



RAMBAM
Health Care Campus

PURCHASE OF LIFE-SAVING EQUIPMENT FOR THE DANNY & CATHY ROSENKRANZ ONCOLOGY ER JOSEPH FISHMAN ONCOLOGY CENTER

VISION: *To be a leader in medicine and to make an impact in Israel and the world on treatment, innovation, research, technology, and team development, all while maintaining the centrality of the individual - whether patient or staff member, in every activity*



JOSEPH FISHMAN ONCOLOGY CENTER

The Joseph Fishman Oncology Center at Rambam Health Care Campus is the only comprehensive cancer center in Northern Israel and the exclusive tertiary referral center for the 2.3 million people of this region. Internationally recognized for its clinical excellence, the Oncology Center was certified by the European Society for Medical Oncology (ESMO) as an integrated multidisciplinary center for cancer treatment. The Oncology Center includes consultation and ongoing care clinics, a radiation unit equipped with state-of-the-art linear accelerators, a chemotherapy outpatient center, and two inpatient oncology departments. The clinical research unit integrates cutting-edge therapeutics and technologies with patient care.

The Oncology Center treats more than 5,000 new patients annually. Every year 20,000-25,000 chemotherapy treatments and over 40,000 radiotherapy treatments are performed at the Oncology Center. In addition, there are over 40,000 patient visits annually to the Oncology Center's clinics. A multidisciplinary team of physicians and nurses provides each patient with a personalized plan for diagnosis and treatment, and patients have access to the most advanced pharmaceuticals available.

Rambam's cancer specialists are at the forefront of vital cancer research projects, including studies on innovative drugs, biological treatments for cancer, and radiation therapy using new technologies. The unique ecosystem established between Rambam and the Technion-Israel Institute of Technology, facilitates translational and clinical oncological research to find cures, bringing new hope to children and adults around the world afflicted by cancer.

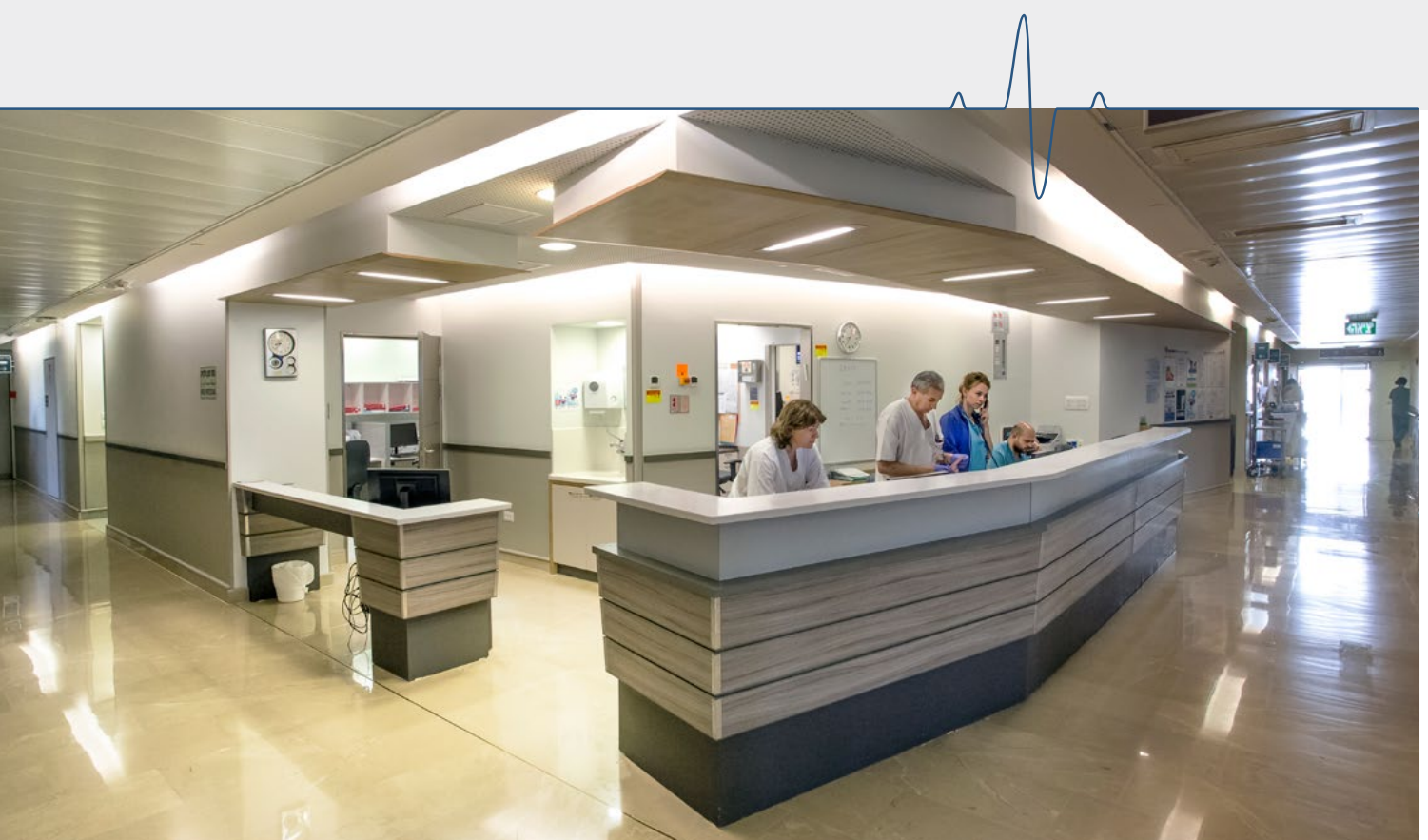
In addition to offering a full range of medical oncology services, the Oncology Center will also house a complementary medicine center, providing Israel's citizens with the most comprehensive model for cancer care.



THE DANNY AND CATHY ROSENKRANZ ONCOLOGY ER DEDICATED ONCOLOGY EMERGENCY ROOM

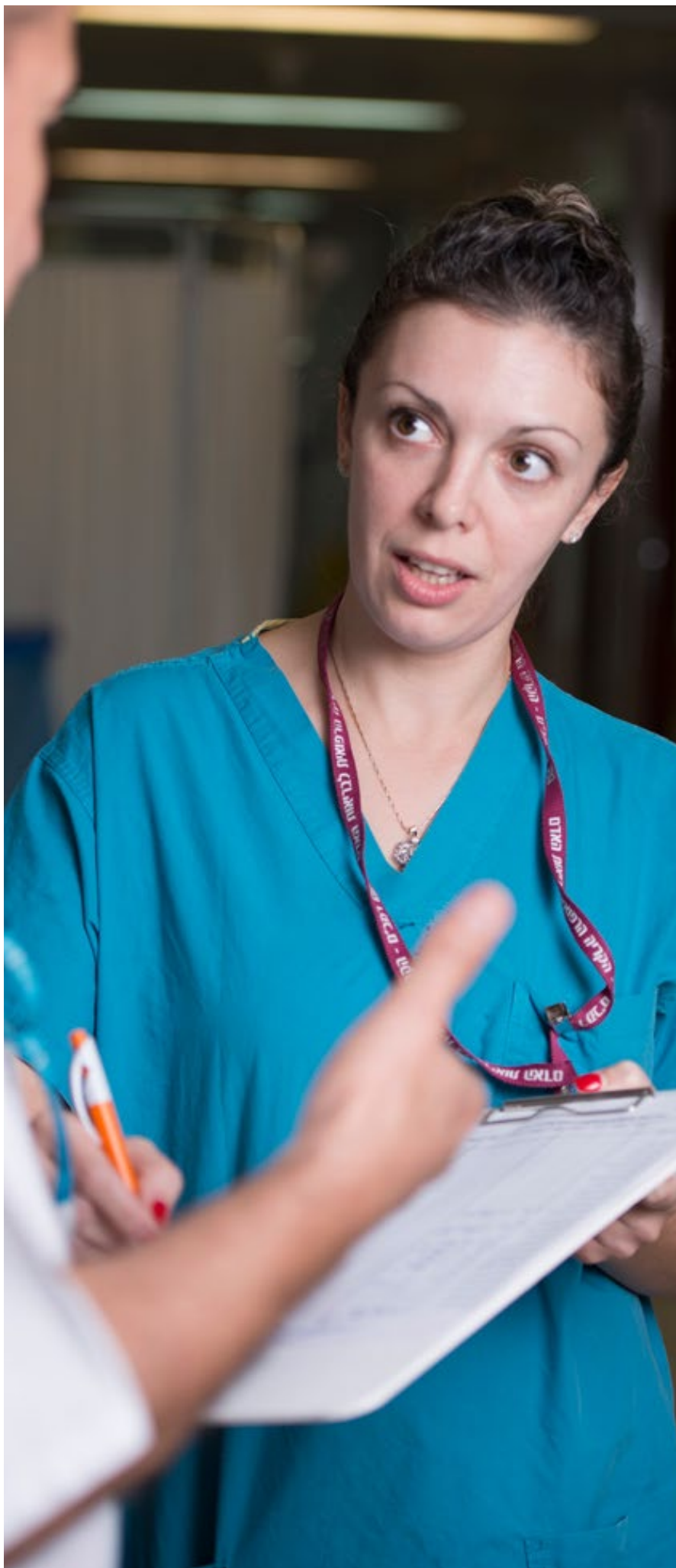
Advanced anti-cancer therapies have dramatically increased survival among cancer patients. However, patients who suffer from cancer often face side effects related to their aggressive treatment regimens and they require intense and focused acute and chronic medical care. Rambam currently treats about 10,000 cancer patients annually in its general ER, where they are exposed to other patients suffering from a wide array of illnesses, including infectious and communicable diseases. Consequently, the ER is a potentially hazardous arena in which to treat cancer patients, many of whom are immunosuppressed.

The oncology ER will be equipped with the most advanced equipment, from special beds, infusion pumps, monitors, etc.





A dedicated Oncology ER within the Oncology Center will offer a superior environment, with the most advance medical devices, in which to provide cancer patients with the immediate response, oncology expertise, and comprehensive care they require. The Oncology ER will be unique in Northern Israel—the only facility of its kind--and will help bring the cancer care offered at Rambam to the level of a world-leading center. Multiple clinical research studies testify to the efficacy and benefits of a dedicated oncology ER. In hospitals which have a dedicated oncology ER, only 20% of patients are likely to be hospitalized, while in those hospitals in which cancer patients receive treatment in the general ER, 80% are likely to be hospitalized. These studies demonstrate that the comprehensive and specialized care which can only be delivered in an oncology ER, improves clinical outcomes, results in fewer patient complications and reduces hospitalizations.



In view of this important opportunity to improve patient care, Rambam's senior management has made the strategic decision to build a dedicated Oncology ER on the ground floor of the Joseph Fishman Oncology Center. Planning is already in progress for this 300 sq. meter (3,230 sq.foot) facility, which will include a direct care environment with 20 service positions--12 beds and 8 chairs--a physician's office and a nurse's station. The Oncology ER will be directly connected to all necessary hospital services, including imaging, laboratories and multidisciplinary counseling. Every patient arriving at the Oncology ER will be examined by an oncologist and an oncology nurse who will perform triage and order immediate diagnostic testing as determined by the nature of the patient's illness. In addition, cancer patients who require less acute or intensive intervention will receive the care they need and be promptly discharged without requiring disruptive, costly and unnecessary hospitalization. These patients especially will benefit from the in-and advanced facility and equipment.

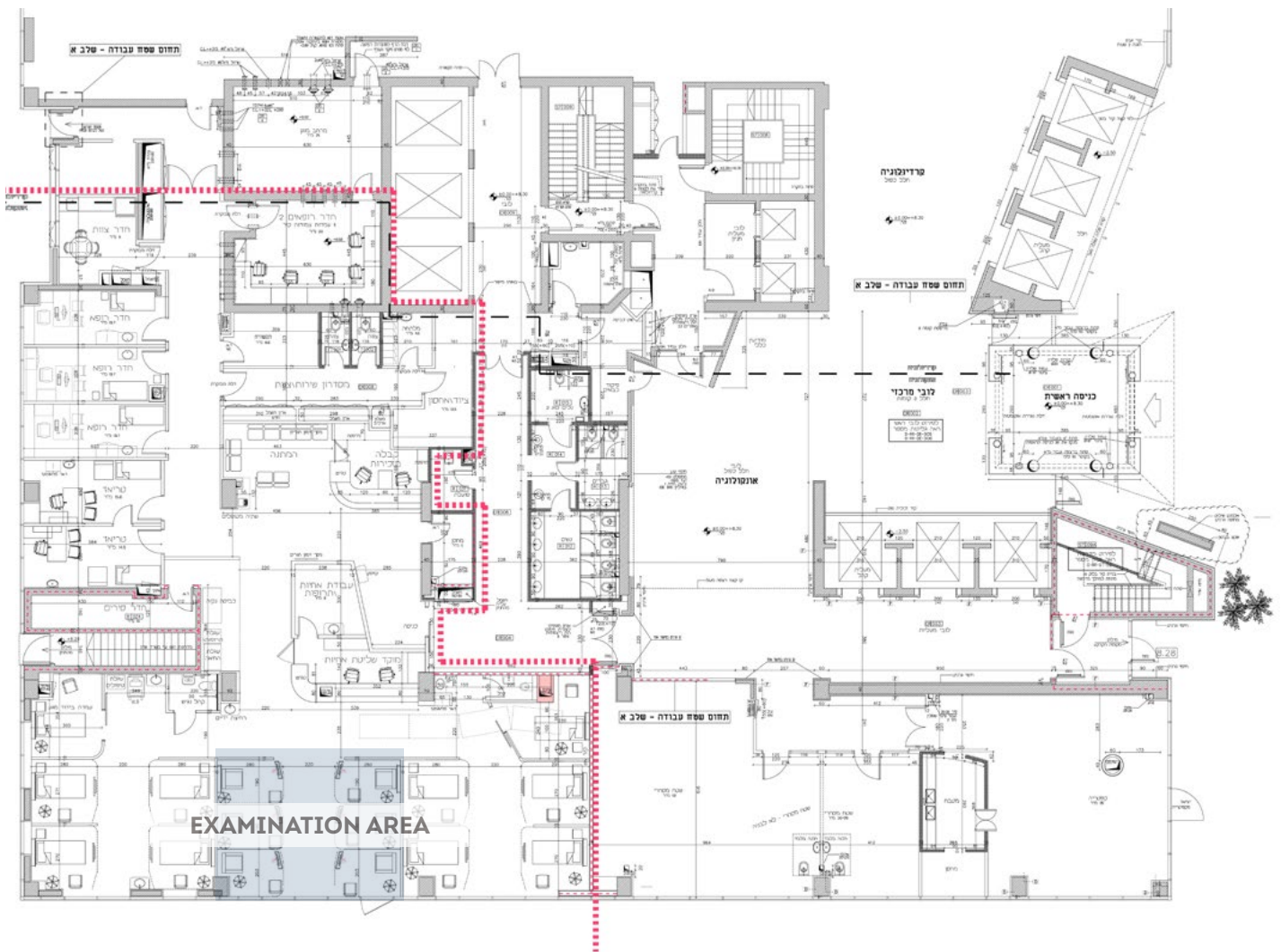
DONOR RECOGNITION

Your generous gift of \$250,000 for the purchase of life-saving equipment for the Oncology ER at the Joseph Fishman Oncology Center will confer an enormous benefit on the People of Israel. It will help save the lives of Israelis suffering from cancer.

In appreciation of the support of our donors, Rambam has established a Donor Recognition Program to acknowledge donations in an appropriate manner.

We would be honored to offer you the naming of the Oncology ER's Examination Area.

We would be deeply grateful for your support in helping us advance this initiative, and thankful for your friendship and vision.



VISIONARY LEADERSHIP



PROFESSOR IRIT BEN-AHARON

Director of Rambam's Oncology Division

Professor Ben-Aharon completed the MD-PhD joint program of Tel Aviv University and the National Institute of Health (U.S.A.), and was awarded her PhD in developmental biology in 2004 and her MD in 2005. Ben-Aharon completed her oncology residency at Davidoff Cancer Treatment and Research Center at Rabin Medical Center in 2011, followed by a fellowship in oncofertility at the Dana-Farber Cancer Center in Boston, and a fellowship at Memorial Sloan Kettering Cancer Center, New York as a Fulbright scholar focused on gastrointestinal malignancies and young-onset cancer. In 2015 she headed Gastrointestinal Oncology at Rabin Medical

Center. In 2018, she was appointed Director of the Oncology Division at Rambam.

Her main research interests are centered on the toxic effects of anti-cancer treatments on fertility and blood vessels and the biology of young-onset cancer of the digestive system.

She has published numerous articles on these subjects in prestigious medical journals and has been awarded competitive research grants and prizes from such respected foundations as the Israel Cancer Research Fund and the Israel Science Foundation. Prof. Ben-Aharon is actively involved in oncology organizations in Europe and the USA.



PROFESSOR RAFI BEYAR

**President, International Friends
Associations, Rambam Health
Care Campus**

**Attending Physician, Interventional
Cardiology Unit**

Prof. Rafi Beyar, a former Director of Rambam Health Care Campus, is an interventional cardiologist, a Professor Emeritus of Medicine and Biomedical Engineering at the Technion-IIT, and former Dean of the Technion's Faculty of Medicine. Prof. Beyar received an MD from Tel Aviv University, DSc in Biomedical Engineering from the Technion, and MPH from the Bloomberg School of Public Health, Johns Hopkins University. Prof. Beyar's research interests are cardiovascular simulations, coronary stents, and cardiovascular robotics. He served as the Director of Interventional Cardiology at Rambam (1996–2006). Prof. Beyar founded the hospital's technology transfer company, Rambam MedTech Ltd., and the MindUp Incubator on Digital Health. Prof. Beyar co-founded InStent, which was acquired by Medtronic and NaviCath (later Corindus), a Technion Incubator Company, the first-in-the-world robotic coronary intervention, which was acquired by Siemens Healthineers (2019). He currently serves as director of BioRap of the Rappaport Institute and Rambam MedTech, and as a director or advisor in several start-up companies.

PROFESSOR MICHAEL HALBERTHAL

General Director,
Rambam Health Care Campus
Chairman, Teaching Center for Trauma,
Emergency and MCS
Chairman of the Board, Rambam MedTech

Prof. Michael Halberthal earned his MD in 1986 from the Technion-Israel Institute of Technology. His postgraduate training was at Rambam in Pediatrics and Pediatric Critical Care, and he completed a further subspecialty fellowship in Pediatric Cardiac Clinical Care at London's Brompton & Harefield Institute. After returning to Israel, Prof. Halberthal successfully established the Pediatric Cardiac Critical Care Service at Rambam. In 1996, Prof. Halberthal did a combined advanced clinical and research fellowship at the University of Toronto and the Hospital for Sick Children in Canada.

Prof. Halberthal has an MHA in Health and Hospital Administration from Tel Aviv University's Recanati School of Business Administration (2012). Since 2001, Prof. Halberthal has held various leadership positions at Rambam, including as Director of Pediatric Cardiac Critical Care, Director of Hospital-wide Emergency Triage, and senior staff physician in the Pediatric Intensive Care Unit. In 2009, he joined the Executive Leadership as Director of Medical Operations. In 2013, Prof. Halberthal was appointed Deputy Director of Rambam, and became the General Director in 2019.



ABOUT RAMBAM HEALTH CARE CAMPUS



Rambam Health Care Campus, a 1,000-bed academic hospital in Haifa, Israel, provides comprehensive medical services in all medical specialties and is committed to the entire spectrum of patient care, ranging from pioneering treatments and therapies to the support of clinical research. Rambam is world-renowned for its vast experience in treating trauma patients during peacetime and war.

As the tertiary referral center for 12 district hospitals and the only Level-1 trauma center in Northern Israel, Rambam's patient population is diverse, serving the 2.3 million residents of the north and beyond. Additional beneficiaries include patients from all over the world who seek Rambam's specialized consultation, programs, and services.

Rambam stands at the forefront of medical innovation, partnering with leading academic and medical institutions worldwide and technology companies to create groundbreaking, state-of-the-art solutions for real-world medical challenges.

RAMBAM OPERATES THE LARGEST COVID-19
TREATMENT FACILITY IN ISRAEL





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CONTACT INFORMATION

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