

Rambam

ISSUE NO.23 | MAY 2019

on call

TRANSITION TO NEW LEADERSHIP

Tricks of the
**TECHNOLOGY
TRANSFER TRADE**

A New Generation of
**WORLD CLASS
RADIATION
THERAPY
SERVICES**

Happier
Outcomes for
**HIGH RISK
PREGNANCIES**

Rambam's
Expertise
Reaches
**A GLOBAL
NETWORK**

One Patient
and the Two
Doctors Who
**SAVED HER
LIFE**



RAMBAM
Health Care Campus

CONTENTS

Rambam *on call* | MAY 2019

4 **FROM THE DIRECTOR**
Dr. Miki Halberthal shares his vision for the future



6 **FROM THE OUTGOING DIRECTOR**
Prof. Rafi Beyar looks back, and ahead



8 **A DOCTOR/PATIENT STORY**
When a life saved creates lifelong friendships

10 **A CONVERSATION WITH PROF. IRIT BEN-AHARON**
Rambam's new Director of Oncology



12 **A BRIGHTER FUTURE FOR PEDIATRIC EPILEPSY PATIENTS**
At the new Zukier Center of Excellence

14 **HAPPIER OUTCOMES FOR HIGH-RISK PREGNANCIES**
A nurturing place for mothers at risk

16 **INTERNATIONAL TRAINING AND CONSULTING PROGRAMS**
Building global capacity and sustainability



18 **INTERNATIONAL COLLABORATIONS**
Accelerating Rambam's impact on global medicine

20 **A NEW RADIATION THERAPY WING**
Provides world-class treatment

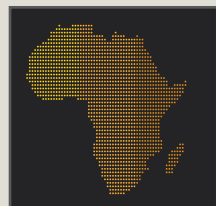


24 **MINDUP**
Incubating the next big breakthroughs in digital medicine

22 **MEDTECH'S NEW CEO**
Shares insights into the technology transfer trade

26 **UNDER INVESTIGATION**
Three physician/scientists share their research passions

30 **AFRICA FIRST**
Rambam Physician leads a capacity building training program in Ethiopia



40 **DONOR SPOTLIGHT**
Jacob and Gitla Zukier Medical fund



42 **SPECIAL EVENTS**

28 **2018 IN NUMBERS**

32 **RAMBAM INTERNATIONAL RELATIONS**
Snapshots

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Health Care Campus

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Dr. Miki Halberthal

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Cover Photo: Dr. Miki Halberthal,
Director, and Prof. Rafi Beyar,
Outgoing Director, Rambam
Health Care Campus



FROM THE DIRECTOR



FROM
THE
DIRECTOR
**DR. MIKI
HALBERTHAL**

Dear Friends,

On March 1, 2019, I took over as CEO and Director of Rambam Health Care Campus. A lifetime dedicated to medicine, and a series of pivotal milestones, paved the way to this most important and challenging role of my career.

From my earliest training, Rambam has been home for me. I earned my MD degree from the Technion's Rappaport Faculty of Medicine, and completed an internship at Rambam, specializing in pediatrics and pediatric intensive care. Then I went on to become Director of Rambam's Pediatric Cardiac Critical Care Unit.

After a fellowship at The Hospital for Sick Children in Toronto, I came back to Israel, Haifa, and Rambam to practice pediatric critical care medicine, and eventually became director of the Pediatric Cardiac Critical Care Unit. In 2009, I was invited to join Rambam's Executive Leadership. At a professional crossroads and looking for the next great challenge, without hesitation I accepted the offer.

For the next ten years, I prepared for the eventuality of assuming Rambam's highest leadership role. I earned a Master's in Health Administration from Tel Aviv University, and also received valuable mentoring from Prof. Rafi Beyar and my other colleagues. While I knew the children's hospital well, **it was through serving on the Executive Leadership that I gained a thorough understanding and appreciation of Rambam's strengths and capabilities."**

Ambitions and Challenges

Providing quality, advanced medicine for our patients is our mandate and greatest challenge. But we also need to push the envelope. That means looking ahead for new ways to remain at the cutting edge, while sustaining our momentum of growth.

Our ambitious plans require funding far beyond what government budgets can cover. With the help of our dedicated global community of friends and partners, Rambam has experienced a level of growth unprecedented among Israeli hospitals. Fortunately, Prof. Beyar will continue to galvanize our partners as President of the international Friends of Rambam associations.

And we will actively leverage Rambam's innovations and expertise - from technologies developed at Rambam MedTech, to international training programs - to draw revenue back to the source, and sustain our greatest plans.

Rambam is my home: the place where I grew up and developed professionally. And now, it is the focus of the greatest professional challenge of my life. Facing this formidable task, I am fortunate to be supported by Rambam's leadership team, global partners, and devoted staff. With such a powerful foundation, I am confident that Rambam will continue to grow and thrive for years to come.

Sincerely,

Dr. Miki Halberthal
Director and CEO
Rambam Health Care Campus

A VISION FOR THE FUTURE

Looking ahead, my vision is consistent with the overall vision for Rambam: to maintain the centrality of the individual, whether staff member or patient. I will strive to uphold the momentum of growth that has reshaped Rambam over the past 13 years, and complete the projects now underway.

We are blessed with an excellent, committed staff representing every sector of Israeli society, who work tirelessly in their fields. I will continue to cultivate our greatest human resource, and create an atmosphere where medicine – clinical and research – can be practiced under optimal conditions.



Through the support
of our global
community of
friends, our greatest vision
is turning into a reality.

FROM THE OUTGOING DIRECTOR
PROFESSOR RAFI BEYAR



LOOKING AHEAD

Dear Friends,

After thirteen years as CEO and Director of Rambam Health Care Campus, I am now concluding what has undoubtedly been the most important and fulfilling chapter of my life.

Within months of taking over as Director, war broke out at Israel's northern border. I vividly remember an alarm sounding while I was performing a complex catheterization. The patient's life was at risk, as was mine and everyone's around me. I sent my team to seek shelter and finished the procedure alone, as 12 missiles landed nearby. **During those moments, it was clear that this situation must not be repeated.**

Thanks to Sammy Ofer and his family, we made history by opening the world's largest and most sophisticated underground emergency hospital. No longer will our staff and patients be at risk when disaster strikes.

Thus, the 2006 Lebanon War launched one of the most ambitious development programs Israel has known, at Rambam's new West Campus.

First conceived together with Eitan and Ariela Wertheimer and Rambam's leadership, the West Campus is a testament to several extraordinary partnerships. Bruce and Ruth Rappaport and their daughters, Irit and Vered, worked closely with us to create a warm, caring environment for our pediatric

patients. Josef Fishman (z"l) and family envisioned a facility where cancer patients would receive excellent care in dignity and comfort. Eyal Ofer and family opened their hearts to help us make a transformative difference in cardiology care. And the Leona M. and Harry B. Helmsley Charitable Trust saw us as worthy partners, along with the University of Haifa and the Technion to create a hub for innovation like no other in Israel or the world. Through the friends of our global community of supporters, our greatest vision is turning into a reality.

Over the past decade, new technologies have exponentially changed the world of medicine. I am proud that Rambam has not only stayed abreast of these changes, but in many cases has pioneered them.

With complete confidence and trust, on March 1, 2019 I handed over the reins of leadership to my colleague and friend, Dr. Miki Halberthal. If you have not yet

met Dr. Halberthal, I encourage you to do so. You will find a partner who is as ready and eager to hear your thoughts and dreams as you are to share them.

During 2019, I will be on sabbatical, but will continue to promote Rambam's vision as the President of the international Rambam Friends associations.

At this most important milestone in my own career, I wish to express my deepest gratitude to those who have accompanied me along the way. I thank you for your friendship, partnership and involvement in transforming the landscape of healthcare for the residents of northern Israel and the world.

Yours,


Prof. Rafi Beyar



A DOCTOR/PATIENT STORY

A SPECIAL BOND



L-R: Dr. Suheir Assady, Lauren Rose, Prof. Tsila Zuckerman

This is a story of one patient, Lauren Rose, and the two doctors, Prof. Tsila Zuckerman and Dr. Suheir Assady, who saved her life. Transcending the typical doctor-patient relationship, these three women have become devoted, life-long friends. Here are their stories.

Lauren:

My love affair with Israel began in high school when I first came to this country from Chicago. I married an Israeli whose job involved extensive travel. In 2006, while we were living in the Netherlands, I was diagnosed with multiple myeloma and kidney failure. Through my husband's work, I was given the option of receiving care anywhere in the world. I immediately chose to return to Israel, and to Rambam. My in-laws had been treated there, and I knew and trusted the staff.

At Rambam, I was placed in isolation in the Hematology Department. At that point, with complete trust, I put myself entirely in the hands of the medical team.

Prof. Tsila Zuckerman, Director of the Bone Marrow Transplant Unit:

When Lauren arrived, she was very, very sick, with a mass in her spine and ribs and no renal function at all. After trying two different treatments, we finally found a new experimental treatment that worked. Lauren needed a bone marrow transplant, but that had to wait until her kidney function improved. She started hemodialysis and we watched for progress.

Lauren:

The medical team told me that I may need dialysis for the rest of my life. But I knew that wasn't an option. Dr. Assady was responsible for my dialysis treatment and I completely trusted her.

Dr. Suheir Assady, Director of the Department of Nephrology and Hypertension:

I remember when I first met Lauren 12 years ago. In spite of her serious condition, I saw a dignified, elegant woman who was always smiling and positive. Her file noted that the kidney damage might be irreversible, but something in me questioned that.

In parallel to her hematology treatments, I decided to apply a new dialysis approach, and it worked. Within a month, she was responding nicely to our supportive therapy, and we finally realized she no longer needed dialysis.

Prof. Zuckerman:

In 2007, Lauren received a bone marrow transplant. I remember how all her family was here to support her. Gradually she came back to herself. And now, thank goodness, everything is working! At this point we keep up with each other's lives and achievements.

Dr. Assady:

Over the years, we have developed a close and sincere connection. Together with the Frank Family Foundation, headed by Lauren's parents—Albert and Patricia (z"l) Frank—we created a fellowship program to support gifted medical residents interested in nephrology, and three fellowships have already been awarded.

Happily today Lauren has no kidney issues but her experience here brought us close and we remain good friends

Lauren:

For me, Dr. Assady and Prof. Zuckerman will always be the ones who saved my life, but they are also like family. Our relationship has transformed from caregivers to love-givers!



A CONVERSATION WITH PROF. IRIT BEN- AHARON, RAMBAM'S NEW DIRECTOR OF ONCOLOGY

Throughout her stellar career, Professor Irit Ben-Aharon has always aspired to make the greatest impact. She recalls when she was a young intern just completing an MD-PhD program and deliberating over whether to pursue gynecology or oncology. She realized that, "with IVF, they had already touched the sky. But with cancer, even if you looked 30 years ahead, there would still be much to do. That's when I switched to oncology."

After completing a PhD at NIH, a visiting fellowship at the Dana Farber Cancer Institute and a Fulbright fellowship at Memorial Sloan Kettering, Prof. Ben-Aharon returned to Israel, where she led GI Oncology at Rabin Medical Center. But the challenge of leading Rambam's entire Oncology Division was intriguing.

"I recognized early on the special DNA of this place. Rambam's leadership's innovative, science-oriented thinking was very attractive, as was the proximity to the Technion. If science is something that truly drives you, as it does for me, I knew that here I could really leave a mark."

How do things look six months into the job?

We have an excellent concept and team in both radiation and medical oncology, and my goal is to set the highest standards for our patients and for the staff. But we still have much work to do.

Our platform of clinical trials is one of the largest in the country, and growing exponentially, which our patients benefit from. We are also working with the Technion's Integrated Cancer Center to pursue original, state-of-the-art, academic research.

A new Advisory Board I initiated, including leaders from prestigious cancer centers in the US, will be an important driving force.

What challenges and opportunities does Haifa offer?

Haifa's unique ecosystem encompasses research, technology and innovation. It bothers me when we are referred to as the largest or the best hospital in the north. I'd like to escape that periphery mentality and consider ourselves in relation to the best hospitals in the country.

You have a special professional interest in young-onset cancer.

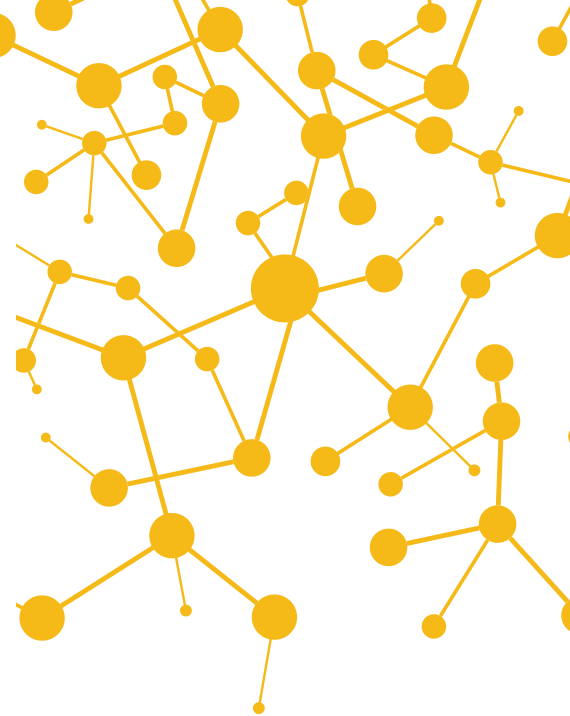
About 10% of our cancer patients are under 45, and they have unique needs and late-term medical considerations as survivors. We recently created a new set of multidisciplinary counseling services for these patients and a research setting. We also use a special Facebook platform that supports them.

What's the vision for the future?

Cancer isn't a single disease but rather a basket of different entities. In many instances it can become a chronic disease, meaning that with proper treatment, people can live long and well. I think we can help our patients achieve that.

How do you manage to balance your professional and personal lives?

I've worked hard all my life and love what I do. It's not easy to combine an intensive career and motherhood, yet my family is my ultimate priority. And I hope I serve as a role model for my children. I believe that behind every successful woman is a supportive family – my husband and mother are full partners in this journey.



If science is something that truly drives you, as it does for me, I knew that here I could really leave a mark



Prof. Irit Ben Aharon



FOR CHILDREN WITH
INTRACTABLE EPILEPSY,
THE NEW
**ZUKIER FAMILY
COMPREHENSIVE
EPILEPSY CENTER
OF EXCELLENCE**
OFFERS THE CHANCE FOR
A SEIZURE FREE FUTURE

Most, but not all cases of pediatric epilepsy can be controlled with medication. But for those who don't respond to drug therapies, the chances to live a normal life are drastically limited.

A Gift that is Changing Lives

The opening of the new **Zukier Family Comprehensive Epilepsy Center of Excellence** has made the prospects for these vulnerable children significantly brighter.

As a national referral center, Rambam receives many of the most severe epilepsy cases from throughout the country. In northern Israel alone, there are some 6000 individuals with drug-resistant epilepsy, a third of whom are children.

With the opening of the new center, more patients will be able to benefit from expanded and upgraded diagnostic and treatment services.

State-of-the-Art Surgical Solution

Among drug-resistant epilepsy patients, approximately one-third can have their condition controlled or cured through a highly specialized neurosurgical procedure. Dr. Mony Benifla, Director of the Zukier Center of Excellence, is one of the few surgeons in the world who specializes in this complex surgical approach.

The procedure involves identifying and removing the region of the brain responsible for generating seizures, using sophisticated imaging, monitoring and other technologies. Tremendous precision is required to avoid impacting adjacent, critical areas. Dr. Benifla and his team have mastered this approach, and their patients are benefitting from the results.

400% Rise in Patients Served

In 2018, 80 new patients with drug-resistant epilepsy raised the center's rolls to 100 patients served. During that time, 18 patients underwent brain surgery, 14 of whom experienced complete elimination of seizures and 3 patients experience fewer seizures following the procedure.

The Importance of Education

The stigma surrounding epilepsy is especially painful for children. To counter that, the Zukier Center offers special "Purple Day" programs with fun, interactive educational activities, and has created a brochure addressing common misconceptions about epilepsy in Hebrew, Arabic, Russian and Amharic.

What a Gift Can Give

With matching funds secured by Rambam, the Jacob and Gitla Zukier Medical Fund gift was leveraged to purchase essential imaging and diagnostic equipment, recruit and train outstanding medical personnel, and support collaborative research in Israel and abroad.

The Zukier Family Comprehensive Epilepsy Center of Excellence was inaugurated during Hannukah. Prof. Henri Zukier observed that "The heart of medicine is about mending body and soul, and keeping the flame burning bright."

HAPPIER, BETTER OUTCOMES FOR HIGH RISK PREGNANCIES

*Until recently, women experiencing high risk pregnancies were admitted to Rambam's general OB-GYN ward. Yet with the outcomes of their pregnancies far from secure, the proximity to new mothers and their babies was often highly stressful. Now, thanks to an important gift honoring the parents of Dr. Avi Katz, the new **Mrs. Edith and Prof. Dov Katz Maternal and Fetal Medicine Unit** has been established, dedicated to meeting the needs of this special population and the staff who care for them.*



Dr. Avi Katz and Prof. Zeev Weiner

"Maternal-fetal medicine is unique," explains Dr. Ido Solt, an obstetrician/gynecologist and head of the new center for high risk pregnancies. "While all other fields of medicine focus on a single patient, in maternal-fetal medicine, there are at least two, and sometimes three or more individuals to care for, each with their own considerations, all in the same body. And sometimes the interests of the different individuals are conflicting – and even life-threatening."

A mother may suffer from a medical condition that endangers her unborn child, or the pregnancy itself may put the mother at risk. One of twin fetuses may fail to thrive, threatening the life of the other. Congenital deformities detected before birth may reduce the infant's chance of survival. These are only a few of the complex conditions and ethical dilemmas Dr. Solt and the center's team contend with on a daily basis.

A Nurturing Place for Mothers at Risk

Dr. Solt: "We make every effort to promote the wellbeing and reduce the anxiety of our patients. Many patients, including women who come to us with contractions or bleeding before term, are under extreme stress.

We offer them emotional support from a clinical psychologist and social worker, as well as acupuncture and other complementary medical services."



Dr. Ido Solt with a patient

Pride and Joy

"Our expertise and experience enable us to help women bring their pregnancies to term," Dr. Solt explains. For example, recently we had a patient who was pregnant with twins who suffered from severe renal disease. She was advised to terminate the pregnancy because it was considered a threat to her life. Yet under our care she gave birth to healthy twins."

A Vital Research Program

Dr. Solt and his colleagues round out their professional expertise with a robust research program. At the latest meeting of the American College of Obstetricians and Gynecologists, considered the world's most important fetal-maternal medicine conference, the Rambam team presented over a dozen papers.

One of the studies examined the use of Artificial Intelligence to improve the accuracy of fetal weight estimation, which generated great interest.

Dr. Solt's own research, which is supported by a grant from the Ministry of Environmental Protection, is examining biological samples taken from women and infants living in proximity to the oil refineries on the Haifa Bay, for heavy metals and pollutants, and comparing them to families in the center of the country.



INTERNATIONAL TRAINING AND CONSULTING PROGRAMS

BUILD CAPACITY AND SUSTAINABILITY



 We create a cadre of ambassadors who return to their countries as enthusiastic supporters of Rambam and Israel.

Dr. Ronit Segal Hirshberg, CEO of Rambam Health Corporation and Director of the Economics and Marketing Division, RHCC, discusses Rambam's expanding professional exchange and consulting programs.

Rambam Health Corporation is the hospital's commercial arm, with a mandate to maximize Rambam's income potential. For many years, the governmental budgets allocated to Israeli hospitals have been minimal and eroding, a reality which forces us to pursue other sources of revenue. One of Rambam's greatest resources and strengths is our professional expertise, which constitutes the basis of the board decision to leverage that resource in order to collaborate with other nations in building their healthcare systems, while generating income for the hospital.

To that end, over the past several years, we have focused on developing a range of training formats for medical teams from other countries - from week-long courses to observerships that run for three months. One of our important advantages is that we are flexible and creative, and able to develop custom-designed training programs to meet the needs of our collaborating partners.

During 2017-2018, we hosted over 500 new trainees who spent an average of one month here at Rambam. About half were from China and the other half from the Former Soviet Union.



International team, L- R: Tal Abutbul Orly Belson Bachar, Liel Rosenberg, Dmitry Rozenfeld

We work with a Chinese organization that brings medical staff to Rambam and other prestigious medical institutions around the world to expose them to the highest level of western medicine. In that framework, we just finished a course with 40 cardiologists and cardiology department heads from China.



Dr. Ronit Segal Hirshberg, CEO of Rambam Health Corporation and Director, Economics and Marketing Division, RHCC



Nora Libes-Shnaid, MBA, Chief Business Development Officer, Rambam Health Corporation and Director, Economics & Business Development Department, RHCC

During our trainees' stay, we provide a comprehensive service: accommodations, meals, transportation and of course professional training. We also provide lectures on the Israeli health system, Israeli history and current events, and a tour of Haifa. It is heartwarming to see how, in spite of the daunting language barriers, friendships often develop and collaborations are flourishing. We create a cadre of ambassadors who return to their countries as enthusiastic supporters of Rambam and Israel.

We also consult on building successful hospital infrastructures. Many groups of Chinese hospital management and administrators are coming to get insights on how to establish a hospital from the ground up. Having an in-depth knowledge of this process enables us to share different planning perspectives, including architectural concerns, equipment, staffing, quality, and all hospital management components.

In terms of outreach, we recently worked with a hospital in the Republic of Georgia to help them establish a bone marrow transplant unit. And a number of hospitals in China have approached us to serve as consulting partners.

Ultimately, Rambam has much to gain from these professional exchanges. The revenue they generate is used to fund staff, equipment needs and refurbishing of facilities. Obviously, these programs also enhance Rambam's reputation in the world as an international center of excellence, a great partner for research collaborations and a major hub for innovations.

INTERNATIONAL COLLABORATIONS ARE ACCELERATING RAMBAM'S IMPACT ON GLOBAL MEDICINE



A Partnership with Stanford University

When Prof. Lloyd Minor, Dean of Medicine at Stanford, and Prof. Rafi Beyar, Director of Rambam, sat down to talk, many intriguing synergies arose. Out of that conversation came the first joint symposium, **Planning for the Next Generation**, held in Stanford in March 2018. Researchers from both institutions shared insights on digital health and technological innovations in healthcare management, coping with future health needs, and the challenges posed by Israel's diverse local population and relationships with its neighbors.

While the symposium discussions were still fresh in the air, Prof. Minor visited Rambam to further advance projects for collaboration. And as Prof. Beyar noted, "We look forward to joining forces with one of the best universities and medical schools in the world."

A Medical Technology Incubator in Atlanta

This past October, a new collaboration was launched between Rambam and Georgia Institute of Technology's Global Center for Medical Innovation, to establish a medical technology incubator for Israeli-based companies. With a focus on advancing innovation in biomedical and digital medicine, the incubator will offer selected Israeli startups with financing, business mentorship, product development and commercialization assistance, and help in establishing relationships with strategic partners and potential investors. The Georgia partners will benefit from first access to Israeli innovations, and the opportunity to develop them for US markets.



Hala Modalmog, Director of the Atlanta Chamber of Commerce; Tiffany Wilson, Executive Director of the Global Center for Medical Innovation (GCMi); Prof. Rafi Beyar, Director of Rambam Health Care Campus; Advocate Ronya Rubinstein; and Judith Va

Professional Exchanges with Cincinnati Children's Hospital

The longtime collaboration between Rambam and Cincinnati Children's Hospital marked a new chapter with the hosting of an international pediatric genetics conference on facial deformities. As Prof. Myriam Ben Arush, Director of Ruth Rappaport Children's Hospital, noted, "We are talking about high-level cooperation not only at the personal levels, but also – and primarily – in terms of developing our professional capabilities. We plan to conduct joint studies, learn together and train our staff in one of the most prestigious institutions in the world."

Exporting Rambam's Trauma Expertise to China

Prof. Chen Erzhen, now Vice President of Ruijin Hospital in Shanghai, is also a graduate of Rambam's Trauma Management training program.



Dr. Miki Halberthal with Ruijin Hospital representatives

This April, Prof. Erzhen hosted three senior trauma experts from Rambam at the 2000 bed hospital, for an intensive two-day workshop on emergency medical rescue. The first of three planned collaborations, the seminar will be followed by a 10-day training program at Rambam for Ruijin professionals, and a large-scale, three-day drill in Shanghai, with preparation and guidance by Rambam staff.



Gila Hyams, Dr. Hany Bahouth and Dr. Miki Halberthal at the training program in Shanghai

New Oncology Collaborations with Memorial Sloan Kettering

Freshly appointed as Director of Oncology, Prof. Irit Ben-Aharon has spearheaded a new, triple collaborative research program with the prestigious New York cancer center and the Technion. Initially, the partners will focus on early-onset cancer, immunology and imaging, with additional research areas to be added in the future.

Enhancing Emergency Preparedness at Toronto's Hospital for Sick Children

A team of trauma experts from Rambam traveled to Toronto to train their Canadian colleagues how to prepare for emergency and mass casualty situations. Led by Dr. Miki Halberthal, the team assessed the hospital's emergency response capacity, and assisted in putting new policies in place.

WITH THE OPENING OF THE NEW RADIATION THERAPY WING, RAMBAM PATIENTS ARE RECEIVING WORLD-CLASS TREATMENT

As part of its commitment to providing the highest possible standard of medical care, Rambam has acquired new state-of-the-art linear accelerators, capable of delivering highly efficient and effective radiation therapy.

For cancer patients in northern Israel, the opening of the Joseph Fishman Oncology Center in 2017 made upgrades in cancer care immediate and palpable. Gone are the crowded, outdated oncology clinics, replaced by spacious, welcoming and dignified points of care. And thanks to Rambam's supporters, the Josef Fishman Oncology Center is equipped with state-of-the-art technologies found at the world's leading cancer centers, which are making cancer treatments more effective, safer and tolerable than ever before.

This fall, Rambam celebrated the opening of a new Radiation Therapy Wing in the lower floors of the Fishman Oncology Center. At over 15 thousand square feet, the spacious underground Radiation Therapy Wing is equipped with a patient reception area, servicing centers, a control center system, and four bunkers, each one designed to accommodate a state-of-the-art linear accelerator system for radiation therapy.

Two brand new linear accelerators are already in place in the new facility, and the second two are slotted for transfer from the old department in the coming months. Once completed, Rambam will be able to provide the frontline of treatment options.

Stronger, sharper, faster

With radiation therapy, focus is the name of the game. The new linear accelerators at Rambam specialize in delivering optimal doses of targeted radiation to tumors,

while protecting adjacent healthy tissue. Combining speed, power and precision, these systems are designed to deliver multiple small segments of beams with high doses of radiation within very tight margins of the target area.

A shorter course of radiation

Not too long ago, a course of radiation for breast cancer entailed up to 25 radiation treatments, and for prostate cancer, up to 45. Now, in some cases the course of treatment can be completed fairly quickly - with 1, 3 or 5 treatments in a single week. Obviously this is a huge relief for patients. The stress, discomfort and inconvenience are vastly reduced, and the treatments can be more effective.

More than just equipment

The most advanced technologies are only as effective as the professionals who operate them. In order to create a top-level team, Rambam recruited and specially trained a stellar staff of radiation oncologists, a physicist and technicians.

A scholarship program supported by the Jacob and Gitla Zukier Medical Fund enabled two gifted and promising young radiation oncologists to pursue training fellowships at New York's Memorial Sloan Kettering Cancer Center. With the model of world-class cancer care fresh in their minds, Dr. Tomer Charas and Dr. Haitam Nasrallah are intent on matching that standard of care at their home base.

With support from the Jacob and Gitla Zukier Medical Fund, a new generation of radiation oncologists receive training at world-renowned medical centers.



Dr. Tomer Charas guides a patient through treatment with a new linear accelerator

More Efficient With Available Resources

After completing his residency in radiation oncology at Rambam, Dr. Tomer Charas was given the opportunity of a lifetime: a two-year fellowship at Memorial Sloan Kettering in Genitourinary Radiation Therapy under Dr. Michael J. Zelefsky, Vice Chair of Radiation Oncology and Clinical Research.

A 40 year-old Haifa native and father of three, Dr. Charas envisioned his professional future at Rambam. "I could see that the GU Radiation Oncology service needed to be upgraded, and the administration supported my return in order to make that happen." "Clearly, a government hospital in Israel has fewer resources than a center like Memorial Sloan Kettering," Dr. Charas observes. "A cancer center in the US may treat 30 patients a day on a single linear accelerator. Here, we treat more than 50. We have learned to be very efficient and maximize the resources we have."

Observational Learning

The generous gift from Prof. Henri Zukier enabled Dr. Haitam Nasrallah, an Attending Physician in the Oncology Department, to spend several months at MSK in an observer-ship focused on Stereotactic Spine and Brain Tumor Radiotherapy. At MSK, Dr. Nasrallah was exposed to the center's multidisciplinary approach to cancer management,

including various aspects of clinical radiation oncology, radiobiology and radiation physics related to spinal tumors.

A highlight of Dr. Nasrallah's training was the opportunity to collaborate with the hospital's leading spine team on an article related to the management of spinal metastasis, which was published in the *International Journal of Radiation Oncology, Biology, Physics*.

Purchase of the new linear accelerators was made possible with the generous support of Leno and Paul Sislin; Mrs. Ruth Rappaport of blessed memory, Dr. Maria Rossi Ascoli (through the administrator general); Imad Abu Dayyah; Bitu and Cameron Yadidi; Nataly and Sean Namvar; and Mersedeh, Ramin, Millad and Maya Mesriani.



Deputy Minister of Health Rabbi Yaakov Litzman, former Haifa Mayor Yona Yahav and Prof. Rafi Beyar at the opening ceremony of the new accelerator wing

AN INSIDE LOOK INTO THE TECHNOLOGY TRANSFER TRADE

Dr. Roee Atlas recently took over as CEO of MedTech, Rambam's Technology Transfer Company, after leading a pharma/biopharma incubator at Ben Gurion University of the Negev. With a PhD in molecular biology, Atlas' wealth of knowledge and experience span the life sciences and business spheres, and ensure an ideal fit into Rambam's dynamic innovation environment. We asked Dr. Atlas to describe how he approaches his new position.

 *The trick of a good technology transfer unit is to identify the truly promising prospects among the wave of ideas coming from the researchers.*

After that, you need to advance them correctly relative to their subject matter, the industry and unmet patient needs. And finally, you need to commercialize them correctly with the right industry partner. If you can do all that, your chances of success are high.

It is important to keep in mind that a medical product, whether a pharmaceutical molecule or biopharmaceutical, can take up to eight years and \$200 Million to develop to the point that it can be sold and administered to patients. Naturally Rambam doesn't have access to such resources, so we patent the concept, initiate development of the intended product until we can show proof of concept in an animal model or with a prototype, and then license it to an industry partner. Ideally, they continue to fully develop the product, achieve regulatory authorization, and bring it to market.

As head of the Technology Transfer Department, I handle this process, including identifying novel concepts developed at Rambam, providing product development guidance, overseeing the application for patents and intellectual property management, and commercialization to outside partners.

Technology transfer is a multifaceted and complex enterprise, and we work with different advisors covering various aspects of medical product development. These include patent attorneys, who protect the inventor's intellectual property with patents registered in key jurisdictions. Regulatory experts help us work according to FDA and EMA guidelines to ensure that the products we develop will receive the necessary regulatory approvals in a timely manner.

Specialized engineers work with us to develop initial prototypes and then improve them. We also maintain an Invention Room, with 3-D printers to create prototypes out of promising ideas. And chemists who specialize in manipulating molecules for specific medical applications work with us to develop formulations that are efficient and patentable.

Developing medical technologies is heavily resource-dependent. Through the Israeli Innovation Authority and its various funding mechanisms, we receive seed money, professional guidance and advice on industry trends.

Overall, I monitor the different projects and connect researchers working in similar areas but from different disciplines into dedicated centers of excellence. This is the case, for example, with a new cannabis research center, which brings together researchers from the Pain Clinic and applied research departments. These centers of excellence are powerful magnets for industry partnerships. When all the pieces come together, that's when we see the magic of a successful technology transfer unit.

Dr. Roee Atlas, CEO of MedTech



RAMBAM
MedTech

technology for health.

MINDUP: INCUBATING THE NEXT BIG BREAKTHROUGHS IN DIGITAL MEDICINE

When a Rambam clinician has a new idea they believe has commercial potential, we engage with them in a process of ideation or conceptualization to determine its feasibility...



Dan Shwarzman, MindUP CEO

In 2015, Rambam headed a consortium of healthcare industry leaders that was awarded a tender to create a medical technology incubator in Haifa. Within a year, Rambam, IBM, Medtronic and Pitango Venture Capital established the MindUP Digital Health Incubator.

After two years in temporary quarters, in 2018 the MindUP Digital Health Incubator moved to its new quarters in the Haifa Life Sciences Park. Each of the incubator's eight portfolio startup companies now has its own office in the spacious new facility, along with access to shared lab space, support services and a dynamic environment for exchange of ideas.

MindUP's CEO, Dan Shwarzman, describes the lively back-and-forth exchange between the incubator and Rambam, and the added value a dedicated clinical partner brings:

The input from clinicians from Rambam is essential when we screen potential projects. We also assign a specific clinician to each one of the companies as a medical advisor, and they are consulted on a routine basis. And Rambam is an invaluable partner for clinical trials. Two of our companies are currently testing their products in different departments there.

Conversely, when a Rambam clinician has a new idea they believe has commercial potential, we engage with them in a process of ideation or conceptualization to determine its feasibility. What we bring to the table that they may not have is a perspective of the market for their idea, its attractiveness and the competitive



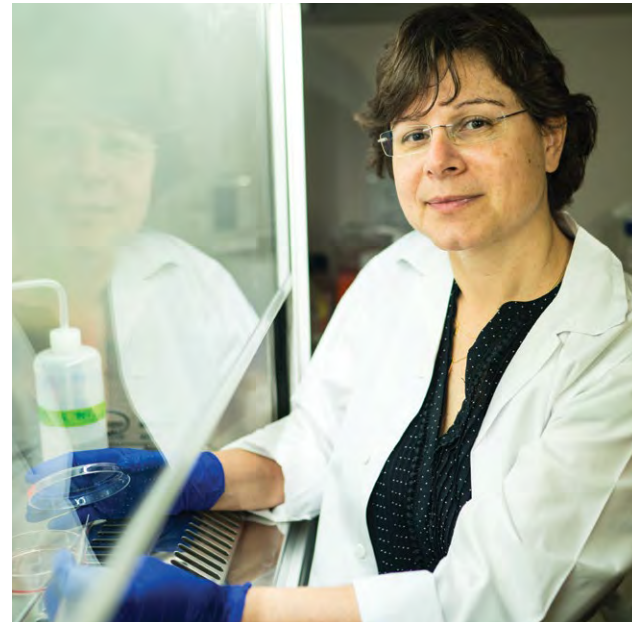
Medtronic



landscape. This is where a lot of synergy takes place. One example of this process began with an idea brought to us by Dr. Simon Vulfsons of Rambam's Institute for Pain Medicine. After developing and expanding his initial concept, we recruited two experienced entrepreneurs to lead the initiative. Today PG Medical Systems, an AI-based system for chronic-pain management, is one of our eight portfolio companies.

MindUP is currently incubating eight early-stage digital health startups, supplying seed money, business guidance, and technical and clinical support services to help launch them as viable companies. MindUP is always looking for impactful, early-stage, innovative digital health projects to add to its portfolio.

THREE RAMBAM SCIENTISTS SHARE THE PASSION THAT DRIVES THEIR RESEARCH



Prof. Yona Nadir

Attending Physician, Hematology and Bone Marrow Transplantation Unit; Head of Thrombosis and Hemostasis Unit

Prof. Nadir investigates the underlying molecular factors linking coagulation, thrombosis and tumor growth. She has studied this in various clinical settings where there is a risk of excessive blood clotting, including women at delivery, women using oral contraceptives, patients with lung cancer, patients following orthopedic surgery, patients with diabetic foot, and shift work female nurses.

Another study focused on specific peptides that inhibit heparanase procoagulant activity, and found that they were able to significantly reduce tumor size, vascularization and relapse in a mouse model.

Additionally, Prof. Nadir and colleagues discovered the procoagulant domain of heparanase, and that peptides generated from this domain significantly increase activation of the coagulation system and enhance the wound healing process.

Most recently, in the sphere of tumor proliferation, Prof. Nadir and colleagues have focused on the involvement of the coagulation system in the metastatic process. Findings from another of her studies suggest that the inhibition of heparanase may provide a therapeutic option for patients with recurrent malignant pleural effusion.



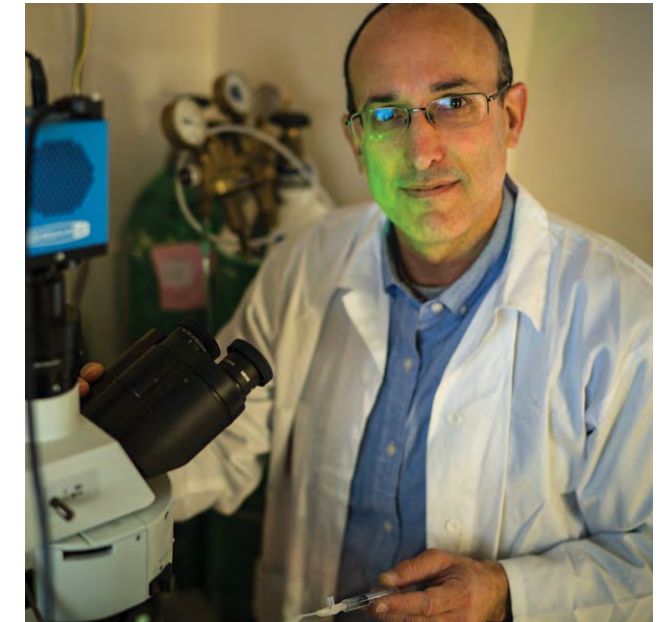
Dr. Mogher Khamaisi

Director and Attending Physician, Department of Internal Medicine "D"; Institute of Endocrinology, Diabetes and Metabolism

Long standing diabetes leads to impaired wound healing, due to hyperglycemia-induced endothelial damage and dysfunction. This can result in serious complications, including diabetic foot. Dr. Khamaisi's research addresses diabetic wound healing in two areas: stem cell utilization and the enhancement of insulin activity.

Cell-based therapy using fibroblasts is emerging as a potential therapeutic strategy for diabetic wound healing. However, recent studies have demonstrated that insulin resistance in fibroblasts hinders sufficient wound healing. Stem cell-based therapy could offer clinical benefits of revascularization and increased production of functional cells and tissues.

Research at Dr. Khamaisi's laboratory aims to evaluate the function of induced pluripotent stem cells originating from human fibroblasts to enhance diabetic wound healing. Related studies in the laboratory examine molecular modulation of insulin signaling in diabetic fibroblasts in order to overcome insulin resistance. Autologous transplants of modified fibroblasts and stem cells would provide a promising future modality in diabetes care.



Dr. Aeyal Raz

Attending Physician, Anesthesiology and Recovery Room; Head, Neural Basis of Anesthesia Laboratory

Despite years of research, there is still only a limited understanding of how anesthesia drugs actually modulate consciousness. Dr. Raz's research is dedicated to deciphering the network level effects of anesthetics, and investigating the biological markers of consciousness for patient monitoring and prevention of awareness under anesthesia.

At the basic science level, Dr. Raz and colleagues are investigating the action of specific anesthetic drugs to evaluate two distinct models of consciousness. His clinical research focuses on awareness under anesthesia.

While previous studies have found that awareness under anesthesia is rare, as part of the ConsCIOUS group, Dr. Raz and colleagues have demonstrated a high incidence of awareness without recall during general anesthesia. They also found that the routine depth of anesthesia monitors and other commonly used EEG markers fail to identify these events. Future studies will focus on identifying risk factors, examining whether such events creates implicit memory, and whether long-term outcomes following these events can be identified.



STATEMENT OF ACTIVITIES (IN MILLIONS OF SHEKELS)

INCOME:	2017*	2018
MEDICAL SERVICES RENDERED	1,599	1,620
RESEARCH PROJECTS	44	48
OTHER	29	22
TOTAL	1,672	1,690
ALLOCATIONS:		
BUILDING CONSTRUCTION AND RENOVATION	39	19
MEDICAL EQUIPMENT	20	14
COMPUTERIZED EQUIPMENT	6	4
EQUIPMENT & SUPPLIES	5	5
TOTAL	70	42
EXPENSES:		
SALARIES	1,173	1,166
MEDICAL AND TECHNICAL EQUIPMENT	233	260
MAINTENANCE	92	107
OPERATING EXPENSES	226	206
GENERAL ADMINISTRATIVE EXPENSES	90	121
TOTAL	1,814	1,860

*Recalculated



DONATIONS

20M USD
Total Amount Raised

14,720 USD
Average Donation Amount

EMPLOYEES

5,260 EMPLOYEES

1,189 PHYSICIANS

1,691 NURSES

1,075 ALLIED HEALTH

1,305 HOUSEHOLD & ADMINISTRATION

RESEARCH

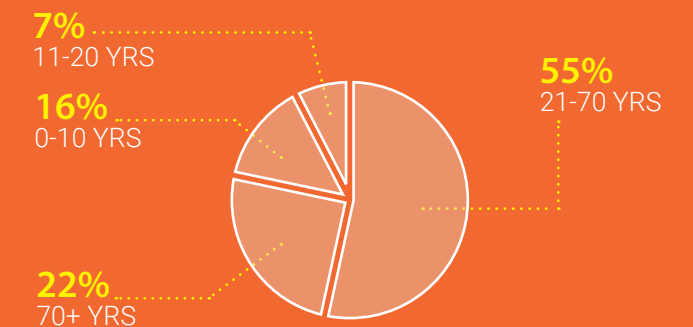
472 NEW RESEARCH

1,745 ACTIVE RESEARCH

PATIENT CARE

YEAR	2017	2018
ANNUAL ADMISSIONS	92,448	84,582
TOTAL PATIENT DAYS	357,228	354,185
EMERGENCY DEPARTMENT VISITS	142,940	140,630
OUTPATIENT VISITS	726,279	729,578
TOTAL PATIENTS TREATED	260,139	251,969
IMAGING PROCEDURES	275,867	277,446
LABORATORY EXAMS	12,626,015	13,203,005
SURGICAL PROCEDURES	58,604	59,629
DELIVERIES	5,012	4,931
AVERAGE OCCUPANCY	96%	96%

HOSPITALIZATIONS BY AGE 84,582



OVERALL CAPACITY

966 HOSPITAL BEDS

39 MEDICAL INSTITUTES

65 INPATIENT WARDS

75 SPECIALIZATION UNITS

113 OUTPATIENT CLINICS

Africa First:

ISRAELI DOCTOR TRAINS LOCAL TEAMS TO TREAT PEDIATRIC ORTHOPEDIC DEFORMITIES



Fifty doctors from African countries participated in a professional training course on pediatric orthopedic deformities held in Ethiopia, led by Prof. Mark Eidelman, Director of the Pediatric Orthopedics Unit at Ruth Rappaport Children's Hospital.

The course was one of the first of its kind in Africa

The **Black Lion Hospital in Addis Ababa** hosted the course, which was sponsored by CURE International in cooperation with POSNA, the Pediatric Orthopedics Society of North America.

The hospital's pediatric orthopedic services are directed by two British doctors who relocated to Ethiopia and dedicate their time to improving treatment conditions there. They created the course to provide treatment tools for local medical teams. "Many people in Ethiopia have problems that are treated elsewhere at earlier stages," explains Prof. Eidelman.

Joining Prof. Eidelman were two doctors from the U.S. – Prof. John Herzenberg and Prof. Christof Radler.



Ruth Rappaport Children's Hospital

Participants in the course heard lectures and participated in workshops and surgeries.

According to Prof. Eidelman, African physicians are often limited in their ability to train overseas. "Unfortunately, most of these doctors don't manage to secure visas, and are denied access to this information. That's why we bring training to them. We decided to continue this initiative, and I will return to provide additional training."



Prof. Eidelman with the course participants



L-R Arthur and Trudy Weiss, Prof. Rafi Beyar, Larry and Andrea Wolfe

An event was held at the home of Andi and Larry Wolfe, longtime friends of Rambam. The evening was co-sponsored by Trudy and Arthur Weiss. Prof. Rafi Beyar shared Rambam's vision for growth, including the Eyal Ofer Heart Hospital, which will usher in the next generation of cardiology technologies, and the Helmsley Health Discovery Tower, which will provide an environment for medical research, discovery and innovation to transform health care on a global level.

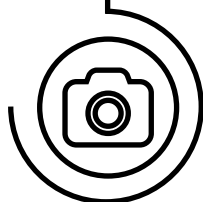


L-R Ellen Pomerantz, Dr. Sol J. Barer, Meri Barer and Prof. Rafi Beyar

RAMBAM INTERNATIONAL RELATIONS

Meri and Dr. Sol Barer graciously hosted a dinner and informational evening at their home in New Jersey. Guests were given the opportunity to hear Prof. Rafi Beyar provide a full overview of Rambam, and its past, present, and future. Meri Barer is the American Friends of Rambam Medical Center's newly appointed President of the Board of Directors.

SNAPSHOTS
SEPTEMBER 2018 - MAY 2019



1

2

A delegation of Australian doctors visited Rambam under the auspices of Keren Hayesod - United Israel Appeal. The doctors heard an overview of Rambam from Dr. Avi Weissman, and learned about a Syrian girl treated at Rambam for many months for a serious blood disorder. Dr. Ran Steinberg, Director of the Pediatric Surgery Department, spoke about the Pediatric Kidney Transplant Unit. The delegation also toured Ruth Rappaport Children's Hospital and the Sammy Ofer Fortified Underground Emergency Hospital.



Australian doctors delegation with Dr. Esty Golan and Inbar Shahaf



Dr. Dimitrios Tsiftsis, Dr. Fuad Basis, Mrs. Gila Hyams, Dr. Vasileios Kaldis, Prof. George J. Baltopoulos, Dr. Miki Halberthal, Dr. Nikolaos G. Tsamopoulos, Dr. Hany Bahouth, Dr. Stamatios Papadakis, Dr. Aziz Darawsha, Dr. Ari Lipsky

The Hellenic Delegation on Trauma and Emergency Medicine in Israel visited Rambam, led by Dr. Nikolaos Tsamopoulos. Dr. Tsamopoulos stated, "Even though mass casualty preparedness and civil involvement is a field in which the state of Israel leads, your knowledge, people and infrastructure continue to amaze." The delegates met Rambam leaders in Trauma and Emergency Medicine for a workshop, meetings and a detailed tour of the departments and campus.

4

3

An appreciation ceremony was held at Ruth Rappaport Children's Hospital honoring Chloe Merklin, a 12-year-old girl from Zichron Yaacov who donated her artwork to the hospital. Chloe chose Rambam's children's hospital because she wanted to make other children happy. In attendance at this meaningful ceremony were Chloe and her parents and grandparents; Prof. Myriam Ben Arush, Director of Ruth Rappaport Children's Hospital; Ms. Inbar Shahaf; and Rambam's International Relations team.

5



L-R: David Merklin, Prof. Myriam Ben Arush, Chloe Merklin, Inbar Shahaf, Ariella Merklin and Chloe's grandparents



Vered Harel, MP David Southwick, with Israel's ambassador to Australia, Mark Sofer

A cycling event attended by more than 80 cyclists – including Israel's ambassador to Australia, Mark Sofer – took place in the Melbourne area of Australia. The event raised awareness of and funding for research on Sudden Cardiac Death in children and young adults. The event was initiated by the Association of the Australian Friends of Rambam in cooperation with the Maccabi Cycling Club as part of the 70th anniversary celebrations for Israel. Ambassador Sofer led the ride, noting that two of his grandchildren were born at Rambam. Also participating in the ride were Australian parliament member, David Southwick, and Jewish community leaders.

6



UK ZF for Israel delegation with Abigail Zohar at Sammy Ofer Fortified Underground Emergency Hospital

A delegation from the UK's ZF for Israel visited Rambam in November. Delegation members learned about diversity and security on the Rambam campus from Deborah Hemstreet, Representative of the Christian Friends of Rambam and **Rambam Maimonides Medical Journal** editorial assistant, as well as the Rambam perspective on the aging population from Dr. Tzvi Dwolatzky, the Director of Geriatric Services. The group also toured Ruth Rappaport Children's Hospital and Sammy Ofer Fortified Underground Emergency Hospital.

7



Chinese financial and technology professionals delegation



L-R: Prof. Peretz Lavie, Prof. Avraham Hershko, Prof. Aaron Ciechanover and Prof. Rafi Beyar

A delegation from China that visited Rambam included asset management, financial, and technology professionals. The group received an overview of the medtech industry and held meetings to learn about potential investment projects at Rambam. Delegation members represented Fosun Insurance Technology Group, Shenzhen Aotian Technology, Sensegain Asset Management, Cicel (Beijing) Science Technology Co., Ltd, China Mobile TMT Incubator, and Weige Education Technology.

8

Researchers and doctors from Rambam and the Technion gathered at the site of the former medical school to inaugurate the "Nobel Prize Room," which served as the first laboratory for Professors Avraham Hershko and Aaron Ciechanover, the 2004 Nobel Laureates in Chemistry. The ceremony was attended by Professors Hershko and Ciechanover; Prof. Rafi Beyar; Prof. Peretz Lavie (President of the Technion); and Prof. Shimon Marom (Dean of the Technion's Faculty of Medicine), together with members of Rambam's administration, friends, family, and staff members. The room will serve as a surgical skills training and simulation center for physicians and medical students.

9

A South African delegation from Intercessors for Israel, led by Pastor John and Kathy Van Niekerk, visited Rambam. The group listened to an overview of hospital security in Israel given by Yariv Ben David, Rambam's Deputy Director of the Security Department, as well as a lecture titled "Jerusalem, Israel, and Rambam", given by Deborah Hemstreet, Representative of the Christian Friends of Rambam and **Rambam Maimonides Medical Journal** editorial assistant. The delegation also toured the Sammy Ofer Fortified Underground Emergency Hospital.

10



Intercessors for Israel South African Delegation



Participants of the event in Paris with Prof. Myriam Ben Arush

A literary event was held by AFHORA in Paris in support of the Joan and Sanford Weill Division of Pediatric Hematology-Oncology. The event, which featured an appearance by Prof. Myriam Ben Arush, Director of the Pediatric Hematology-Oncology and Bone Marrow Transplantation Division, included lectures and round-table discussions. Proceeds from the event will be used to fund trips to Paris for children whose cancer is in remission and their families.

11

12 Hundreds of participants took part in a farewell fundraising event to honor Prof. Rafi Beyar, the eighth director of Rambam, who completed his term after 13 years. The event, held at the Technion's Faculty of Medicine, brought together public figures, senior health officials, politicians, friends of Rambam in Israel and abroad, and others. Guests were welcomed by Prof. Beyar, Dr. Miki Halberthal, Dr. Avi Weissman, Dr. Michal Mekel, Dr. Esty Golan, Gila Hyams, and other members of management.



Prof. Rafi Beyar and Dr. Miki Halberthal at the farewell fundraising event

”YOU TOUCHED ME DEEPLY. THERE ARE WONDERFUL AND PASSIONATE PEOPLE HERE AND I KNOW THAT I LEAVE RAMBAM IN GOOD HANDS.” Prof. Rafi Beyar

An Italian business delegation spent several hours at Rambam. During the course of the visit, they received an overview of Rambam Health Care Campus from Prof. Amos Etzioni, the Director Emeritus of Ruth Rappaport Children's Hospital. The group also learned about Rambam Medtech from Roee Atlas, the CEO of Rambam MedTech Ltd., Technology Transfer Unit, and toured the Sammy Ofer Fortified Underground Emergency Hospital.

13



Italian business delegation at Sammy Ofer Fortified Underground Emergency Hospital

A cornerstone-laying ceremony was held for a hostel that will host pediatric cancer patients and their families coming to Rambam Health Care Campus for treatment. The hostel is being established through an initiative of the non-profit humanitarian organization, Lev Chash, with support from the Haifa Municipality, Rambam, the National Insurance Institute, and Mr. David Fattal, a former Haifa resident and owner of the Fattal hotel chain.

14



Mr. Yehoshua Rauchwerger, Mr. David Fattal and Dr. Miki Halberthal



The Benshalom family with Dr. Miki Halberthal and Prof. Lior Gepstein

A dedication ceremony was held to mark the unveiling of a sculpture garden containing works by sculptor Itzik Benshalom (z"l). The sculptures were a gift from Itzik and his wife Hannah to thank Rambam for the treatment they each received during times of illness. Among those present at the ceremony were members of the Benshalom family, Dr. Miki Halberthal, Gila Hyams, Dr. Esty Golan, Prof. Lior Gepstein, Prof. Gil Bolotin.

15



L-R: Vered Harel, Jesse Schwartz, Eitan Drori and Carol Schwartz

Australian Friends of Rambam held its first Annual General Meeting, which was opened by Cr. Jamie Hyams, the Mayor of Glen Eira. Following the presentation and discussion of general business, two board members from the American Friends of Rambam, Jesse and Carol Schwartz, spoke about the important role of Rambam in Northern Israel and how it benefits society.

16

17



Prof. Eytan Blumenthal at the event

Prof. Eytan Blumenthal, Director of the Department of Ophthalmology at Rambam, visited Melbourne for several days, meeting many people from the community and speaking about Rambam, the Department of Ophthalmology, and the advanced treatments offered. Prof. Blumenthal was interviewed twice on the radio and had breakfast with other leading ophthalmologists in Melbourne, before ending his visit with a function that was held at a private home. Approximately 70 people were in attendance.



Prof. Rafi Beyar
Dr. Mark Blum

Elie and Dr. Sarah Hirschfeld
with Prof. Rafi Beyar

Two Israel Bonds – Health Professional Division "Cocktails & Conversation" events were held with Prof. Rafi Beyar. The first gathering was at the home of Dr. Mark Blum in Metro NJ, and the second was hosted in Manhattan by Dr. Sarah and Elie Hirschfeld. The topic was "On the Cutting Edge of Innovation-Rambam. From the Heart to the Brain", with lively discussions taking place at both events.

18



L-R: Prof. Rafi Beyar, Rabbi David Wolpe,
Jackie Nach and Dr. Raphael Nach

19

At an event held in Los Angeles, Sinai Temple's Rabbi David Wolpe and Rambam's Prof. Rafi Beyar explored how Rambam is creating new paradigms for a safer and healthier world. The event was graciously hosted by Rambam supporters Dr. Raphael and Jackie Nach and included an afternoon tea reception. Following a presentation and dialogue between Rabbi Wolfe and Prof. Beyar, the audience asked a series of questions exploring Rambam's role in advancing medicine regionally and globally.



L-R Shirley Erulkar, Margalit Shmuel,
Samar Beshara and Dr. Esty Golan

20

A ceremony was held at Rambam during which Bank Hapoalim donated 90 accessibility kits for the hearing impaired. The kits were distributed throughout the hospital, allowing individuals in need to communicate better with their medical teams. The ceremony was attended by Dr. Esty Golan, Samar Beshara of Bank Hapoalim, Margalit Samuel, Rambam's Accessibility Coordinator, and Shirley Erulkar.



Prof. Gill Sviri, Prof. Daniel
and Ronit Raviv at FAU

21

Prof. Gill Sviri, Chairman of the Department of Neurosurgery and Head of the Skull Base and Pituitary Program, gave a presentation entitled "Playing God – What It's Like to be a Brain Surgeon" at Florida Atlantic University's medical school. The event was sponsored by the Florida Israel Institute, an organization led by Prof. Daniel Raviv, which invites Israeli leaders in research, medicine, hi-tech and government to speak on the latest developments in their areas of expertise.

Dr. Talma Cohen, Director of the Mental Health Center for Trauma Survivors at Rambam, visited Southeast Florida, addressing the Ladies Riviera Parliament – an Israeli professional women's group, as well as the Aventura Marketing Council/Chamber of Commerce. Cohen spoke about her center's treatment of PTSD in adults and children. Her visit generated interest in replicating models of her clinic locally, as well as support for Rambam's efforts as a world leader in PTSD diagnosis and treatment.

22



Dr. Talma Cohen, Sally Heyman, Miami-Dade County
Commissioner Aventura Mayor Enid Weisman



DONOR
SPOTLIGHT

MAKING a DIFFERENCE

Jacob and Gitla Zukier

JACOB & GITLA ZUKIER MEDICAL FUND

Jacob and Gitla Zukier were teenagers in rural eastern Poland when the Holocaust swept over them. During these dark times, both families also experienced how individuals can make a transformative difference.

Jacob's family was given protection by a local Nazi officer, who later rescued the family from a deportation train. In one camp, a Jewish official also took considerable risks to rescue Jewish prisoners from death, including Jacob's brother. Gitla's family was deported to Siberia, where she survived difficult conditions and near-fatal disease with the dedicated help of others.

Back from the brink, Jacob and Gitla Zukier also decided to take a step toward making a difference. Their Medical Fund is dedicated to enhancing excellence in health care in Israel.

The Fund has been active in a number of hospitals. It has sponsored doctors from Israel's center to fill gaps in care in the periphery. At Rambam, the Fund has sponsored a number of promising oncologists for further specialization at leading hospitals abroad, charged with bringing back home the international edge in cancer care.

The Fund has also established the Zukier Family Comprehensive Epilepsy Center of Excellence. In recognition of its contributions, the Fund was welcomed by Rambam into the Maimonides Friendship Circle.

The Zukier Family Comprehensive Epilepsy Center of Excellence, and some recipients of the Zukier Oncology Fellowship, are featured in this current issue of *Rambam on Call*.



Opening Ceremony of The Zukier Family Comprehensive Epilepsy Center of Excellence



SPECIAL EVENTS

A ceremony was held to inaugurate the newly renovated **Mrs. Edith and Prof. Dov Katz High Risk Obstetrics Unit**, in the presence of representatives of the hospital management, the OB-GYN system, and the Katz family. The renovation was made possible due to the generous donation of **Dr. Avi Katz**, a successful businessman and former resident of Haifa, who chose to share part of his success with the local residents. The donation is dedicated to Katz's parents – Edith and Dov – both of whom were Holocaust survivors who dedicated their lives to advancing medicine and research in Haifa.



Dr. Avi Katz and his family at the opening ceremony

Member of the **Frank family** spent a day touring Rambam and hearing from Professors Lior Gepstein, Yehuda Chowers and Dr. Eyal Fruchter on the topics of "Cardiac Electrophysiology and Regenerative Medicine", "Digital Health", and "Prevention of PTSD", respectively.



The Frank Family

The family was honored during an appreciation ceremony for the **Frank Family Nephrology Fellowship**, with opening remarks given by Dr. Suheir Assady, Director of the Department of Nephrology. During the course of the ceremony, the family had an opportunity to meet past and present fellowship recipients, allowing them to hear how the program has impacted the lives of each fellow.

Prof. Rafi Beyar and Dr. Miki Halberthal participated in a ceremony held in Toronto, Canada, in which the University of Haifa granted an honorary PhD to cancer researcher **Dr. Michael Baker**. In attendance were leaders from the Canadian Jewish community, researchers, colleagues, friends, and relatives. Dr. Baker is a supporter of the joint project between the University of Haifa and Rambam Health Care Campus – "Helmsley Health Discovery Tower", and a portion of the proceeds from the evening was designated for this initiative.



Dr. Miki Halberthal, Prof. Rafi Beyar and Prof. Ron Robin with Dr. Michael Baker at the event

A ceremony was held to celebrate the casting of the first ceiling of the **Helmsley Health Discovery Tower**. Attending were representatives of Rambam's administration, Friends of Rambam, University of Haifa, and the Technion-Israel Institute of Technology. The project was made possible thanks to a generous donation from **the Leona M. and Harry B. Helmsley Charitable Trust**. The Helmsley Health Discovery Tower is a joint initiative of Rambam Health Care Campus and University of Haifa, in cooperation with the Technion, and is considered one Israel's most important projects in medicine and the life sciences.



R-L: Prof. Ron Robin, Dr. Esty Golan, Prof. Rafi Beyar, Dr. Miki Halberthal and Ariye Berkoviz

An event honoring the Zukier family fund for their donation of **The Zukier Family Comprehensive Epilepsy Center of Excellence** was held at Ruth Rappaport Children's Hospital. **The Jacob and Gitla Zukier Medical Fund**, a generous supporter of Rambam, was represented by **Prof. Henri Zukier**. The moving ceremony included greetings from Prof. Rafi Beyar, Dr. Mony Benifla, the Director of Pediatric Neurosurgery and The Zukier Family Comprehensive Epilepsy Center of Excellence, and Prof. Zukier. The ceremony concluded with a plaque unveiling in the new epilepsy center.



Opening Ceremony of the Zukier Family Comprehensive Epilepsy Center of Excellence



Ariela Wertheimer, Prof. Rafi Beyar, Dr. Esty Golan with Ariela's friends and Rambam staff at the ceremony

Six of artist **Ariela Wertheimer's** works of art were unveiled in the lobby of Rambam's Joseph Fishman Oncology Center, where Ariela has volunteered in the Radiotherapy Department for fourteen years. The ceremony was an opportunity for Prof. Rafi Beyar and Dr. Esty Golan to express their appreciation for Ariela's friendship, years of volunteering and the long-time support of the Wertheimer family. In attendance were Prof. Beyar, Dr. Golan, Dr. Miki Halberthal, Dr. Avi Weissman, Mrs. Gila Hyams, Prof. Irit Ben Aharon, hospital staff, and Ariela's guests.

Creating the Future of Medicine

Support us now and join the success of Rambam HCC to ensure our ongoing ability to meet the needs of the people of Northern Israel.



PROJECTS IN PROGRESS

- Joseph Fishman Oncology Center
- Eyal Ofer Heart Hospital
- Helmsley Health Discovery Tower

RENOVATION & EXPANSION

- Hematology & Bone Marrow Transplantation Institute
- Ambulatory Surgical Suites

MAINTENANCE AND ONGOING SUPPORT

- Sammy Ofer Fortified Underground Emergency Hospital
- Leaders (Atidim) Research Program for promising medical residents

EQUIPMENT ACQUISITION

- PET-CT Scanner
- MRI Scanner

Contact us now for more information on how to make a life-saving impact that benefits the people of Israel

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