

Happy Shavuot



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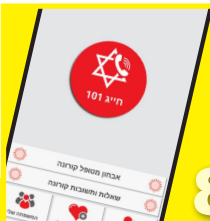
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Do you have an interesting story? An exciting news? Send us to: info@mda.org.il



Picture of the week



MDA team surprised an 82-year-old patient for her birthday, for the second year in a row

A letter from Isaac Herzog Chairman of the Executive of the Jewish Agency for Israel to MDA Director General Eli Bin

To
Eli Bin
Director General, Magen David Adom in Israel

Dear Eli,

I would like to express my deep appreciation, to you, to all the men and women of MDA, to the medical teams as well as to the managerial level, volunteers and employees, whether in the field or at the dispatch centers, for the constant work and effort you have made on behalf of the people of the State of Israel.

There is a deep and unanimous appreciation of the efforts of all of the medical teams across Israel.

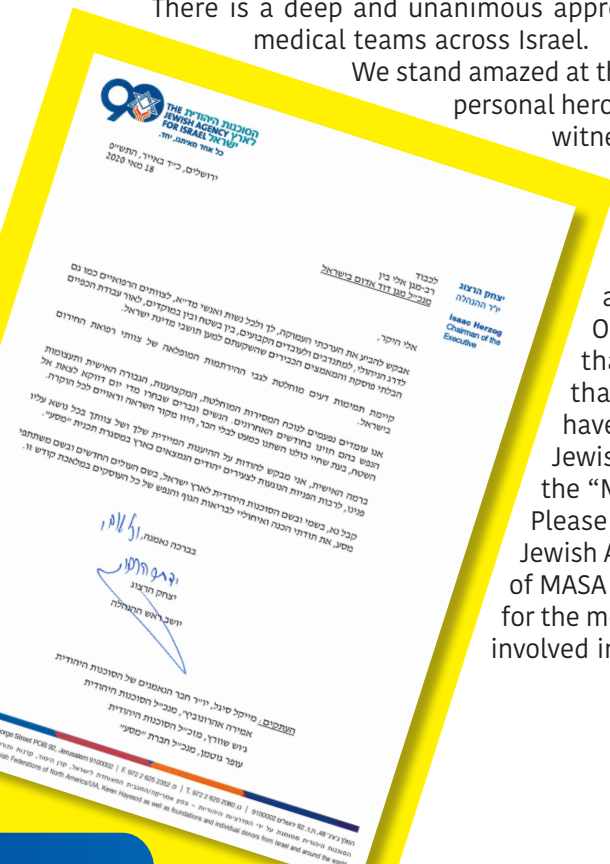
We stand amazed at the sheer dedication, professionalism, personal heroism and emotional strength we have witnessed in recent months. The women

and men, who chose daily to go out to the field, while the lives of us all changed and become almost unrecognizable, was inspirational and deserving of all recognition.

On a personal level, I would like to thank your immediate response and that of your staff to any issues which have arose, including referrals regarding Jewish youth who are in Israel as part of the "MASA" program.

Please accept on my behalf and that of the Jewish Agency for Israel, and the participants of MASA my sincerest thanks and best wishes for the mental and physical health of all those involved in this holy work.

Warm Regards,
Isaac Herzog
Chief Executive



A Special Tribute for the Medical Staff

The Taiwan Government Donated 100,000 Surgical Masks to Magen David Adom

A special appreciation ceremony was held on May 25, at the MDA Logistics Center in Holon, in which a donation of 100,000 surgical masks, donated by the Taiwan government, was delivered as part of the global fight to prevent the spread of the Corona virus.

The ceremony was attended by the Ambassador of Taipei, Head of Economic and Cultural Interest in Israel, Mr. Kuo-Boug Chang and Embassy executives, representatives of the Christian Friends of Magen David Adom, including Ms. Anne Ayalon and Ms. Elena Watson and senior members of Magen David Adom.

During the ceremony, the unveiling of the 100,000 masked was held and certificates of appreciation were awarded. Mr. Kuo-Boug Chang thanked MDA and noted the importance of cooperation and mutual learning and spoke about MDA as Israel's National Rescue Organization and Taipei coping during the difficult days of the Corona crisis.

On behalf of Magen David Adom, Ms. Anne Ayalon acknowledged the warm connection and the generous donation that will help the war in preventing the spread of the Corona virus in Israel.





“MDA is One of the Most Effective Organizations in the State of Israel”

MK Oded Forer visits MDA

Finance Committee Chairman MK Oded Forer of “Yisrael Beiteinu” visited MDA’s National Operations Center on May 24, accompanied by former MK Meirav Ben Ari.

MK Forer received an overview of MDA’s activities, including the organization’s volunteers and employees nationwide, which includes close to 30,000 EMTs, paramedics and first aid providers. During the tour, MK Forer toured Magen David Adom’s National Operations Center, which operates with extraordinary efficiency, alongside MDA Regional Dispatch Centers throughout the country. In addition, MK Forer received an overview of MDA’s various rescue vehicles.

During his visit, MK Forer was interested in and admired the technological and professional capabilities of the MDA 101 Emergency Call Center which allows a quick response of a few seconds to those in need of assistance and was impressed by the EMTs and paramedics’ telephone instructions until the arrival of MDA teams.

Later he heard about MDA activity during the Corona crisis, in which about 2,000,000 calls received at the call centers that were set up in a matter of days. MK Forer expressed his willingness to help advance the innovative MDA Community project,

which would reduce the number of evacuations to emergency rooms, through advanced medical examinations for patients in their homes, by MDA EMTs and paramedics, and by remote supervision by specialist physicians.

Finance Committee Chairman MK Oded Forer: “MDA is one of the most efficient organizations in the State of Israel, advancing in technology and presenting an innovative worldview in service delivery. The assumption that the “customer” of Magen David Adom, who is usually in need, gets a complete response from the organization, from the time of his call to his arrival at the hospital, should be the assumption of work that every government office has to learn and apply in every area where civil service is provided.”

MDA Director Eli Bin: “I would like to thank you, KM Oded Forer, for investing your time and coming to us. You can see some of our operational capabilities, both in terms of technology, and of course in the professionalism and dedication of our teams. The power of Magen David Adom, is also found in its advanced and unique methods of operation, and I am pleased that the chairman of the Knesset Finance Committee, KM Forer, visited it.

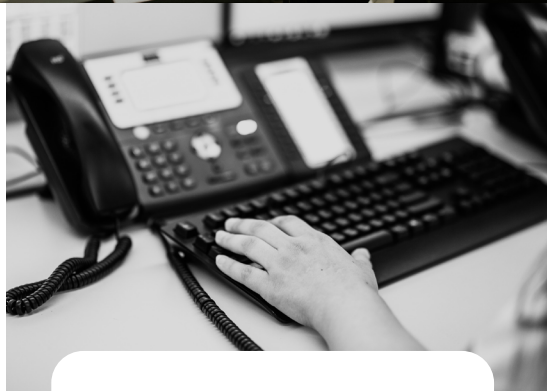




What Jews around the world can learn from MDA about fighting COVID-19

For years, MDA EMTs and paramedics have trained for addressing biohazard disasters, mostly for scenarios involving bio-terrorism.

By Eli Jaffe



THE JERUSALEM POST

Since February, Magen David Adom (MDA), Israel's national emergency medical service, has been at the forefront of combating coronavirus. While a resurgence of Covid-19 infections is still a threat, MDA's handling of the crisis has been touted as among the most effective anywhere.

But much of what MDA has done can be applied in Jewish communities anywhere.

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Like Red Cross organizations around the world, MDA is not state-funded. Instead, it's reliant on charitable donations, much like Jewish federations.

For years, MDA EMTs and paramedics have trained for addressing biohazard disasters,

mostly for scenarios involving bio-terrorism. But this was their first experience responding to a pandemic. So, how was MDA able to respond so effectively?

On February 22, tourists visiting Israel were found to be infected with Covid-19. In response, Israel's Ministry of Health conducted an epidemiological investigation and published the places the tourists visited, asking anyone likely exposed to them to self-isolate for 14 days. Anyone exposed who was also suffering from a high fever, cough or breathing difficulties was also asked to call MDA and undergo a swab test.

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What we can learn from Israel's 9-1-1 call centers | Opinion

By Harvey Feinman | Special to the Sun Sentinel

As Israel did 14 years ago, South Florida can do the same in designing a dispatch system completely integrated from one regional dispatch center to the next, writes Harvey Feinman, a retired entrepreneur and Boca Raton resident. (ABOVE) Operators answer emergency calls at a Broward County 911 dispatch center. (Mike Stocker / South Florida Sun / Sun Sentinel).

Palm Beach County has 16 call centers for people dialing 911, a statistic that's increasingly at the forefront of my mind as we grapple with the coronavirus pandemic. I live here with my wife, and like the rest of the world, we are sheltering in place and hoping to safeguard our health and that of our community.

However, if the number of people falling ill from coronavirus in Palm Beach County continues to grow, our local 911 call centers could potentially be overwhelmed, delaying the time in which an ambulance can be dispatched to our homes. The latest numbers show the number of cases has risen to 4,093, with 254 dead.

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I'm a retired entrepreneur, but more relevant to thinking about the pandemic, I'm a supporter of Magen David Adom, Israel's national emergency medical organization. MDA could teach us a lot about how to handle the situation here in Palm Beach County.

Magen David Adom has several advantages in this current crisis. First, because Israel is frequently the victim of terrorism, MDA has trained for and undergone simulations with the expectation that a bioweapon could be unleashed on the country. While the coronavirus is a natural pathogen, this preparation has proven invaluable in its efforts to contain and track the illness.

But, even more significant, Magen David Adom and Israel have taken a national approach to the emergency response system, enabling MDA to instantly reallocate emergency calls to different

regions if one region is overloaded. Because of this, the organization knows that any technological features it develops for its system will be instantly compatible with every regional dispatch center because it's basically one system, integrated through seven locations.

By contrast, each of the 16 emergency call centers in Palm Beach County one is run by a different municipal or county governmental body, with different hardware and software configurations and, until recently, limited abilities to share data. However, when you've got one system running throughout a region, there's a world of new possibilities. While the U.S. is talking about "next-generation 911," an initiative to fully digitize 911 call centers and roll out new features, Israel is already using the technology we're only dreaming about here.

This includes a cutting-edge computer-assisted dispatch system that features instant geolocation of cell-phone callers and text to 911, two features that only became available to Palm Beach County within the last two years and that's still not available throughout much of the state.

MDA's system also provides citizens with the ability to preload their prior medical history into a cell-phone app that uploads the information to dispatchers when someone calls for medical help. The phone app also enables users to show dispatchers live video feeds of an emergency scene, so dispatchers can determine whether they should send a Basic Life Support Ambulance, an Advanced Life Support Ambulance, or even a Medevac helicopter. This is a capability that's not available on any 911 system in Florida to my knowledge.

This infrastructural advantage is most apparent during the current pandemic. When the coronavirus crisis struck Israel, the number of emergency calls Magen David Adom handled went from about 6,000 to more than 82,000 a day.

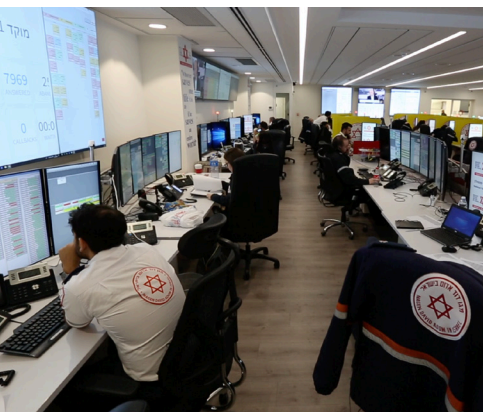
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Magen David Adom Invests in Special Dispatch System for Coronavirus Testing

The new call center for Magen David Adom in Israel is seeing record call volume during the coronavirus crisis. (Provided photo)



As the national EMS organization in Israel, and the only ambulance service and blood bank mandated by law, Magen David Adom (MDA) is at the forefront of the country's fight against the coronavirus.

Known for its flexibility and ability to adapt quickly to changing situations after gaining extensive experience in wars and terror attacks, MDA was asked by the Ministry of Health to handle testing for the coronavirus. The process includes a special dispatch to handle all the calls regarding the testing, sending EMTs and paramedics to take the tests from patients' homes, and delivering the tests to dedicated labs.

In collaboration with the Ministry of Health and other relevant health organizations, MDA recently built a new stand-alone technological system to address the thousands of calls requesting information and tests for Coronavirus. According to MDA Chief Information Officer Ido Rosenblatt, without the investments and developments made in information systems and communications infrastructure, the State of Israel would not have been able to respond to the coronavirus epidemic today as it did.

In the past week, MDA has received a record number of 80,000 calls per day, totaling 260,000-plus calls. MDA normally receives 5,000 calls per day. MDA created a new system over the course of several days to cope with the record numbers of calls.



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Israel EMS System Creates App for COVID-19 Guidelines

As a service to the public, Magen David Adom has launched a digital questionnaire in the 'My MDA' app. By filling in the questionnaire, users can determine the appropriate guidelines for their individual case, and the steps they should take to prevent the spread of the coronavirus. The automated questionnaire includes questions regarding travel abroad or current symptoms. Based on the answers provided, the app will automatically direct the caller to the MDA 101 Emergency Call Center, or alternatively, to continue his routine.

"In the last few days, we received tens of thousands of inquiries from concerned citizens asking about the coronavirus. We have mapped out the questions that most concern the public, and created a comprehensive questionnaire. The user enters the app, and answers the structured questions aimed at determining their risk of contracting Corona," Ido Rosenblat, MDA's Chief Technology Officer (CTO), explains, "Based on the user's answers, instructions will be given in the app on how to continue forward, and required treatment."

Since last night, more than 25,000 calls have been received at MDA's 101 Emergency Call Center, compared to about 5,500 received during a routine day. This is a significant increase, with most calls being received from citizens seeking answers about the corona virus.

MDA Director General Eli Bin said, "MDA EMTs and paramedics continue to take samples from patients who are quarantined, and have reported symptoms such as fever, cough and shortness of breath, and in accordance with a district physician's decision and who meet the criteria determined by the Ministry of Health to have a sample taken to be tested. We urge the public to use the app and acquire the initial information they need. This will help to make the information easily and quickly accessible, and also to relieve the burden at the Dispatch Centers, which is required in order to continue routine life-saving activities."

You can download the My MDA application here: <http://q-r.to/bafscX>

MDA emphasizes that in cases where there are no physical symptoms, general details and guidelines regarding the coronavirus can also be found at the Ministry of Health website, the Health Ministry hotline at *5400 or the HMO hotlines, and now in the My MDA app.

Disclaimer: The views, thoughts, and opinions expressed in the press release above belong solely to the company/vendor/author and do not necessarily reflect those of EMS World or HMP.



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