

VITALSIGNS

AMERICAN FRIENDS OF RABIN MEDICAL CENTER

FOCUS ON
CANCER

COMPREHENSIVE CANCER CARE
HEALTH MISSIONS TO HAITI AND MICRONESIA
INFANT IRON SUPPLEMENTS
KIDNEY TRANSPLANT BREAKTHROUGH
MENOPAUSE, SOY AND BREAST CANCER



RABIN MEDICAL CENTER
ISRAEL'S PREMIER MEDICAL COMPLEX
PIONEERING HEALTHCARE IN THE 21ST CENTURY
2010/2011 ANNUAL REPORT

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PARTNERING WITH FOUNDATIONS & FEDERATIONS



Joshua Eli Plaut

Now is the time to look forward. In spite of the ongoing difficulties faced by the American economy, our friends across the USA have continued to generously support the Rabin Medical Center of Israel. We have continued to host successful events both in New York and California. We have maintained our commitment to educating people about the Rabin Medical Center's outstanding achievements in medicine at its campus in Petach Tikvah while advancing peace and well-being in the region by providing the best medical care for one million patients annually. Finally, we have educated Americans about groundbreaking medical care and research at our hospital that is benefitting medicine here in the United States.

This year more than ever, the American Friends has been energized by the Jewish community. Federations throughout the United States have responded enthusiastically to the American Friends of Rabin Medical Center's extensive outreach. This has helped our efforts to build stronger connections to Americans who share our interest in innovative medical programs that improve the quality of Israeli patients' healthcare.

We have also continued to cultivate collaborations with foundations and individual donors in the United States. All recognize and support the hospital's efforts to foster the most brilliant researchers and innovative medical care in the Middle East and beyond.

Your friendship sustains all of the great progress we are making together in Israel and at the hospital. There is no substitute for your generosity and your dedication. We work tirelessly to magnify your contributions, for you are our shining lamp, which lights our way with hope for a brighter future.

Thank you for your friendship and kindness.

Joshua Eli Plaut, Rabbi & Ph.D.

Executive Director, American Friends of Rabin Medical Center

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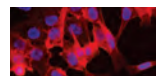
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AFRMC educates Americans about Israel's Rabin Medical Center and raises funds on its behalf.

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Vital Signs is a publication of American Friends of Rabin Medical Center, a 501(c) 3 non-profit organization, which is solely responsible for its contents.



On the Cover: COLON CARCINOMA METASTASIS
(Photo: Johannes Fritzmam/Copyright: MDC)

Help Treat Diabetes In An Israeli-Arab Town

The lower socio-economic strata of the Israeli population in general, and the Israeli-Arab population in particular, face an especially high incidence of diabetes. Moreover, Israeli-Arabs experience many financial and cultural barriers to effective diabetes control. In the town of Jaljulia, an Israeli-Arab town near the West Bank, the local medical clinic is poorly equipped, its medical staff is in need of training and its people are ill-informed about how to prevent and treat diabetes. Please help us build a local capacity to deal with the endemic occurrence of diabetes in Jaljulia.

The total funding for the first year is \$35,000.
Call: 212 279-2522 or Email: afrmc@afrmc.org.
Every donation helps. Thank you.

THE BEST OF TWO WORLDS



Abraham "Barry" E. Cohen

On November 1, 2010, the AFRMC Annual Gala Dinner will be held at the Grand Hyatt Hotel in New York City. We will celebrate the "Best of Israel /Best of New York." Israel and New York are linked through the magnitude of gifts they provide to people far beyond any geographic boundaries. The Best of Israel is easily recognized at Rabin Medical Center. This year the gala will provide support for the Davidoff Cancer Center,

founded by a family that brings the best of all worlds together in the fight against a disease that has no regard for the differences between human beings.

A remarkable light emerges from the Davidoff Cancer Center and the rest of the campus at Rabin Medical Center. It comes from the dedication of people working within narrow budgets and in short supply of equipment and space. It comes from the brilliance of its scientific teams, its surgeons, nurses, doctors and administrators. It helps those who have crossed unfriendly borders or traveled great distances in the hope of recovery. It is reflected in the faces of patients who find help when they expect it least and need it most. The work we do is crucial to Israel, and like our bright city of New York, our help brings hope to people around the world.

We are honored that one of our brightest lights, **Charlie Rose**, will again be our Master of Ceremonies at the gala. We will pay tribute to **Fran and Barry Weissler**, who have brought classic works of musical theatre and new generations of actors to Broadway. We thank our honoree **Peter Riguardi** of Jones Lang LaSalle who has made a tremendous impact on New York real estate and helps us lift the burden of cancer for patients at Israel's Rabin Medical Center. In celebrating the Best of Israel and the Best of New York, we join together to show our support for the opportunity to thrive and to triumph over body and soul.

Abraham "Barry" E. Cohen

Chairman, American Friends of Rabin Medical Center

BEST CANCER CARE



Dr. Eyran Halpern

As Rabin Medical Center continues its legacy as a premier medical facility, the largest integrated adult health facility in Israel today, we find ourselves in a constant state of change and advancement toward meeting the medical needs of the 21st century. We are in the midst of establishing the Jusidman Emergency and Trauma Center, a very complex building project which needs to meet strict security regulations, including a large underground parking facility which can be used as protective shelter during emergency situations.

The Davidoff Cancer Center has become the most well known center for the treatment of malignant diseases in Israel, providing foremost methods of care, including radiation treatment with state of the art linear accelerators. Our newest addition, the TruBeam LINAC, is the most innovative accelerator on the market today and we are one of the few cancer centers worldwide to offer this new technology.

The rapid advancement of the Davidoff Center has affected the entire hospital and has triggered the development of related services for cancer patients provided by various departments such as Internal Medicine and Surgery, Pathology, Blood Bank and Genetics.

All these projects and achievements would not have been possible without our friends all over the world, and we look forward to a continued partnership in the fulfillment of our mission to provide cutting edge personalized medical care to all citizens of Israel.

I thank you, our American friends, for your support and generosity which helps facilitate the extraordinary progress of this outstanding medical facility.

Dr. Eyran Halpern

Chief Executive Officer, Rabin Medical Center

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

Cancer Care In 2010

53 **Bone Marrow Transplants**

1,078 **Oncology Center Inpatients**

2,554 **Hemato-Oncology Unit Inpatients**

19,169 **Chemotherapy Treatments**

30,000 **Integrative Medicine Unit Visits**

49,402 **Radiation Therapy Treatments**

126,946 **Cancer Center Outpatients**

Cancer Care Needs

Wigs for Chemotherapy Patients
COST: \$500

Reclining Chairs for Chemotherapy
COST: \$700

Volumetric Infusion Pumps
COST: \$1,500

Non-Invasive Blood Pressure Monitor
COST: \$3,000

Vital Signs Monitor
COST: \$6,000

Cancer Research Projects

Effect of Chemotherapy Regimes on Colorectal Cancer
REQUESTED FUNDING \$28,000

Effect of Medical Cannabis for Pain Relief
REQUESTED FUNDING \$30,000

Acupuncture for Relief of Side Effects from ADT Therapy Treatment for Prostate Cancer
REQUESTED FUNDING: \$50,000

To donate please contact: AFRMC at 212-279-2522 or email afrmc@afrmc.org

LEADER IN ISRAEL THE DAVIDOFF CANCER CENTER

The Davidoff Cancer Center at Rabin Medical Center, which is currently the best and only facility of its kind in Israel, has realized what had seemed to be a distant dream: a state-of-the-art cancer facility offering world-class cancer care in the Middle East. When it opened in 2005, a previously unobtainable standard of medical care became available to the people of Israel.

This new building on the Rabin Medical Center campus is a uniquely advanced facility, established because of the vision and generosity of the **Davidoff Family**. Their overwhelming generosity will also ensure that the Center continues to be a leader in its field through the **Davidoff Foundation**, which funds fellowships at major hospitals abroad and hosts renowned cancer experts at the Center in order to bring the best minds and ideas to this facility. They also initiated the **Davidoff Center's International Board**: a group of experts from leading institutions around the world that regularly meet in Israel to share their work. The Davidoff Cancer Center is directed by **Dr. Naftaly Meydan M.D., M.H.A., Prof. Aaron Sulkes** is the Director of the Division of Oncology and **Prof. Ofer Shpilberg** is the Director of the Hematology Division.

Since its opening in 2005, the Davidoff Center's oncology and hemato-oncology units have offered chemotherapy, radiation therapy, bone marrow transplantation, and immunotherapy to more than 30,000 patients. Each year approximately 4,000 new patients choose the Davidoff Center's multidisciplinary approach, which aims to save lives and provide patients with the best personalized treatment options and quality of life. This accounts for over 16% of all new cancer patients in Israel.

Cancer is not a single disease, but a collection of more than 200 different diseases. Cancers are characterized by rapid and uncontrolled reproduction of cells in the body. The difference between the types of cancers depends on the organ where the tumor develops, the type of tumor cells involved, and the process and progress of the specific cancer.

Close to 27,000 people were diagnosed in Israel with cancer in 2009, joining the over 200,000 cancer patients already identified. There is no cure for many malignant diseases though early diagnosis is extremely crucial, as there are many new methods of treatments available today.

Breast cancer remains the most common form of women's cancers and accounts for nearly 30% of all new cancer cases in the country. About 4,000 people are diagnosed with breast cancer in Israel each year, with over 10% being treated at the Davidoff Cancer Center.

Innovative Approaches to Cancer Care

The treatments available at the Cancer Center are based on the holistic approach, focusing on the entire spectrum of the patient's needs and well-being, and includes the following services:

- **THE PALLIATIVE CARE UNIT** provides relief and improved quality of life through symptom management and pain control, helping the patient to maintain the highest possible quality of life.
- **THE PSYCHO-ONCOLOGY SERVICE** addresses the patient's psychological, emotional and social needs.
- **THE INTEGRATIVE MEDICINE UNIT** offers many different types of complementary treatments including acupuncture sessions supplemented by the use of Chinese herbs, shiatsu and reflexology, mind-body therapies such as hypnosis and interactive guided imagery, naturopathic medicine, consultations and group therapies such as Yoga, Pilates, Tai-Chi, and Feldenkrais.
- **THE MEIR LAISER CANCER INFORMATION CENTER** provides cancer patients and their families with up-to-date, relevant, and reliable information.
- **THE BEAUTY SALON** provides wigs to cancer patients free of charge. This one-of-a-kind salon was started by cancer survivor and hairstylist **Eli Ben Zikri** who was shocked at the impact that losing one's hair can have on a cancer patient's quality of life.



At a memorial service held in May at the Davidoff Cancer Center's Annual International Board Meeting, Aline Davidoff reflected, "The Davidoff founders left us the job of honesty and simplicity, of hard work and constant betterment of the self, the task of giving the best treatment possible to cancer patients in the Middle East and even doctors, the job to find the elusive cure."

Cancer Departments

- **THE DAVID BAROUK CHEMOTHERAPY DAY CARE UNIT** provides cancer therapy protocols, including chemotherapy, individualized to meet the needs of each patient. With an emphasis on privacy and empathy the patients receive their treatments in 60 unique chemotherapy stations, all equipped with either special reclining chairs or comfortable beds and other accessories such as a private television and a partition for those who prefer privacy.
- **THE YORAN CENTER FOR ONCOLOGIC PHARMACOLOGY** is a modern pharmacy unit for the complex preparation of chemotherapy drugs, specifically oriented for each patient. In 2009, 19,169 chemotherapy treatments were provided.
- **THE RADIOTHERAPY UNIT** has four linear accelerators that accurately and precisely deliver required radiation treatments. The newest addition, the TruBeam LINAC, is the most advanced innovative accelerator on the market today. In 2009 more than 2,500 new patients received care and 49,402 radiation treatments were provided.
- **THE DEPARTMENT OF ONCOLOGY** is an inpatient facility offering first class hospitalization in 25 private luxurious rooms for patients undergoing specific treatments for various oncological diseases.
- **THE DEPARTMENT OF HEMATO-ONCOLOGY AND BONE MARROW TRANSPLANTATION** is an inpatient facility providing individualized care and a unique innovative comprehensive treatment program for hematological malignancies in 15 private rooms.
- **THE BONE MARROW TRANSPLANTATION UNIT** is a premier facility for the treatment of hematologic malignancies, stem cell disorders, inherited disorders of the blood and various solid tumors. The unit has 8 private rooms, specially equipped to ensure sterile conditions which are critical for patients before and after bone marrow transplants. The unit has performed 150 bone marrow transplants since it opened in 2007. The staff performed 53 bone marrow transplants in 2009.
- **ONCOLOGY AND HEMATO-ONCOLOGY OUTPATIENT CLINICS** Leading experts in their various fields provide screening, diagnosis, treatment and patient follow-up for various malignant diseases. These clinics include:
 - **The Breast Oncology Unit** provides comprehensive, multi-disciplinary care offering a full array of individualized treatment options and supportive services.
 - **The Gastrointestinal Malignancy Unit**, specializes in the diagnosis, staging and treatment of all cancers arising within the GI tract, including the associated organs of the liver, biliary system, pancreas and neuroendocrine system.
 - **The Head and Neck Tumor Service** provides expert care of head and neck tumors.
 - **The Gynecologic Oncology Service**, provides diagnosis and treatment options for cancers of the female organs, including cervical and ovarian cancer. Approximately 250 new patients were treated in 2009.

The Uro-Oncology Unit includes the diagnosis, treatment and management of cancers of the urinary tract and male productive organs such as prostate, bladder, kidney and testicular cancers.

The Lung Cancer Service provides comprehensive consultative and treatment services for patients with lung malignancies, including advanced and innovative treatments.

The Davidoff Cancer Center is the leading oncology center in Israel and the Middle East. Last year 130,578 patients were treated at the Davidoff Cancer Center.

Innovative Cancer Research

The Charles E. Trobman Oncology Data Management Center is at the center of many of the Davidoff Center's research efforts. It was established in 1996 in memory of **Charles E. Trobman** by his parents **Phyllis and Malcolm Trobman** and his brother **Les**. Members of the Trobman Center serve in several important international research groups both in Europe and the United States. The Davidoff Cancer Center participates in important international studies and cooperates with prestigious centers, including the Dana Farber Cancer Center in Boston, to discover sophisticated treatments for cancer patients.

Research is a vital component in the fight against malignant diseases. Many important clinical trials have been pursued over the years in areas relating to breast, gastrointestinal, hematology, lung, genito-urinary, brain and other malignancies.

Several unique areas of research are:

- The use of innovative agents for the treatment of hepatocellular cancer that may also have activity against one of the viruses involved in the pathogenesis of this disease.
- A combined therapy for gastrointestinal malignancies with novel agents and radiotherapy.
- A combined modality of chemotherapy followed by radiotherapy in head and neck malignancies which is being evaluated by a team with the cooperation of the Head and Neck Department.
- New technologies to detect anti-tumor activity after radiotherapy.
- A study on the precise mechanism whereby cancer treatment damages the sex organs, causing infertility, and possible prevention therapies.

In the past year, the Davidoff Center was able to enroll in treatment protocols 7% of cancer patients, in diagnostic protocols and in quality of life related protocols, with numbers increasing yearly. The dedicated research team includes six full time members and serves all the trials performed relating to oncology.

CANCER Q&A

DR. MOSHE YESHRUN, DIRECTOR, BONE MARROW TRANSPLANTATION UNIT, DAVIDOFF CANCER CENTER



Q: What role does the Davidoff Cancer Center play in fighting cancer in Israel?

The Davidoff Cancer Center treats 16% of all new cancer patients in Israel. Moreover, 20% of all bone marrow transplantations in Israel are performed annually at our Center and we treat the majority of malignant hematological diseases in Israel.

Recently, we began performing bone marrow transplants on Arab patients from Gaza and I know that they return to Gaza healthy and full of gratitude.

Israel has the third largest bone marrow registry in the world, after the United States and Germany. The Israeli registry has a very high quality repertoire of donors. When Israeli soldiers begin their mandatory army service they are asked to donate blood samples for HLA typing. They become part of the national donor registry. In addition, there is ongoing worldwide collaboration with all bone marrow registries.

Q: How does a comprehensive facility like the Davidoff Cancer Center differ from more traditional cancer centers?

In addition to our advanced facilities, which provide sterile conditions imperative to our patients' health, working in a comprehensive cancer facility enables us to provide the best possible treatment for our patients. We have available to us the use of all the facilities at Rabin Medical Center, including the sophisticated blood bank and the laboratories at the Pathology and Genetics Institute, giving our patients access to life-saving treatments.

INTERNATIONAL DAVIDOFF BOARD HOSTS PROSTATE CANCER SYMPOSIUM



Oncologists from around the world gather at Rabin Medical Center

The Rabin Medical Center hosted a symposium on prostate cancer entitled "Update and Future Perspectives" as part of its fourth annual Davidoff International Board meeting in May 2010. Beyond serving as an opportunity to share research, this symposium brought forth innovative ideas about advancing the Davidoff Center, and further collaboration with cancer centers abroad.

The International Board of the Davidoff Center was established to provide ongoing mutual collaboration with experts from abroad. Board members from overseas include **Prof. Zvi Fuks**, from Memorial Sloan Kettering, who has been part of this project from its initial stages and is Chairman of the Board, **Prof. Lawrence Shulman** CEO of Dana Farber Cancer Center, **Prof. Jay Harris** of Dana Farber Cancer Center, **Prof. Nancy L. Harris**, of Massachusetts General Hospital, **Clifton Ling** and **Dr. Joachim Yahalom**, both from Memorial Sloan Kettering. Representing the Davidoff family are **Alberto, Paul** and **Aline Davidoff**.

Among the board members from Rabin Medical Center and the Davidoff Center is **Yoram Petruschka**, Chairman of the Friends of the Davidoff Center. Yoram and **Alrene Strelitz**, an executive member of the American Friends of Rabin Medical Center board of directors, introduced the Davidoffs to Rabin Medical Center and helped bring this cancer center to fruition.

CANCER NURSING PROGRAM: BROTHER'S LOVE KEEPS SISTER'S MEMORY ALIVE



Bilah Rochman

Bilah Rochman was diagnosed with acute myeloid leukemia and was treated for over three years at the Davidoff Cancer Center. Though she fought dearly for her life, through chemotherapy and bone marrow transplantation, and defeated her leukemia, she developed a severe intractable virus and died in February, 2009. During her illness, she was hospitalized for many months in the Bone Marrow and Hemato-Oncology Department at the Davidoff Cancer Center, a state of the art premier facility for the treat-

ment of hematologic malignancies and stem cell disorders. The department has 15 private rooms which provide individualized care and an innovative comprehensive treatment program for hematological malignancies.

Throughout Bilah's hospitalization, she received compassionate care from the medical team of experts and became close to the nurses in the department. After she passed away, her brother, **Dr. Mark Jacobson**, who lives in the United States, felt that Bilah would have wanted to give something back to her amazing caregivers. He established the Bilah Rochman Memorial Fund. He raised funds for the nurses who heroically cared for his sister. The funds provided training and support in treating life threatening illnesses and coping with the loss of terminally ill patients.

NEW MOTHER BATTLES CANCER



Shirley (right) battles breast cancer after giving birth

When 34 year-old Shirley told her gynecologist about pains in her chest, she thought they were just part of her fifth pregnancy, then in its seventh month. After being diagnosed with breast cancer, Shirley had two tumors and several lymph nodes removed.

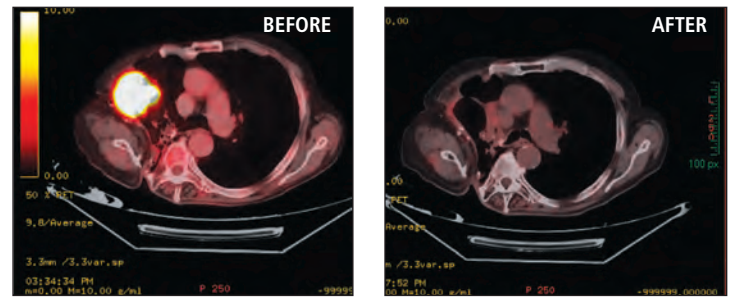
As secretary to Prof. Aaron Sulkes, Head of the Oncology Division at the Davidoff Cancer Center, she had become painfully familiar with the files of thousands of patients. Now she was one of them.

Dr. Shulamith Rizel head of Breast Oncology Unit, informed Shirley that the affected lymph nodes were sitting on a main artery and that without immediate treatment she could die. However, the treatment could affect the 7 month old fetus. She began the treatment, with Dr. Rizel's promise that they would do everything to save the baby.

After only a month of treatment and 32 weeks of pregnancy, Prof. Moshe Hod, head of the Maternal Fetal Medicine Division at Rabin Medical Center's women's hospital, saw that the fetus was in danger and that induced labor was necessary. Shirley gave birth to a baby girl who only weighed 3.3 pounds. The baby was hospitalized for over a month, but finally went home weighing 5.7 pounds.

Shirley's battle with her cancer has just begun. She is continuing her treatments and in several months will undergo an operation.

A NEW LIFE FOR RUSSIAN IMMIGRANT



Left: A scan showing the large mass in Michael's right lung before treatment; Right: A scan showing the lung after radiation where the mass has disappeared.

In 1995, ten years before the opening of the Davidoff Cancer Center, 67 year old Michael emigrated from Russia to Israel. At the time, Michael didn't know that not only had he found a new home, he had come to the country that would save his life.

For many years, Michael had been suffering complications from the aftermath of a wound in his chest. Before he moved to Israel in 1995, he had been receiving care in Russia. In 2009, the chronic pain in his chest increased and medical tests at the Rabin Medical Center revealed a previously undiscovered lung tumor near the site of his long standing chest wound.

He was evaluated by the thoracic surgery team but was not a candidate for surgery because of his lung problems. Looking for answers, he was referred to the Unit of Radiotherapy at the Davidoff Cancer Center. He began treatment with stereotactic radiosurgery under the care of the senior radio-oncologist Dr. Aaron Allen, renowned for his work with lung cancer patients. Michael received five radiation treatments using imaged guided radiation therapy on the Trilogy Linear accelerator at the Davidoff Cancer Center. Six weeks following his treatment he returned to Dr. Allen for a follow-up appointment with a new PET/CT scan and had an excellent response to the radiation therapy.

FIVE ORGAN TRANSPLANTS IN ONE DAY



Dr. Benjamin Medallion with Zeev Shar

Zeev Shar was one of the first ambulance drivers to respond to the Beit Lid bombing, which on January 22nd, 1995 claimed the lives of 22 innocent civilians and wounded many others. The gruesome attack had a traumatic impact on Zeev. After spending the day struggling to save lives, Zeev suffered a severe heart attack. His condition deteriorated and the artificial heart transplant he

initially received became infected. Zeev would need a human heart transplant to survive. While Zeev's wife and four daughters prayed for his life, another family in the Galilee mourned their

own loss. Confronted with the tragic death of an otherwise healthy thirty-six-year-old, the man's family decided that donating his organs to save the lives of others would be a fitting memorial. In the middle of the night, a special team from the Rabin Medical Center was flown by helicopter to the northern hospital where the man had died so that they could assess and harvest his organs.

When the team returned, a fortunate few candidates awaiting donor transplants were summoned to the hospital and a transplant marathon began. Dr. Benjamin Medallion, head of the Heart and Lung Transplant Unit at the Department of Cardiothoracic Surgery, and his expert team are one of few departments in the world capable of accomplishing this feat: five organ transplants in one day. Zeev was one of the fortunate recipients. Also saved that day were a fifteen-year-old girl who had been on dialysis for half of her life, a 66 year-old man who received new lungs, a 58-year-old man who received a much needed kidney and another 58-year-old man who received a liver.

BROADWAY ON THE HUDSON GALA IN NYC



L-R William Marth, Judy Marth, Al Mann



L-R Wendy Siegel, Barry Cohen & Stephen Siegel



Savion Glover



L-R Robert Klein & Charlie Rose

More friends than ever attended the 2009 annual gala. They gathered on November 2, 2009 to support the medical center named after Yitzhak Rabin, aboard the USS Intrepid, where the former Prime Minister made his last American speech nearly fifteen years before. **Charlie Rose** presided over the festivities, which included musical numbers from the cast of *Memphis*, the musical, a performance by **Savion Glover**, the Tony award winning tap dancer, and the wry comic stylings of **Robert Klein**.

William Marth, President and CEO of **Teva Pharmaceuticals North America**, and his company were honored for their efforts to make healthcare more affordable as a leading producer of generic pharmaceuticals. Guests later enjoyed the **National Jazz Museum in Harlem All-Stars Band** and wandered up to the flight deck to take in the evening air, the New York skyline and a stunning view of the newly christened USS New York moored alongside. The event benefitted cardiac care at Rabin Medical Center.

WOMEN CONFRONT CANCER AND CONFLICT IN ISRAEL



Event Co-Chairs Phyllis Arnold (top right) and Dawn Effron (bottom right)

The American Friends of Rabin Medical Center held its fourth annual Women's Luncheon Thursday, April 22 at the Jewish Museum in Manhattan. Her Excellency, **Professor Gabriella Shalev**, Israeli Ambassador to the United Nations, was honored at the event, which benefitted breast cancer care at Israel's Rabin Medical Center. The ladies in attendance enjoyed an impassioned speech from the ambassador about both her grandmother's experience with breast cancer and the delicate state of American relations with Israel. "The doomsday clock," she warned, "is ticking faster than most people would like to admit." **Tobi Kahn**, a renowned artist whose works are included in the Jewish Museum's collection, ended the luncheon with a slide lecture featuring gems of the museum collection. After lunch, Mr. Kahn joined guests on private tours of the museum's galleries. Co-Chairs **Dawn Effron** and **Phyllis Arnold** organized this outstanding event. Support for this event was provided by **Teva Pharmaceuticals North America** and the **Wolfenson Foundation**.

WALL STREET LEADERS LOOK TO THE FUTURE



L-R Joseph Doolan, Dr. Kenneth Alleyne, David Pfeffermann, Oren Heiman, James Marple & Joshua Plaut

On June 7, TD Bank hosted AFRMC's annual Wall Street, High Tech and Life Sciences party, chaired by **David Pfeffermann** and **Oren Heiman**. Members of the AFRMC New Circle shared ideas about these interrelated realms of business, all while raising money for research on genetic predisposition for colon cancer amongst Israeli-Arab at the Rabin Medical Center's Recanati Genetics Institute. **James Marple**, TD Bank's Canadian Economist, **John Goodreds**, TIAA Cref Alternative Investment Team, and **Dr. Kenneth Alleyne**, of Gardiner Ebers Consulting and Harthaven Capital Partners, offered insights on the future of the US economy, health care reform and investment regulations in these uncertain economic times. Afterwards, attendees enjoyed fine food and a jazz quintet. **Dr. Ken Alleyne**, **Global Paramount BioFund**, **Gary and Shari Hammel**, **Madison Commercial Real Estate Services**, **Shibolet LLP** and **Shimon Shkury** provided generous support for this event.

REAL ESTATE PARTY HOSTS ARCHITECT DANIEL LIBESKIND



L-R Ofer Yardeni, Michael Stoler, Joe Berko, Daniel Libeskind, Nina Libeskind, Joshua Plaut, Oren Heiman & Michael Shvo

Despite a snowstorm on Thursday, February 25, over 200 young professionals assembled in SoHo, NYC for the AFRMC's fifth annual new circle real estate charity event. Attendees enjoyed live jazz, fine dining and stunning tile work at SICIS: The Art Mosaic Showroom. **Michael Stoler**, Managing Director at Madison Reality Capital and host of the Stoler Report moderated the event, which funded equipment for the Rabin Medical Center's new Emergency and Trauma Center. Guest speaker **Daniel Libeskind**, the architect famed for his monuments to the holocaust and the World Trade Center, reflected, "Architecture is a story-telling profession...and the only criterion for the story teller is optimism." **Oren Heiman**, Managing Partner of Shibolet LLP and co-chair of the event since 2006, received the inaugural Yitzhak Rabin Young Leadership Award. He was joined as event Co-Chair by **Joe Berko**, President of Berko and Associates. Major support was provided by **Massey Knakal**, **Shibolet** and **TitleVest**.

CLAUDE & ALFRED MANN HOST CONCERT IN LOS ANGELES



L-R Abraham Cohen, Cassandra Mann, Alfred Mann, Chau-Giang Thi Nguyen, Brian Grazer, Dr. Eyrans Halpern, Dr. Maya Halpern

On March 14, 2010 long time board member and friend of the American Friends of Rabin Medical Center, **Claude Mann**, along with her husband **Alfred**, hosted a private function introducing **Dr. Eyrans Halpern**, CEO of the Rabin Medical Center, **Barry Cohen** and **Joshua Plaut** of the American Friends of Rabin Medical Center to Los Angeles's luminaries, including the city's Mayor, **Antonio Villaraigosa**. Guests enjoyed an evening of dining and musical performances by pianist **Chau-Giang Thi Nguyen** and members of the **Domingo Thornton Young Artist Program** at the Los Angeles Opera.

IN MEMORIAM: SPECIAL FRIENDS OF ISRAEL

This year we mourn the passing of dear friends of the Rabin Medical Center whose contributions continue to deeply impact the lives of thousands. The Rabin Medical Center stands as an everlasting monument to their lives.



ABE POLLIN, who owned Washington D.C.'s Verizon Center, the Wizards basketball team and, with his wife Irene, established an annual fellowship for physicians at the Rabin Medical Center, succumbed to a rare brain condition, corticobasal degeneration. We send condolences to Abe's wife, **Irene** and sons, **Robert** and **James**, who survive him.



DAVID BAROUK, cinema entrepreneur and real estate developer, was claimed by heart disease. He established the Barouk Day Care Oncology Floor at the Davidoff Cancer Center with his children **Keren**, **Asaf** and **Sharon**, who all survive him.



LEON DAVIDOFF, one of the four people for whom the Rabin Medical Center's Davidoff Cancer Center is named, passed away soon after his wife, **Ruth**, last year. They are survived by their children **Suzy**, **Aline**, **Alberto** and his wife **Monica**, and **Claudia** and her husband **Joseph**.

SAVE THE DATE

AMERICAN FRIENDS OF RABIN MEDICAL CENTER
ANNUAL GOLF TOURNAMENT
QUAKER RIDGE GOLF CLUB
SCARSDALE, NEW YORK

Tuesday, May 17, 2011

KIDNEY TRANSPLANT BREAKTHROUGH SAVES LIVES



The global shortage of kidneys for transplantation has been exacerbated by the need to match the blood type of donors to that of recipients. However, thanks to an innovative new technique that primes the recipient's immune system to accept an organ with a mismatched blood type, this will no longer be a problem. The new life-saving procedure will significantly

expand the potential kidney donor pool for people everywhere who are desperately in need of a transplant.

Thanks to Professor **Eytan Mor**, Director of the Transplant Department at Israel's Rabin Medical Center, this new technique rescued 19-year-old **Ortal**. Almost two years ago, the physical examination required to join the army found that Ortal was suffering from kidney failure. She was put on dialysis immediately, but several months ago her condition suddenly and severely deteriorated. She now desperately needed a kidney transplant, but no matching kidney was available for her relatively rare type-O blood. Her father, whose blood is type-A, was ready and willing to save his daughter by volunteering one of his two kidneys, but it could only be transplanted using this new technique. This was the first such kidney transplant performed in Israel and it saved Ortal's life.

EARLY MENOPAUSE & BREAST CANCER

In Israel about 1,000 women under the age of 50 will discover they have breast cancer this year. Forty to ninety percent of the women still of childbearing age will enter early menopause as a result of the life-saving chemotherapy treatments. They must not only face the fear and trauma that cancer leaves in its wake, but also irregular menstruation, hot flashes, irritability, trouble sleeping, vaginal dryness and all the subtle and complicated emotional and social problems that arise from such a personal condition. The remedy for these symptoms, hormone therapy, is not an option to cancer survivors, whom it would place at a high risk for a cancer relapse.

At the Davidoff Cancer Center, steps are being taken to provide better information to the staff and patients about early menopause, psychiatric counseling by trained professionals, and referral to alternative services offered at the Integrative Medicine Unit. Research is currently being performed at Rabin Medical Center on new treatment protocols that may prevent loss of sexual function associated with early menopause. It is tragic that so many Israeli women suffer from this condition, but many discoveries have been made and clinical trials are currently underway to explore the precise mechanism whereby this terrible damage is done.

BREECH BIRTHS: NATURAL OR SURGICAL?



In both the USA and Israel, most cases of breech birth, wherein the baby is born while oriented feet-first, are performed via cesarean section because past research concluded that this was preferable. However, recently published

studies have cast doubt on this research, suggesting elevated risk of infection and unintentional harm to the mother, which in the worst case can result in hysterectomy or death. In addition, the mothers face unavoidably long and difficult recovery from surgery which in some case outweigh the discomfort of a vaginal birth. In Israel, Rabin Medical Center is leading the effort to overturn the outdated breech birth approach.

In recent years **Prof. Marek Glezerman**, head of The Helen Schneider Hospital for Women at Rabin Medical Center, has been one of the doctors at the forefront of this debate, urging Israeli hospitals to perform vaginal births for breech infants under certain conditions. He has published a widely read critical comment on the issue. Since obstetricians have rarely practiced vaginal breech birthing over the past decade, there is a need to reintroduce this expertise and set standards for its use.

IRON SUPPLEMENTS FOR INFANTS?



Fearing that iron supplements might increase children's risk for severe malaria, the World Health Organization recently changed its recommendation regarding iron supplements, discouraging their use by infants who have not been

found to be iron-deficient or anemic after screening. However, screening is not available in most regions where iron deficiency is common and malaria is endemic. Therefore, this policy will restrict doctors from giving important nutrients to many infants.

Dr. Dafna Yahav and **Dr. Mical Paul**, specialists in internal medicine and infectious diseases at Rabin Medical Center, with the help of **Dr. Juliana Ojukwu**, a pediatrician from Nigeria, and **Dr. Joseph Okebe**, from the Medical Research Council in Gambia, examined the relationship between iron supplements and malaria in children. Their extensive research showed that iron supplementation did not increase malaria incidence or death overall, even in areas where malaria is highly endemic, but significantly increased hemoglobin. The results have triggered a renewed discussion regarding the policy of the World Health Organization.

MISSION TO MICRONESIA: RESTORING VISION FOR ISLANDERS



Rabin Medical Center doctors with Patients in Micronesia

Many Micronesian and Marshall Islands residents can now see again thanks to the recent visit of a team of Israeli ophthalmologists, including the Rabin Medical Center's **Prof. Dov Weinberger**, director of the Department of Ophthalmology and **Dr. Iftach Yasur**, director of the Oculoplastics Service.

Leaving behind their modern operating theaters, advanced equipment and air conditioned homes, Prof. Weinberger and his team traveled three days to the other side of the world. Under less than optimal conditions they worked from morning to night to restore sight to local residents and performed over 150 procedures including, cataracts, retinol surgery and laser treatments, many relating to diabetes, which is a severe problem in this area. Welcomed with open arms, the doctors were treated graciously by the hospital staff and patients, bringing hope and light to many people who had previously lived in darkness. The Israeli medical staff also demonstrated surgical techniques to local medical teams so that the important work could continue after they departed.

RUSSIAN RADIOLOGISTS RENDEZVOUS AT RABIN



Russian Radiologists visit Rabin Medical Center

In early 2010, Rabin Medical Center's Interventional Radiology Unit, a state of the art facility that specializes in innovative minimally invasive procedures as alternatives to traditional surgery, hosted a conference for more than 100 radiologists from over 70 vascular centers in Russia. This event also included an international forum of world renowned radiologists from the USA and Turkey. The week long gathering addressed all the modern aspects of neuroradiology and endovascular radiology, including the latest treatments available in both fields.

Dr. Alexander Belenky, an eminent expert in the field of radiology and a specialist in the development of new minimally invasive techniques, remarked about the conference, "It is an honor to host such a large group of radiologists from so many vascular centers in Russia where more and more minimally invasive treatments are being carried out. This is a fast growing medical field which performs non-surgical, life saving procedures."

WHAT'S UP DOC?

YOUR VITALSIGNS

DO SOY FOODS INCREASE THE RISK OF BREAST CANCER?

Vital Signs spoke with **Dr. Opher Caspi**, Director, Integrative Medicine Unit, Rabin Medical Center

People the world over rely on soy as a major source of protein, especially in Asia. Beyond being a vital nutritional resource, soy also contains a group of chemicals called phytoestrogens. These are similar to estrogen, an important female sex hormone, and have been said to stimulate the estrogen receptors of breast cancer cells and make them grow. This has created concern that soy consumption may lead to progression of breast cancer in women who have breast cancer with positive estrogen receptors (ER+) and women with increased risk of breast cancer. It was, therefore, recommended to these women to avoid excessive daily consumption of soy.

New research from China found that increased soy consumption was not associated with breast cancer disease progression and, on the contrary, that it brought about a decrease of up to 30% in mortality and morbidity from this disease. However, soy food produced in America also tends to be genetically modified and heavily processed. Overall, the results of this study could be quite different if conducted with participants from Western countries. Therefore, unequivocal conclusions regarding the protective effect of soy for breast cancer can only be made after a long-term, well-controlled research study which includes women with breast cancer or in the high risk group from a variety of cultures. Until then, there seems no reason to avoid a varied diet rich in soy from plants.



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

