



Rambam on Call

ISSUE No.3 FEBRUARY 2009

RAMBAM RESEARCH RENAISSANCE



The mission of the Legacy Heritage Clinical Research Institute at Rambam (LHCRIR) is to advance excellent clinical research aimed at understanding the causes of, and potentially curing, human diseases.

Fourteenth-century mercantile Italy nurtured and sustained an extraordinary cultural flowering that, over the course of several centuries, would be disseminated throughout Europe and would assume diverse artistic, literary, scientific and other expressions wherever it took root.

Later historians called this era the *Renaissance*, a term today used to describe any gathering in one place, in part serendipitously, in part deliberately, of especially gifted and productive individuals magnetically drawn to one another and to that place for intellectual or cultural collaboration.

When describing the scientific renaissance currently underway at Rambam, the minds we speak of are 21st-century medical minds. The project is the Legacy Heritage Clinical Research Institute at Rambam (LHCRIR) under the Directorship of biochemist Prof. Michael Aviram, who is also Director of our medical center's

Department of Laboratory Medicine. The place is the industrious port city of Haifa, Israel's third largest metropolis and a national and international high-tech industry hub.

The conditions for Rambam's assuming a research leadership role have been brewing for the past hundred years and more – at least as early as 1905, when the Ottoman government chose Haifa as the main Mediterranean station for the Hijaz Railway. That milestone informed the decision by German-Jewish benefactors to open the Technion (now the Technion-Israel Institute of Technology), a project begun just prior to World War I and completed under British rule in 1925.¹

More recent historical developments that have steered Rambam to this juncture in time have included the establishment of the Technion's Rappaport Faculty of Medicine and the Rappaport Institute in 1969 and 1982 respectively, and the

establishment of the MATAM high-tech industrial park at the southern entrance to the city in the 1970s. According to Prof. Moshe Hashmonai, emeritus Director of Surgery at Rambam, these related developments were not, in fact, self-evident at the time:

"Many objected in the early 1970s to the connection of the new medical school with a technical institution [...]. I clearly remember [first Chief of Surgery at Rambam Hospital and first Dean of the Rappaport Faculty of Medicine] Dr. [David] Erlik's statement in reply: *In future, medicine will be intimately and inevitably intricated with advanced technologies* [...W]ithin the next 15 years, the concomitant existence of a large medical clinical teaching center, and a foremost technical academic institution, triggered the establishment of the flourishing biomedical industry in Haifa."²

► cont. p3



L to R: Director General Prof. Rafael Beyar presents Mr. Shimon Peres, President of the State of Israel, with the first copy of *Rambam Health Care Campus 70th Anniversary*, a newly published history of our hospital.

BEST FRIENDS

"I believe that the State of Israel is prepared to offer its neighbors a treasure brimming with advantages aimed at improving the quality of life to the benefit of everyone in the region.

Under peaceful circumstances, the accomplishments of Israeli medicine, as well as the innovativeness and productive creativity of Israeli agriculture and high-tech industries, could build a stable bridge to friendly relations, mutual respect and joint ventures, to the advantage of all parties involved.

These things are not unattainable. All of you here, at Rambam, present a role model. You know the great potential for cooperation, progress and mutual benefit." ► cont. p2



Interview:

HANNA ADMI, RN, PhD
Director of Nursing,
Rambam Health Care Campus

Dr. Hanna Admi is one of two hospital-based Directors of Nursing in Israel to hold a Doctorate in Nursing. She earned her MSc and PhD in Nursing from the University of Pennsylvania with fellowships from the World Health Organization. In 1975, she was the recipient of the first Cheryl Spencer Memorial Scholarship, which she used to complete her BA in Nursing at Tel Aviv University.

Q Since becoming Director of Nursing at Rambam in 1997, you have spearheaded the academization of the nursing staff. What is the importance of that for patients?

A The sick person wants someone who understands the meaning of a disease and, most importantly, the link between the pathophysiology and the humanitarian, caring aspect. The nurse works in partnership with the medical team — doctors, other nurses, social workers, the dietician, the physiotherapist — for the patient's benefit, but often the nurse serves as the patient's advocate and the case manager and is the first one to look at the holistic aspects of

► cont. p2

Prizewinning Synergy	P4/5
Friends Help Build A Hospital!	P6
Star Spangled Events	P7
Art at Rambam	P8

Related stories:

President Shimon Peres Addresses Rambam's Friends	P2
Greetings from Professor Rafael Beyar	P2
Gala Evening	P6



P2 FROM PRESIDENT SHIMON PERES' ADDRESS TO RAMBAM'S FRIENDS

We are all, first and foremost, mortal beings, exposed to the same diseases, the same suffering and the same human weaknesses regardless of color and race. And when people are ill, they develop healthy relationships. When lying in the hospital, bed next to bed, a Muslim, a Christian, a Druze or a Jew – their common fate outweighs all other feelings. Mutual empathy and natural identification with each other's suffering are formed. There, in the hospitalization departments, the barriers between men fall. An Arab physician treats a Jewish patient, and vice versa. A Jewish nurse attends to an Arab patient, and vice versa.

Suddenly, a seemingly ideal microcosm is created if it weren't for the pain and suffering, of course. And if we can suffer together, why can't we live together? If we could only apply these relationships to the world outside Rambam! If we could bring the leaders of negotiations from all sides of the dispute to an educational workshop here, at Rambam, perhaps everything would be different. Maybe the problems that seem huge would suddenly seem more human and solvable. The price of concession to peace seems inestimably preferable to the deaths, the injuries, the agony brought about by wars.

I am convinced that the current gloomy wave of terrorism and fanaticism emanating from the madrasas of Tehran and Al-Qaida will not prevail. It is bound to ebb, as it bears no gospel other than destruction. It acts against the universal human need and aspiration for a life embodying security, dignity, livelihood and hope.

I am certain that a day will come when the brotherhood of man will triumph in the entire global village, outside hospital walls, and that the verse "I create the fruit of the lips: Peace, peace to him that is far off, and to him that is near, saith the Lord; and I will heal him" [Isaiah 57:19] will be realized.

Congratulations to Rambam on its day of celebration, and Godspeed!

** Translated by Sharon Rubin*

Rambam
on Call

Published by the Department of International Relations & Resource Development

- | | |
|------------------|---|
| Talia Zaks | <i>International Relations & Resource Development</i> |
| Elya Cohen | <i>Assistant to Ms. Zaks</i> |
| Dvora Kreda | <i>Writer & Editor</i> |
| Castronawy Paris | <i>Design</i> |
| Photos | <i>Pioter Fliter; Shahar Azran Photography, LLC (American Friends, P.7); Heavenly Photography (Canadian Friends, P.7)</i> |
| Nurit Naeh | <i>Director, Public Relations</i> |
| Yaffa Perez | <i>Assistant Director, RHCC</i> |
| David Ratner | <i>Spokesman</i> |

GREETINGS FROM PROF. RAFAEL BEYAR



Dear Friends of Rambam,

Not many days after President Peres addressed our 70th Anniversary Gala in Haifa, Israel found itself once again at war, this time in the South. This is terrible in itself, and has in addition recalled for the North the Second Lebanon War of two summers ago.

Throughout the many conflicts between Israel and our neighbors, Rambam has resolutely pursued peace and practiced social harmony, and so shall we do always. We are doctors and nurses. Our every impulse is creative, constructive and reconstructive. At Rambam, Arabs and Jews work side by side to heal the sick, repair the wounded, and palliate human suffering — and as a physician, I can assure you that the reality of human suffering is sufficiently terrible without the misery of war to exacerbate it.

It is with this same energetic, diligent, hopeful attitude toward national, regional and global challenges that we at Rambam also view the current worldwide economic downturn. Rambam Health Care Campus and Rambam's Friends are really beyond the vicissitudes of economic cycles because we are working toward a long view of the future. **In these pages, we are pleased to share with you aspects of our vision. ●**

CONTINUED FROM P1

INTERVIEW:

HANNA ADMI, RN, PhD

DIRECTOR OF NURSING, RAMBAM HEALTH CARE CAMPUS



the person with the disease. Also, because nurses attend hospital patients 24/7, they play a central role in advancing the therapeutic process and encouraging patients to accept responsibility for self-care and their own health.

Q What was the profession like in Israel before academization?

A In the early days, every nursing school was adjacent to the hospitals. The model was British – theoretical studies plus on-the-job training already in the first year. Hospitals looked at the nurses as apprentices there to assist patients with the activities of daily living such as eating and showering. The nursing schools wanted to separate from the hospitals because of this, but the hospitals' big fear was that they would lose working hands if the nurses learned too much and [that the nurses] would distance themselves from the patients. In the 1970s, when Israeli hospitals first started talking about academization, the Health Ministry was against it, and some doctors and nurses said, "You don't need a BA to give a patient a bedpan." Those who went to learn tried to hide the fact.

Q Did Israel's first academically educated nurses in fact distance themselves from patients?

A No, what happened is that the first nurses who went and learned came from educational and managerial positions, and afterwards they returned to their positions. Later on, bedside nurses went to learn and they returned to treat the patients. It's very important that nurses will expand their knowledge and [also] stay by the bed of the patient. Especially today, when our patients are better educated, the nurse needs more knowledge, too. The expectations are higher. The period has finished where the doctor is a god and speaks in a language that the patient doesn't understand; the nurse can explain something that the patient hasn't understood, and then there is the aspect of emotional support – not just [the nurse's] being nice, but also understanding the psychological process [of illness and healing]. It's beyond Florence Nightingale.

Q Speaking of Florence Nightingale, why does someone choose to become a nurse? Why did you?

A Nursing is one of the most beautiful professions. It doesn't just look at the illness, it takes a holistic view of the patient's personality, it asks how the personality influences the patient's talents, social skills, coping skills. Also, ours is a very diversified profession. On the one hand, a nurse can choose

psychiatry, which requires communication skills, and on the other hand, the operating room, which requires mostly technical skills. Everyone finds what she likes, the babies, the elderly.

I learned at Hadassah Hospital in Jerusalem, and at that time [nursing] was [in my eyes] mystical. I saw the nurses all in white taking care of wounded soldiers and patients in need. It was a romantic, not a rational choice.

Q How long does it take for someone to earn a BA in Nursing in Israel today, and what subjects are studied?

A The BA takes 3 years. The study program is composed of basic and life sciences — for example, anatomy, pathology, physiology, pharmacology, dietetics; psychological and social sciences including communication, social work, and management skills; and of course, clinical training – medical, surgical, pediatrics, psychiatry, and so forth.

Q In addition to medical knowledge, what personal qualities does a nurse need?

A Motivation, passion, intelligence: the nurse must love to learn and develop! A nurse must also be caring, tolerant and empathic and be sufficiently mature to cope with life and death because many patients and families turn to the nurse to express their intimate concerns and problems along with their anger and frustrations. I believe a nurse also must have leadership skills, provide a personal example, and be a social activist.

Q Can empathy be developed?

A I believe that we can develop everything, leadership, empathy, everything! If we invest in caretakers, they will invest in sick persons. At Rambam, [empathy] is part of the organizational culture, it comes from the nursing and hospital management, from our respect for the patient and our belief in service. We use a questionnaire to conduct an annual statistical survey of patient satisfaction, and on the basis of the results, we continue to improve our [provision of] healthcare.

Q How does the Department of Nursing foster leadership?

A Our vision is to maintain the balance between the core values of nursing – patient-care and compassion — and the development of new roles and research that will advance the health of the patients within the changing healthcare system. We have created tens of programs for staff

► cont. p5

RAMBAM RESEARCH RENAISSANCE

CONTINUED FROM P1

The Legacy Heritage Fund Limited grant and matching funds will be utilized for 3 related purposes: first and foremost, to attract and recruit on a competitive basis talented and promising research-oriented physicians at various levels of career development; to provide them with the finest laboratory and research infrastructure; and to seed their investigations with intramural research-operating support.

Because the new Clinical Research Institute at Rambam will require reinforcement by Haifa's existing high-tech and biomedical industries, and also will most certainly generate new life-sciences enterprises in Haifa and the North, Rambam foresees that it, too, will significantly fuel Israel's long-term economic and scientific growth.

Legacy Heritage Clinical Research Institute at Rambam

The establishment of the Legacy Heritage Clinical Research Institute at Rambam in July 2008 has jumpstarted Rambam's plan to build a Biomedical Discovery Tower designed for facilitating trans-disciplinary interactions among physicians, scientists and engineers and for incubating world-class, 21st-century medical breakthroughs.

The strategic goal is to build a critical mass of research activity necessary for developing Centers of Excellence dedicated to patient-oriented research discovery.

"For the new Institute, we are recruiting top-notch clinical and translational researchers and will be asking each candidate for membership how he or she envisions collaborating with our established cohort of hospital-based, research-minded physicians," Prof. Aviram explains. "The idea is that Rambam's bedside physicians will have access to the labs, and LHCRIR members will have access to Rambam bedside physicians' patient data and professional insights."

Top-priority areas of investigation will include cancer; cardiovascular disease and thrombosis; diabetes, metabolic and kidney disease; inflammatory, infectious and immune disease; translational genetics; neurodegenerative diseases; and medical-device and imaging technology.

Rambam's Leading Edge

The Legacy Heritage Fund Limited grant represents the most recent in a series of major social-venture capital investments by Rambam's Friends that have propelled our medical center to patient-care and scientific-research prominence.

At the turn of the 21st century, a core group of physician-scientists and others had assembled at Rambam and already assumed, or were

poised to assume, leadership roles. These have included trauma specialist Prof. Moshe Revach, immediate past Director General of RHCC; interventional cardiologist Prof. Rafael Beyar, successor to Prof. Revach and immediate past Dean of the Technion's Rappaport Faculty of Medicine; nephrologist and molecular geneticist Prof. Karl Skorecki, Director of Medical and Research Development at RHCC; 2004 Nobel Laureate in Chemistry Prof. Aaron Ciechanover, Chair of our Scientific Advisory Board; Dr. Esty Golan, Chief Administrative Officer and Director of Global Resources; and industrialist Eitan Wertheimer and his wife Ariela, who Co-Chair our capital campaign.

This leadership confronted a densely constructed East Campus urgently requiring physical renovation and expansion, but on the ledger's credit side, physicians, nurses and patients benefiting from Rambam Medical Center's physical proximity to the Faculty of Medicine and from the cross-fertilization of medical ideas facilitated by this proximity and by cross-appointments of senior Rambam physicians to the Faculty.

When asked to describe the dynamic at work among the members of Rambam's 21st-century leadership team, Dr. Golan enthuses, "We have a combination of strong personalities working in harmony; we have among us a classic visionary, a turbo with a broad perspective, a brilliant strategist, a wise and original thinker –"

Asked to describe her contribution to the team, she says, "I'm a marathon runner; I possess sustained energy and never give up."

What is the key to the harmony among such strong personalities? Dr. Golan thinks for a moment, then answers matter-of-factly: "We're

Haifaim [from Haifa] — a little conservative, but with lightning in our eyes because what we're creating here is important, it's right, we're all united around the same goal and the work is challenging, nuanced and fascinating."

Better in Translation

In December 2008, the Legacy Heritage Clinical Research Institute announced the appointment of its first two Members (Principal Investigators). They are immunologist Prof. Yehuda Chowers, newly appointed Head of the Inflammatory Bowel Disease (IBD) Service and Deputy Director of the Gastroenterology Institute at Rambam, and anatomic pathologist Prof. Edmond Sabo, recently appointed Director of the Surgical and Gastrointestinal Pathology Unit at Rambam. Both bring questing scientific minds and clinical problem-solving experience to investigations that naturally translate from the patient's bedside to the laboratory bench and back again.

Prof. Chowers has recently returned to Israel from a three-year, post-doctoral stint at UC San Diego (UCSD), where he researched diagnostic and therapeutic ionizing-radiation induced damage to the intestinal immune system. In the Legacy Institute framework, he will be collaborating with Rambam's clinical oncologists, radiotherapists, urologists and gynecologists on genetic and pharmacological studies relevant not only to inflammation in the gastrointestinal system but also to many other medical problems and body organs.

Dr. Sabo is a Senior Lecturer at the Technion's Rappaport Faculty of Medicine, Assistant Professor of Pathology and Laboratory Medicine (Research) at the Alpert Medical School of Brown University and immediate past Head of the Image and Data Analysis Division of the Molecular Pathology Core at Rhode Island Hospital (the latter institutions both located in Providence, Rhode Island). His research area is computer-assisted image analysis for quantitative pathology. In the Legacy Institute framework, he will be analyzing the nuclear texture of digitized images of gastrointestinal, breast and brain premalignant lesions and malignant tumors, with the aim of developing predictive formulas for disease progression and patient prognosis.

Rambam is deeply grateful to the Legacy Heritage Fund Limited for enabling us to provide Professor Chowers and Dr. Sabo and their teams with the dedicated-research time and first-rate laboratory conditions required for their projects. As significantly for Rambam, the Legacy imprimatur represents international acknowledgment that adequate infrastructure and funding for hospital-based research hold huge promise for the future of medicine in Israel. ●



1. For the history of early 20th-century Haifa, the text is indebted to Ben-Artzi, Dr. Yossi. *Haifa, Capital of the North*. Haifa Municipality, 1995, trans. M. Rosovsky.

2. Hashmonai M. "David Eriq (1909 - 1995): A Founder of Surgery in Modern Israel." *Dig Surg* 2004; 21:447-451 (emph. Hashmonai).

Professor Michael Aviram

Director, Legacy Heritage Clinical Research Institute at Rambam (LHCRIR)
Director, Department of Laboratory Medicine, Rambam Health Care Campus

PRIZEWINNING SYNERGY

MAY THEIR NAMES BE FOR A BLESSING

The education of physicians and nurses is central to the mission of Rambam Health Care Campus. Through the profoundly generous act of providing medical-research fellowships to our residents and academic scholarships to our nurses, the families of Etai Sharon ז"ל and Cheryl Spencer ז"ל have sought to endow with meaning their loss of dear children.

ETAI SHARON MEMORIAL RESEARCH FELLOWS

GRADUATING CLASS

Miri Blich, MD

The Role of Heparanase in Atherosclerotic Plaque Progression and Vulnerability to Rupture

Liat Yaniv-Gelernter, MD

Human Stem Cells in Congenital AV-Block; Establishing a Model in Stem Cells for an Acquired Disease

Samer Diab, MD, PhD

The Use of Statins for Prevention of Myocardial Apoptotic Death

Michal Weiler-Sagie, MD, PhD

In Vivo Imaging of Stem Cells

Tal Hasin, MD

Basic Leucine Zipper (bZIP) Transcription Factors Mediate Atrial Signaling and Hypertrophy

INCOMING CLASS

Liran Shlush, MD

Danny Eytan, MD

Yoav Leiser, MD

Dov Hershkovitz, MD

CURIOUSER AND CURIOUSER

Curiosity was on abundant display at our Annual Research Seminar, held on December 4th. The event highlighted the high priority assigned by Rambam to research in the education of young physicians.

Research at the University of Texas M.D. Anderson Cancer Center, entitled his lecture *Fulfilling the Promise of Personalized Medicine*.

"One dose does not fit all," he exhorted, using the example of caffeine's unequal effects on individual coffee-drinkers in

Technion-Israel Institute of Technology while simultaneously serving residencies at Rambam Medical Center.

The 50-50 split between their activities as residents and researchers was made possible under the generous terms of the Etai

Each fellow was allotted twelve minutes to present his or her research results. The effect could have been comical, but instead, it was head-spinningly impressive: five young investigators speaking at transonic speed while whipping through PowerPoint slides and graphs; five gifted scientific



The graduating class of Etai Sharon Memorial Research Fellows appears flanked by (from far L) Dr. Zvi Ben-Ishai, Deputy Director of RHCC (ret.), Prof. Ora Israel, Director of the Department of Nuclear Medicine, Prof. Rafael Beyar, Director of RHCC, and (from far R) 2004 Nobel Laureate in Chemistry Prof. Aaron Ciechanover, Chair of Rambam's Scientific Advisory Board, and Prof. Karl Skorecki, Director of Medical and Research Development.

The audience gathered to hear Guest Speaker Gordon Brent Mills deliver the Rafael Research Alumni Honorary Lecture for 2008, and to honor recipients of the Etai Sharon Memorial Rambam-Atidim Fellowship.

Prof. Mills, who is Chair of the Department of Systems Biology and Ransom Horne Professor in Cancer

the audience to make his point: "All of us do pharmacogenomics every day! Why don't we do that with our patients?"

Then it was the turn of the Atidim (lit., *Futures*) Program's five graduating fellows to present the results of two years' worth of basic research, which they had carried out in laboratories of the

Sharon Fellowship Fund for Academic Excellence.

Of course, it isn't easy for a hospital-section head to part with a resident half-time, but one after another, the relevant department directors took the stage to introduce the fellows with warmest admiration. Said one, "They ask questions! They're inquisitive! They don't let us sleep!"

minds on display; five individuals inspired to convey their knowledge; five examples of the future of medicine as nurtured at Rambam.

The Fellowship Fund for Academic Excellence in Etai Sharon's memory has been established with the magnanimous participation of Mr. Eitan Wertheimer. ●

Etai Sharon was warm and clever, loved and admired by his siblings Guy and Dana, an excellent student and athlete, and a natural leader.

He was born in August 1988 at Rambam to Ruti and Motti Sharon, daughter and late son-in-law of virologist Dr. Zvi Ben-Ishai ("Bukki"), Deputy Director of Rambam (ret.), and Rachel. When Etai was four months old, his father, an Air Force Captain, was killed while laying border stone No. 51 on the Israeli-Egyptian border; the tail of his helicopter detached, but he saved the lives of his crew members and those on the ground by successfully crash-landing the aircraft although he himself did not survive.

Etai grew up in the shadow of his father's death and, throughout his life, expressed his desire to become a pilot in emulation of his father.

In August 2006, a week before his 18th birthday, Etai joined a preparatory program, inspired by an uncompromising motivation to succeed and to be among those who would be selected to join the prestigious pilot's course. On the morning of an extremely hot day, Etai collapsed after a long hike and died of heat stroke. It was later learned that the medical staff that should have taken care of the boys was not ready professionally and was technically unable to cope with the dangers of the extreme weather. ●



ETAI SHARON ז"ל
29.08.1988 - 23.08.2006

This poem by Etai, addressed to his late father, was discovered by his family after Etai's death:

Managing the Estate*

*Ever since you left,
Time has passed slowly.
Days trickle as if through an hourglass,
And I must continue seeking.*

*I've never stopped missing you,
Thinking about you;
I'm trying to follow your path,
Which you designated when you went away.*

*I'm afraid that I won't live up to the expectations
Of everyone, of myself. . .
I've been afraid to disappoint you
Ever since you left.*

* Translated from Hebrew

HOSPITAL CHEFS TRADE TIPS

Chef Reuven Harel, President of the Israeli Chefs' Association, flutters and smacks his lips as if judging fine wine, jokes "that is Sunfrost" (frozen vegetables), or digs his fork into the anonymously prepared meals set before him and eats with gusto. Guest Chef Bruno Prevot of France tastes little of the food placed before him but looks attentively and will put forth a finger to lightly touch. Journalist and cookbook author Ruth Sirkis also nibbles: "It's enough to take one little taste; you can tell if it's soup powder, or dry, or spicy." Television celebrity Chef and Tel-Aviv restaurateur Shaul Ben Aderet "love[s] to smell," he says, "and only after do I taste; I only need a touch of the tongue."

Meanwhile, in an adjacent room on the Rambam campus, 75 uniformed contestants representing 15 hospital kitchens throughout Israel have gathered to await the jury's decision in the nation's 2nd Annual Hospital-Cooking Competition. The event recognizes the importance of wholesome and attractive hospital meals in nourishing patients back to health, and encourages Israel's medical chefs to learn from each other. ●

Pictured with this new mom are Rambam's youngest gastronome and (L to R) Head Chefs Maya Ceperson of Rambam Health Care Campus (First Prize), Nisim Mizrahi of Hadassah Medical Center (Second Prize) and Shmuel Timsit of Ichilov General Hospital (Third Prize). Chef Ceperson's winning meal: skewered chicken with sautéed onions and a sprinkling of sesame seeds; sliced potatoes, green beans, tomato soup and quinoa salad on the side; and compote for dessert.



BEYOND FLORENCE NIGHTINGALE

“The week that Irma and I were sitting shivah, we were discussing our memorialization of Cheryl when the doorbell rang. It was the rabbi of our temple, and he told us of a recent visit of nurses from Rambam to Boston. Irma and I were unwilling to accept the idea that his visit was a coincidence, so here we are thirty-four years later amongst friends, and [investing in the education of Rambam’s nurses] could not have been a wiser decision.”



The speaker is Mr. Aaron Spencer, the occasion the annual presentation of the Cheryl Spencer Memorial Scholarships for Academic Studies in Nursing. The ceremony has been held at Rambam every year at Chanukah since 1975.

This year’s scholarships were awarded on December 16th in the presence of Cheryl’s

parents. The event took place in the Cheryl Spencer Auditorium, also a gift from the family, which since its inauguration four years ago has become a center of social life and medical learning on the Rambam campus.

In all, 250 Rambam nurses have received their academic educations through the Spencers’ largesse, many through the Cheryl Spencer School of Nursing, a joint venture of the Technion-Israel

Institute of Technology and the University of Haifa, and many have gone on to serve in top managerial positions at our medical center and other hospitals throughout the country. Foremost among these is Dr. Hanna Admi, Director of Nursing at Rambam since 1997, and recipient of the first Cheryl Spencer Scholarship.

Dr. Admi recalled for the audience her own experience as a young Spencer Scholar: “It was a few months after I had lost my husband in the Israeli army. I was at that time a twenty-seven-year-old nurse, a mother of two and a nursing student at the University of Tel Aviv. I will never forget the ceremony. I came with my six-year-old son and five-year-old daughter, with my parents and my husband’s family. The award symbolized for me the strength

to grow out of a crisis. It gave me the push to go on with my plans and develop my professional career.”

Over the years, no one has been a more effective advocate for the academization of the profession in Israel than Dr. Admi, of whom nurses at Rambam speak with deep respect and appreciation. A decade ago, when she first assumed her leadership position, she made the academization of her staff a top priority. Today, of our medical center’s 1,500 nurses, over 60% hold a BA or MA degree, and more than a dozen receive scholarships annually.

Seventeen of our nurses received Spencer Scholarships on this day. The mood was intimate and emotional. In honor of Mr. and Mrs. Spencer,

the Rambam Choir performed Oldies But Goodies by Paul Anka, Neil Sedaka and others. The music, which was well-known and well-loved in 1950s and 1960s Israel, too, had the American guests and their Israeli hosts smiling and swaying to the *shu-bop shu-bops* and *sha-la-lahs*. ●

CHERYL SPENCER MEMORIAL NURSING SCHOLARS

INCOMING CLASS

- Anet Boshnino
- Edit Shatsman
- Elena Nimoy
- Gehad Abu el Younes
- Inna Aharon
- Irena Menaker
- Irina Eppel
- Keren Fruchter
- Lazar Roif
- Marina Lobasov
- Miri Katz
- Mirit Barzelay
- Nihal Khatib
- Sigalit Kradshstein
- Tonia Shapiro
- Tsipi Meshyeev
- Yvette Khoury

“Our daughter wanted to make a contribution in her life to the field of nursing and subsequently, because of the choice we made, her dreams and aspirations are being accomplished. The name Cheryl Spencer in nursing in Israel brings focus and attention to the nobility of the profession.” - Aaron Spencer



Gathered underneath an oil portrait of Cheryl Spencer ז"ל are Cheryl’s parents Irma and Aaron Spencer, who flank Dr. Hanna Admi (standing 8th from L) and are surrounded by Rambam’s incoming class of Cheryl Spencer Memorial Nursing Scholars.

“Cheryl came into this world smiling and giving, and people smiled back. In her junior year of nursing school, she chose to do her field training with geriatric patients. In the summer, she did the late shift at a nursing home in Cape Cod. She used to sit by the elderly patients’ beds and stroke them and talk to them; sometimes they were comatose, but they would respond.” - Irma Spencer

INTERVIEW: HANNA ADMI, RN, PhD

Continued from page 2

development and hundreds of projects for quality improvement. For only one example, in answer to the problem of fragmentation in modern medicine that has arisen from specialized care, we have developed the role of Nurse Coordinator. We have 15 Nurse Coordinators at present, and each belongs to a sick patient 24/7, not to a department. In the case of breast cancer, for instance, the Nurse Coordinator accompanies the woman to diagnosis, to the oncologists, to the surgeon if necessary, and is available for every question or concern of the woman. One of our measures of success is the many thank you letters that we have received.

For another example, in recent decades, Israel’s healthcare system decision-makers and the public at large have come to appreciate qualitative research performed on-site by hospital nurses as a resource for understanding the psychosocial experience of patients, developing innovative treatment methods, and improving administrative standards for care. Our Department actively encourages the nurses to conduct such research. In February 2008, approximately 300 RNs from Rambam and from the professional nursing community throughout Israel gathered at Rambam for Research Day, a first event of its kind.

Q What is your dream for Rambam?

A We already have a professional staff – excellent doctors, world-class nurses in terms of knowledge, expertise and a caring attitude, so we have made a huge jump. Now the patients need better environmental conditions because in a hospital as dense as ours, the patients face loss of privacy; one patient has to vacate or vomit a few centimeters from another patient. It’s hard enough because of the illness! Someone who is sick deserves humane and respectful conditions that contribute to recovery. ●

FRIENDS HELP BUILD A HOSPITAL!

GALA EVENING

P6



Colored soap bubbles drifted across stage during musical numbers, and the finale included white-gold firework cascades, but of course, such a show could never be merely entertainment. The production translated into multimedia the dramatic content and sometimes frenzied pace of a day, a decade, seven decades, in the life of Israel's largest medical center.



HAIFA — *Desirée Rogers, Social Secretary to American President Barack Obama,* move over! Rambam's own lovely Nurit Naeh, Director of Public Relations, outdid herself producing the Gala Evening for Israeli Friends in salute to our medical center's 70th.

The event was held on December 16th in Haifa at the International Convention Center and included the participation of Mr. Shimon Peres, President of the State of Israel; Mr. Yacov Ben Yizri, Minister of Health; Mr. Yona Yahav (in an expansive mood after having recently won re-election as Mayor of Haifa); Prof. Yehuda Hayuth, Chairman of Israeli Friends; and Ariela and Eitan Wertheimer, Co-Chairs of

Rambam's *Vision of Adam* social-venture capital campaign for the 21st century.

Invitees could be excused for at first supposing that they had wandered into a lavish birthday bash for an individual blessed with 1,600 local friends and additional guests flying in from abroad, among them American Friends Aaron and Irma Spencer of Boston and Ms. Florence Tatistcheff of New York. Mr. Yair Kagan and Ms. Anita Alexander-Passe, who direct Rambam's American and British Friends Associations from New York and London respectively, were also present.

After hors d'oeuvres, guests filled the Convention Center's cavernous auditorium for a production showcasing tens of singers, dancers and musicians. Performers took their places onstage in front and back of a translucent screen both on and behind which was projected documentary footage of patients, physicians and nurses at Rambam. Many of

the images were filmed by Dr. Eran Tal-or, Director of the Surgical Emergency Room and a gifted amateur cinematographer.

Vocalist Hagit Beyar (daughter of Director General Rafael Beyar) opened the evening with a bilingual rendition of *Somewhere Over the Rainbow*. Reigning Israeli pop goddess Miri Mesika (pictured) headlined.

President Peres' attendance signified the importance of Rambam's seventy years in the life of the nation. Like Rambam, Mr. Peres, 85, has played a shaping role throughout Israel's history. He is now a dignified elder who has risen well above the political rough-and-tumble of his youth to become a world statesman with an urgent, wise message to impart. ●

See page 2 for an excerpt from the President's remarks to the Friends of Rambam Medical Center — delivered on that evening in his famously solemn, gravelly, low-pitched voice.

Labour of Love



The British spelling of this story's title conveys its English provenance. Pictured at Rambam with mother and child are Londoners Dido and Adam Green; he is the great-nephew of British Friends Dora Gabrel and her husband Sidney. Mr. and Mrs. Green came to our medical campus in early February to distribute woolen jumpers and cardigans, hand-knitted by a group of twelve women volunteers in the UK, to newborns and hospitalized children. Since the group's founding in 1980 by Mrs. Ruth Drake of Ilford in Essex, its members have knitted and distributed over 5,500 tiny garments to children in Israel, Russia and Ethiopia. ●



The currently 8-meter deep, 20,000-square-meter wide pit gaping at the heart of Rambam's West Campus, in between the Sammy Ofer Tower (main building) and the Rappaport Faculty of Medicine, could conceivably be preparation for the building of an Olympic-size pool – for Olympian gods, not mortal athletes – but, in fact, represents progress on what will be a 14-meter-deep, overall 60,000-square-meter, 3-level underground parking garage, an 8,000 sq m section of whose deepest level can be converted within a maximum of 72 hours into a 750-bed emergency hospital fortified against missile, chemical and biological warfare.

Within the perimeter of the pit, drills have been pounding at and pulverizing the dolomite bedrock on which Rambam Health Care Campus is built. Sweet

groundwater at approximately sea level has just been reached, which is evident from the several wide puddles mixed with rainwater at the bottom of the pit. Any day now, the drill bits will breach the boundary between this groundwater and the saltier water of the encroaching Mediterranean Sea. Then, the pumps will start working.

Pictured at and just above the excavation's rim are a concrete wall topped by tin fencing to protect the construction workers inside the pit and the pedestrian and vehicular traffic making their way around it. Below these are a shallow layer of dirt and exposed rock walls whose vertical corrugations mark the site of approximately 1,300 otherwise concealed holes; each hole, 45 cm in circumference and 14 meters deep, is

filled with steel re[inforcement]-bars anchored in poured concrete and fastened by rock bolts (in the photo, the orange rectangles ornamenting the wall at 3-meter-deep intervals are rock-bolt plates). Down in the pit, Caterpillar vehicles accessorized with drills, shovels and sifters huff and lumber across the landscape, and dump trucks haul away debris.

The expansion and fortification of our Emergency Trauma Center, meanwhile, is at an advanced stage of implementation. Five contractors and tens of workers are currently busy installing air conditioning, electrical wiring, sanitary and medical-gas fixtures, floors and ceilings, and reinforced windows and doors, with September 2009 the project's anticipated completion date. ●

Synagogue Rededicated



Pictured is Rambam's newly renovated, small and lovely synagogue (est. 1974).

All of us at Rambam are deeply grateful to Ousama Handasa Ltd. for donating the materials and labor that have made possible both the synagogue's renovation and, earlier in 2008, construction of our medical center's Muslim prayer room. ●



AMERICAN FRIENDS



NEW YORK – Rockefeller Center was floodlit red, white and blue for the occasion – that is, the Nov. 4, 2008

American presidential election.

In New York representing Rambam were Prof. Rafael Beyar, Director General; Prof. Karl Skorecki, Director of Medical and Research Development; Friend of Rambam Mr. Eitan Wertheimer, Co-Chair of our Capital Campaign; and Ms. Talia Zaks, Coordinator of International Relations.

Rambam in critical condition during the Second Lebanon War and was cared for by Dr. Yaron Bar-Lavie, Director of General Intensive Care (ICU), spoke for the hundreds of thousands of Israeli civilians and soldiers whose lives have been saved at Rambam by the professionalism and compassionate caring of our doctors and nurses.

P7



"Just a GREAT night tonight... warm, personal, intelligent, interesting and above all touching... I learned much. Thanks for including me."

- Actress Tovah Feldshuh, who is pictured flanked by (L) Yair Kagan, Executive Vice President, American Friends of Rambam Medical Center (AFORAM) and (R) Prof. Rafael Beyar, Director General of RHCC.

Haran Yaffe currently lives in New York, where he is pursuing a professional career as a singer-songwriter, but he takes time out to travel the world raising funds for wounded Israeli veterans and civilians. His song *Boker Tel-Aviv* is cherished by Israelis, who heard it played repeatedly on national radio for Mr. Yaffe during his time in coma. For us at Rambam, *Boker Tel-Aviv* also represents the beauty and resilience of Israeli youth. ●

One hundred American Friends of Rambam were still flush with the excitement of that historic event when two days later, led by Mr. Adam Emmerich, President of AFORAM, they voted unanimously for our medical center by gathering at the gracious Manhattan residence of Ambassador Gabriela Shalev, Representative of Israel to the United Nations, to honor Rambam's 70th.

Prof. Beyar tells of the scene that met them: "New York looked vivid and happy as always and even more so, and people had hope in their eyes."

At the Ambassador's, the moving presence of IDF Combat Engineering Corps Staff Sergeant (Res.) Haran Wolfovitz Yaffe, who had been airlifted to



WLI in Rambam's League

Rambam thanks the Women's League for Israel (WLI) for generous, ongoing investment in our medical center, most recently in the Ruth Rappaport Children's Hospital capital campaign and the Post Traumatic Stress Disorder Family Therapy Unit. WLI was founded in 1928 by a group of women volunteers in the United States with the aim of providing Hebrew-language instruction and professional training to young, solitary women immigrants to Israel from Europe. Throughout eight decades of service to Israel, WLI activities have centered on assimilation, welfare and education. ●



L to R: Adam Emmerich, President, AFORAM; Eitan Wertheimer, Co-Chair, RHCC Capital Campaign; Ambassador Gabriela Shalev, Representative of Israel to the United Nations; Prof. Rafael Beyar, Director General, RHCC.

CANADIAN FRIENDS



TORONTO – On November 17th, 150 Canadian Friends of Rambam met in Toronto to celebrate our medical center's 70th Anniversary and honor the memory of Mr. Joseph Fishman. For the occasion, the city provided crisp, clear skies laced with the enchanting scent of as-yet unfallen snow.

The Friends met in the trendy Distillery District at the Boiler House, a 19th-century industrial space converted with bohemian flair by its young owners into a downstairs restaurant and upstairs gallery. Guests stood in the gallery and looked through a clear partition toward the 2-story-high wall behind the bar, where two films were projected; Mr. Fishman's family and friends poignantly reminisced about him in the first, and Rambam's history was presented in the second.

Dr. Esty Golan, Rambam's Chief Administrative Officer, who was accompanied by her husband Shary, introduced Guest of Honor Prof. Amos Etzioni, Director of Meyer Children's Hospital at Rambam, who shared plans for the future Ruth Rappaport Children's Hospital.

The visitors were hosted by Mr. David Green, President of Canadian Friends, his wife Daphne Wagner, and the children of the late Mr. Fishman: son Moti Fishman and his wife Nati, daughter Ilanit Cohen and her husband Noam, and daughter Aliza Weisz. Shortly before his death, Mr. Fishman had established the Oncology Hospital to be built on Rambam's new West Campus.

"There is no better way to perpetuate the memory of Joseph Fishman than to give the growing population of those suffering from cancer, and those devoted to their care, the state-of-the-art healing environment that they so well deserve," Prof. Etzioni said in his remarks.

Of their welcome by Mr. Green, his wife, and the Fishmans, Dr. Golan comments with appreciation, "At every event they hold, the Toronto Friends and the Fishman family receive us with hugs as members of the family." ●



L to R: Mr. David Green, President, Canadian Friends of Rambam Medical Center (CFRAM); Prof. Amos Etzioni, Director, Children's Hospital, RHCC; Mr. Moti Fishman; Dr. Esty Golan, Chief Administrative Officer, RHCC; Mrs. Ilanit Cohen with her son Idan; Mrs. Aliza Weisz.

ART AT RAMBAM

ANNUS MIRABILIS



P8

There exist cramped galleries that would envy the spacious, high-ceilinged museum potential of Rambam's Sammy Ofer Tower lobby, through which 15,000 individuals pass daily. In March 2008, this space realized its potential when thirteen recent, mixed-media works by Haifa sculptress Kati Paldi were exhibited. The works were united by the use of lightweight, mostly found, materials (e.g., buttons, feathers, newspaper, film negatives, fabric) and visual and verbal punning.

Kati Paldi is celebrated nationally and internationally for marble, wood, terra-cotta and cast-bronze sculptures. She is the wife of emeritus Chief of Gynecology Prof. Eytan Paldi; the couple immigrated to Israel from Hungary in 1948, and in

the early years, while raising the couple's two children, she worked as his medical secretary.

When first she began to sculpt in wood, the artist translated the hundreds of pregnant women that she had observed into corpulent, introverted figures, of which several are on permanent display in the lobby. She says, "I like the round shape, the quiet, the harmony."

Because use of a compressor, hammer and chisel, and electric tools has recently become physically taxing for her, the sculptress turned to iron mesh and polystyrene for this show, all of whose works she created within a prolific 12-month period in 2007-2008.

"The idea was that I could lift the work," she says frankly.

Pictured are **(below)** an Odalisque of buttons and fabric flowers and **(R)** a poised tightrope walker with lithe musculature, tangled dreadlocks and flowing vest of rope. ●



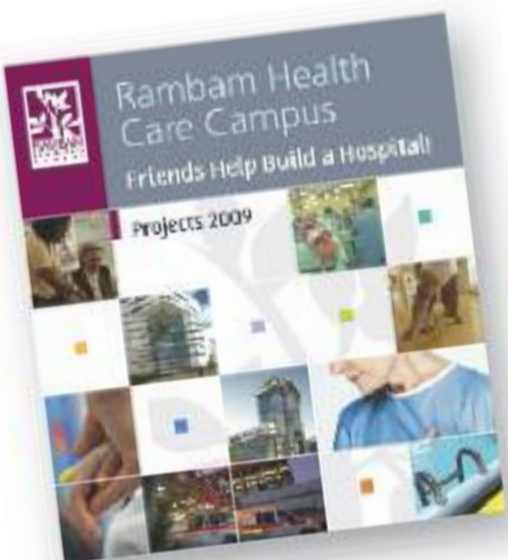
THE PRINCESS AND THE DINOSAUR

It's unclear whether the herbivorous *Rebachisaurus Tesonei* in this photo is Dina or Dino, Diana or Dean (although its gentle eyes do recall the long-lashed girl dragon in *Shrek*), but the darling little girl astride its back is Ofir, and beside her are, **L to R**, teacher Ofira Bar Mashiah, Clinical Psychologist Elena Krivoy and Art Therapist AnaLia Magen Schlyfestone, all of the Pediatric Hemato-Oncology Department at Rambam.

In a project initiated by Madatech - the Israel National Museum of Science, Technology and Space, this dinosaur and 59 of its siblings — native to Argentina

but hatched in the United States — migrated to Haifa, where they were individually painted by Israeli artists and schoolchildren and set free to graze in public spots throughout the metropolis.

The dinosaur painted by Ofir and her classmates at Rambam basks on campus in sunlight — and in the appreciation of patients and visitors — just outside our current Children's-Hospital building. If you visit in the very early hours, you may discover moist, gnawed bark, cropped flowers and nibbled-at leaves and Dino or Dina, Dean or Diana, beatifically asleep. ●



Request your copy of our **Friends Help Build a Hospital! Projects 2009** booklet

On June 19th, beloved Israeli singer-songwriter Yehuda Poliker brought his bouzouki and his band, his gruff and soulful voice, and the spirited energy of the Greek taverna to the outdoor amphitheater of Park Motzkin in the Haifa Bay suburb of Kiryat Motzkin. The amphitheater was filled to capacity by thousands of Rambam employees, there to receive thanks for dedicated service to the people of Haifa and the North. Mr. Poliker was generous with his music, returning for encore after encore as hundreds of charmed listeners streamed into the aisles and orchestra pit to dance away the balmy night. ●



NOCTURNE



FLORIDIAN FRIENDS

Rambam welcomes David A. Chodrow, newly appointed Executive Director of AFORAM Southeast Region. Mr. Chodrow most recently served as Senior Executive Director for Capital Gifts at the University Of Miami Miller School Of Medicine, and brings to his new position more than twenty years' fundraising experience, knowledge of the American Jewish community, and understanding of hospital-healthcare and medical-research needs. He may be contacted at 7721 Dunham Blvd., Suite F, Miami, Florida 33138, e-mail dchodrow@aforam.org, cell 305-788-0335.



SURF RAMBAM

www.rambam.org.il

American Friends of Rambam Medical Center

Yair Kagan
Executive Vice President
521 5th Avenue,
Suite 1723
New York, NY 10175
USA

Tel: 212.292 4499
yairk@aforam.org
www.aforam.org

Canadian Friends of Rambam Medical Center

David Green
President
64 Merton St. 1st Floor
Toronto, Ontario M4S 1A1
Canada

Tel: 416.322 4003
Fax: 416.487 5963
dgreen@greenrockltd.com

British Friends of Rambam Medical Center

Anita Alexander-Passe
Director
North Crescent 10
London N3 3LL
United Kingdom

Tel: 020.8371 1500
Fax: 020.8271 1501
Alexanderpasse@dsl.pipex.com

All Other Countries Main Office

Talia Zaks
International Relations &
Resource Development
Rambam Health Care Campus
POB 9602
Haifa 31096
Israel

Tel: 972.4.854 2042
Fax: 972.4.854 2104
t_zaks@rambam.health.gov.il

www.rambam.org.il