



Additional locations for Coronavirus Swab Tests Launched by MDA



"You Do Sacred Work with Great Devotion to the Health of the Public"



A Place of Honor in the Public Trust's Survey



In the Wake of the Corona Crisis - Emergency Assistance to the State of Israel's Health System



MK Avi Dichter - Deputy Minister of Defense Visited MDA's National Operations Center in Kiryat Ono



New Approach- Neighbourhood Blood Drives in the Corona Era

Picture of the week



Do you have an interesting story? An exciting news?

Send us to:
info@mda.org.il



"It Broke my Heart"

MDA sends its employees and volunteers that are in isolation packages of sweets with words of encouragements and wishes for health

Additional locations for Coronavirus Swab Tests Launched by MDA

Facing the coronavirus outbreak Magen David Adom increased the number of swab tests collected across the country- in Tel Aviv, Jerusalem, Haifa and Beer-Sheba. Israelis are arriving driving their private car and tested while sitting in their car.

The compounds were launched according to the decision of Minister of Health - Rabbi Litzman, Health Ministry Director General - Moshe bar Siman Tov and MDA Director General – Eli Bin.

In each of the locations thousands of Israelis are expected to be tested every day. Each location will be manned MDA medical teams, Police officers and security personnel that will maintain public order. Patients that will be able to reach the Drive and Test locations, without the use of public transportation, will be tested at their home, as conducted previously up to date.

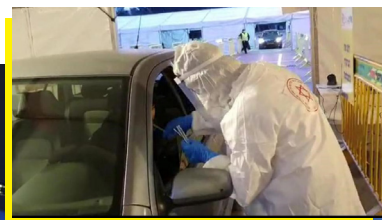
MDA points out that arriving to the Drive and Test location is subjected first to calling MDA 101 dispatch center and receiving and approval. The swab test approval is granted by a physician; the person will receive a text message with all the details and will be asked to reach the designated Drive and Test location close to his residence at the time

scheduled.

The person will arrive driving his private car; he will be identified by the QR Code, followed by the swab test taken by a well-protected MDA paramedic. Throughout the process the person will stay sitting in his car, and immediately after will drive straight back to his home.

As for March 24, 07:00, 1,878 people were tested at the “Drive and Test”, and in total, since the beginning of the outbreak MDA paramedics have tested more than 20,373 people across the country.

MDA director General, Eli Bin: “Facing the struggle with the Coronavirus outbreak in Israel, we have decided with the Health Minister, the Director General of the Health ministry and the professional team members at the ministry and MDA, to dramatically increase the number of swab tests taken. MDA professional paramedics are determined to increase their activities in spite of the overload of work and difficulties. The “Drive and Test” locations that has proven their effectiveness in the world are expected to increase the swab tests dramatically to the numbers we are striving to achieve. Magen David Adom will continue to do its utmost, assisting in the struggle against the coronavirus, for the good health and saving the life of the people in Israel”.



“You Do Sacred Work with Great Devotion to the Health of the Public”

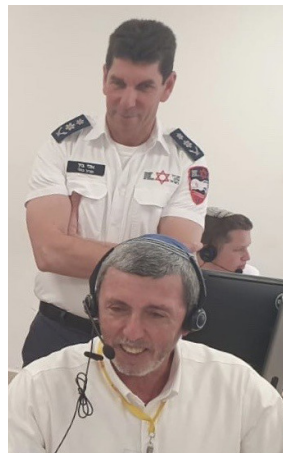
Minister of Education Rabbi Rafi Peretz visits MDA

On Monday, Education Minister Rafi Peretz toured the MDA National Operations Dispatch Center in Kiryat Ono and the nearby Shimon Peres School, which was also converted to MDA dispatch center. All classrooms have been converted into call centers and are staffed by up to 10 volunteers staying within 2 meters from each other, as per the Ministry of Health requirements.

MDA Director General Eli Bin provided the Minister with an overview of MDA's activities on the treatment of the corona virus, and on the “Test and Drive” compounds that MDA operates in Tel Aviv, Haifa, Jerusalem and Beersheba, to which civilians who are in quarantine and develop symptoms may tested without exiting their vehicles. Minister Peretz was particularly interested in the activities of youth volunteers in the organization, whom he met in classrooms that were converted into call taking stations and even answered a civilian call to the corona hotline accompanied by a MDA youth volunteer who answered it professionally. Rabbi Rafi Peretz, who was very impressed with the activities of MDA's youth volunteers, thanked them personally, expressed his great appreciation and said “You are doing a wonderful job, your

contribution is tremendous. You are helping with the most difficult task we have today in the State of Israel. You, the youth, are assisting the State of Israel in this difficult fight against the spread of the virus.” The Minister added, “MDA has been doing holy work and is devoted to public health in the past month, every hour of every day, anywhere in the country. But in an emergency state like we are facing right now, they are really outdoing themselves for the State of Israel.

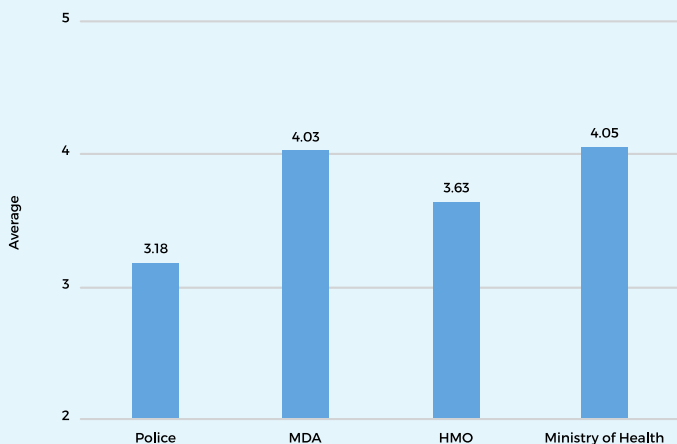
MDA Director **General Eli Bin:** “We were honored to host Minister of Education Rafi Peretz and present MDA's activities to him, and in particular the work of our youth volunteer who take part in MDA's national mission and act in a professional and appreciative way.



A Place of Honor in the Public Trust's Survey

In a survey conducted by IPanel, which specializes in online collection services for market research and public opinion, and serves most research institutes in Israel, academia, consulting and marketing companies, MDA wins place of honor.

The public's Trust in the Following Organizations



In the Wake of the Corona Crisis - Emergency Assistance to the State of Israel's Health System

**Mifal HaPays, The Federation of Local Authorities in Israel and Magen
David Adom in a revolutionary joint venture - "MDA Community Medicine"**

MDA Community Medicine will provide treatment and medical services at home, by Magen David Adom's professional medical teams, in all cases that do not require evacuation to the hospital, thereby dramatically reducing emergency room load.

The directorion of Mifal HaPays and The Federation of Local Authorities in Israel approved allocation of NIS 15 million to purchase 500 kits for advanced medical equipment and medical equipment for MDA teams, which will enable the MDA Community Medicine project to begin. The project, as stated benefit citizens and reduces the burden on the state's health system Israel in case of emergency by:

- Managing the patient in his / her home / community without unnecessarily visiting the ER.
- Reduces the burden on hospitals and emergency rooms
- Prevents unnecessary hospitalizations
- Prevention of infection
- Improved response times
- Providing immediate and advanced medical response, tailored to the patient's needs by performing tests, including laboratory tests, using advanced equipment and transmitting the results to appropriate centers for decision-making.

According to information provided by MDA, at least a third of calls for ambulances ending in evacuation can be treated at home, through MDA teams and paramedics with remote medical backup.

The MDA Community Medicine program will provide rapid and comprable emergency medicine without leaving home and risk of being infected by the virus and reducing hospital burden. MDA Community Medicine will also provide care for many patients in isolation requiring medical care.

The Board of Mifal HaPays and The Federation of Local Authorities in Israel, led by Haim Bibas, approved the allocation of NIS 15 million for the purchase of 500 kits and advanced medical equipment for remote medicine for the project. The purchase will be made in three phases: Instantly - 30 kits. Up to 3 weeks - 200 kits and up to 6 weeks - Full purchase of 500 required kits.

Haim Bibas Chairman of The Federation of Local Authorities in Israel and Mayor of Maccabim Reut: "The local government is at the forefront of the effort to combat the corona virus and in cooperation with the Mifal HaPays and MDA, leading a significant initiative to alleviate the

burdens in the ER, along with providing medical assistance to residents and facilitating their supervision. Residents keep their safety and health at this hour. "

Chairman of Mifal HaPays, accountant Avigdor Yitzhaki:

"The Mifal HaPays is proud of their national effort to deal with the Corona virus. This is a collaboration that is a real revolution in the field of medical services for citizens, in which MDA's professional teams can provide full medical care within the community and without need for evacuation to the ER. These days, it is impossible to overstate the importance of this type of project that can reduce the pressure in the emergency rooms and hospitals and save unnecessary access to patients, except in cases where there is a real need. The Mifal HaPays will continue to invest considerable resources for public health, alongside the care of the veteran and other at-risk populations. I would like to thank the members of the Mifal Hapas Board of Directors and The Federation of Local Authorities in Israel chairman, Haim Bibas, who contributed to the issue and approved the financing of the project. "

Eli Bin, MDA Director General: "In an emergency, one of the most significance we were ever known in the State of Israel and throughout the world, Magen David Adom, The Federation of Local Authorities in Israel and the Mifal Hapays are today launching a revolutionary venture -" MDA Community Medicine ", which will reinforce the state's health system and will reduce the expected loads in hospitals and emergency rooms. The corona epidemic that has been plaguing the world and the State of Israel in recent weeks, during which tens of thousands of Israelis currently in quarentine (with tens of thousands are expected to join in the coming weeks) as well as millions of residents in immediate danger - require swift activation of the model to provide appropriate medical response . Furthermore, one of the key lessons that comes from dealing with the corona virus is the need to reduce the number of non-essential evacuations to hospitals, including cases where treatment can be continued at home or within the health fund, both to prevent the spread of the disease and to allow staff to continue working around the clock to care for the sick. " For further details, you can also contact Adi Hess, Manager of Mifal Hapays, Rahav Communications, on mobile 052-6678344

MK Avi Dichter - Deputy Minister of Defense Visited MDA's National Operations Center in Kiryat Ono and Carefully Checked MDA Activities and Response to the Coronavirus Outbreak



MK Avi Dichter - Deputy Minister of Defense, visited MDA Blood Services center at Tel Ha'Shomer, MDA's National Operations Center in Kiryat Ono and the additional designated call centers established by MDA, to provide the adequate response to the Israeli citizens, including the Tent and the special center operating from the nearby Shimon Peres junior high school, where all the classrooms were converted to an MDA call center, in each classroom up to 10 volunteers (according to the Health Ministry guidelines).

MDA Director General - Eli Bin, presented to the Deputy Minister the extent of services MDA is providing including the "Drive and Test" facilities that MDA opened over the last few days, designed to provide multiple in car swab tests to Israelis suspected to be exposed to the virus.

MK Dichter expressed his interest in the treatment process and the about the steps to be conducted by a citizen from the initial appearance of signs and symptoms arising the suspicion of being infected with the coronavirus and the swab tests process conducted by MDA.

Deputy Minister of Defense, MK Avi Dichter: "I had the pleasure of visiting the MDA Blood Services Center and the National Operations Center with my friend, Eli Bin – MDA Director General. MDA team deployment during these challenging and difficult coronavirus outbreak is highly appreciated. Kudos to Eli and to MDA Volunteers and employees. Prof. Eilat Shinar presented the way blood donations are saving the Israeli lives. I call upon every one that is in good health and meets with the regulations, to come and donate blood. It is healthy and saves life". MDA Director General – Eli Bin: "we were honored to host Deputy Minister Dichter at MDA designated call centers, formed to battle the coronavirus outbreak and to give him the opportunity to see first-hand, the intensive work MDA has taken on during the last few weeks, since the beginning of the outbreak. MDA stands at the forefront of the battle and our employees and volunteers are working day and night, providing the best professional response to the Israeli citizens".



“It Broke my Heart”

My name is Ofira Israeli, in the two and a half years that I've been working at the National Operations Center, I have handled dozens of calls, of accidents, resuscitations, but this was the first time I burst into tears while taking a call.

I received a call from 85 year old, dialed the MDA 101 emergency line. He is a new immigrant who returned from Eastern Europe to Israel and lives alone in an absorption center in Petah Tikva. He tearfully told me that because he was in a quarantine in accordance with the Ministry of Health's instructions, he was not allowed to go out and buy basic food products for himself, and has only one potato left in his house.

Within minutes, the employees and managers at the National Operations Center organized and collected crates of fruit, vegetables, toiletries and hot food, and a volunteer with protective suit came to his doorstep and left him full of food. Welfare officials in the municipality were updated accordingly and promised to follow-up and assist the caller.

Do a good deed for someone around you that has had his daily routine effected by corona whether it's picking up a medication for an elderly neighbor from the pharmact, bring a person in quarantin food and put it outside their home, walk a neighbor's dog, and do your part for humanity.