

Happy New Year

MDAOnline

26.9.19



Director General's Greeting



In Cases of Severe Trauma and Complex Medical Emergencies



MADathon 2 on its Way!



This Year Everyone will Sit Happily around the Holiday Table



19 New MDA AED's Installed in Kafr Kana



Grateful for Saving his Life

Picture of the week



Photo: MDA Spokesmen

New MDA Outpost Station in Yagel Community

A new Magen David Adom station was dedicated in the Yagel community in the Shfela Region, as part of MDA's ongoing efforts to improve response times and arrival to patients. MDA's station in Yagel community in the Sedot Dan Regional Council, will be manned by Ambulance and MDA staff



Dozens of Adults and Teenagers Donated blood and Hair at the MDA Station in Netanya



Do you have an interesting story?

An exciting news?

Send us to: info@mda.org.il



On behalf of Magen David Adom
in Israel, its workers and volunteers,
we you wish a Happy New Year,
a year of good health,
success, and especially a year
of peace and security.

May peaceful days come upon
us and all of Israel.

Shana Tovah and Chatima Tova!

Rabbi Avraham Manela
Executive Chairman

Eli Bin
Director General

Avi Zohar
President





The President of the state of Israel Reuven (Ruvy) Rivlin, Ichilov Hospital Director Prof. Ronnie Gamzu, MDA Director General Eli Bin and Heads of the MDA Friends Society in Canada, right: Sidney Benizri and Norton Segal, left: Joseph Amzallag

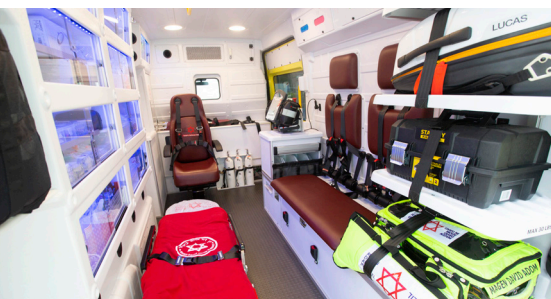
In Cases of Severe Trauma and Complex Medical

Emergencies Blood tests and ultrasounds are now able to be performed in MDA's new

A new vehicle joined the MDA MICUs, ambulances, Medi-cycles, bicycles and MERVs in the greater Tel Aviv area. This vehicle will provide a uniquely advanced medical response including a physician who can perform procedures otherwise performed in the hospital. The upgraded MICU will be staffed by senior MDA paramedics and physicians from Ichilov Hospital, was dedicated this evening, in a festive ceremony attended by the President of Israel, Mr. Reuven (Ruvy) Rivlin. The advanced MICU was dedicated in memory of the late Mrs. Nechama Rivlin, who passed away approximately three months ago. Israel's First Lady and the Rivlin Family have been a constant part of Magen David Adom's lifesaving work. This is the reason which the MICU, donated by Canadian Friends

of Magen David Adom and which will assist those with complex emergencies was dedicated in memory of Mrs. Rivlin z"l.

In addition to the advanced medical equipment and medications which are standard to all MDA MICUs, the new vehicle will have additional medications and equipment such as an ultrasound, blood tests, chest drainage and more. The upgraded MICU's primary purpose is to assist in providing advanced medical treatment in complex situations including prolonged resuscitation, complex injuries, complicated births and more. The vehicle will be dispatched at the request of teams in the field at the discretion of the Shift Commander at the MDA 101 Emergency Dispatch Center. In certain cases, this unit will evacuate the patient





with the physician and paramedic continuing to provide treatment upon arrival at the hospital so as to maintain the continuity of care.

The new MDA-Ichilov MICU was built in Canada according to the MDA specifications based on a Dodge Ram. The interior is extraordinarily spacious, allowing providers to provide advanced life support care both in the field and in route to the hospital. Each and every detail was thought out and a great deal of thought was put into the design of the vehicle to ensure optimal efficiency. A similar pilot program has been operating in Jerusalem for approximately two years in which paramedics work with physicians from Shaare Zedek and Hadassah Ein Kerem hospitals.

President Reuven (Ruvy) Rivlin: “The months have gone by since my beloved wife Nechama passed away and left a void in our family. NEchama was a woman of science. She valued the men and women of medicine very much and above all else, she loved all people, all human beings. I am sure shed be glad to hear about the new MICU with state of the art medical equipment which will iterally save lives. A MICU in which MDA paramedics and physicians from Ichilov Hospital will work side by side to save lives.

MDA Deputy Director General of the Medical Division Dr. Raphael Strugo explains: “About 2% of life threatening emergencies are difficult and complex conditions which require additional urgent treatment by a physician in the field. To best provide this care, we have partnered with Ichilov Hospital to design this upgraded MICU where senior physicians and paramedics will

work side by side.i have no doubt that this venture will save lives.

Director of Emergency Medicine at Ichilov Hospital, Dr. Daniel Trotsky: “The advantage of having an emergency medical specialist already in the field in the most complex cases will allow us to provide the most efficient and comprehensive treatment, including operations that were not previously able to be performed at the scene. This MICU will also be able to transmit all of the information to the medical staff in the trauma room even before the patient arrives. This is a unique collaboration and is part of the national push to improve the pre-hospital emergency medicine, and we are proud to partner with MDA. This will result in significant improvements to diagnostic capabilities and the treatment of the sickest patients prior to their arrival at the hospital and will serve as an extension of the emergency ward outside of the hospital, which is in line with our core values here at Ichilov.”

MDA Director General, Eli Bin: “MDA, as Israel’s National Emergency Medical and Blood Services Organization works tirelessly to provide rapid, proffessioal and real time care in the field. This venture will allow us to improve the emergent medical response to complex injuries in the field. I htank the Director General of Ichilov Hospital, Prof. Ronnie Gamzo for the cooperation which allows us to bring the hospital’s emergency room capatibilities o the patient in the fielt. It is our honor to dedicate our new, life saving vehicle in memory of the wife of the President, the late Mrs. Nechama Rivlin, who worked tirelessly for the citizens of Israel.”



MADathon 2 on its Way!

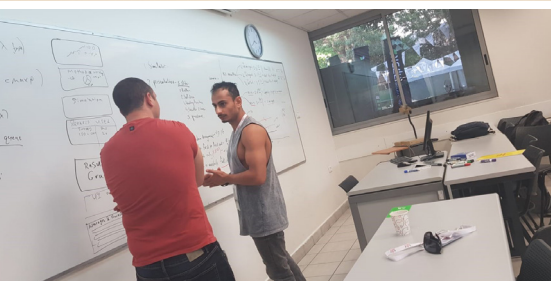
At the end of last week, the second MADathon took place in cooperation with the Afeka Academic College of Engineering in Tel Aviv, Israel. This event gathered the best and brightest Israel has to offer in biomedical engineering.

26 hours of intense work were focused on improving pre-hospital emergency medicine in Israel. 10 teams worked around-the-clock developing new medical technologies in order to improve medical treatment, shorten response times and improve the overall capabilities of Magen David Adom (MDA), Israel's national EMS service.

The teams were mentored by MDA paramedics and

executives, medical officers from the IDF, leading biomedical engineers and other influential figures in Israeli emergency medical.

With conclusion of the MADathon, the names of the first place winners were announced- the team from MDA's Yarkon region that developed a monitoring system based on artificial intelligence whose goal is to assist in the field crew's decision making process. This is a big technological and medical advance and we praise the team members for their success: Nitzan Golobinski, Shai Raanan, Daniel Shilah, Dror Shmolbitz, Avi Applebaum, Shaked Arzi, Eli Hirshberg, and Itamar Rubenshtein.





This Year Everyone will Sit Happily around the Holiday Table

Like every year, workers and volunteers come to the help of the needy and in recent weeks launched donation campaign "Honey and Wine" in which hundreds of food parcels were collected and transferred to underprivileged families. Employees and volunteers were waiting for buyers at big grocery stores from morning till night, collected, packed and distributed the packages throughout the country.





19 New MDA AED's Installed in Kafr Kana

Kafr Kana Local Council in a joint project with Magen David Adom (MDA) installed 19 new automatic external defibrillators (AEDs) in various public places around the city including mosques, churches, schools and sports complexes. An event was held in honor of the initiative. In attendance were various representatives from the institutions in which the AEDs were installed, as well as an explanation by Instructor Firas Abu Alhaja on how to use the devices in an emergency situation.

MDA's AEDs drastically improve the chances of the patient to regain a pulse in cases of cardiac arrest when each minute counts. Every minute that passes in which a patient is not receiving CPR reduces their chances of survival by 7%-10%. The sooner the patient receives an electrical shock from an AED, the chances of restarting their heart increases.

Many lives have already been saved by using MDA's AEDs, which any person can easily use regardless of any prior medical knowledge. The AED gives an electrical shock if needed, provides the rate at which to perform chest compressions, and provides clear verbal and visual instructions while simultaneously connecting to MDA's 101 Emergency Call Center,

which both dispatches emergency teams and provides additional guidance.

In addition to the 19 AEDs which were installed around Kafr Kana, there are many more projects in the works around the country, all with the same goal: to improve the chances of saving a patient's life in cases of cardiac arrest.

Kafr Kana Local Council Chairman Dr. Yousif

Awawdi: "The advanced AEDs which we have installed in the schools, sports arenas, mosques and churches represent a crucial step in the Arab sector. We in Kafr Kana, deeply value human life and this is what led to the decision for this joint venture between us and MDA. We decided to install the AEDs, and hold training seminars for the public to operate the AEDs in case of an emergency. I truly believe that this will help save lives in Kafr Kana.

Gilboa Regional Manager Yosi Pahima: "I am very proud of the understanding of the importance of installing AEDs in the communities and hope that Kafr Kana will serve as an example to all. I would like to thank Local Council Chairman Dr. Yousif Awawdi for taking the initiative and working together with us, and I hope others will follow suit."





Grateful for Saving his Life

For three months, Issa Dhamshé, 44, from Kafr Kanna, was lying in the hospital, sedated and ventilated. When he woke up, his family members told him that he had been severely injured by a palm tree that fell on him while building a mourning tent after his uncle's death.

Three years have passed since the serious injury, and Issa, who completed a lengthy rehabilitation, decided to meet the MDA paramedics that saved his life, moments after the tree hit him. It was in the winter of 2016, when Tufik Sol, Yevgeny Lampert and Mika Oz arrived in MICU. Quickly they provided Issa with life-saving medical care and evacuated him to the hospital, when his condition was severe.

"As part of my closure, three years after the severe incident I went through, it was important

for me to thank the people who saved my life in the first moments after the injury," said Issa Dhamashe, "I don't remember anything about the incident itself, but my family told me about the dedication and professionalism of the MDA paramedics fighting for my life, when I was in a severe and unconscious state."

"We were very excited, all of us, when we received the call from Issa, who asked to meet us and thank us, three years after the incident," said MDA paramedics Taufik Basul, Mika Oz and Evgeny Lampert, "as paramedics at Magen David Adom, we see many injured with various injuries. Our commitment to provide them with professional medical care, and doing everything we can to save their lives, is self-evident. What is not at all obvious, and heart-warming, is Issa's gratitude and appreciation for our work."



Dozens of Adults and Teenagers Donated blood and Hair at the MDA Station in Netanya

Dozens of teenagers and adults from the city, some of whom are MDA volunteers, arrived at the Magen David Adom station in Netanya last week to donate blood and hair for cancer patients, as part of a special event organized by MDA youth volunteers in Netanya. The donations of blood donated yesterday added to the hundreds of units of blood donated in the city of Netanya each year, which save the lives of many patients.

"As a youth volunteer at Magen David Adom for about two years, I have been exposed many times to the importance of donating blood to saving lives for the sick and injured," said MDA's volunteer Emily Gershback (17) from Netanya. Citizens, some for the first time in their lives. Saving lives is the supreme value of everything

we do in MDA, volunteering in ambulances and caring for the sick and injured, as well as in such humanitarian activities, through which human lives can be saved. "

Magen David Adom is the organization responsible in Israel under the law for the management of the blood supply required for the health system and the general public, including donating blood cells, testing them, preparing various blood components, storing and supplying them. The reservoir serves the entire body of the state, and MDA is the one that supplies the blood units in cases of need to all hospitals in Israel and the IDF, in routine and emergency situations. All blood units are provided by volunteer donors and blood donors.

