's nurses have academic degrees. Not coincidentally, in Ministry of Health inspections, our nursing services consistently receive top ratings nationwide.

How else has nursing developed under your leadership?

Nurses at Rambam are encouraged to study and conduct research, which has significantly upgraded their status within the healthcare team. Overall, Rambam is a workplace that offers a wealth of opportunities for growth and fulfillment.



One Year and a New Kidney Later

**“MANY NEW FRIENDS ARE HELPING US HERE -
JEWS, MUSLIMS AND CHRISTIANS.”**

- Maisa Barhoum, Lian's Mother

It has been a year and a half since Lian Barhoum came to Rambam for life-saving treatment that is not available in Gaza.

Recently Lian underwent a kidney transplant with an organ donated by her father. This was her second such procedure, having

received a partial liver transplant from her mother last year. Lian's treatment was supported by the Joan and Sanford I. Weill Israeli-Palestinian Friendship Center

Now, just over two years old, Rambam is the only home that Lian knows. Both parents left

work and family behind to remain at Lian's bedside.

Rambam, its physicians, staff and supporters, have opened their hearts to provide the medical care and assistance Lian needs to lead a healthy life.

Saving Syrian Civilians

Since the outbreak of Syria's bloody civil war, Rambam has extended humanitarian aid to a steady stream of civilians caught in the crossfire.

A five-year old boy brought to the hospital in critical condition with a bullet lodged in his neck underwent emergency surgery for its removal.

106

SYRIAN CIVILIANS
TREATED AT
RAMBAM AS OF
DECEMBER 2014

After, Dr. Saleh Nassir, one of the surgeons on the operating team, informed the boy's father of the operation's successful outcome, "he hugged us and thanked us from the bottom of his heart for saving his son's life."



Tiny Hearts – Enormous Achievements

3,500 Interventional Therapeutic
Procedures on Children in 25 Years



**AFTER A QUARTER OF A CENTURY
TREATING OVER 100,000
CHILDREN WITH CONGENITAL
HEART DISORDERS, THE HERTA
AND PAUL AMIR PEDIATRIC
CARDIOLOGY INSTITUTE IS
READY TO TAKE ON THE FUTURE
FROM ITS NEW HOME IN THE
RUTH RAPPAPORT CHILDREN'S
HOSPITAL.**

Professor Avraham Lorber, Director,
The Herta and Paul Amir Pediatric
Cardiology Institute



2,772
CHILDREN
TREATED
— WITH —
260
RECEIVING
TREATMENT
IN REMOTE
COMMUNITIES
THROUGH THE
INSITUTE'S MOBILE
CLINIC
IN 2014

l-r: Herta and Paul Amir receive the 2014 Rambam Award from Professor Yehuda Hayuth, Professor Rafi Beyar, and Professor Karl Skorecki

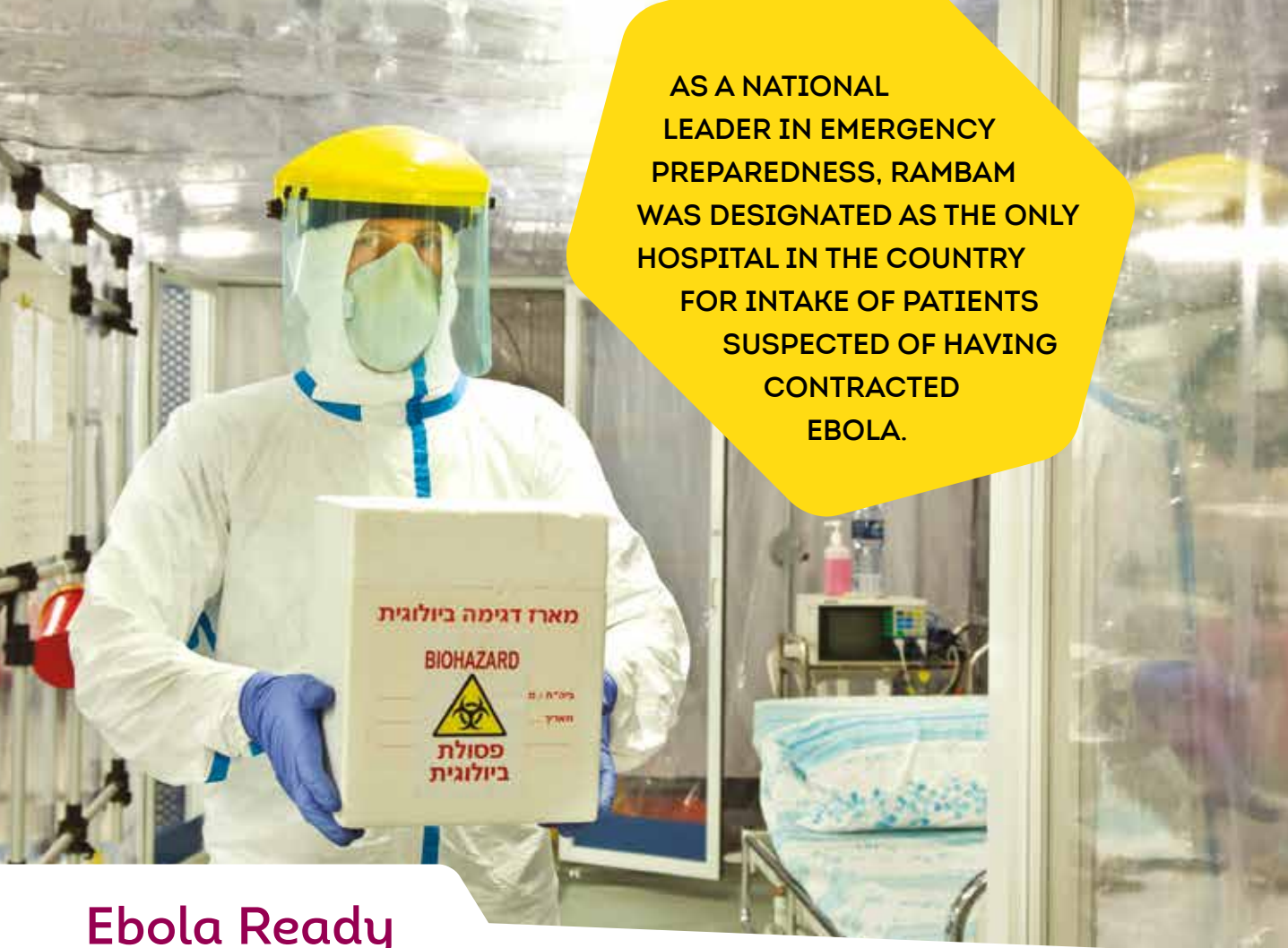
Interventional therapeutic procedures are used more commonly than ever to repair heart defects, explains Professor Avraham Lorber, Head of The Herta and Paul Amir Pediatric Cardiology Institute, even in infants. Children diagnosed with congenital heart disease remain under follow-up at the institute throughout their lives. Thanks to new technological advances, the majority of heart defects are now discovered even before birth, and most children after surgery go on to lead a normal life.

Rambam's Pediatric Cardiology Institute serves children from throughout Northern Israel, and is the referral center to 12 hospitals in the region.

The institute's new, modern, and fully-equipped facility was established thanks to the exceptional generosity of **Herta and Paul Amir**, recipients of the 2014 Rambam Award and great friends.

Enthusiastic supporters of health care and the arts, with close ties to Northern Israel, the Amir's gift reflects the couple's genuine concern for the well-being of the children in this region.

AS A NATIONAL LEADER IN EMERGENCY PREPAREDNESS, RAMBAM WAS DESIGNATED AS THE ONLY HOSPITAL IN THE COUNTRY FOR INTAKE OF PATIENTS SUSPECTED OF HAVING CONTRACTED EBOLA.



Ebola Ready

A special isolation facility in the Sammy Ofer Underground Emergency Hospital was designed and prepared by a multi-disciplinary team of some 300 Rambam staff, who trained in a unique protocol they devised for receiving suspected Ebola patients.

The Emergency Preparedness team, led by Leora Autitz and Kobi Shir Moskovitz, included Dr. Hattem Hussien, who leads the infectious disease prevention team, the emergency medicine staff, and Einat Peretz, who volunteered to serve as head nurse in the Ebola area.



Minister of Health, MK Yael German, and a team of infectious diseases experts from around the country came to Rambam to observe a drill testing the hospital's Ebola preparedness.



“ULTIMATELY, IT IS OUR PATIENTS WHO COUNT FOR US, NOT THE NUMBERS.”

- Professor Tzila Zuckerman

52%
OF TRANSPLANTS
WERE AUTOLOGOUS
(FROM PATIENT)
—
48%
OF TRANSPLANTS
WERE ALLOGENEIC
(FROM DONOR)
—
IN 2014

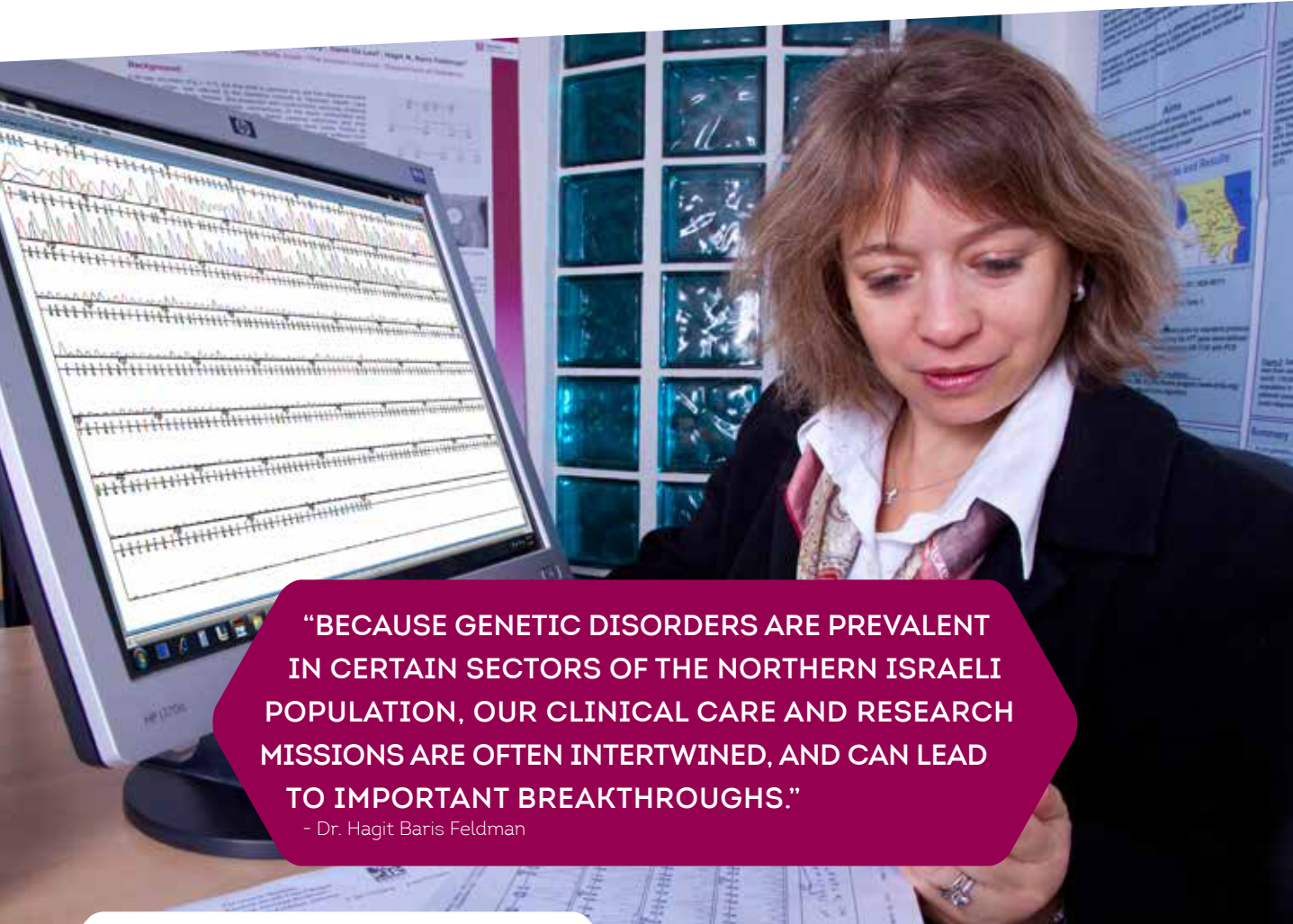
2,000 Transplants... But Who's Counting?

THE BONE MARROW TRANSPLANT UNIT AT RAMBAM RECENTLY MARKED AN IMPRESSIVE MILESTONE - PERFORMING ITS 2,000TH BONE MARROW TRANSPLANT.

Advances in medical technologies have made the transplant process easier and safer than ever before, while sophisticated data banks for matching donors, including “Ezer M’Tzion” the world’s largest Jewish Bone Marrow Registry, vastly increase the chances for finding a matching donor.

The Genetics Institute

Unlocking the Gateways to Personalized Medicine



“BECAUSE GENETIC DISORDERS ARE PREVALENT IN CERTAIN SECTORS OF THE NORTHERN ISRAELI POPULATION, OUR CLINICAL CARE AND RESEARCH MISSIONS ARE OFTEN INTERTWINED, AND CAN LEAD TO IMPORTANT BREAKTHROUGHS.”

- Dr. Hagit Baris Feldman

RAMBAM'S GENETICS INSTITUTE AIMS TO BECOME THE MOST PROMINENT GENETICS CENTER IN NORTHERN ISRAEL AND PROVIDE ITS POPULATION WITH EXCELLENT CLINICAL CARE AND CUTTING EDGE TECHNOLOGICAL ASSESSMENTS.

Medical care is about to get much more personal. A stream of breakthroughs in the wake of the Human Genome Project are enabling researchers around the world to understand disease processes at the individual level, and use these findings to develop new, personalized

therapeutic approaches. Now Rambam is positioning itself as a significant contributor to this international effort.

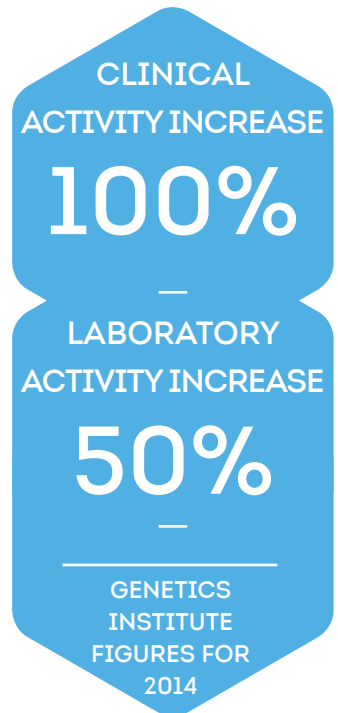
Rambam's leadership has made a strategic decision to place genetics as a focal point for medical care and research. Dr. Hagit Baris-Feldman, a Harvard-trained geneticist, was recently recruited to lead the Genetics Institute, and was presented with an ambitious research mandate. A grant from the Wolfson Family Charitable Trust and the Wolfson Foundation has enabled acquisition of state-of-the-art sequencing analysis equipment—establishing the Genetics Institute as a leader in Israel and the world.

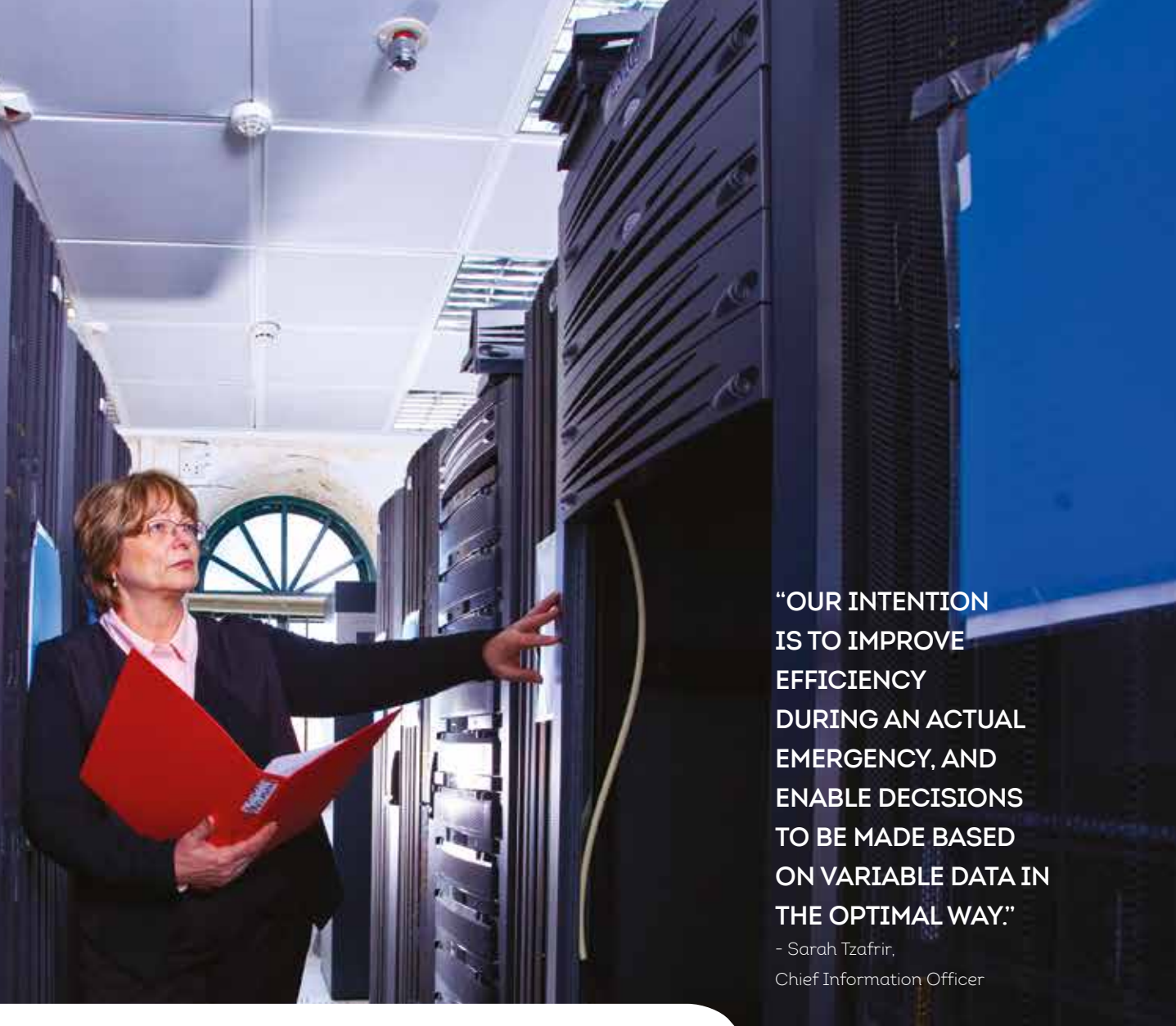
Rambam patients suspected of having disorders with a genetic background are referred to the Genetics Institute for testing across the spectrum of known genes and syndromes. If these are all ruled out, the institute uses its sequencing technologies to try and discover the genetic underpinnings of the patient's condition. Some costly genetic screening procedures are not covered by health insurance; the institute is often able to secure research grants to cover these costs for families who would otherwise go without screening.

In this way, the institute has already made important findings in the field of congenital defects. High on the institute's agenda is the establishment of specialized centers of nephrogenetics and cardiogenetics.

The Genetics Institute's professional team includes senior geneticists and genetic counselors who work directly with patients and their families, and a professional laboratory team including molecular geneticists and bioinformatics specialists; together they provide patients with the insights and approaches to contend with their genetic disease. The bioinformatics specialists are crucial as they interpret massive amounts of data generated by new technologically based genetic tests, in order to discover the proverbial needle in the haystack.

The clinical team covers all areas of treatment in genetics including clinical genetics in children and adults, pre-natal genetics, and oncogenetics. The institute staff is in constant dialogue with physicians from throughout the hospital and with the various laboratories, helping investigate genetic factors underlying conditions they encounter in their patients.





“OUR INTENTION IS TO IMPROVE EFFICIENCY DURING AN ACTUAL EMERGENCY, AND ENABLE DECISIONS TO BE MADE BASED ON VARIABLE DATA IN THE OPTIMAL WAY.”

- Sarah Tzafrir,
Chief Information Officer

“E-mergency” Situations Under Control

The effectiveness of “E-mergency”, Rambam’s computerized information and control system for hospital management during emergency situations, was proven in real-time during the summer’s Operation Protective Edge. The system, which implements

lessons learned during the Second Lebanon War, delivers alerts on department overloads and supply shortages using messaging and emails, enabling optimal management by the hospital’s central control room staff.



Professor Yishai Lachter

Fanning the Spark of Innovation

**WHEN CLINICAL
INSIGHTS AND
INNOVATIVE
THINKING COME
TOGETHER,
ANYTHING IS
POSSIBLE.**

MedTech
Rambam Technology Transfer Company

Rambam MedTech Ltd. is Rambam's technology transfer company, turning new insights gleaned at the bedside into innovations for improving patient care.

Professor Yishai (Jesse) Lachter, a Gastroenterologist and Director of Rambam's Endoscopic Ultrasound Service, invented and developed a multineedle system for fine needle aspiration which enables

guaranteed and simultaneous sampling from multiple areas within a suspected tumor or lesion, significantly saving time and enhancing diagnostic accuracy. Rambam is working with FNA Technologies Ltd. in continued development and commercialization of this new technology which is already proving itself effective and efficient!

Third NATO Advanced Research and Training Workshop at Rambam



Against a background of escalating terror in the Middle East, Rambam conducted a third NATO advanced research and training workshop for emergency medicine specialists from NATO member countries.

Rambam is an acknowledged world leader in trauma medicine, and the course participants attended lectures on hospital operation in extreme crises, treating casualties under fire, and how the IDF reduced the number of fatalities in Operation Protective Edge.

3
NATO COURSES
HAVE BEEN HELD

— WITH —

94
PARTICIPANTS

— FROM —

24
COUNTRIES

THROUGH
2014

A Medical Clown Exchange

After Javier Eisenberg, better known to patients at Ruth Rappaport Children's Hospital as "Marcelino", went to teach medical clowning at a hospital in Chile, a group of his students decided to come to Israel for a follow-up lesson.

Over one merrymaking week, the visiting clowns-in-training learned first hand how their Israeli counterparts make children smile. Rambam's Medical Clown team is supported by the Dream Doctors Project.



"THE WORK OF A MEDICAL CLOWN IS VERY COMPLEX, AND IS BASED ON SPECIALIZED TRAINING AND PROFESSIONAL KNOWLEDGE ACCUMULATED OVER YEARS OF WORK. HERE WE TRIED TO DO AS MUCH AS POSSIBLE IN A SHORT TIME."

- Marcelino



l-r: Dr. Ami Mayo, Director of the Ultrasound Guided Central Venous Catheter Insertion Course, instructs Dr. Zvi Peled, an intern in the Department of Cardiovascular Surgery, while the Center's Medical Directors, Professor Lior Lowenstein and Dr. Yaron Berkovich observe.

The Knowledge College



With the establishment of the Rambam Knowledge Center, over seven decades of accumulated expertise is making its way to physicians and the general public, from Israel and abroad. The Knowledge Center, located on Rambam's campus, is home to the Dr. Yaron Bar-El Surgical Skills Center, where interns and physicians can learn and practice surgical techniques using advanced simulation facilities. The center also offers courses on a wide range of medical topics and support services.

Cultivating the Researchers of the Future

Hundreds of youth from across Northern Israel have been exposed to the world of medical research through Rambam's **Future Scientific Researchers Club**. Under the auspices of the Clinical Research Institute at Rambam (CRIR), directed by Professor Michael Aviram, this community outreach initiative offers high school students an

inside glimpse into the latest developments in research, and personal encounters with the scientists behind them. According to Kobi Shir Moskowitz, one of the club's organizers, **the intention is to gather youth from all cultures, races and religions in Israel's northern region, and nurture the next generation of scientists.**





Insights into Thrombosis

Professor Anat Aharon

Diabetes, cancer, cardiovascular disorders, and pregnancy complications are all associated with a heightened risk of thrombotic events. Assistant Professors Anat Aharon and Benjamin Brenner have achieved important insights into the cellular mechanisms that trigger these events.

“BASED ON THESE FINDINGS, WE PROPOSE A NOVEL METHOD FOR EARLY DETECTION OF A HYPERCOAGULABLE STATE, WHICH MAY ULTIMATELY REDUCE THE RISK OF THROMBOTIC EVENTS IN THESE HIGHLY PREVALENT DISORDERS.”

- Professor Anat Aharon

Professor Aharon's Microvesicles Research Laboratory is part of the newly established Hematology Research Center operating under the auspices of the Clinical Research Institute at Rambam (CRIR), which provides facilities, support, and guidance for promising researchers at Rambam.

Revealing the Genetic Underpinnings of Hereditary Disorders

Professor Daniella Magen

The northern region of Israel is populated by various ethnic groups characterized by a high consanguinity rate, a phenomenon resulting in an increased prevalence of hereditary disorders.

Professor Magen is a physician scientist, dividing her time

between clinical activity as a Pediatric Nephrologist, and basic science research. Her research focuses on exploring novel disease-causing mutations in genes of previously unknown function, that lead to hereditary kidney and metabolic disorders.

“USING ADVANCED METHODS OF GENE MAPPING AND NEXT GENERATION SEQUENCING, OUR RESEARCH TEAM HAS IDENTIFIED SEVERAL NOVEL GENETIC MECHANISMS IMPLICATED IN SEVERE KIDNEY DISEASES AND LETHAL DEVELOPMENTAL BRAIN DISORDERS.”

- Professor Daniella Magen



Investing in the BioBank

Ronit Almog MD MPH

In 2014 Rambam inaugurated the BioBank, a library and database of biomaterial samples serving Rambam and Israeli researchers and their collaborators in the international scientific community.

The BioBank collects and stores samples according to international harmonization standards, and matches samples with clinical and epidemiological information to provide researchers a complete picture of biomarkers and disease outcomes.

“THE DISCOVERY AND DEVELOPMENT OF BIOMARKERS FOR PERSONALIZED, TARGETED DISEASE PREVENTION AND THERAPIES REQUIRES HIGH QUALITY, CLINICALLY ANNOTATED BIOLOGICAL SAMPLES FROM VAST POPULATIONS. THE BIOBANK ENABLES RAMBAM PATIENTS AND RESEARCHERS TO CONTRIBUTE TO THESE EFFORTS, AND MAGNIFIES ITS CONTRIBUTION TO MEDICAL SCIENCE.”

– Ronit Almog, MD MPH, Director of the BioBank and Epidemiology Unit



Moving Forward: It's in Our Blood



r-l: Dr. Galit Sarig, Director of the Hematology Laboratory and Dr. Dvora Sahar, Deputy Director

RAMBAM'S HEMATOLOGY LAB TOOK A GIANT STEP INTO THE 21ST CENTURY WITH THE ACQUISITION OF A NEW, STATE-OF-THE-ART AUTOMATIC MICROSCOPE AND DIGITAL CELL MORPHOLOGY SYSTEM.

The classification and counting of peripheral blood cells to identify premature and abnormal cells, formerly a subjective and labor-intensive process, is now performed efficiently and accurately, with unprecedented standardization and new levels of accessibility for evaluation and archiving of test results.

The laboratory's highly trained staff can now spend less time bent over their microscopes, and focus on meeting the ever-increasing hematological testing needs of Rambam Health Care Campus.

**“THERE IS NO DOUBT THAT
OUR PATIENTS DESERVE
TO RECEIVE THE HIGHEST
QUALITY AND MOST
ADVANCED CARE, AND WE
AIM TO ACHIEVE THAT EVEN
IN EMERGENCY SITUATIONS.”**

- Professor Ron Epelbaum, Director, Oncology
Institute



Faster Cancer Treatment Cycles with Less Discomfort

A new top of the line linear accelerator was acquired for Rambam's Division of Oncology, representing a major treatment upgrade for thousands of cancer patients.

The new accelerator is capable of achieving extreme levels of precision, which minimizes side effects so that treatment cycles can be completed faster, with less patient discomfort.

This and Rambam's other linear accelerators were made possible by Mr. and Mrs. Marienberg, the Israel Cancer Association R.A, Oded Rikover, the Wolfson Family Charitable Trust, Sadie Bennett, Judith Renee Dansac, Yosef Meizles, Crown Family Foundation, the Leona M. and Harry B. Helmsley Charitable Trust, Michael Komach, the Administrator General, and more.

54,817

RADIATION
TREATMENTS

— ON —

3,177

PATIENTS

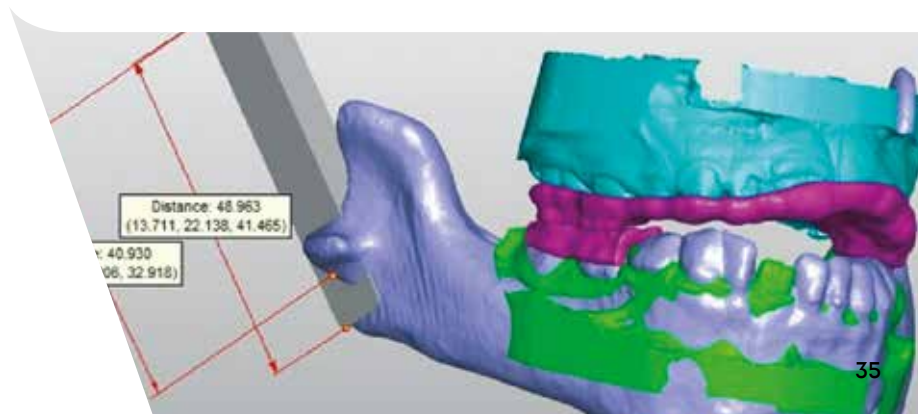


Facial Reconstruction With a 3-D Printer

For the first time, Rambam surgeons were assisted by 3-D printing technology in a complex reconstructive surgical procedure to correct the congenital facial deformity in a six-year old boy. The printer was used to create an exact prototype that would be shaped and implanted into the child's face, as well as assistive devices

to help him eat and drink during the recovery process.

The procedure, which involved surgeons from Rambam's Maxillofacial Surgery and Orthodontic and Congenital Facial Deformities Departments, was deemed a success, and the patient is on the way to full recovery.





The Future is Visible on the Horizon

Two highly competitive research programs—**Atidim** (“Futures”) and **Ofakim** (“Horizons”)—offer generous support packages that enable Rambam’s most gifted residents and young physicians to pursue research projects with high pre-clinical or clinical significance.

Atidim Research Awards provide promising residents with research time and funding to help them establish their future careers based on clinical and scientific excellence.

Ofakim Research Awards support young clinicians at the beginning of their medical and research careers, by covering the expenses related to meritorious research projects.

l-r: Professor Ehud Klein, Director, Research Division, with Atidim awardees Drs. Utai Rudich and Amit Katz, and Ofakim awardee Dr. Nira Arad-Cohen



Setting the Lancet Record Straight



In an address he delivered to an audience of Rambam and Faculty of Medicine researchers, Professor Richard Horton, editor of the prestigious British medical journal Lancet, expressed his regret over publication of an editorial, critical of Israel, during Operation Protective Edge.

For Professor Horton, who was invited to Israel by Professors Karl Skorecki and Rafi Beyar, witnessing Rambam's culturally diverse staff and regional cooperative efforts was a turning point in his understanding of the region.

“THIS WAS THE FIRST TIME THAT I WAS INVITED TO VISIT AN ISRAELI HOSPITAL, AND I THANK PROFESSOR RAFI BEYAR AND PROFESSOR KARL SKORECKI FOR TAKING THE INITIATIVE...”

- Professor Richard Horton



Watch Professor Horton's lecture at Rambam

Chinese Ministers Came to Learn



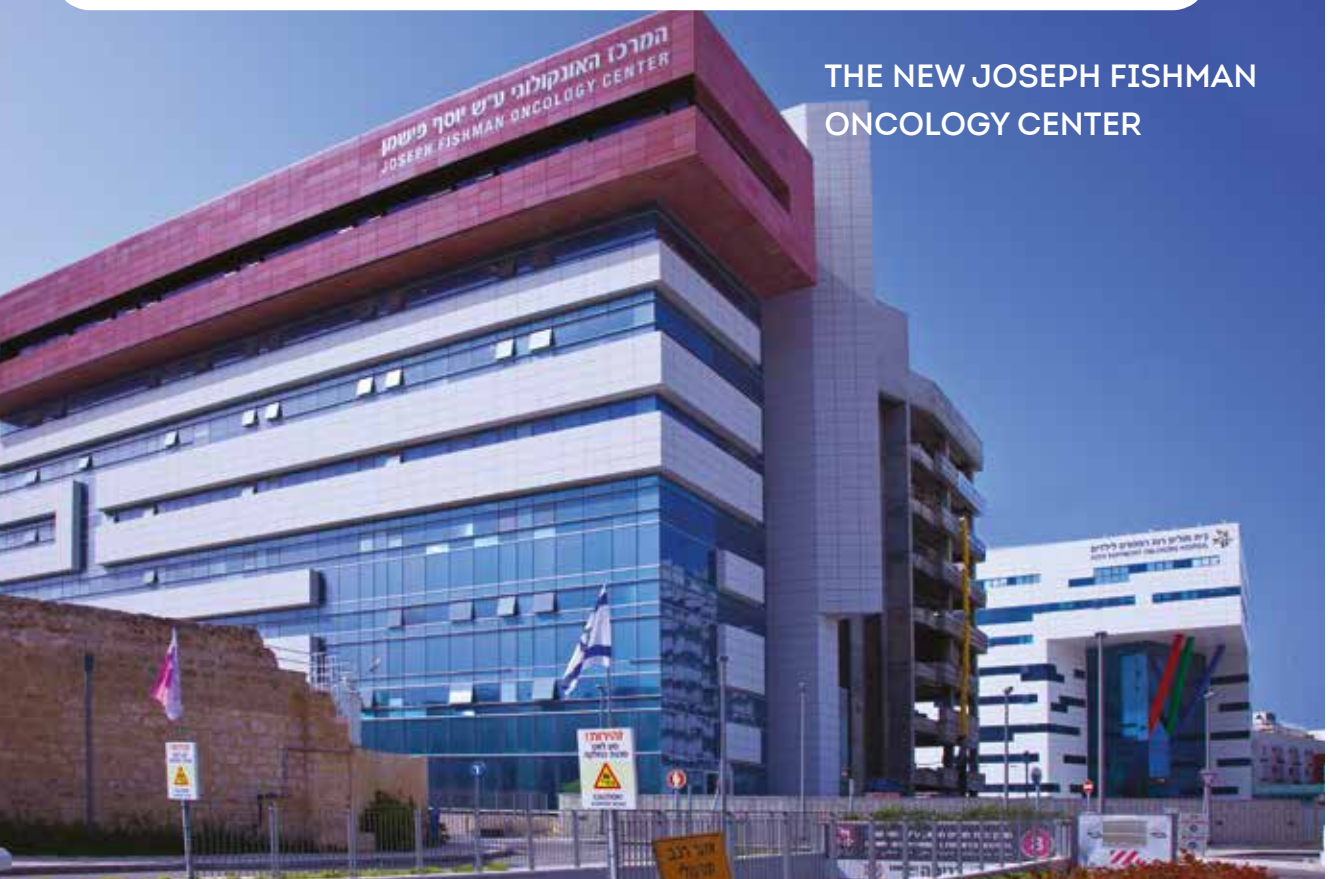
l-r. Chinese Minister of Health, Professor Rafi Beyar, Dr. Hany Bahouth, Assistant Prime Minister Liu Yandong, In the background: Dr. Esty Golan

Liu Yandong, Assistant Prime Minister of China, led a high profile delegation that included the Chinese Minister of Health, Minister of Education, and Minister of Science, eager to learn about Rambam's trauma care and emergency preparedness approaches.

At the conclusion of the visit, which included a tour of the Sammy Ofer Underground Emergency Hospital, Yandong stated that she would work to increase the cooperation between hospitals in China and Israel, and particularly Rambam.



The Legacy of Joseph Fishman



THE NEW JOSEPH FISHMAN
ONCOLOGY CENTER

Joseph Fishman was a hardworking, shrewd, and courageous man with the capacity to extend his gaze beyond conventional horizons. His understanding of emerging markets and sense of entrepreneurship enabled him to enter the most competitive industries and establish himself as a trusted, professional and highly successful businessman. Joseph was born in the Ukraine

into a well-established merchant family with strong Zionist sentiments. Following the Holocaust, a few family members entered the Diaspora. However most of the family, including Joseph, made their way to Eretz Israel, eventually settling in Haifa. While serving in the army he met his wife Hanna, whom he married and with whom he built their family. From humble beginnings in a workshop set up in Haifa's



“WHAT WE DO FOR OURSELVES DIES WITH US. WHAT WE DO FOR OTHERS AND THE WORLD REMAINS AND IS IMMORTAL.”

- Albert Pike



industrial district, and with hard work and endless motivation, Joseph gradually built a machine tooling empire that led to the manufacturing of automotive parts. His appreciation for the value of international quality standards compliance gave him access to some of the most demanding clients in the world, including Coca Cola, and later on automobile giants such as Audi, Volkswagen, and Porsche. Over time, Joseph's enterprises expanded into Haifa's outlying suburbs, and then across the ocean, to Canada, where he spent much of his life.

Joseph was the proud father of Moti, Aliza, Sigal, Ilanit and Michal, and the loving grandfather of his 24 grandchildren. When he was diagnosed with cancer he chose to be treated in Rambam Health Care Campus. He was very sensitive to the pain and suffering of the many sick people surrounding him, while deeply

impressed by the quality and compassionate care he received. Joseph, together with the family, decided to make the gift that would enable construction of a new, state-of-the-art Oncology Center. He envisioned this new center as a place where cancer patients would receive their treatments in the best possible conditions.

With extraordinary generosity, Joseph Fishman and his family extended their caring embrace to the citizens of Haifa and Northern Israel. Rambam Health Care Campus is deeply grateful and honored to partner with the Fishman family, to fulfill their beneficial vision.



Friends Join Forces for a Worthy Cause

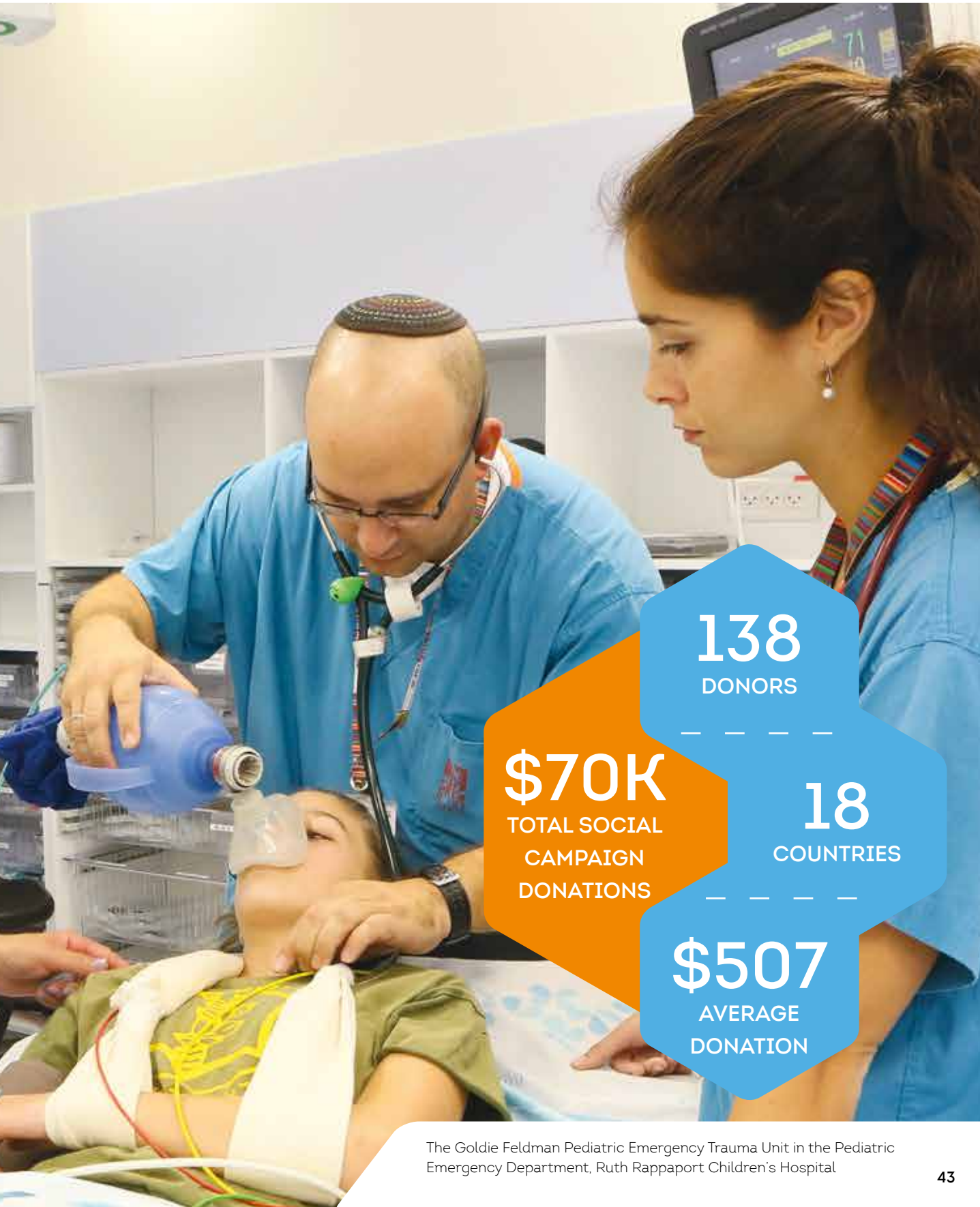
The 2014 Annual Campaign

In 2014, Rambam launched a new social campaign to purchase Medical Emergency Carts for the Ruth Rappaport Children's Hospital. Friends from around the world answered our call with gifts ranging from \$18 to \$15,000, every one of them significant and deeply honored. Their collective support enabled the purchase of fifteen Medical Emergency Carts and two defibrillators.

These specially designed and equipped mobile units will be distributed throughout the Ruth Rappaport Children's Hospital, ensuring that the physicians treating young patients in medical crises will have all the means at hand to save their precious lives.

A healthcare professional with long brown hair, wearing blue scrubs and a colorful lanyard, is focused on a task at a medical cart. The cart is equipped with various medical devices, including a monitor and a defibrillator. The background shows a clinical setting with white cabinets and a metal stand.

**Children's life-saving equipment
where and when it's needed**



138
DONORS

\$70K
TOTAL SOCIAL
CAMPAIGN
DONATIONS

18
COUNTRIES

\$507
AVERAGE
DONATION

Dr. Esty Golan,
Chief Operating Officer



“I SHARE THE PRIDE AND SATISFACTION OF HUNDREDS OF FRIENDS AROUND THE WORLD WITHOUT WHOSE SUPPORT THIS EXTRAORDINARY FACILITY WOULD NEVER HAVE COME INTO BEING.”

THANK YOU, DEAR FRIENDS!

It is an extraordinary privilege to witness what happens when leadership, partnership, and vision all come together. In 2014, the Ruth Rappaport Children’s Hospital—the second landmark of Rambam’s new West Campus—opened its doors with joy and celebration to the children and families of Northern Israel.

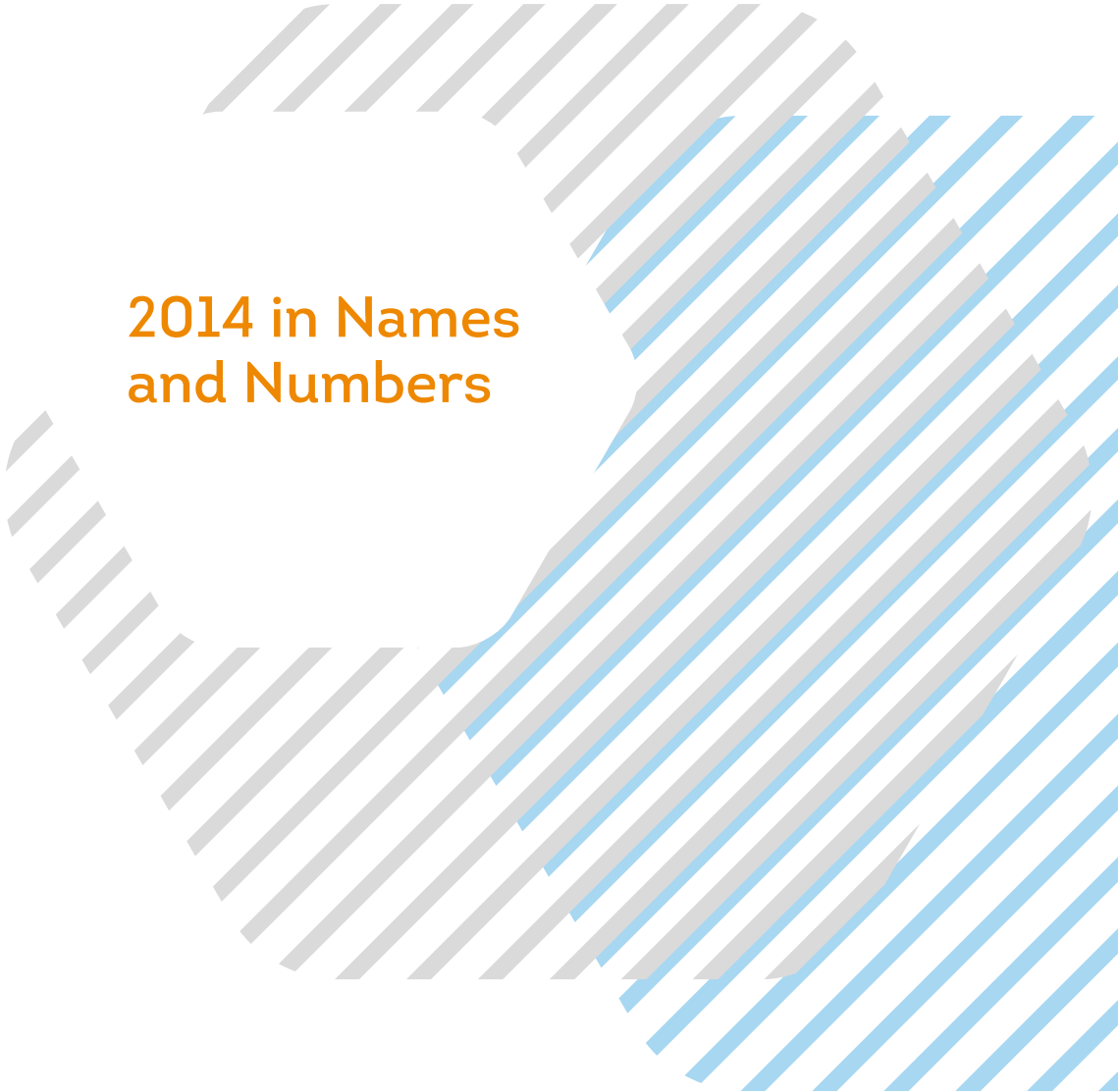
Watching the new hospital bustling with activity, I share the pride and satisfaction of hundreds of friends around the world without whose support this extraordinary facility would never have come into being. Each one, whether they donated a bed or an entire department, is secure in the knowledge that their vision of making a difference was faithfully carried out and deeply honored.

For our part, we work tirelessly to earn your partnership and trust. During this past year, we expanded our outreach efforts, our hospital leadership traveling around the globe to share Rambam’s unique vision. We launched campaigns that make supporting Rambam easier and more gratifying than ever, and established a new Friends office in France, while enlarging our network of friends in the West Coast of the United States and Florida. All of these efforts resulted in the doubling of the number of our supporters over the past year, and a five-fold increase in less than a decade. We are proud to see how the Rambam family is thriving.

Our efforts in 2015 will be focused on equipping the new Joseph Fishman Oncology

Center, scheduled to open during this year, and for which numerous projects still await funding. In addition, philanthropic funds are needed to support research fellowships and academic scholarships.

We invite you to consider various giving options, for the well-being of our patients or the advancement of medical research. Whichever project you are moved to support, we guarantee that your gift will fulfill its purpose and honor the spirit in which it is given.



**2014 in Names
and Numbers**



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Thirteen Synagogues of the Shore Area Walk for Israel
Toledano, Jacques
Torel, Albert
Tramiel, Tzipi and Sam
Trau, Solomon and Beryl
Troy, Gil
Truman, Carole
Tzuckerman, Dina and Meir

U UJA-Federation of New York
Union of Orthodox Jewish Congregations, NY
United Synagogue Youth

V Variety Israel
Verbov, Hazel and Julian
Vigdor, Eliyahu Edgar
Villar International Ltd.
Vilmush-Nirenberg, Ze'ev
Vincent, Christian
Vineyards Charity by the Organization Association of Winograd
Visner, Tova

W Wald, Roza and Koptce
Waldman, Ella
Waldman, Eyal
Wasser, Walter
Wax, Robert and Sara
Weichsel, Arturo Werner and Veronica F. de
Weisman, Harlan F.
Wertheimer, Stef
White, Shelby and Levy, Leon
Wiesler, Mordechai and Michal
Wohl, Ruth and Harry
Wolf, Dora
Wolff, Habar
Woodside Park Synagogue

Y Yad Hanadiv
Yahel Foundation in Memory of Yehuda Leon Recanati
Yakov, Davidah
Yechiely, Menachem Noah
Yediot Tikshoret
Yekutiel Federman Fund
Yonah, Sasson and Dorit
York, Joel and Family
Yosephberg, Mina
Youdim, Moussa and Fruma
Young Israel of Long Beach
Youssef Mir, Paul and Karmela

Z Zafran, Anna
Zeleznick, Ina and Lowell
Zigdon, Hadar
Zilberblum, Feibel
Zilberman, Yakov and Dina
Zimberg, Morton
Zimmerman, Martha
Zionism 2000
Zionist House Inc.
Zuckerman, Boris

Our apologies if we have omitted your name or erred in the listing. Please let us know so we can be sure to correct any oversight: contactus@rambam.health.gov.il

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New Appointments 2014



**RAMBAM HCC DIRECTOR,
PROF. RAFI BEYAR GREETES
NEWLY APPOINTED
DIRECTORS**

l-r: **Professor Benjamin Brenner**
Director, Hematology Institute

Professor Ron Epelbaum
Director, Oncology Institute

Dr. Yosef Ben-Ari
Director, Department of Pediatric Intensive Care

Professor Zeev Weiner
Director, Gynecology and Obstetrics Unit

Dr. Marcia Javitt
Director, Department of Medical Imaging

Professor Rafi Beyar
Director & CEO, Rambam Health Care Campus

Dr. Hagit Baris Feldman
Director, Genetic Institute

2014 Atidim / Ofakim Research Awardees

The Edna & Jonathan Sohnis Clinical Scientific Atidim Research Award

Moran Amit, MD

Department of Otolaryngology Head and
Neck Surgery

The Rambam Atidim (Futures) Award

Amit Katz, MD

Department of Thoracic Surgery

Utai Rudich, MD

Orthopedic Section

The Rambam Ofakim (Horizons) Award

Nira Arad-Cohen, MD

Department of Pediatric Hemato-oncology

Nesrin Ghanem-Zoubi, MD

Infectious Diseases Unit

Gidon Berger, MD

Department of Internal Medicine B
and Pulmonary Institute

Ayal Rozenberg, MD

Department of Neurology



2014 Rambam Award

Mrs. Herta and Mr. Paul Amir

Ms. Relly and Mr. Brent Dibner

Professor Howard (Chaim) Cedar

Mr. Yona Yahav



l-r: Prof. Rafi Beyar and 2014 Rambam Award Winners:

Mr. and Mrs. Amir, Mrs. And Mr. Dibner, Prof. Cedar and Mayor Yahav

The Rambam Award honors individuals of extraordinary vision, whose major contributions to medicine, technology and humanity are improving the wellbeing of countless individuals in Israel and around the world.

In 2014, the Rambam Award was bestowed upon Mrs. Herta and Mr. Paul Amir, Ms. Relly and Mr. Brent Dibner, Prof. Howard (Chaim) Cedar,

and Mr. Yona Yahav. The awardees are distinguished by their deeds, generosity, and dedication to society, which will continue to impact the quality of medical care in Israel—and at Rambam—for years to come.

See the videos of
the 2014 awardees:



Mrs. Herta and
Mr. Paul Amir



Ms. Relly and
Mr. Brent Dibner



Professor Howard
(Chaim) Cedar



Mr. Yona Yahav

Previous Recipients

2013

Mr. David Green
Dr. Sol J. Barer and Mrs. Meri Barer

2012

Professor Richard L. Popp, MD
Rabbi Yechiel Eckstein
Ms. Joan H. and Mr. Sanford I. Weill

2011

Mr. Harvey Krueger
Mrs. Gila Almagor Agmon
Mr. Nochi Dankner
Dr. Donna E. Shalala
The Hon. Mrs. Laura Wolfson Townsley
Mr. Joseph Fishman of blessed
memory / The Fishman Family

2010

Mrs. Ruth Rappaport
Mr. Sammy Ofer of blessed memory
Rabbi Elimelech Firer
Professor Moshe Revach

Committee

Professor Rafi Beyar

Director and CEO, Rambam HCC

Professor Karl Skorecki

*Director of Medical and Research
Development, Rambam HCC*

Professor Yehuda Hayuth

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of Rambam*



Honor Roll

Awards for Scientific Achievement

For the second consecutive year, Rambam has administered two newly established, prestigious nationwide medical research programs providing generous competitive research grants.

The Ernest and Bonnie Beutler Research Program of Excellence in Genomic Medicine



The Ernest and Bonnie Beutler Research Program of Excellence in Genomic Medicine was established by Bonnie Beutler to honor the memory and work of her late husband, Dr. Ernest Beutler. This program supports high level genomic research projects of Israeli investigators.

2014 Awardee

Tsvee Lapidot, PhD

Incumbant, the Edith Arnoff Stein Professorial Chair in Stem Cell Research, Department of Immunology, Weizmann Institute of Science

The Youdim Family Prize for Excellence in Cancer Research

The Youdim Family Prize for Excellence in Cancer Research has been established by Technion Professor Emeritus Moussa Youdim, to support cancer research exemplified by excellence, novelty, and/or scientific breakthroughs.

2014 Awardee

Yuval Shaked, PhD

Assistant Professor and Senior Lecturer in the Department of Molecular Pharmacology of the Ruth & Bruce Rappaport Faculty of Medicine, Technion-IIT, Haifa, Israel.



2014 Competitive Grants

Funding Agency

Israel Cancer Association

Dr. Geula Klorin	Gyneco-Oncology Unit
Dr. Shoham Shivtiel-Arad	Hematology and Bone Marrow Transplantation Section
Dr. Dov HersHKovitz	Pathology Institute
Dr. Ruth Perets	Division of Oncology
Dr. Daniel Kurnik	Clinical Pharmacology Unit
Dr. Tsila Zuckerman	Hematology and Bone Marrow Transplantation Section

United States-Israel Binational Foundation (BSF)

Dr. Yoreh Barak	Department of Ophthalmology
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Israel Cancer Research Fund (ICRF)

Dr. Moran Amit	Department of Otolaryngology Head and Neck Surgery
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Israel Pain Association

Professor Eilon Eisenberg	Pain Relief Unit
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International Atomic Energy Agency (IAEA)

Dr. Zohar Keidar	Nuclear Medicine Institute
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Ministry of Economy

Dr. Zahava Gallimidi	Department of Radiology
Professor Anat Aharon	Hematology and Bone Marrow Transplantation Section
Professor Dorit Ben-Shachar	Division of Psychiatry

European Commission

Dr. Ruth Perets	Division of Oncology
Dr. Shoham Shivtiel-Arad	Hematology and Bone Marrow Transplantation Section

AO Foundation

Dr. Hadar Zigdon	Department of Periodontology
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The Israel National Institute for Health Policy Research

Professor Tzvi Dwolatzky	Department of Geriatric Services
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Gassner Fund for Medical Research

Dr. Hagit Baris Feldman	Genetic Institute
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Fiscal Overview

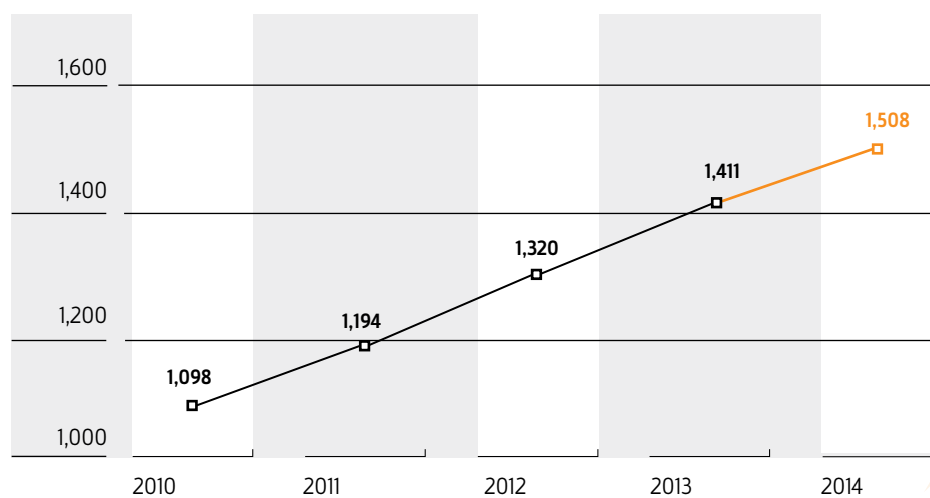
STATEMENT OF ACTIVITIES (in millions of shekels)

	2014	2013
INCOME:		
Medical services rendered	1,441	1,348
Donations*	19	19
Research projects	33	28
Other	15	16
	1,508	1,411
ALLOCATIONS:		
Building construction and renovation	94	156
Medical equipment	32	17
Computerized equipment	5	4
Equipment and supplies	4	5
	135	182
EXPENSES:		
Salaries	999	932
Medical and technical equipment	192	209*
Maintenance	77	70
Operating expenses	161	164*
General administrative expenses	86	74
	1,515	1,449

Full reports are available upon request.

* Recalculated

INCOME 2010-2014 (in millions of shekels)



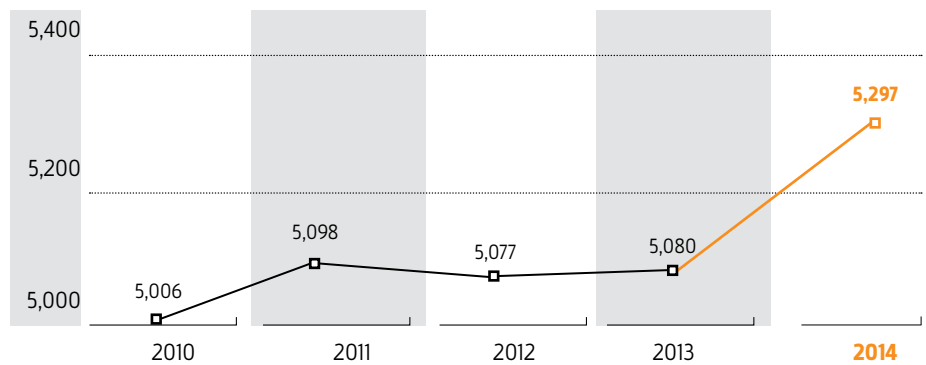
* Not including donations from Friends organizations

Patient Care

PATIENT CARE

	2014	2013
Annual admissions	86,178	81,610
Total patient days	350,526	341,302
Emergency department visits	127,404	121,542
Outpatient visits	662,451	602,859
Total patients treated	245,319	237,819
Imaging	264,961	259,910
Laboratory exams	12,549,878	12,205,350
Surgical procedures	52,762	54,056
Deliveries	5,297	5,080
Average occupancy	95%	93%

NUMBER OF DELIVERIES 2010-2014



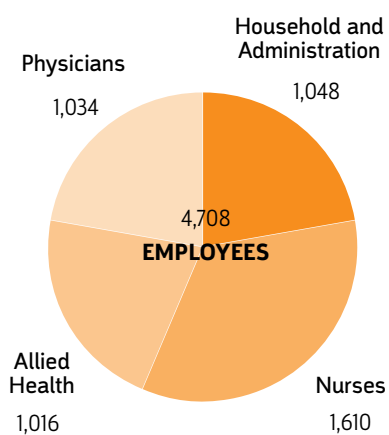
RESEARCH

	2014	2013
New research	367	412
Active research	1373	1315*

* Recalculated

Employees and Capacity

EMPLOYEES BY SECTOR



OVERALL CAPACITY

Hospital beds	960
Medical institutes	38
Inpatient wards	61
Specialization units	73
Outpatient clinics	113



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about Rambam

www.rambam.org.il

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