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# VITAL SIGNS



JANUARY 2003

## AFRMC Gala New York Dinner 2002

*Stellar Gathering; Top Notch Event* By Yvette Pomerantz, Chair, Public Relations Committee, AFRMC

## Defying All Borders, Surgeons in Italy and Israel Perform Telepresence

By Danna Rosenthal

Not long ago it would be unrealistic for a surgeon performing a procedure to be assisted by a colleague who was not physically in the same room, let alone thousands of miles away in another country.

This has changed. Recently, surgeons Professor Cristiano Huscher of S. Giovanni Hospital in Rome, Italy and Dr. Moshe Rubin of Rabin Medical Center in Petah Tikva, Israel collaborated in what would seem only years ago like something out of a science fiction movie.

Using the SOCRATES™ Robotic Tellecollaboration System designed by Computer Motion Inc., (the world's leading developer of surgical robotic systems), the two physicians were able to perform surgery on a 41 year-old patient from Palermo, Italy allowing him to recover much faster and with less trauma than with the traditional "open" surgical approach.

While the actual procedure was physically performed in Italy, Dr. Rubin shared control of the AESOP® Robotics Endoscope Positioner, to visually

annotate the surgical image during the procedure, and to consult in live time.

The adaptation of this robotic technology into the operating room collapses time and space and allows the surgeons to share their expertise in a worldwide telepresence fashion. Using video and audio conferencing, shared control of the endoscopic camera, and video annotation on the surgical image in the operating room, the SOCRATES™ Robotic Tellecollaboration System is an integrated system of telecommunication equipment that allows a surgeon located at one site to assist another who may be just down the hall or halfway around the world.

Rabin Medical Center is the first medical institution in Israel to offer consultation of a robot-assisted surgery to hospitals in other countries. Dr. Moshe Rubin stated, "Although I was physically thousands of miles distant from the patient, I felt truly as if I were present in the operating room. I was able to participate in the progress



While in the Operating Room at RMC, Dr. Moshe Rubin, performs robotic surgery on patient in Italy.

of the case, and I am very grateful to Professor Huscher for this chance to collaborate using this new technology." The everyday life of physicians requires constant learning. Professor Huscher added, "The ability to include peers and mentors in these advanced robotic cases will certainly bring many more physicians the confidence they need to adopt the minimally invasive approach. The experience of telepresence is a wonderful new way for surgeons to learn."

The endoscopic procedures are less painful and traumatic to the patient. The prognosis for the Italian patient is promising and he was released from the hospital within 24 hours and was expected to return to normal activities within 3 days.



William Jefferson Clinton, 42nd President of the United States, addresses dinner guests at the Third Annual New York Dinner, on October 27th.



Larry King, Master of Ceremonies of the New York Dinner, welcomes President Clinton to the podium.

AFRMC is one of the newest names on the virtually saturated American philanthropic radar screen ... but most people who attended its third annual dinner were questioning whether they had simply missed earlier invitations in the mail.

On Sunday evening, October 27th, following a first rate art auction by famed Israeli artist Zvi Malnovitzer, a black-tie crowd of more than 700 entered the Grand Ballroom of The Waldorf-Astoria in support of RMC's Trauma Center/Emergency Unit. Barry Cohen, Chair of AFRMC, opened the evening with a warm welcome. He noted that special guest speaker, former U.S. president William Jefferson Clinton, as the leader of the free world at the time of Yitzhak Rabin's funeral, "was personally responsible for bringing the largest delegation of world leaders to stand together on Israeli soil." World-renowned prima divas Aprile' Millo and Badiene Magiziner led the crowd in the National Anthem and Hatikvah. Martin Zeiger, Senior V.P., Barr Labs, gave a personal introduction for the Master of Ceremonies, his brother CNN's Larry King, who then bounded onto the stage with an energy and style recognized around the globe.

Cracking a smile at former President Clinton, King joked, "These are my people, Bill. These are the Jews." He then went on to introducing each speaker including Mort Zuckerman, Honorary Dinner Chair, Robert Ivanhoe, Dinner Chair and Alan Patricof, Honoree. Nava Barak, President of the Friends of RMC, presented greetings, offered AFRMC's tribute to Mr. Patricof, and reflected; "Clinton is a true friend who works tirelessly for peace. I want to say thank you, Mr. President. Toda Chaver."

A video produced in Israel by RMC, showed the Trauma Center in action and had a stirring affect on the crowd. Many remarked that it was particularly moving to see members of RMC's staff including Dr. Michael (Mickey) Stein, Director of Trauma Services, and Dina Alboer, Head Nurse of the Trauma Unit both on the screen and in the room. Also in the video was Hani Abramov, one of Israel's first female combat soldiers and a victim of a terrorist attack who was treated at RMC.



Robert J. Ivanhoe (left), Dinner Chair, and Mrs. Nava Barak, President of IFRMC, presented Honoree Award to Alan J. Patricof.



President Clinton greets the new Israel Ambassador to the United States, Daniel Ayalon, while Israel's former Prime Minister, Ehud Barak, looks on.

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## Trauma at Center Stage

By Esti Sherbelis

Thousands of miles away from Israel, in the U.S., over 700 distinguished guests donned their formals for the Annual Event of American Friends of Rabin Medical Center. The purpose of the gathering was to offer support for the hospital's need to expand and equip the Trauma Unit.

At that precise moment ambulances, filled with terror victims, were streaming into Beilinson Campus.



Hero of terrorist attack in Ariel, Shahar Keshet, recovering at RMC

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## The Past Year and the Future

The year 2002 has drawn to a close. It has been an ambivalent year, one filled with much tragedy and economic hardship for the citizens of Israel, but also one of growth and gratification for Rabin Medical Center.



Dr. Dan Oppenheim  
CEO of RMC

The passing year has seen the completion of the Gour Shasha Tower, culminating in a moving ceremony and the opening of the Farcha and Moshe Shasha synagogue, all made possible due to the overwhelming generosity of our dear friend, Gour Shasha. Furthermore, the construction of the unique Davidoff Comprehensive Cancer Center is well under way, thanks to the vast benevolence of the Davidoff family, with the skeleton of the first three floors completed.

Our dedicated friends in the U.S. organized a splendid and highly successful Annual Dinner whose proceeds are designated towards the Trauma Unit and Emergency Ward.

However, despite our triumphs the future appears dismal. The year 2003 brings with it further cuts in budget. We, who are a part of a dynamic institution constantly striving for excellence, are committed to providing our patients with the best health care. We urge you, our dedicated friends in America, to continue your efforts to join us in helping develop our departments, acquire advanced technology and preserve our standard of superior quality.

A Happy and Healthy  
New Year  
from all of us at RMC.

## Terror Returns to RMC

By Esti Sherbelis

Elana Gadalog (20) was full of nervous anticipation as she rode the Tel Aviv bus on the way to her job interview. Her brother, Arthur (18), had decided to accompany her. While deep in conversation a piercing cry echoed through the bus, "Allah U Akbar". At that moment Elana knew what was to follow. As the explosion ripped the bus apart she wrapped her arms around Arthur and then ordered him to jump out the window. Once pulled Elana out of

They were the people lost their the bus driver, who so warmly each the victims were Medical Center. released after ex-rays at the Trauma there was no inter- was operated upon of Oral and Maxil- to reset her broken



Elana and Arthur Gadalog, brother and sister, recuperate following surgery at the ENT Department at RMC following terrorist attack on a bus.

Elana is barely able to speak. Her teeth have been locked together to avoid damaging her jaw. Yet, she remains optimistic and claims that she is determined to live life to the fullest.

continued from page 1 - TRAUMA AT CENTER STAGE



The entire Trauma Unit at RMC consists of the three beds shown above. While proceeds of NY Dinner will be used to expand and refurbish the Trauma Unit, more funds are still needed.

to Rabin Medical Center, four with minor injuries to Golda-HaSharon Campus and 12 to Beilinson. The Trauma Unit and Emergency Ward were once again the focus of attention as physicians arrived to administer initial life saving treatment while social workers tried to heal the souls of the patients and console loved ones.

A day later a man who sustained critical injuries, including burst blood vessels, lies in the Intensive Care Unit, following emergency surgery. In the Department of Surgery A Eyal, (24), an engineering student from Ramat Gan is recuperating following sur-

safely outside he the bus. "lucky" ones. Six lives, including welcomed Elana day. Fourteen of taken to Rabin Nine of those were tensive tests and x- Unit to ensure nal damage. Elana at the Department lofacial Surgery jaw and remove a bolt embedded in her throat. Arthur, in addition to having a bolt removed, underwent surgery at the Department of Orthopedics to repair his torn leg. Both siblings are currently receiving physical and psychological care as inpatients at the hospital.

Three young families lost their husbands and fathers and 18 people were wounded in the town, Ariel, when a suicide bomber detonated among a large crowd. 16 of the injured were brought to Rabin Medical Center, four with minor injuries to Golda-HaSharon Campus and 12 to Beilinson. The Trauma Unit and Emergency Ward were once again the focus of attention as physicians arrived to administer initial life saving treatment while social workers tried to heal the souls of the patients and console loved ones.

These are only a handful of distressing accounts of the many touching stories of the horrific experience. This is the regrettable routine at Rabin Medical Center. This is reality in Israel.

## Magnificent New Synagogue Dedicated Just in Time for the New Year

By Esti Sherbelis

Amidst joyous singing and dancing the new synagogue on the Beilinson Campus of RMC was opened just prior to the high holidays. Among the prestigious guests welcomed by Dr. Dan Oppenheim, CEO of the hospital, were: the two Chief Rabbis of Israel, Rabbi Israel Meir Lau and Rabbi Bakshi Doron; the Mayor of Petah Tikva, Yitzhak Ohayon; Mrs. Nava Barak, President of IFRMC; and Mr. Gour Shasha and members of his family.

The synagogue is named the Farcha and Moshe Shasha Synagogue in memory of Gour Shasha's parents. Mr. Shasha donated one million dollars to establish the structure, which is indeed unique in architectural design. Renowned, Israeli architect, Ram Carmi, explained that the structure relates to Israeli elements, merging the traditional and the modern. Large stone pillars welcome guests at the foyer and the interior is made of stone and natural cement.



Inside the new synagogue at RMC



Foyer of the new synagogue at RMC

Upon entering, one is immediately mesmerized by the powerful rays of light emitted into the rounded niche, made of glass bricks, where the Torah scrolls lie, reaffirming the holy atmosphere. Otherwise the room is windowless, except from one long strip across the ceiling, flooding light into the entire space.

continued from page 4 - AFRMC's NEW CIRCLE

a month's internship at RMC, in Petah Tikva, Israel.

This dynamic group of people is currently in various planning stages for events including: a panelist discussion about the upcoming Israeli elections, in which a mix of dignitaries and media will be addressing the topic; a wine tasting/cooking event; a large scale music event/concert with a well-known music star/group to raise money for RMC; and a mission to Israel to visit the hospital and show solidarity with Israel. The New Friends has also undertaken to overhaul/update the AFRMC web site and membership database.

AFRMC's New Circle has ambitious plans for 2003. In order to ensure success, everyone with an appetite to join a new organization, where each individual's contribution is significant and noticed, one that has the benefit of drawing on the experience of the founders, yet has the freedom to create its own identity, is encouraged to come join and expand the New Circle. Those interested in getting involved or would like more information about the New Circle, please e-mail afrmc826@aol.com or call 212-279-2522.



The Cherry Hill, NJ Chapter of AFRMC met in November to plan the next activity for the supporters of AFRMC in the Delaware Valley area. A theater trip, including a luncheon with a prominent speaker and hosting a cast party following the show "Some like it Hot" with special guest Tony Curtis, has been planned for late March, 2003. Among the participants at the meeting were, left to right; hosts, Malcolm & Phyllis Trobman; Robert Dragotta; Joel Asnen; and Jay Berman.

## New Hope for People Awaiting Liver Transplantation As Live Liver Transplant Performed at RMC

By Esti Sherbelis

Rifat Hanger (37) from the Druse village of Julis had twelve hours to live earlier this week. He was in need of a liver transplantation and as there were no livers from deceased persons he was due to make a perilous journey abroad in an attempt to save his life. Bureaucracy prevented his flight. With only hours remaining he arrived at Rabin Medical Center, together with his five brothers. They had accompanied him in the hope that one of them would be suitable to donate a liver lobe to Rifat, an option that people in Israel have been hesitant to do. Each brother was tested for four hours to determine compatibility. With Rifat's life hanging in the balance a match was found in 44 year old Ali. Despite being a father of four he did not hesitate to be the donor.

Professor Eytan Mor, Head of the Department of Organ Transplantation, presided over all the preliminary tests personally. Immediately upon learning of a match he summoned two teams. Working side by side, one team extracted the liver segment and the second transplanted it into the patient's body.

Prof. Mor stated that this was the first time the operation had been performed successfully in an adult in Israel. "The liver is divided into two parts. The right side constitutes two-thirds of the liver, while the remaining third is on the left. When the transplantation is performed in children," he explained, "a small part of the left lobe is removed. Yet, when transplanting in an adult, the entire right lobe is transplanted in the patient. Since the liver lobe is tissue that reproduces itself quickly in a short span of time it will grow to its original size in both the donor and the patient."

One of the major problems in transplantations is the lack of organs donated by deceased persons. 150 people are currently awaiting liver transplantation in Israel. Ali has led the way. Hopefully, others will follow in his footsteps and the number of donors will increase, consequently leading to further live liver transplantations in Israel.

# Gour Shasha Tower Opened With Fanfare

By Esti Sherbelis

On the warm, balmy night of September 30<sup>th</sup> 1,700 guests gathered on the lawn of the Sculpture Garden at RMC to dedicate the new hospitalization tower and pay respect to the man whose overwhelming generosity has elevated the quality of care available at Beilinson Campus, Mr. Gour Shasha.

The Gour Shasha Tower, a modern and striking facility, offers its patients "five star" hospitalization conditions. Replacing wards of 8 to 12 beds, all rooms have only one or two beds with private bath. Dispersed along the passages are works



"A view of the main entrance lobby of the new Gour Shasha Tower at RMC."

of art, lifting the spirits of patients, guests and staff alike. The nine-floor tower consists of 20 departments, 23 operating suites and 14 laboratories.

Among the distinguished guests enjoying the emotional evening of video and coordinated laser show, and greeted by Dr. Dan Oppenheim, CEO of the hospital, were: MK Dalia Rabin-Pelossof; President of IFRMC, Mrs. Nava Barak; Mayor of Petah Tikva, Mr. Yitzhak Ohayon; Mr. Zeev Vurembrandt, CEO elect of Clalit Health Services; Dr. Yitzhak Peterburg, outgoing CEO of Clalit Health Services; and the individual whose vision and commitment to patient health care made it all possible, Mr. Gour Shasha. In addition, the crowd was privy to the melodious sounds of tenor, Ivgeni Shapolov, accompanied by the hospital's own staff choir. Prime Minister, Ariel Sharon, sent greetings on a video recording, and, best wishes from Barry Cohen, AFRMC's Chair, were read during the moving ceremony.



Gour Shasha Tower lit and decorated for dedication ceremonies on September 30 with 1700 people in attendance

## Mombassa-No Escape from Terror for Israelis

By Esti Sherbelis

Dvir Anter had recently turned 13. In Judaism this is not just another birthday – it is the age when a boy becomes a man. It is a time of rejoicing. The Anters chose to celebrate this significant occasion in Mombassa, Kenya. This was the last time they would spend together as a family.

Dvir and his brother, Noy, 12, were killed when three suicide bombers rammed their car into the Paradise Hotel, where they had been residing, a site popular with Israelis. The rest of the family were airlifted out of Kenya on an Israeli Air Force Hercules jet and brought to Ben Gurion Airport where ambulances immediately evacuated Ora (38), the boys' mother and Adva, her daughter, (9) to the Beilinson Campus of Rabin Medical Center.

Ora, who went through emergency abdomen surgery in Kenya is seriously wounded. Her lower limbs are torn from shrapnel and she suffers 2<sup>nd</sup> and 3<sup>rd</sup> degree burns, necessitating plastic surgery. She will remain in the Respiratory Intensive Care Unit following surgery.

Adva underwent preliminary examination at the Emergency Room at Rabin Medical Center and was found to be suffering from a broken leg. She was transferred to Schneider Children's Medical Center for further care.

And so another Israeli family is destroyed by malicious cruelty.

The first step in the formation of a new chapter of AFRMC in Boston took place on November 4<sup>th</sup>, 2002 where more than a dozen people met to learn more about RMC and AFRMC. Participants in the program for the meeting included, left to right: George Haseotes, Co-Chair



of the group; Meir Shlomo, Consul General of Israel for New England, who gave greetings; Guest Speaker, Dr. Ran Tur-Kaspa, Director of RMC's Institute of Liver Diseases, Head of Medicine, Department "D" at RMC, and Vice Dean and Head of Sackler School of Medicine, Tel Aviv University; David Barbash, Boston Chapter Co-Chair; and Steven Hirth, Chair, AFRMC Regional Development Committee.



Shown are some of the participants enjoying the discussion about the workings of AFRMC at the first meeting formalizing a chapter in Boston. The first planning meeting for the chapter is scheduled for January 13<sup>th</sup>, 2003 in Boston. All New England residents are welcome to attend.

## A Critical Year



Burton Lazarow  
Executive Director  
AFRMC

There are many significant highlights of the past year, but most significant is the tremendous number of new friends that have come forward to help our hospital. Attendance at our Annual Dinner doubled from the last two years. We have a nucleus of 30 to 50 people who are participating in various programs of the "New Circle" of friends of AFRMC. Hundreds of new donors came forth through the three major mailings we conducted. And, many others joined committees, made gifts, or asked to be included in our mailing list.

While this was a major building year both for our hospital and AFRMC, the fact remains that not enough money was raised to make possible our basic priorities. The Davidoff Comprehensive Cancer Center is now targeted to open in early 2004, but unless another \$7 million is forthcoming by then, the top three floors will not be finished and thus the cancer center will be set back in its ability to provide cancer patients with all that the hospital wishes to provide for the people of Israel. We undertook to raise the funds to rebuild and refurbish the Trauma Unit, but we are still \$700,000 short. RMC has had budget reductions and added expenses, attributed to terrorist activities in Israel, to the amount of \$5 million. And there is a need for funding the construction of a Genetics Institute, the purchase of much new equipment for many departments in the hospital, and the funding for some very critical programs.

That is why 2003 is such a critical year. We need so much more help. Very important to the success of our efforts is the need for more volunteers to solicit people and to work on programs. Most imperative however, is that good people step forth to provide the funds to make these programs possible. Our hospital provides the opportunity to help in a concrete manner and at a time, and in a way, that is critical to the people of Israel. We need you now. Please respond!

continued from page 1 - AFRMC GALA NEW YORK DINNER 2002

Her brief comments impressed many in the audience, as well as those who met her personally during the evening, by her grace and tremendous strength of spirit.

Dr. Dan Oppenheim CEO, Rabin Medical Center, made reference to the fact that there aren't too many such celebratory evenings taking place in Israel these days. But, he made the point that when the members of RMC's staff who had made the trip to New York especially for this dinner hurried back to their planes to return to their daily fight against the odds, they did so armed with the knowledge that they were far from alone in their battle.

After a sumptuous dinner, and an introduction by Israel's former Prime Minister Ehud Barak in with people, tables sound was heard for while the 42<sup>nd</sup> President of the United States, the Honorable William Jefferson Clinton, spoke. The ruminated on the peace in a thought-upon his readings and world. Referring to of peace in the Middle my best for Israel and rael needs the U.S. I too." And in a clearly referred to his friend, "every November, on death, I feel physical



Barry Cohen, Chairman of the Board of AFRMC, welcomes President Clinton to the New York Dinner.

What, in fact, Clinton shared that evening was a very personal viewpoint of his own dream, one that he shares with other leaders who continue to strive along with him for peace, including his former partner, Ehud Barak. "Arafat was unable to change his habits of heart and mind," said Clinton. "What Arafat did in walking away from Ehud Barak's offer at Taba was not the wave of the future. It was the last gasp of an Old World view."

It was a great moment. It was a great evening. Hard to imagine what's for dinner next year.



Dr. Dan Oppenheim, CEO of RMC and Nava Barak presents a memento of the occasion, in the form of a glass prism of the RMC logo, to President Clinton.

the huge room filled and glassware, not a the next 45 minutes dent of the United William Jefferson Clinton former world leader sibility of worldwide ful discussion based travels throughout the his efforts on behalf East, he said, "I did the Middle East. I believe we need Israel emotional moment, he Yitzhak Rabin saying, the anniversary of his pain."

## Tidbits

By Esti Sherbelis

Congratulations to Dr. Ivgeni Sadikov, of the Oncology Institute at the Golda Ha-Sharon campus, who received a prize for being an outstanding researcher, at the conference of the Israeli Association of Oncology. His study examined mutation of genes on chromosome 18, related to the development of cancer of the intestine. His findings are crucial in understanding the mechanism of the disease.

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## AFRMC'S New Circle

By Danna Rosenthal

About a year ago, AFRMC Executive Director, Burt Lazarow tapped a select group of individuals, who were not from the original AFRMC founding group, to spearhead the March 21, 2002 Celebrity Mask and Silent Art Auction. The project was more time-consuming and challenging than anyone anticipated due to the short lead-time available to pull off the event. In the end the whole experience proved to be rewarding and from it emerged a core group of people who had the enthusiasm to continue their involvement with AFRMC.

This past July marked the official formation of what is now referred to as AFRMC's New Circle. The group is comprised of a colorful mix of people with assorted professions and backgrounds, who all have a passion to get involved with philanthropy and AFRMC. The group has about 30 active participants and consists of an executive board chaired by Raquel Rosenfeld, who was appointed to that position by Barry Cohen, Chair of AFRMC, and Vice-Chairs Danna Rosenthal and Craig Bassett, Secretary Talia Nevo-Hacohen, Treasurer Guy Blachman, and Head of PR/Recruitment, Ariel Fish. There is also a steering committee, which is currently in the midst of increasing its ranks by welcoming new members who want to get involved with the AFRMC New Circle.

American Friends of Rabin Medical Center's New Circle initiates ongoing social and educational events in the United States in support of Rabin Medical Center's (RMC) efforts to emerge as the preeminent health center in the Mediterranean. The "New Circle" was established to identify and attract individuals who desire to make a meaningful humanitarian impact through philanthropic endeavors by introducing dedicated, dynamic, and diverse individuals to the work of AFRMC. The "New Circle's" activities are designed to heighten the public's awareness of Israel's largest medical center and to raise funds for its critical work.

Since its initial inception, they have hosted a cocktail party in conjunction with the 2002 Israel Film Festival. This year a bigger event tied to the 2003 Film Festival is in the planning stages. Participants in the group have assisted with this year's AFRMC Gala dinner at the Waldorf Astoria where former President Bill Clinton was the keynote speaker. To wrap up 2002, AFRMC's New Circle hosted a Chanukah party for over 30 participants. The special guest speaker was Dr. Vicky Saksenberg of Montefiore Medical Center (sister hospital to RMC), who shared her experiences and impressions following

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## AFRMC Public Relations Committee Keeps A Promise

By Yvette Pomerantz, Chair, Public Relations Committee, AFRMC

Just prior to the AFRMC's gala dinner last year, a small, loosely formed band of volunteers worked closely together to develop a public relations proposal entitled Promise of RMC 2002. It was then presented, to the AFRMC Board of Directors.

In its proposal, the group set a big agenda for itself. It also asked AFRMC's Board to make a philosophical choice between supporting a smaller public relations effort that would simply attempt to publicize events as they occurred, or a more comprehensive program that would draw upon the resources of both RMC in Israel and AFRMC's New York staff and offices. To its great credit, AFRMC's Board and Dr. Dan Oppenheim, CEO, Rabin Medical Center, on behalf of the hospital, made the commitment to stand firmly behind a comprehensive plan that will "increase public awareness of Rabin Medical Center as a unique institution, worthy of world recognition".

This year the group has added new members to its ranks and emerged as a cracker-jack team of marketing and media relations professionals- constituting AFRMC's Public Relations Committee (PRC). In Israel, a new member was added to the staff of Rabin Medical Center. Efrat Millner, became the Spokesperson (PR Director) of the press information offices of RMC. Ms. Millner has a professional background in both law and journalism, and now serves as the key contact for the press, particularly in regard to the treatment of victims at RMC following recent homicide bombings.

In advance of AFRMC's Third Annual Gala Dinner, communication lines were busy between New York and Petah Tikva. On October 10<sup>th</sup>, Dr. Michael (Mickey) Stein, Director of Trauma Services, Dept. of Surgery, Rabin Medical Center, Beilinson Campus, having just emerged from four hours of surgery treating victims of the homicide bombing at Bar Ilan University, took time for a telephone interview. His thoughts and remarks were included in a release to the press here, and resulted in gaining increased attention to our event.

The PRC spent many weeks in advance of the big event preparing for its media campaign. An ad was designed and placed in American Jewish publications throughout the country. Research was conducted, informational interviews took place, written materials were prepared and distributed, and logistics for the evening were carefully planned in one meeting following another.

Their efforts resulted in articles about the AFRMC dinner that appeared in the NEW YORK POST, DAILY NEWS, JEWISH WEEK, FORWARD, LONG ISLAND JEWISH WORLD and MANHATTAN JEWISH SENTINEL and LIFESTYLES Magazine. THE JEWISH TELEGRAPHIC AGENCY (JTA) also covered the event and sent a story to its 100 member organizations, to nearly 100 Jewish media outlets across the country, and featured the story on its web site. A reporter and photographer from the ASSOCIATED PRESS (AP) were present at the dinner, and a photo was put on the AP wire (made available to thousands of media outlets around the globe) the next day. Lead articles with photos appeared in both the American and Israeli editions of Israel's leading papers YEDIOTH ACHRONOT and MA'ARIV. A reporter from FORTUNE MAGAZINE interviewed Dr. Dan Oppenheim, Dina Alboer, Head Nurse of the Trauma Unit, and Dr. Mickey Stein during the evening, as did another reporter from PEOPLE Magazine (both stories are still in progress at this writing pending interest in additional interviews). In addition, an independent press production company taped the event and created a video news release (VNR) that was distributed to about 160 television stations around the U.S. with confirmation that 118 of them actually aired the segment. Also at the dinner were senior producers from ABC Television (national), WABC-TV Eyewitness News (local), a top science writer for NY Newsday, and a producer for News 12 Long Island.

NEW YORK 1 NEWS (which is owned by CNN) covered the event, and the next morning we had the distinct privilege of escorting a "representative" of Rabin Medical Center to their studios for an interview. No media training was necessary for our first television interview here in the U.S. As former Israeli Prime Minister Ehud Barak faced the camera lens and began to speak, he personally catapulted the promise of RMC a giant leap forward. In the news segment (which aired continuously throughout the day), clips from the dinner were aired including images of former U.S. President Clinton speaking and an eagle eye view of the packed ballroom.

The press effort surrounding this year's AFRMC annual dinner still continues, with stories and photographs set to appear in a number of other publications. As a result of the media effort, additional press opportunities are being explored for THE CHARLIE ROSE SHOW, THE WALL STREET JOURNAL, and a number of other media outlets. With the help of the AFRMC Board and Dr. Oppenheim, the Public Relations Committee has already achieved many key objectives outlined in its original proposal. Following this year's gala dinner, the PRC has come a long way in alerting the American media and general public to the presence of a great medical center in the heart of Israel. But, the task has just begun.



# New York Dinner - October 27, 2002



*President William J. Clinton*



*Former Israel Prime Minister, Ehud Barak*



*President, Israel Friends of RMC, Mrs. Nava Barak*



*CNN's Larry King, Master of Ceremonies*



*Abraham E. "Barry" Cohen, Chair of Board AFRMC*



*Alan J. Patricof, Dinner Honoree*



*Mortimer B. Zuckerman, Honorary Dinner Chair, Chairman Presidents' Conference of Major Jewish Organizations*



*Daniel Ayalon, Israel Ambassador to the United States*



*Robert J. Ivanhoe, Dinner Chair*



*Singers of United States and Israel national anthems respectively, Aprilé Millo of the Metropolitan Opera and Badiene Magaziner*



*Dr. Dan Oppenheim, CEO of RMC*



*President Clinton addresses the 700 Dinner guests gathered at the Waldorf Astoria Ballroom*



*President Clinton and Hani Abramov, a combat sergeant in the Israel Army, who was seriously wounded in a terrorist attack*



*Renowned stage, screen, and T.V. star, Kitty Carlisle Hart, joins Aprilé Millo, Badiene Magaziner, and President Clinton in the singing of "God Bless America", to conclude the Dinner festivities*

# New York Dinner - October 27, 2002



# New York Dinner - October 27, 2002



*Josh Young, Martin & Ellen David Zeiger, President Clinton, Shawn & Larry King, Yvonne Cohen, Alan & Susan Patricof*



*Larry King, President Clinton, Ehud Barak*



*Leon & Ruth Davidoff with President Clinton*



*Jordana Fish, Steven Soby, Ariel Fish, Jonathan Zuhovitsky, President Clinton, Esther Zuhovitsky, Sabrina Cosi, Dr. Bilha Fish*



*Avi Shaked, unidentified, Shimon & Hava Topor, President Clinton, Tzipi Raz, Dr. Dan Oppenheim, Dalia Shaked, Dalia and Modi Segal*



*Malcolm & Phyllis Trobman, Robert Dragotta, Tammy Lieber, President Clinton, Naomi & Ehud Houminer*



*Matthew Ivanhoe, President Clinton, Ann & Robert Ivanhoe*



*Tzipora & David Onn, Susan & Sherwood "Woody" Goldberg, President Clinton, Lillian & Seymour Rosenthal*



*Harold Snyder, his grandson Evan, & Tamara Hirschl Snyder with President Clinton*



*Steve & Lynn Solomon, Avi Tiomkin, President Clinton, Judy Tiomkin, Nava & Ehud Barak*



*Seymour Reich, President Clinton, Susan Ungar*



*Walter Isaacson, Larry King, President Clinton, Ehud Barak*



*Walter & Nina Weiner with President Clinton*



*Niv, Amira, and Hanan Rotem with President Clinton*



*Alisa Rothbard and Judy Tiomkin with President Clinton*



*Henry & Robin Nordhoff with President Clinton*



*Sima Ariam with President Clinton*



*Daniel, Denise, Yvonne, Barry Cohen, Steve & Yvette Pomerantz with President Clinton*



*Peggy Tishman and unidentified with President Clinton*



*Danielle, Ronit & Eitan Amit with President Clinton*



*Adina Cohen with President Clinton*



*Yael and Rony Zaron, Ilana Meerovitch, Jennifer Breaton, President Clinton, Aprilé Millo, Dan Gueron, Nilli Ackerstein Lippy*



*Raquel Rosenfeld, Cynthia Lazarow, Keith Reich, President Clinton, Audrey Reich, Halina Peabody, Steven Hirth*



*Patrick Tarantino and Toni Leone with President Clinton*