

# Rambam

ISSUE No. 17 | MARCH 2016

## on call

### Spring into Spring!

15 tips  
to weather the  
holidays ahead

**Expecting?**  
Don't rule  
out genetic  
screening

**Surgery**  
How have  
operations  
become shorter,  
simpler and  
more elegant?

**What's hiding  
between  
the food label lines?**

24/7

**In the  
Delivery  
Room**

21st Century Medicine

**An inside  
look at the  
Biobank**



**RAMBAM**  
Health Care Campus  
Creating the future of medicine.





# Rambam *on call*



*Dear Friends,*

The technological revolution that is transforming every aspect of our lives extends to the healthcare field as well, and Rambam Health Care Campus is firmly positioned at its literal "cutting edge." In the article, "The Elegance of Surgery," you will have a chance to read the reflections of a veteran surgeon on the transformations that have taken place in his field. Robotics, laparoscopy and other technologies that once seemed like science fiction, are now used on a daily basis, and our patients are the greatest beneficiaries.

But even the most advanced robotic technology cannot replace the human touch, and Rambam is

involved in countless efforts to advance the health of the citizens of Northern Israel. For example, the article "The Gene Screen" describes our advanced genetic screening service, which is helping couples of different backgrounds plan for healthy families. And in the article "Spring Forward", our nutrition advisors offer practical lifestyle tips for you and your family to stay healthy during the upcoming spring and summer seasons.

I hope the articles in this issue of Rambam on Call provide nourishing food for thought - and insight into our extraordinary progress in positioning Rambam as a leader in healthcare innovation and service. In these pages, you will meet some of the figures leading this effort, and the esteemed friends whose support is enabling us to fulfill this important mission.

With best wishes for an enjoyable spring and summer!

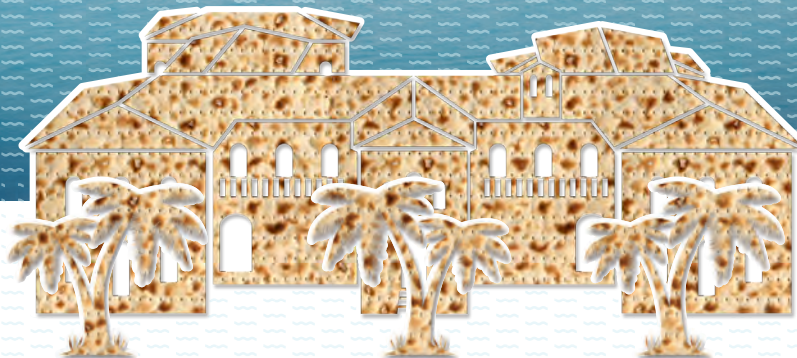
*Sincerely,*

**PROF. RAFI BEYAR**

Director and CEO

Rambam Health Care Campus

With the arrival of spring and Passover, we wish you  
and your loved ones a year of innovation, health, and freedom.



**RAMBAM**  
Health Care Campus

Professor Rafi Beyar  
Director & CEO

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## Team Work

>> Erela Tarlev Ben-Shahar

### Departmental Rounds

Bone Marrow Transplantation Unit and Hematology Inpatient Department

Liya Katzir, Head Nurse, 50, Married + 2 children



#### 1 What does your work entail?

I am responsible for managing our nursing team, including professional development. Most of our staff have academic degrees and are trained in emergency medicine or oncology. A spirit of teamwork is very important to me, and I try to be available to hear what any staff member has to say. Obviously, my responsibility extends to the patients, to ensure that they receive the best possible care.

#### 2 Why did you choose this department?

You could say that the department chose me. The work intrigued me, with its opportunities for empathy and caring. Because patients are hospitalized here for long periods, the relationships that develop can last for years. I get to know their families, share their joys and their low moments, and become a part of their lives, and this is a privilege.

#### 3 Are there difficult moments?

Of course. For example, when a patient's illness recurs, or when they pass away, I can cry together with the family. We make it a point to send condolence cards, and sometimes even attend their funerals. I process the emotional stress through conversations with the staff, and with my husband, who is a doctor.

#### 4 And happy moments?

There are many. For example, when I am invited by a recovered patient to a family celebration, or when I get a thank you letter from a patient. Our unit recently celebrated our 2000<sup>th</sup> bone marrow transplant, and many of our former patients and their families came to the event. It was joyful and gratifying to see them, and I felt charged with new energies.

#### 5 What are you especially proud of?

Of the high professional level of the staff who make up my team. At a conference on hemato-oncology nursing that we recently organized, most of the speakers were staff members and not doctors.

#### 6 How does your family view your work?

My children are grown and don't need me so much, and as I mentioned, my husband is a doctor, who understands that my work doesn't end at any set time but is really round the clock.



24/7

## In the Delivery Room



**09:15** An expectant mother in the natural childbirth room arrived at 4:00 AM with broken water but no contractions. Now she has a 2 cm opening and is in good spirits, excited about the impending birth. L-R: **Dr. Susana Mustafa** and Midwife **Jenny Licht** explain what to expect and the options available.

**13:00** A woman in labor in room 8 complains of severe contractions. Delivery Room Head Nurse, **Gomer Ben Moshe**, explains the options for pain relief during labor, among them nitrous oxide, stretching and movement, and an epidural. The choice is made by the patient and carried out by the staff, taking into account the mother's and infant's conditions.

**14:30** In the Delivery Room a quiet moment is generally followed by a wave of women in labor. The experienced team is prepared for these peak moments, responding to the needs of each woman with care and respect. The entire morning shift team comes together for a rare photo opportunity: (R-L: **Orit V.**, **Orit B.**, **Any**, **Jenny**, **Miriam**, **Michal**, **Gomer** and **Revital**, with **Dr. Roni Avrahami**, Delivery Room Director.



**19:10** A woman in her 36th week is referred to the Emergency Department when she doesn't detect fetal movement. Midwife **Klinneret Dahan** connects her to a fetal monitor, then a doctor completes the examination, determining that the pregnancy is progressing normally. The patient is released from the hospital, and will return to give birth at Rambam.

**23:00** A woman comes to the Delivery Room having experienced contractions since that morning. Midwife **Orit** does an initial exam and **Dr. Ido Mik** performs an ultrasound scan to check the fetus' weight, the amniotic fluid level and placenta position. The results show that active labor is underway and the patient is admitted to the Delivery Room.

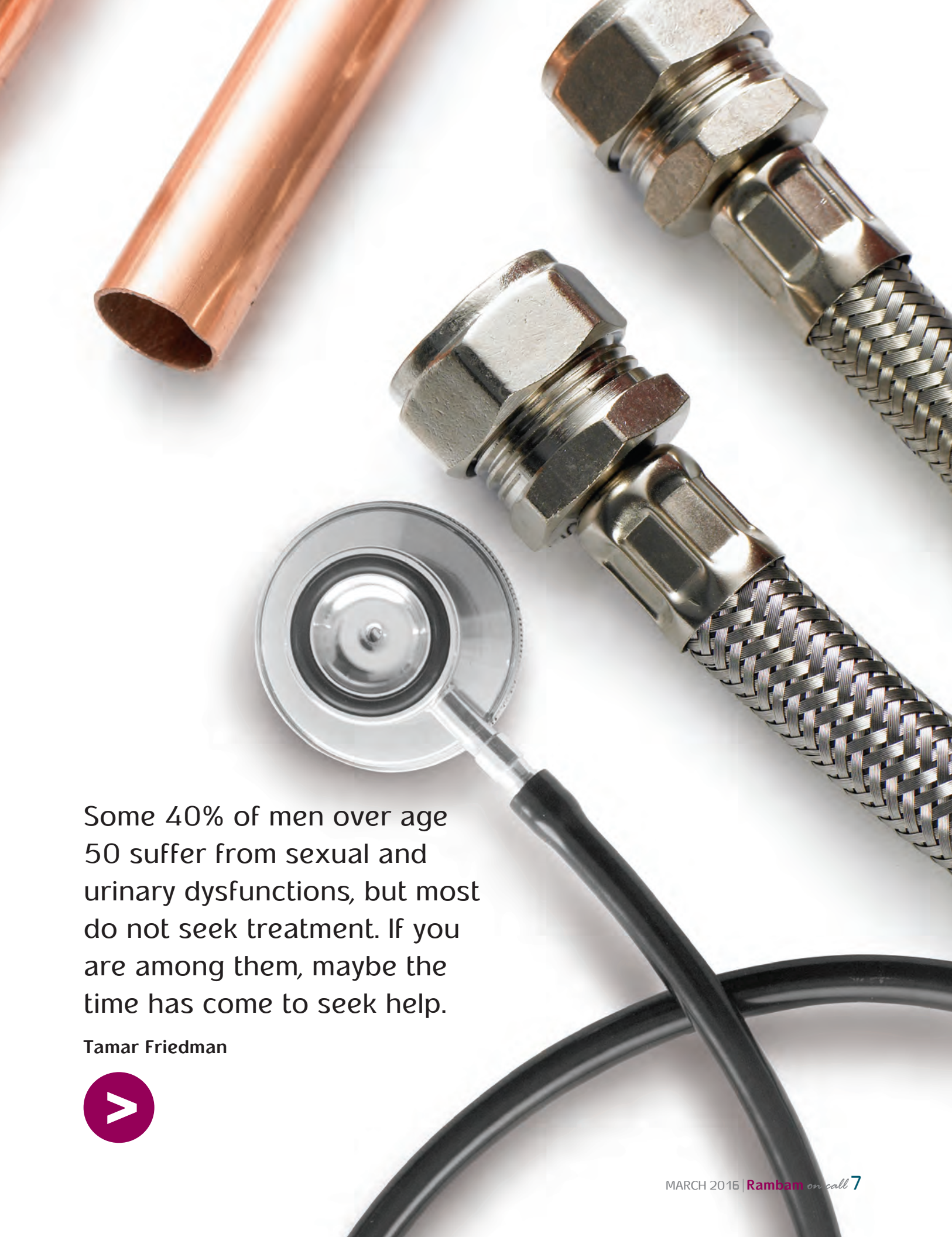
**02:45** The thrilling moment arrives after long hours of labor. The excited mother holds her newborn daughter, the pain behind her replaced with joy. The Delivery Room team shares her excitement, and that of every new birth, as if it was the first.



# Real Men See a Doctor







Some 40% of men over age 50 suffer from sexual and urinary dysfunctions, but most do not seek treatment. If you are among them, maybe the time has come to seek help.

Tamar Friedman





Already celebrated your 50<sup>th</sup> birthday? Congratulations. But be aware that the statistics aren't entirely in your favor. Some 40% of men over 50 suffer from sexual dysfunction, yet most of them prefer to remain silent rather than seek medical help.

At Rambam Health Care Campus, a special Neuro-urology Unit and Clinic for Men's Health are addressing the many problems associated with this sensitive topic. "One visit to the clinic can prevent a man from experiencing significant problems that will affect his health and quality of life in the years to come," explains **Prof. M. Ilan Gruenwald**, Director of the Neuro-urology Unit.

"Most young men don't need to routinely see a urologist in the way that women see a gynecologist. But from the age of 50 onwards, changes take place that start to negatively impact a man's quality of life, and these are a very good reason for a medical consultation. The problem is, the chances a man will understand their importance and seek out medical care are very low. For this reason, we appeal, first and foremost, to men who come for routine checkups, and offer them a consultation with a specialist in men's health."



Statistically, a man with erectile dysfunction is at a higher risk of developing heart disease and having a heart attack within 3-5 years.

**Prof. M. Ilan Gruenwald**



## The testosterone test

### What problems start to arise at age 50?

"One of the main problems most men are unaware of is the gradual reduction in testosterone, which decreases by 1% each year after the age of 50. Testosterone is involved, among others, in building muscle and preventing the accumulation of fatty tissue (hence the middle-age pot belly). It is also responsible for a man's sex drive and aspects of sexual functioning.

"Often the slow and gradual appearance of symptoms is what prevents a man from seeing a doctor, until they finally reach a critical point where he decides to seek medical help. I have no doubt that if the hormonal changes were as fast and acute in men as they are in women, the average man would seek medical care and there would be no need to establish a clinic dedicated to men's health."

### Are you prescribing hormonal therapy for men like that which is available for women?

"The supplemental hormone therapy we offer usually helps a man in terms of sex drive and sexual and other functioning. Studies on the long-term effects of testosterone supplements report a reduction in fat mass and increase in muscle mass, a better balance of blood sugar and blood pressure if those were issues, and improved sleep. Younger men may also need hormone treatments related to fertility, and we recently opened a new Male Fertility Clinic, headed by **Dr. Raanan Tal**, a urologist and specialist in male fertility."

### "How is the treatment administered?"

"It can be given in two ways, with comparable effectiveness: an injection that lasts for three months, or a gel that is applied every day. An improvement should



“Often the slow and gradual appearance of symptoms is what prevents a man from seeing a doctor... I have no doubt that if the hormonal changes were as fast and acute in men as they are in women, there would be no need to establish a clinic dedicated to men’s health.”

Prof. M. Ilan Gruenwald



be perceptible from the first to the third month of treatment.”

**Do you recommend that men over 50 have their testosterone level checked?**

“This is not a routine test, and is recommended only in relation to indicators that a doctor can recognize in a discussion with the patient.”

## An Unexpected Early Warning

According to **Dr. Ravit Yechieli-Cohen**, Director of the Men’s Health Clinic, there is more than one compelling reason for a patient with erectile dysfunction to consult a physician.

“Erectile dysfunction is generally caused by a reduction in blood flow into the penis, which is caused by a narrowing of the blood vessels within the organ. This same

phenomenon (arteriosclerosis) occurs in vessels in other parts of the body, including those which supply blood to the heart. Thus, this condition can be an important early-warning sign for cardiovascular disorders. Statistically, erectile dysfunction places a man at higher risk of developing heart disease and a heart attack within 3-5 years.”

**Prof. Gruenwald, how do you treat erectile dysfunction?**

“In the Neuro-urology Unit, we have developed a new treatment using sound waves that direct light “blows” to the tissues within the penis that are responsible for erection, in order to stimulate the production of new blood vessels. For some men, it can be just as effective as drug treatment, and offers an important alternative for those who cannot take, or don’t respond well to these drugs.

“In general, the approach to pharmaceutical treatment has changed, and drugs are prescribed not only for total erectile dysfunction but also for light dysfunction such as an inability to retain the hardness or duration of an erection. That said, it is important to remember that these drugs often have side effects and are not indicated for everyone, thus the medical consultation is very significant.”

### Get involved

The Neuro-urology Unit seeks funding to purchase a Rigiscan for evaluating patients suffering from erectile dysfunction.

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Medical Consultants:



**Professor M. Ilan Gruenwald**  
Director, Neuro-urology Unit  
Rambam Health Care Campus



**Dr. Ravit Yechieli-Cohen**  
Director, Men’s Health Clinic,  
Neuro-urology Unit  
Rambam Health Care Campus

The background of the entire page is a photograph of an operating room. In the upper portion, four large, circular surgical lights are mounted on a ceiling, glowing with a warm orange light. Below the lights, the room is dimly lit, showing the outlines of surgical equipment and a patient lying on a table, partially covered by blue drapes. The overall atmosphere is clinical and professional.

# The Elegance of Surgery

Refinements in the art of surgery  
have made operations faster, simpler  
and less traumatic to the patient

>> Sherri Shein







Prof. Yoram Kluger  
and Dr. Ofir Ben-Ishay  
in the Operating Room

### Get involved

Rambam seeks funding  
for two minimally invasive  
operating theaters.

.....  
[ROC@rambam.health.gov.il](mailto:ROC@rambam.health.gov.il)



P

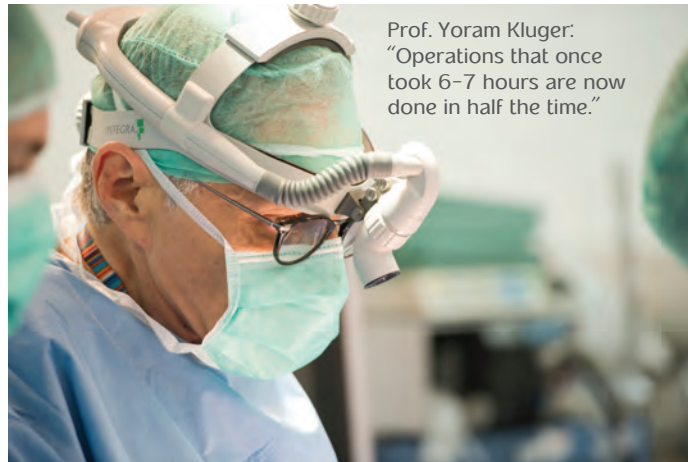
rofessor Yoram Kluger,  
Director of the General  
Surgery Section at Rambam  
Health Care Campus, has  
seen dramatic progress in

the way surgery is performed, from major operations with long and complicated recovery, to procedures that are simple and elegant, with minimal interventions and rapid recovery times. Prof. Kluger describes himself, with a smile, as belonging to the older generation of the general surgery profession in Israel.

"In terms of technological developments, the introduction of robotics has been pivotal in the downsizing of surgical procedures. But it is important to emphasize that the operation is the same operation, only the approach has changed. Aside from robotics, laparoscopy and a whole range of technological innovations are making surgery simpler and less invasive than in the past." So what exactly can you find today in the modern operating room?

#### **Robotics from Outer Space**

Robotic surgery was originally developed for applications other than those we



Prof. Yoram Kluger:  
"Operations that once  
took 6-7 hours are now  
done in half the time."

know today - performing surgery on astronauts, for example. But while it didn't quite work in outer space, the technology was adapted for use in conventional operating rooms. "Robotic arms are operated remotely by the surgeon," explains Prof. Kluger, "and mediate between the surgeon and the patient. They neutralize natural trembling and are easier to maneuver than the end points in laparoscopy."

Robotic surgery is not without complications, naturally, but many studies have found that it is safe under appropriate conditions. And yet, not every operation can or should be carried out using robotics. "In general surgery we use robotics only in a limited number of operations, and our experience in

“The real achievement is that people now truly understand that surgery is much more than just skilled handiwork, and they appreciate how much thought is invested in each patient's care. The proof is in the improved treatment outcomes and faster recovery times.”  
Prof. Yoram Kluger



the department shows that robotic and laparoscopic procedures have similar results,” explains Prof. Kluger.

**Do the new technologies make certain procedures possible that were once off limits to the surgeon?**

“In most cases, the ends of a surgical procedure have not changed, it is only the means that are different. The real impact of the new technologies is that they make surgery much easier and minimize the peripheral damage to the patient. For example, in pancreatic surgery we began to use laparoscopy, mainly on benign pancreatic growths. As we became more experienced, we took on increasingly complex pancreatic operations using robotics and laparoscopy. In other areas as well, for example, chest surgery, we use thoroscopic technologies that improve visibility during the procedure. All these developments have profoundly positive implications for the patient’s outcome and recovery.”

**Are you ever surprised by new developments in surgery?**

“I’m constantly exposed to new innovations in the field, but at this point it takes a lot to surprise me. Operations that once took 6–7 hours are now done in half the time. In complicated operations, we have shortened the time a patient needs to be anesthetized from 8–9 hours to 4 hours, which enables us to operate on much more complicated cases than in the past and with better results. Major surgeries such as a liver excisions and tumor removal requiring reconstruction of blood vessels have now become routine.”

**What are some examples of operations that are now easier to perform?**

“In the past, in patients with breast cancer, we removed the breast and the lateral muscles of the chest, and meticulously removed the lymph glands under the arm.

These were large and complex operations. Today the procedures are much smaller and are limited to the excision of the growth itself and a sample of one or two lymph glands. That concludes the surgical part of the treatment. This scaling down of surgical procedures reflects in-depth studies, evaluation of results, and courage.”

Another example is bariatric surgery (for treating obesity). What was once a major open operation is now achieved using laparoscopy, which is simpler to perform, even in the most complex cases.

## **Surgery by Specialty**

Technology is not the only area where innovation has occurred. In recent years, Prof. Kluger explains, the entire field of surgery has been conceptually reorganized. Now there are specialized surgeons for specific areas. “Until recently, a general surgeon did just about everything,” recalls Prof. Kluger. “Today we have liver and gall bladder surgeons, thyroid surgeons, surgeons for obesity disorders, and more. In all these areas it has been conclusively shown that specialization improves outcomes.

“The real achievement is that people now truly understand that surgery is much more than just skilled handiwork, and they appreciate just how much thought is invested in each patient’s care,” observes Prof. Kluger. “The proof is in the improved treatment outcomes and faster recovery times.” In fact, as we are speaking, the next new technology is already being developed. Sometimes these innovations come faster than we can assimilate them. But with proper judgment, we are able to match the appropriate technology with the patient who can benefit from it, while considering the risk/cost/benefit to the patient at every stage.”

Medical Consultant:



Professor Yoram Kluger  
Director, General Surgery Section  
Rambam Health Care Campus







A glass bottle of lemonade and a bowl of fruit in the background.

# Spring Forward

## 15 Tips

to Stay Fit and Healthy Through the  
Holiday and Vacations Ahead

>> Erela Tarlev Ben-Shahar





**W**ith the warmer weather, it's time to shed your winter coats and winter pounds as well! These valuable tips from Rambam's nutrition specialists will help you and your family navigate the upcoming Passover feasting and summer vacation with a spring in your step!

## **This Passover, plan ahead to enjoy those beloved but calorie-laden traditional foods**



### **1 During the holiday, balance your meals**

On days when a big holiday dinner will be served, eat lightly during the day – make do with a yoghurt or piece of fruit for lunch.

### **2 Invest in vegetables**

When planning a holiday menu, make sure to include lots of vegetables – cooked and in salads. They are low in calories and high in vitamins, minerals and valuable antioxidants.

### **3 Increase your menu options**

If your meal has two types of meat, two carbohydrates and many vegetable dishes, it's a safe bet that you and your guests will eat more of the latter.

### **4 No prepared sauces or dressings please**

They are filled with sugar, sodium, fats and other ingredients your body is better off without. Instead make a simple and delicious salad dressing using olive oil, lemon juice and garlic.

### **5 Make healthier substitution**

Heavy cream, for example, can be replaced with oatmeal to thicken soups, or with herbs and olive oil to season fish.

### **6 A half-portion is enough**

Especially at meals with many courses, make do with small portions. One matzo ball instead of two, and half a helping of chopped liver won't diminish the pleasure of the meal.

### **7 Save the dessert for later**

Even if you think you have a spare stomach just for desserts, after a heavy holiday meal its best not to finish with a spike of insulin. Wait a few hours, until you feel the urge for something sweet.





**The kids are home from school and hungry for snacks. Be smart when feeding the summer vacation munchies!**

## **8 Prepare tempting, healthy sandwiches**

Use whole-grain bread to make sandwiches with cheese, hummus, an omelet or tuna – and see how they are snatched up.

## **9 Keep fruits and vegetables handy**

Prepare a plate of fresh vegetables and fruit in bite-sized pieces as a healthy and convenient snack.

## **10 Store snack foods in a jar where they can be easily seen**

Fill a see-through jar with potato chips, pretzels or other salty snack foods, and another with sweet snacks, and place them both on the table. You'll be surprised to see how keeping the snacks in plain sight creates a feeling of fullness and reduces the desire to munch. And you are less likely to overindulge when eating by the handful from the jar than straight out of a package...

## **11 Leave the soft drinks at the store**

Sugar-sweetened beverages are the main culprit in a host of children's health problems. Keep sugar-laden drinks out of the house and stock the fridge with plenty of bottles of cold water instead.

## **12 Fill the freezer with popsicles**

Like the bounty of snacks in plain sight, stocking the freezer with popsicles has

the same filling effect. Choose popsicles made of natural ingredients or freeze your own using fresh juices.

## **13 Read the labels on snack-foods**

Not all snacks are created equal. Many are loaded with sugar, salt, artificial flavorings and colors. Take a few minutes to check the ingredients, then choose the healthier treat.

## **14 Pack healthy snacks**

When going to the playground, pool or other outing, take along sandwiches, cut vegetables and fruit, and bottles of ice-cold water livened up with a slice of lemon or sprig of mint. Even unsweetened iced tea will do the thirst-quenching/hydrating trick.

## **15 Prepare a meal together**

For quality time with the kids, don your aprons and get to work. The smaller children can peel hard-boiled eggs while their older siblings chop vegetables for salad. The hands-on approach teaches important life skills, and increases appetites for a healthy meal.

Medical Consultants:



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Care Campus



# The Gene Screen

Pregnant or planning a pregnancy? Genetic screening can provide valuable insights into the health of your future child

>> Sherri Shein







typical day for **Dr. Hagit Baris Feldman**, Director of the Genetics Institute at Rambam Health Care Campus, begins with a counseling session with a 40-year old woman,

pregnant with twins, whose ultrasound exam revealed nuchal translucency in one of the embryos. “In this condition we see an accumulation of fluids at the back of the fetus’ neck,” explains Dr. Baris Feldman. “Three millimeters and over is abnormal, and can be a sign of Down syndrome or another congenital disorder.

“We recommend that every woman undergo genetic testing, regardless of their family history,” explains Dr. Baris Feldman. “We are all carriers of genetic diseases, which can pass, unexpressed, from generation to generation.

“People tend to be alarmed by the word ‘carrier,’ but a carrier of a genetic disease with an autosomal recessive pedigree is a healthy person. The purpose of our testing is not to find carriers, since we are all carriers, but to identify couples at risk of passing on a disease to their offspring.”

## A test for all backgrounds

Ideally, it is best to do genetic screening before getting pregnant, or at least during the first trimester of pregnancy. And even if you were tested during your first pregnancy, it is important to re-test with subsequent pregnancies, as new screening parameters are being developed all the time.

The genetic screening tests are chosen based on the backgrounds of both biological parents. If one is found to be a carrier of a specific disease, the other will be tested for the same disease. In Israel, it is recommended that the entire population be tested for

Fragile X syndrome, Cystic Fibrosis and Multiple System Atrophy. “Every population group also has its own tests,” explains Dr. Baris Feldman. “Jews are tested according to their ethnic background, Arabs according to their villages and religion, and Bedouins according to their tribes.”

If both parents carry the same disease, every child born to them will be at a 25% risk of developing that disease. These high risk couples have several options available to increase the chances of a healthy birth. The first is to undergo either chorionic villus sampling (CVS) during the first trimester, or amniocentesis from the 17th week and on. Both of these tests can definitively determine if the disease has been transmitted.

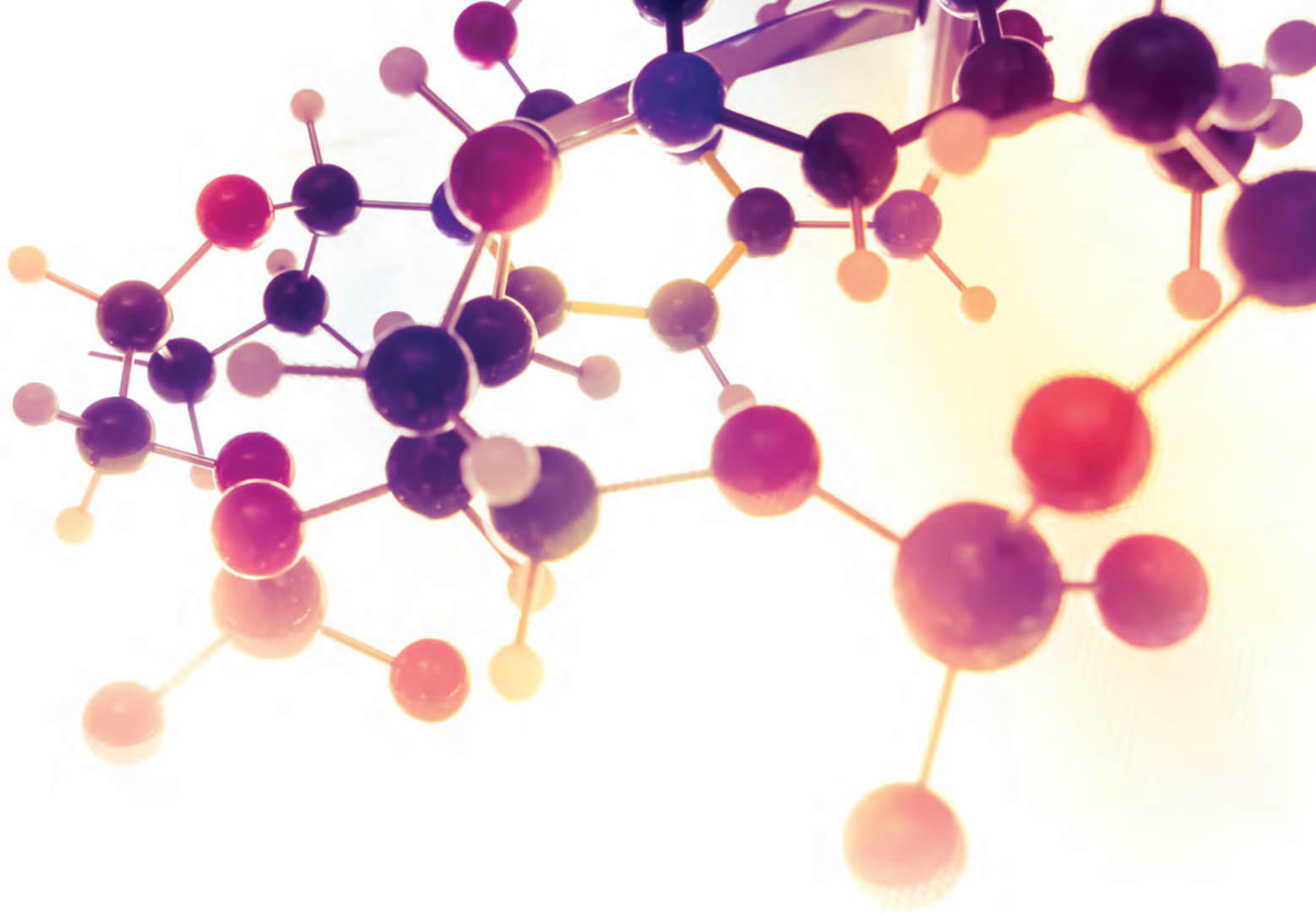
A second option is Preimplantation Genetic Diagnosis (PGD), which is used in cases of in vitro fertilization. Here, the fertilized eggs undergo genetic testing to ensure that only a healthy egg is implanted into the mother. For couples who both carry the gene for Tay-Sachs Disease, for example, they can choose to undergo IVF and PGD to ensure that the implanted fetus will be free of the disease. That said, “it is important to keep in mind that this system can only detect the target disease and not every disease,” clarifies Dr. Baris Feldman.

A third option, commonly used in the Haredi sector, is for both partners in a prospective couple to undergo genetic testing, with a safe outcome being conditional for the marriage to take place.

## The Israeli Panel

Over time, intermarriage between partners from different ethnic backgrounds has become increasingly common, and sometimes a person’s ethnic background isn’t entirely clear. For these reasons, the “Israeli Panel” was established. “The





Israeli Panel tests for over 100 diseases and 500 mutations known to Jews of all backgrounds, and Arabs of all sectors and religions here in Israel,” Dr. Baris Feldman explains. “This comprehensive test can only be conducted at our Genetics Institute.”

**Many women are hesitant to undergo amniocentesis. Is there a less invasive blood test that can reach similar findings?**

“In recent years, a new blood test called NIPT (Non-invasive Prenatal Testing) has been introduced, which is highly reliable for identifying common chromosomal disorders. It is non-invasive and performed in the 10th week of pregnancy, and can detect with 99% accuracy the presence of Down syndrome. Yet regarding other chromosomal disorders, the test is not at all effective.

“We must keep in mind that NIPT is not a diagnostic test but is used for screening, and it sometimes makes mistakes. At this

point, NIPT cannot replace amniocentesis in terms of accuracy.

“If a woman has already had amniocentesis, she may choose to expand the range of testing with a CMA (chromosomal microarray) chip, which identifies quantitative changes in the DNA. Today we know that a young woman with a normal pregnancy is at 2-3% risk of giving birth to a child with a developmental disorder or structural defect. Some of these cases could be identified during pregnancy using the CMA chip.

“We recommend that every pregnant woman whose ultrasound exam detects a possible disorder undergo amniocentesis and CMA testing. Genetic testing in all its complexity can be confusing and stressful,” concludes Dr. Baris Feldman. “But we can’t forget that information is power, and the more we know, the more tools we have to plan the future of our families.”

Medical  
Consultant:



Dr. Hagit Baris  
Feldman  
Director, Genetics  
Institute  
Rambam Health  
Care Campus



## 21st Century Medicine >> Sherri Shein



Biobank staff, Huda Kabaha  
and Dr. Orit Eldar



# An Investment in the Biobank

Meet Rambam's Biobank: a biorepository for biomedical samples which is helping in the development of personalized approaches to prevent and treat diseases.

## ? What, exactly is a Biobank?

A Biobank is a repository for biomedical samples of DNA, tissue, blood and bodily fluids, with their corresponding clinical data, which serves as a medical/biological resource for researchers. Specifically, the samples and data in the Biobank help researchers develop personalized disease prevention and treatment approaches based on an individual's biological and genetic characteristics.

For example, patients diagnosed with the same condition often respond very differently to the same treatment. By studying the unique biological markers in each patient's DNA and tissue samples, and matching them with their clinical history, researchers can identify indicators that can predict if a particular treatment will be effective for patients with similar biological characteristics.

## ? How does it actually work?

A few days before surgery, patients receive an explanation about the Biobank and the rationale for the collection of bio-samples, and are asked for permission to collect samples to be stored in the Biobank for future research. Once permission is given, a Biobank record is created with their medical history and notes on lifestyle, such as smoking and alcohol consumption. After the surgery and sample collection, the patient is monitored on his or her response to treatment and any side effects that may have developed from specific treatments, and this information is added to their record.

## ? How are the samples stored?

The samples are deep-frozen as soon as possible after collection, which best protects their biological properties.

## ? When referring to personalized medicine, are we actually talking about groups of people rather than individuals?

In fact, yes. Our current body of knowledge is based on research conducted on groups of patients with a

similar condition from whom samples were collected and whose responses to treatment were followed up over time. By analyzing this data, we learn how to adapt personalized approaches for patients in sub-groups sharing similar characteristics. As we are increasingly able to identify specific characteristics, the sub-groups are actually getting smaller, and treatments can be prescribed in a more personalized way.

## ? If that is the case, is there any immediate benefit to the patient who donates a tissue sample?

The beauty of the project is that most patients want to participate even while knowing it will not immediately help in the treatment of their disease. What they do know, however, is that their donation could ultimately benefit their family, society and medical science. Prior to agreeing to donate a sample, the patient understands that there is no guarantee if and when a researcher will choose their sample to study. The patient knowingly participates in a larger scientific endeavor, one in which their own treatment is based on knowledge from the past, and their contribution can help patients in the future.

## ? Are there any concrete examples of how the Biobank has advanced medical science?

While the Biobank at Rambam is still quite new, other Biobanks have already made important contributions. One well known example involves a drug for treating malignant growths in the large intestine. After it was developed and put into use, it was found that certain patients did not respond to the drug, all of whom shared a particular mutation that could be identified in the tumor tissue. At the same time, the drug was found to be extremely effective for those without that mutation. Once the patients could be tested for this mutation, it became very clear who should receive this treatment and who should not. This is an example of an innovation in personalized medicine born out of a Biobank.

Medical Consultant:



Dr. Ronit Almog  
Director,  
Epidemiology Unit  
and Biobank  
Rambam Health  
Care Campus



# Healthy Lifestyle

>> Sherri Shein



## Read Between the Food Label Lines

Want to stay healthy and watch your weight? Examining the ingredients on food labels is a good place to start. Here are eight tips to help you make sense out of the fine print.

### Number One on the List

Ingredients are listed in descending order according to their weight in the product. The ingredient that weighs the most in a product will appear first, and the lightest one will be last. You will find sugar listed at the top of a surprising array of products, for example teriyaki sauce.

### Aim for the Short List

The shorter the list of ingredients, the less processing the food product has undergone, leaving it closer to its natural state.

### 100% Fruit

If you are diabetic or simply concerned about sugar intake, beware of labels that read: "100% fruit without added sugar." You may find that a jam with 100% fruit, for example, has as much sugar (originating in the fruit) as that of a jam containing only 60% fruit.

### Sneaking in the Sodium

The dangers of consuming too much salt are well known. So when moderating your sodium intake, don't look for salt only in savory foods. Breakfast cereals, cakes and even energy bars can be loaded with unwanted salt.

### Seeing the Light on "Lite"

A food advertised as "Light" or "Lite" indicates that it has one third fewer calories or 50% less fat, or 50% less sodium than a comparable product. Read the labels carefully. "Lite" breads,

for example, can actually reflect a smaller serving size or added fiber. Whoever wants to reduce their caloric intake should look past the "low calorie" label.

### The Calories in "Diet" Drinks

Diet drinks can have from 0-7 calories per 12 oz serving. But studies are increasingly showing that the benefits from reduced calories these drinks offer are more than offset by the artificial sweeteners they contain.

### "Sugar-free" - Really?

On the "sugar-free" shelf, you may find a number of products with their first ingredient listed as corn syrup, which for all practical purposes is the same as sugar.

### The Difference between "X-Free" and "Without-X"

If a product is advertised as "X-free" you know that "X" has been removed in processing (i.e. caffeine from the coffee in decaffeinated coffee). "Without-X" means that this ingredient was never a part of the finished product (i.e. rice cereal advertised as "without gluten", since rice doesn't contain gluten).

Professional Consultant:

Ronit Friedman  
Deputy Director,  
Department of  
Clinical Nutrition  
Rambam Health  
Care Campus





# THE HEARTS OF THE PEOPLE IN NORTHERN ISRAEL ARE IN YOUR HANDS



dotan-ldgi.com

Clinical research and the most advanced surgeries, treatments, and therapies for cardiovascular disease are a mandate for the residents of Northern Israel. That includes guaranteeing their safety when hospitalized, even in times of war.

Today, Rambam's cardiovascular patients are treated in unfortified pavilions. The hospitalization units, research and catheterization labs, and cardiac surgery suites are in diverse locations on the campus. Our renowned multidisciplinary team of clinician-scientists, cardiologists, interventionalists, cardiac surgeons, and other medical professionals have the knowledge, experience, and ability, but they lack the facilities for providing the most up-to-date patient care possible.

The structure of the new Cardiovascular Hospital at Rambam is complete. However, funds are urgently needed to finish it, to completely equip it, and to fully fortify specific departments such as new integrated catheterization-surgical suites, and the cardiac critical care unit.

**This is an unprecedented opportunity for you to create a legacy that will literally touch hearts in Israel.**



**RAMBAM**  
Health Care Campus

For more information  
[contactus@rambam.health.gov.il](mailto:contactus@rambam.health.gov.il)



## Healthy Lifestyle

>> Tamar Friedman

# Relaxation: It's all in the Mind

Feeling stressed and don't know how to relieve the pressure? It's time to learn about biofeedback.

### What is biofeedback?

Biofeedback is a computerized system that measures a person's physiological responses to stress, and presents them graphically on a screen. By observing the changes in the graphs, the person learns how to recognize how their thoughts, feelings and bodily responses are affected by stress, and how to moderate them in order to relax. In other words, they learn to see, and ultimately master, the body-mind connection.

### How are stress and relaxation measured?

When we perceive a threat, our nervous system prepares us to "fight or flee" by activating various bodily functions. The respiratory system works harder to introduce more oxygen, the heartbeat quickens, accelerating blood-flow to the muscles, and the digestive system shuts down to save energy. We experience this physical state as stress. Sometimes a simple negative thought, like "oh no - I'm going to be late," can activate this stress system. The nervous system also activates these same functions for relaxation, calming the muscles, the breathing and the heart. Using biofeedback, a person can learn to moderate their stress by activating the relaxation system at will.

### And how is this actually done?

The patient is connected to the biofeedback system with sensors that measure the electric current at the skin, changes in heart rate, and peripheral temperature. A graph on a computer screen illustrates those measures, and the person learns how to activate their relaxation responses, viewing the physiological changes as they occur in real time on the screen.



In parallel, they are taught stress-reduction techniques, such as relaxing the breath and muscles, guided meditation, and mindfulness. Ideally, after 5-15 biofeedback sessions, a person will be able to moderate their responses to stress independent of the biofeedback system. Once this is accomplished, the treatment is finished.

### Who is a candidate for this treatment?

Biofeedback can help most people reduce the general stresses of modern life. It can also be integrated with psychological treatment for patients suffering from anxiety, psychosomatic or obsessive compulsive disorders, trauma and pain. And because stress exacerbates chronic diseases like diabetes and high blood pressure, biofeedback can be indicated for sufferers of these conditions as well.

#### Medical Consultant:

**Liron Elyasov,**  
Clinical and Medical Psychologist,  
Biofeedback Program Coordinator,  
Anxiety Disorders Clinic  
Rambam Health Care Campus







## Step it Up!

Whether you prefer walking or running, you don't have to spend a fortune to get in shape. Choose your pace and just get started!



### Run because...

#### It's seriously strenuous

Running requires much more exertion compared to walking and other sports, and its health benefits are correspondingly high. Like many types of strenuous sports, running is an excellent way to increase energy and counter stress, pressure and depression.

#### It burns a lot of calories

Strenuous running can expend 600-700 calories an hour, improves metabolic functioning and increases the chances of achieving your desired weight.

#### Run whenever, wherever

You can run at any hour and anywhere, although it's probably best to avoid steep hills. If you start with low to medium levels of exertion, you won't need a medical

exam beforehand, although anyone with medical issues should see their family practitioner or a sports physician before taking up the sport.

#### Running doesn't have to be hard on the body

Under the wrong conditions, running can cause knee damage. Make sure to wear comfortable, well-fitted running shoes and run on soft, shock-absorbing surfaces like a sandy beach or a running track. It's also highly recommended to get tips from a trainer to improve your technique.

#### On the other hand...

Not everyone likes to run, and you won't know until you try. But be careful! Unlike walking, running increases your chances of falling and sustaining an injury.

### Walk because...

#### No special conditions are required.

You can walk in just about any environment or weather, regardless of your physical condition.

#### It doesn't cost money

Walking doesn't require any expenditures on sports club memberships or special shoes and clothes.

#### It's good for you

Studies show that walking 15 minutes or more a day has numerous health benefits: less sick-time and fewer complications of chronic diseases such as hypertension, cardiovascular diseases, diabetes, and others.

#### No negative side effects

The chances of injury from walking are much lower compared to other sports. That is, assuming that you aren't carrying weights, which can throw off the natural balance of pressure

on the joints and muscles, causing pain and damage.

#### It's a social sport

Walking is one sport that can be done with friends. Combining exercise with social time makes it easier to maintain as a routine.

#### On the other hand...

Because walking is generally not highly strenuous, don't count on it as an effective way to lose weight. You'll need to do more than walking to tip the energetic balance in your favor.

#### Professional Consultant:



Dr. Ronen Bar Yosef, Sports Physician and Specialist in Pediatric Medicine and Pediatric Pulmonary Disease Rambam Health Care Campus



Fishman Oncology Center  
Opening Summer 2016

# The Future Cardiovascular Hospital

**W**ith the opening of each new, state-of-the-art building, Rambam's visionary West Campus is steadily coming to life. Ruth Rappaport Children's Hospital is already functioning at almost full occupancy, and the Joseph Fishman Oncology Center is in advanced stages of completion. At this point, the planned Cardiovascular Hospital presents the challenges, and the opportunities, to come.

Rambam has a long and impressive track record in the fields of cardiovascular research and treatment. Our clinician scientists have been pioneers in the development of cardiac stents and interventional cardiology, electrophysiology diagnostics and therapeutics, and imaging technologies. Today we are at the vanguard in the fields of cell therapy and regenerative medicine, cardiovascular and population genetics, and personalized medicine. Naturally, this professional strength translates into outstanding quality of care for Rambam's patients.

The new, 8-story Cardiovascular Hospital on the West Campus will replace the current, limited and outdated facilities, and enable Rambam to maximize its world-class cardiovascular treatments, therapies and research programs. It will be home to a strong multidisciplinary team of clinicians, interventionists, electrophysiologists, and scientists from general cardiology, intensive coronary care, interventional cardiology, noninvasive cardiology, electrophysiology, and cardiothoracic surgery. And it will house a Healthy Living Center, a Women's Heart Clinic, a Cardiovascular Genetics Unit, an Ambulatory Treatment facility, state-of-the-art laboratories, and integrated cardiovascular surgical and interventional suites.





## Get involved

We invite our friends to consider partnering with us as we create the foundations for the future of cardiovascular medicine here in Northern Israel. Let us match your vision with ours, with a giving opportunity in Rambam's new Cardiovascular Hospital.

[ROC@rambam.health.gov.il](mailto:ROC@rambam.health.gov.il)





## Rambam International Relations

### Rambam Honors its Friends from Around the World



Visit by the Zairi Family to the Barer-Zairi Pediatric Neurology Unit at Ruth Rappaport Children's Hospital.

July 2015



Dr. Izzeldin Abuelaish, of Canada, and his daughters visited Rambam to explore opportunities for mutual understanding and cooperation between Israelis and Palestinians.

July 2015



Robert Zarco and family visited Rambam.

July 2015



Students from the Former Soviet Union visited Rambam through the Israel Experience and Birthright.

August 2015



A summer party for the children of Ruth Rappaport Children's Hospital, sponsored by the Women's Circle of Haifa, was held in the Meri and Sol J. Barer Play Atrium.

August 2015



Representing the German Embassy in Israel, Deputy Head of the Mission, Monika Iwersen, visited Rambam.

September 2015



Ronald J. Daniels, President of Johns Hopkins University, visited Rambam to strengthen mutual interests.

October 2015



Katja Ridderbusch, a German journalist living in the U.S., and her mother Margret, from Germany, visited Rambam.

October 2015



French Friends of Rambam (AFHORA) celebrated its 1 year anniversary with a fundraising theater production of *123 Soleil* in Paris.

October 2015



A pre-game rally and Sabbath lunch with players from the Maccabi Haifa basketball team was held at the Sephardic Temple in Los Angeles, with supporters and friends of Rambam.

October 2015



A ceremony honoring Haim Kazaz was held, in honor of his gift to the Cardiac Surgery Department.

October 2015



Pastor Jon Brammer of Oslo, Norway, brought a distinguished group to visit Rambam.

October 2015



Ms. Anne Partanen led a Finnish Christian group on a tour of Rambam.

October 2015



A group of 20 journalists from Chengdu, China came to see and hear about recent developments at Rambam.

November 2015



Ilan Goldstein of the Leon and Zipporah Goldstein Family Foundation visited Rambam.

November 2015



APF (American Healthcare Professionals and Friends) visited Rambam during a course in emergency preparedness organized by the Teaching Center for Trauma, Emergency and MCS.

November 2015



Rambam received an official visit by representatives of the government of Thailand.

November 2015



Representatives of the Estonian Embassy in Israel visited Rambam.

November 2015



The Honorable David Quarrey, Ambassador of the United Kingdom, visited Rambam.

November 2015





Siegfried Luikert of the Friends of Israel in Sweden came to see new developments at Rambam.

November 2015



Neil Shore of Canada came to Rambam with Sam Propper of the Haifa Foundation.

November 2015



Dr. Robert Stern of the Spanish Friends of Rambam gave lectures in Malaga and Rota, Spain to raise awareness of Rambam.

November 2015



Ambassador of Uruguay to Israel, the Honorable Nestor A. Rosa, and Abraham Maman, Honorary Consul of Uruguay, visited Rambam.

November 2015



A ceremony was held for the Wizner Family in honor of their donation for the Snoozy (Sensory Stimulation) Room in Ruth Rappaport Children's Hospital.

December 2015



French Friends of Rambam (AFHORA) led by Joelle Abitbol, hosted a fundraising theater production *Juif par erreur*, in Paris.

December 2015



Mayor Burkhard Jung of Leipzig, Germany, visited Rambam.

December 2015



The Annual Nursing Scholarships Award Ceremony was held at Rambam, sponsored by The Cheryl Spencer Memorial Foundation.

December 2015



The Honorable Carderera Soler, Ambassador of Spain to Israel, visited Rambam.

December 2015



The Honorable Carl-Magnus Nesser, Ambassador of Sweden to Israel, visited Rambam with David Kastel of Israel Scandinavian Maritime Agency.

December 2015



An appreciation ceremony for Arie Gottlieb and his family was held in honor of their donation to the Pediatric Oncology Department of Ruth Rappaport Children's Hospital.

December 2015



Evie Kemp, a former medical resident and supporter, came to visit Rambam.

December 2015



Attorney Mordechai Giron, estate manager of the Ovadya Family, visited the Neurosurgery Department.

December 2015



Representatives from Beijing Daojie Zhongda Science and Technology Development Co. Ltd. visited Rambam.

January 2016



A delegation from Norway brought by friends Solvejg and William Brown, visited Rambam.

January 2016



Directors and CEOs from Haifa Municipality visited Rambam. Israel

January 2016



The prestigious Youdim Family Prize for Cancer Research was awarded at Rambam for the 3rd consecutive year.

January 2016



The Second Ernest and Bonnie Beutler Symposium in Genomic Research was held at Rambam.

February 2016

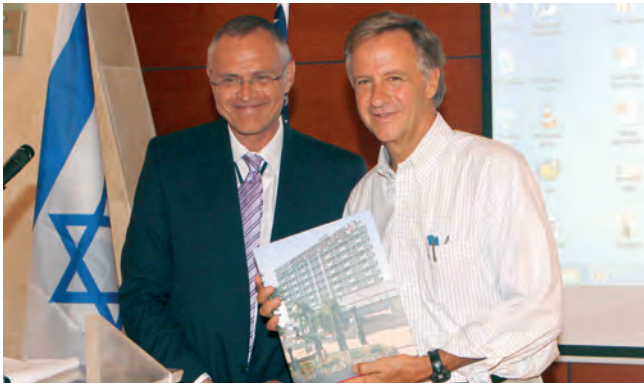


Representatives from CEIBS School in Shanghai, China visited Rambam to discuss possible collaborations.

February 2016



## Snapshots September 2015 - February 2016



L-R: Prof. Karl Skorecki with Tennessee Governor Bill Haslam

A delegation of government, business, healthcare and Jewish community leaders from Tennessee, including **Gov. Bill Haslam**, visited Rambam to see the latest innovations in healthcare and discuss potential collaborations.

September 2015



Prof. Myriam Ben-Arush speaking with Ephraim Edery of Keren Kayemeth Lelsrael, France

A delegation from Keren Kayemeth Lelsrael, France (Jewish National Fund) and French journalists visited Rambam, and were greeted by **Prof. Myriam Ben-Arush**, Director of Ruth Rappaport Children's Hospital.

October 2015



Delegation of CLE Legal Israel Mission

Rambam welcomed **Rabbi Moshe Krasnanski** and the CLE Legal Israel Mission, led by **Prof. Karl Skorecki**, Rambam's Director of Medical and Research Development. The 40 Canadian lawyers and judges toured the campus and heard presentations on medical ethics in Israel and abroad.

October 2015



Delegation of the National Women's Division of Israel Bonds at the Ruth Rappaport Children's Hospital Physical Therapy Unit

Rambam was honored to host the National Women's Division Delegation of Israel Bonds, who brought their warmth and enthusiasm to the children of Ruth Rappaport Children's Hospital. **Prof. Ora Israel** greeted the group, **Prof. Marcia Javitt** spoke about women's health, and **Dr. Ruth Perets** presented the latest research on ovarian cancer prevention.

October 2015





L-R: Seated: Zvi Wizner, Yael Jhirad, Prof. Lael Anson Best; Standing: Shirley Erulkar, Ralphy Jhirad, Inbar Shahaf and Eyal Wizner

**Yael and Ralphy Jhirad** visited Rambam prior to their opening of a new "Friends of Rambam" in Mumbai, India. Over 40 guests celebrated the opening event in Mumbai and heard about the cooperation in trauma teaching between Rambam and India. Thank you and good luck to Yael and Ralphy Jhirad, and the new board members!

October and December 2015



L-R: Prof. Amos Etzion, Prof. Rafi Beyar, Zahava and Yoram Cedar

An appreciation ceremony was held for **Zahava and Yoram Cedar** in honor of their generous donation of the Isolation Rooms in the Department of Neonatology and Neonatal Intensive Care, in memory of Zahava's parents, Samuel and Nechama Tovi. Among the guests were family members of the Cedars from the U.S. and family and friends from Israel.

November 2015



L-R: Irvin Baxter, Jana Robbins, Judy Baxter, Dr. Esty Golan, Debbie Hemstreet and Abigail Zohar

**Pastor Irvin Baxter**, a dedicated supporter of Israel and Rambam, brought a delegation of congregants from Endtime Ministries to visit Rambam. On this, his third visit, the Pastor was presented with a plaque honoring his exceptional friendship and support.

November 2015



L-R: Paul S. Pariser, Prof. Rafi Beyar and Lynn H. Pariser

**Paul S. and Lynn H. Pariser**, longtime supporters of Rambam's pediatric patients, were touched to see the new location of Stacey's Place in the Ruth Rappaport Children's Hospital. The playroom for children, named after Paul's daughter, is being relocated from the old to the new children's hospital.

November 2015



### Snapshots September 2015 - February 2016



L-R: Prof. Rafi Beyar, Lt. General Shaul Mofaz, Dr. Esty Golan, Uzia Galil and Ariella Wertheimer

A gala event and concert to benefit the Joseph Fishman Oncology Center was held at the Haifa Auditorium. Some 1200 guests enjoyed the evening, as well-known artists performed the songs of the late Israeli musician Arik Einstein.

December 2015



Senator Stanley Rosenberg and Massachusetts State Senate delegation

Rambam welcomed a distinguished delegation from the Massachusetts State Senate, who came to see the latest innovations in healthcare and tour the Sammy Ofer Fortified Underground Emergency Hospital. The delegation was led by the Jewish Community Relations Councils with **Jeremy Burton**, and included Senate President **Senator Stanley Rosenberg** and colleagues.

December 2015



L-R: Moshe and Pnina Edri, Ruth Rappaport, Irit Rappaport and Rami Yehoshua

A sold-out fundraising event was held at Cinema City near Herziliya to benefit Rambam's Pediatric Kidney Transplantation Unit. The event was spearheaded by **Rami Yehoshua** and **Dr. Ran Steinberg**, Head of Pediatric Surgery at Ruth Rappaport Children's Hospital, with the support of the **Edri Family**. Guest of honor, **Ruth Rappaport**, founder of the Children's Hospital, thanked the audience for attending the successful event.

January 2016



Pastor Washington and delegates from Christians United for Israel

**Pastor Dumisani Washington**, Diversity Outreach Coordinator for Christians United for Israel (CUFI), visited Rambam with a group of 40 pastors. Pastor Washington is an Israel supporter with a vision to strengthen solidarity with Israel among African-Americans and other communities of color.

February 2016



# Honoring a Sterling Friendship



L-R: Prof. Rafi Beyar, David and Mona Sterling and Adam Emmerich

**L**ongtime Rambam supporters, **Mona and David Sterling**, were honored at a gala dinner which took place in N.Y.C. in October, 2015

David Sterling has served the American Friends of Rambam (AFORAM) as treasurer, among other capacities, since 2006, and the Sterlings have been instrumental in widening Rambam's network of supporters.

"Mona and David Sterling exemplify the invaluable contribution of our American supporters who work tirelessly to help Rambam fulfill its mission of providing world class medicine to all the citizens of Northern Israel," said Rambam Director, **Prof. Rafi Beyar**.

Speakers at the event included Prof. Beyar, AFORAM President, **Adam Emmerich**, and **Ido Aharon**, Consul General of Israel in New York, and others. A fundraising auction was also held.



## American Friends of Rambam Medical Center

[www.aforam.org](http://www.aforam.org)  
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## Canadian Friends of Rambam Medical Centre

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Tel: (416) 481-5552

## British Friends of Rambam Medical Centre

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Tel: (208) 371-1500

## Spanish Friends of Rambam Medical Center

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Tel: (04) 852-0670

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# RAMBAM SUMMIT 2016

MAY  
29-31  
2016

Join us this year  
to celebrate the  
achievements,  
discoveries, and  
development of  
Rambam Health  
Care Campus:

## State of the Heart

Explore Rambam and Israel's north to discover how futuristic technologies are already saving lives.

Learn about new research and innovations in cardiovascular medicine at the  
**Rambam-Haifa Health of Tomorrow Conference.**

Enjoy a gala evening celebrating Rambam's accomplishments and honor the recipients of the  
**2016 Rambam Award:**

**Professor William R. Brody, USA**  
Irwin M. Jacobs Presidential Chair,  
Salk Institute for Biological Studies

**Professor Eric J. Topol, USA**  
Director, Scripps Translational Science Institute

**Mr. Sandor Frankel and The Leona M. and  
Harry B. Helmsley Charitable Trust, USA**

## RSVP

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