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Israel's National EMS

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24.10.19



**Saving Lives in Memory
of Eli Benson z"l**



**Mass Funding to Deploy
100 Defibrillators
Across the Country**



**Mobile Intensive Care
Unit in Memory
of Amiad Yisrael Ish-Ran**



**Donating to Expand MDA's
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The Israeli Record is Breaking



**The Senior Doctor
Joined MDA First Responders
in Ashdod**

Picture of the week



IMDAC 2019

October 27-30

MAGEN
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IN ISRAEL



The International
Magen David Adom
Conference

**Magen David Adom welcomes the
representatives of MDA Friends Societies from
around the world for IMDAC 2019**

October 27-30

Photo: MDA Spokesmen

#Tetris challenge



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An exciting news? Send us to:
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Saving Lives in Memory of Eli Benson

Over the intermediate days (Chol Hamoed) of Sukkot a new MDA Station was dedicated in Ramat Beit Shemesh, which will provide services to the 120,000 residents of the area

The new station was dedicated in memory of Eli Benson, a member of Magen David Adom in United Kingdom, and who had previously served as the Executive Director of the organization and named after him and his wife Anita. During his tenure, he raised millions of pounds, which was used to purchase emergency vehicles and equipment, as well as renovating and building new stations around Israel.

The new station is thanks to the generous donations of the Edwards and Carter Families of

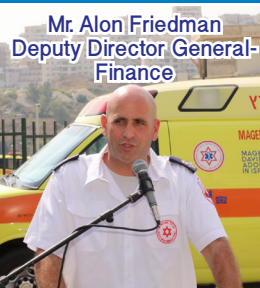
MDA UK.

At the dedication, a number of noted speakers addressed the crowd including Mr. Alon Friedman- MDA Deputy Director General of Finances, Dr. Aliza Bloch- Mayor of Beit Shemesh, MK Omer Yankelevitch of "Blue and White"- two of whom's children are MDA volunteers, Past Mayor Moshe Abutbul (Shas) and Mr. Daniel Burger- Chief Executive of MDA UK.

Mr. Burger stated "this day is very special for all who knew Eli and we know that he would see great value and be very proud of this."

Thanks to Eli Benson's hard work and dedication, thousands of lives have been saved in Israel.

May his memory be for a blessing!



Mr. Alon Friedman
Deputy Director General-
Finance



Dr. Aliza Bloch-
Mayor of Beit Shemesh



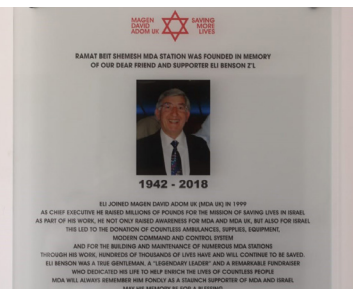
MK Omer Yankelevitch



Past Mayor
Moshe Abutbul



Edwards Family



Carter Family



Mass Funding to Deploy 100 Defibrillators Across the Country

In Memory of the cardiologist who died of cardiac arrest Dr. Oren Zusman

"What can make a healthy young man not get up one day?" Tweeted Dr. Oren Zusman, a cardiology specialist, in March 2018, when the news of a famous footballer died in his sleep. Almost all people die of cardiac arrest. "In January 2019, less than a year later, the late Dr. Oren Zusman suffered a cardiac arrest, when he was alone in the hospital doctors' room, and passed away.

Recently, a mass funding campaign was launched by the Israeli MDA Friends Society, together with Maayan Zusman, the widow of Dr. Oren Zusman. The goal is to raise 1 million shekels, through which the distribution of MDA's defibrillator devices will be expanded in Israel and hundreds more will be installed in the streets. Thus, in the event of cardiac arrest, the chances of saving patients' lives will dramatically increase.

"More than ever, I recognize the importance of these life-saving devices. Anyone can activate them and prevent another family from the horrible pain we live with," said [Maayan Zusman, Dr. Oren Zusman's widow](#), "I contacted MDA to collaborate in the matter, and save as many lives as possible by placing as many defibrillators as possible throughout the country, in the name of Oren. I urge anyone who can, to continue Oren's work, and save more lives, by contributing to the purchase of CPR devices."

[Director of Israel MDA Friends Society Orly Ariel said:](#) "Dr. Oren Zusman was very familiar with the ability of a defibrillator to change the lives of many. Unfortunately, in a tragic coincidence, Oren suffered a cardiac arrest in his hospital room when he was alone, without anyone knowing and being able to assist him. I have no doubt that this blessed project in his memory will save the lives of many others."

[MDA Deputy Director General, Dr. Rafael Strugo:](#) "In an event of cardiac arrest, every minute is critical. Every 60 seconds that go by without treatment, from the time of the event, the patient's chances of survival decrease by 7% -10%. The faster the electric shock from the defibrillator delivered, the more likely the patient is to resume cardiac activity and be saved. Any citizen can easily operate The Magen David Adom Defibrillator without prior medical knowledge. The device provides an electric current as needed, dictates the rate of resuscitation, and provides clear voice and visual operating instructions, in Hebrew and in other languages. Additionally, the device connects to the MDA Emergency Dispatch Center, and the citizen receives additional instructions from medics and paramedics at 101 Dispatch Center. At the same time, MDA teams receive details of the patient, and are on their way to the scene of the incident."



Mobile Intensive Care Unit in Memory of Amiad Yisrael Ish-Ran

Last week, a new MDA mobile intensive care unit was dedicated, in memory of the late Amiad Yisrael Ish-Ran, who was killed in an attack in Ofra in December of last year. Shira and Amichai Ish-Ran, Amiad's parents, were injured in the horrific attack when she was shot during the 30th week of her pregnancy. MDA teams provided life-saving medical care and evacuated them to the hospital, where doctors delivered the baby in emergency surgery. The newborn baby passed away three days later, and his parents gave him the name Amiad Israel.

The mobile intensive care unit in memory of Amiad Israel, operating in the Jerusalem region, was donated by generous donors from the Florida chapter of American Friends of Magen David Adom who heard the story of the attack and the family's story from Shira Ish-Ran's father, Haim Silverstein, and could not remain indifferent. **Shira and Amichai Man Ran, said:** "This mobile intensive care unit is another symbol of the difference between us and the terrorists and the spirit they spread in their people. While they murder and glorify death, and those who have

died trying to murder are considered heroes, we sanctify life, and protect it. Our heroes are the ones who protect life and those who save them, and of course those who help and work so hard to do their work faithfully. This place is proof of this difference. And today, more than ten months later, we have gathered to dedicate this lifesaving vehicle. We hope God will use it only for happy occasions, and the dear MDA teams we welcome "because his angels will command you to guard you all your way."

Haim Silverstein, father of Shira Ish-Ran and Amiad's grandfather, said: "We were very excited to hear about the noble and beautiful gesture of donors from American Friends of Magen David Adom who decided to donate this mobile intensive care unit in memory of Amiad Yisrael. We continue to be grateful to MDA in the Jerusalem area and throughout the country, and we hope that this MICU will only be used for births. The whole family expresses our deepest gratitude to the donors for their sensitivity, kindness and generosity."





Donating to Expand MDA's Life-Saving Medicycles Array

In two exciting ceremonies that took place during Sukkot, the MDA Friends Society in UK inaugurated 4 new Medicycles. At the Inbal Hotel in Jerusalem, a Medicycle was inaugurated, donated by Mrs. Judy Saphra who also donated a MICU earlier this year. The 2 vehicles save lives in the Jerusalem region. Another exciting event held last Friday was a ceremony in which 3 of 4 Medicycles donated by the Christian Friends of Magen David

Adom - UK were inaugurated. During the event, some of the participants donated blood at the station and took a tour of the Milk Bank and the simulator center in the Bloomberg MDA station in Jerusalem.

"Two wonderful dedications with special friends of Magen David Adom UK and Christian Friends of MDA UK" - Daniel Burger, Chief Executive of MDA UK.



Mrs. Judy Saphra





The Israeli record for number of blood donations was broken

1,547 units of blood in one session

Earlier this month, the Great Blood Donation Campaign, initiated by the Samaria Regional Commander Col. Sagiv Dahan, opened. More than 100 MDA phlebotomists were deployed at the brigade's base, donating no less than 1,547 units for life saving in 12 hours, breaking the Israeli record, which stood at 780 donations of blood units in one session.

As part of the widespread operation, more than 80 MDA blood donation positions were stationed throughout the base, staffed by MDA professional phlebotomists, with soldiers in reserve from the reserve battalion of Magen David Adom's blood services unit. This significant achievement was made possible by the full cooperation of the IDF and the Samaria Regional Division, and the Samaria Regional Council and Councilor Yossi Dagan, who were responsible for publicizing the event for residents of the Council, and for providing buses that drove the donors to the base free of charge.

Among the donors were hundreds of IDF soldiers, many civilians from Samaria, high school and Yeshiva students from Itamar, Bracha, Elon and more. Samaria rabbis, including Rabbi Elyakim Lebanon, came to encourage and explain the importance of blood donations.

Commander of Samaria, Col. Sagiv Dahan: "This initiative was born out of a moment of discomfort. This discomfort reminded me of the power that each of us has to save lives, beyond our day-to-day activities. I am very excited and appreciative of the enlistment of Magen David Adom, the Samaritan Regional Council and the residents of Samaria, who, only through their help, were able to meet the goal we set ourselves, and even bypass it."

Commander of the General Staff Blood Services Battalion, Col. Mickey Zaype: "We are MDA's multiplier of power during an emergency. We joined MDA in blood donation in Samaria, a blood donation like I do not remember ever happening in the State of Israel. Definitely an event that warms the heart. I wish we did not need blood units, but then we will together ensure that we have enough blood in Israel to care for those who need it For that."

Samaria Regional Council Chairman Yossi Dagan: "We, too, are saddened to learn simple events here in Samaria. The call of the Samaria Brigade has fallen on attentive ears, and we have seen our public mobilize for the mission. It is a tremendous pride to be part of a strong, contributing community that enjoys every small task as a big one. It is time to say thank you to the residents of Samaria for their achievement."

Director of National Blood Donations Department of MDA Blood Services, Lior Altman: "We thank the many civilians, soldiers and police who came to donate blood, all to raise the blood supply for Israeli citizens. Cooperation between the Samaria Brigade, the Samaria Regional Council and Magen David Adom is warming the heart, and is intended to raise awareness of blood donations. I am glad we were able to reach the target and break the record. I thank the MDA phlebotomists who worked for 12 hours and took over 1500 units of blood, which transferred at MDA's blood services laboratories already during the night, underwent preparation processes for use and were separated into blood components, so that each unit could help save the lives of three injured and sick."

MDA Director General Eli Bin: "I would like to sincerely thank the commander of the Samaria Regional Council Gibb Dahan for the initiative and the donations, which have contributed to the donation of many blood units, which have broken the record for the number of blood units collected so far in one session. The importance of the achievement is very important, as 1,547 blood units help save the lives of 4,641 people. Especially during the holidays, when there is a seasonal blood shortage in the State of Israel, such a collection is very significant. The collaboration with the IDF complements the value and special image that expresses the identity of the IDF. I thank everyone who came, donated blood, and helped save lives and Samaria Regional Council Chairman Yossi Dagan for enlisting to bring many hundreds of volunteers who came to donate blood. I also invite the people of Israel on Sukkot on weekdays and throughout the year to continue to donate blood."



The Senior Doctor Joined MDA First Responders in Ashdod

Dr. Itai Zoaretz, director of the Assuta Ashdod Hospital Trauma Unit, has joined Magen David Adom's First Responders unit in the Ashdod area. As an MDA First Responder, Dr. Zoaretz will answer various calls received at the MDA 101 Emergency Line including traffic accidents, cardiac events, various injuries, and more during his off time. Dr. Zoaretz connected to Magen David's Adom First responders' App and received a First Responders bag with advanced medical equipment.

"I am delighted and proud to be joining the Magen David Adom First Responders unit" **said Dr. Itai Zoaretz.** "As a trained doctor, I see it as my duty to be a part of MDA and to help patients and injured in the field. As a part of the cooperation between

MDA and the hospital in general and the trauma system in particular, I consider my volunteering to be of value for the improvement of the relationship, which is of great importance to the patients."

MDA Lachish Regional Manager at Haim Cardi said: "Dr. Itai Zoaretz's joining Magen David Adom's First Responders unit in the Ashdod area is of great importance, first and foremost to patients in the area, as this is a senior trauma specialist with high professional skills. In addition, Dr. Zoaretz's volunteering at MDA has the added value of strengthening the relationship between The Hospital and our teams in the area. I welcome him and hope we will see more and more volunteers with medical training in our MDA First Responders unit."