



The Minister of Health Visits Magen David Adom



New in MDA: Monitoring from Afar



Facebook for Developers - Magen David Adom - Success Story



302 Units of Blood Donated to Save the Life of an 18 Year Old Leukemia Patient



The Miracle of the Twins of the Yosef Family



Complained of Chest Pains, Suffered Cardiac Arrest and Was Saved by an MDA Team



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Picture of the week

Danya and Moshe Seidel and their daughter Noa who volunteer together for Magen David Adom

The Minister of Health Visits Magen David Adom: “Emergency medicine in the State of Israel is in good hands”

The Minister of Health, MK Yuli (Yoel) Edelstein (Likud), visited the Magen David Adom National Operations Center in Kiryat Ono and was accompanied by MDA Director General Eli Bin and the organization's senior management. Minister Edelstein received a comprehensive overview of the organization's activities, a tour of the emergency call center and learned about the extensive activities led by MDA, as Israel's national emergency medical and blood services organization, including those to mitigate the spread of Corona virus in Israel.

During the visit, the Minister of Health learned about MDA's activities and received an in depth review of the organization's response to the corona crisis as well as the routine incidents. The overview included an emphasis on the 420,000 samples taken by MDA teams in the nursing homes and long-term care facilities. In addition, he received an explanation of MDA's Blood Services program to collect plasma units from those who have recovered from the corona virus. To date, 970 units have been provided to 500 patients in moderate and severe condition around the country.

An additional project of interest was the placement of AEDs in public places. These AEDs are connected to MDA's 101 emergency call center and allow the public and those without prior medical training to provide CPR and electric shock to save the life of a person suffering from cardiac arrest.

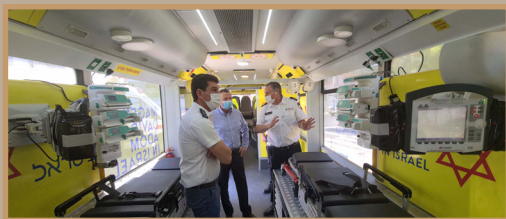
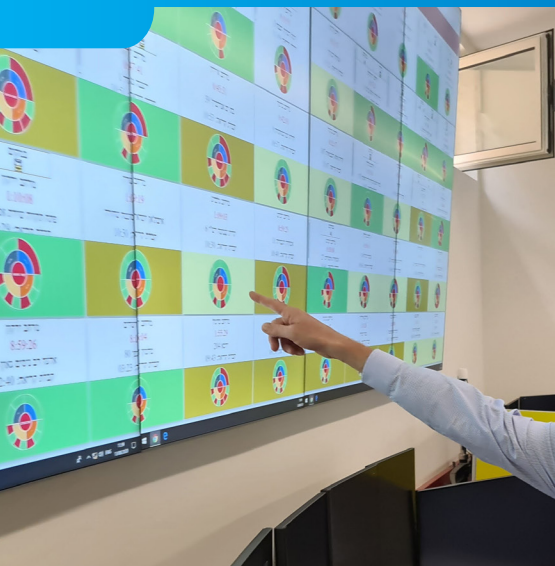
The Minister heard about the MDA 2020 project (MDA in the Community), which improves MDA's treatment and is expected to alleviate crowding in the emergency rooms in the future. The Minister toured the Mobile Command and Control Vehicle and the organization's special intensive care bus. In addition, Minister Edelstein was privy to the many technologies developed in the organization including the automated dispatch model and the unique vehicles operated by MDA, including ambulances, medi-cycles, electric bicycles, blood mobiles and even test drove MDA's ATV. Minister of Health, MK Yuli (Yoel) Edelstein: “I was honored to be hosted by our dear partners at Magen David Adom. I learned about the complex activities of the organization both during routine and during corona. Many of the healthcare system's needs would not have been cared for if not for MDA's assistance and execution of a wide variety of activities. The

activities included not only routine evacuations of patients but taking test samples, operating the “Drive and Test” facilities, assisting with the elderly population and more. We will certainly continue our productive cooperation. I have seen the impressive technological capabilities, cooperation with other rescue organizations and I am confident that the emergency medicine in the State of Israel is in good hands. We will continue to further our cooperation between the Ministry of Health and Magen David Adom.”

MDA Director General, Eli Bin: “I congratulate Minister Edelstein and thank him for devoting his time to visiting Magen David Adom. We have known the Minister for many years and cherish his many years of cooperation with us. We thank him for his Zionist activities and work. The Minister met with the volunteers and staff who are at the forefront of the national struggle to prevent the spread of the Corona virus. I sincerely hope that we will continue to work hand in hand, with the Ministry of Health towards calmer days and the end of the second wave. “



Continue images on the next page





New in MDA: Monitoring from Afar

The Magen David Adom
"Smart Ambulance" project in collaboration
with Mifal Hapais is underway



In recent months, Magen David Adom, Israel's National Emergency Medical and Blood Services Organization has been at the forefront of the fight against the Corona virus. As part of its extensive activities, the organization operates a fleet of ambulances, in which Corona patients are transferred between treatment facilities. While transferring patients, the chance of the medical teams being exposed to the virus is high. As such, MDA in conjunction with Mifal Hapais has created a unique project which transports patients without contact.

As part of the project and with the assistance of Mifal Hapais, dozens of MDA ambulances have been outfitted with camera and monitor systems to monitor and transmit the patient's vital signs to MDA's Medical Control Center throughout the transfer. This allows for patients to be completely isolated from providers and ensure the safety of the driver and teams who previously had been in direct contact with the confirmed patients while constantly monitoring the patient.

During the initial months of the corona outbreak, MDA and the IDF partnered to develop a partition for the ambulances which allows for complete separation of the drivers compartment from the patient. This new project, while maintaining separation between the compartments, allows teams to constantly monitor the patient and provide care should the patient display any signs of distress.

These systems are currently being placed in dozens of MDA ambulances with hopes of outfitting all ambulances following the corona wave. This is in an effort to integrate technology, as well as streamline treatment and reduce response times.

This new technology makes it possible to transmit patient information to the MDA Medical Control Center which is staffed 24 hours a day by senior physicians and paramedics. The data transmitted

includes pulse and heart rate, blood pressure, oxygen saturation levels all without the need for human contact and maintaining the safety of MDA teams. Deputy to the MDA Director General, Adv. Oren Blushtein explained: "The new system includes closed circuit medical supervision and the information is transmitted to the MDA Medical Control Center in real time. This allows the data to be analyzed in real time, the patient to be treated as needed and the medical teams to stay safe. We will continue to develop cutting edge technology in our field and provide emergency medical care both for the duration of the corona crisis and during routine times."

Avigdor Itzhaky, CPA, Chairman of the board Mifal Hapais Israel National Lottery: "Since the beginning of the Corona crisis in Israel, Mifal Hapais and the Federation of Local Authorities in Israel took part at the national effort with an investment of over one hundred million NIS. We are proud to continue our wonderful programs with Magen David Adom which brings the highest level medical care to the general public using technology and human resources. We will continue to work together to provide this care to the public."

MDA Director General, Eli Bin: "Magen David Adom is constantly working to provide the best medical care while protecting its employees and volunteers. Thanks to the generous donation from Mifal Hapais with this groundbreaking technology for reducing response time and for medical follow up. I would like to thank Mifal Hapais Israel National Lottery Chairman of the board, CPA Avigdor Yitzhaki for his support and assistance to help save lives and provide healthcare services to the people of the State of Israel. We will continue to be at the forefront of the fight against the Corona virus and provide our medical teams with the best and most advanced means to treat, and also to maintain their health."



Facebook for Developers Magen David Adom - Success Story Managing a health crisis with Messenger

Their Story

Public health updates Informing the public

During the early stages of the coronavirus pandemic in Israel, Magen David Adom (MDA) and the Ministry of Health established a hotline and multiple call centres to disseminate public health information quickly and efficiently. At the peak of the coronavirus pandemic in Israel, MDA received up to 112,000 calls a day and the average call time was 15 minutes.

Their Goal

Speedy responses

Because those staffing the call centres were overwhelmed with the high volume of calls, MDA needed an effective and reliable solution that would provide people with up-to-date information quickly, and chose Messenger as the best way to do this.

Their Solution

On-demand information

To answer questions faster, MDA partnered with Messenger enterprise partner Alcméon to build an automated experience for Messenger. The collective team and partner helped MDA define the scope of the project, and then MDA created a checklist and recommendation flow that could help people determine if they may need a coronavirus test.

Due to the urgent nature of the questions the Israeli emergency medical services needed to answer, it was agreed that an automated experience needed to be launched as quickly as possible and that Alcméon would update the script as new regulations and information emerged. In less than 48 hours, the new experience launched.

To promote this communication channel, MDA ran a campaign advertising the new service and sent a text message containing a link to the Messenger experience for people who called the MDA emergency

hotline, giving them the option to use the AI-powered bot instead of waiting in the queue. Additionally, the medical services provider added the Messenger customer chat plugin to its website, a move that significantly increased the volume of messages received.

Their Success

Instant answers

MDA's automated Messenger experience for Messenger helped answer more than 43,000 questions during the month of April - the peak of the coronavirus pandemic in Israel - and drastically reduced the call volume for live agents.

- 93% of callers received answers to their questions without manual support. April 2020
- 4,000 queries in one day at the peak of the COVID-19 pandemic

"The COVID-19 pandemic has presented unprecedented challenges globally, and as information changed quickly it was difficult to ensure the public's questions were answered as fast as they needed to be. Thanks to Facebook's help and Alcméon's generosity in providing its services for free and working quickly, we were able to implement an automated solution less than 48 hours after we contacted them."

- Sasi Mohadeb - Social Media Manager, Magen David Adom (MDA).

"When we were contacted by Facebook and MDA, we were more than happy to help them create an AI-powered solution for Messenger that would ensure people had the information about coronavirus testing and government regulations that they needed. With the help of Facebook's best practices, our team was able to build a solution that helped MDA communicate faster and more efficiently."

- Bertrand Stephann - CEO and Founder, Alcméon

302 Units of Blood Donated to Save the Life of an 18 Year Old Leukemia Patient

MDA's Blood Services and Moshav Azrikam Hold a Joint Blood Drive

Embrace from afar, giving from the heart - An exceptional event was held this week, at the height of the corona virus in Moshav Azrikam. Residents of the moshav initiated a blood drive in coordination with MDA's Blood Services for Ofri Cohen, a local resident who just before his IDF draft, was told he has leukemia. The residents of Azrikam and the surrounding areas donated over 300 units of blood for Ofri and other patients in need.

Ofri Cohen (18) is a well-known and very active resident of Moshav Azrikam. He smiles, helps others, engages in community activities and is involved in youth movements. He was due to enlist in the IDF, but instead of reporting to the recruitment office in Tel Hashomer, his path was redirected to the building next door for treatment at Tel Hashomer hospital. Cohen was informed that he had leukemia and urgently needed many O + units of blood. On Monday, together with the MDA blood services, the residents of the Azrikam joined forces, this time for him, and hosted a blood drive for the residents, the community and the surrounding area.

The entire Moshav was involved in the mission and took care of publicity, recruiting volunteers and of course conducting it under the Corona guidelines. At the end of the special day, 302 units of blood had been collected by MDA's Blood Services phlebotomists and will help Ofri and hundreds of others.

Idan, Ofri's brother, said: "We did not imagine that the project would reach so many and grow to this degree. We thought dozens would come, but in reality eight MDA blood mobiles arrived and hundreds of donors who wanted to donate and help to save my brother's life, it was amazing. Residents

came from the Moshav, the area and even from the center of the country and the Sharon. We are very excited and thankful to everyone, we are all speechless."

Ofri said excitedly: "I could not be at the blood drive and be near people, because my immune system is weak. But we stopped by in the car and I saw hundreds of people who came just for me. I was very excited to see all the people who left everything and came. I am speechless - I want to thank everyone."

Amichai, Ofri's father, added: "Ofri, who used to volunteer and help others, was supposed to enlist soon, but is now undergoing complex treatments. I want to thank the people of the Moshav and of course Magen David Adom that thanks to them hundreds of blood units were donated so Ofri and other patients can feel better. The project is simply amazing. We are already working together with the community and MDA blood services committee to produce more donation days in the near future."

The Director of MDA's Blood Donation Department, Lior Altman: "As soon as they contacted us at MDA's Blood Services, we joined this important operation.

We thank the Cohen family and the residents of Azrikam for the organization and execution and wish Ofri a speedy recovery and complete healing."



The Miracle of the Twins of the Yosef Family

When the Birth of Gilat Yosef's Twins began at her Home in Kiryat Ata, She did not Expect the Drama that would Take Place at the End. The birth of the first baby took place at home and ended with a healthy baby. Following the first birth, Gilat was rushed to Rambam Hospital and a moment before arriving, the second baby was born not breathing and blue. Within seconds, the paramedic resuscitated the new born. Last week, Gilat and the twins were discharged from the hospital, safe and sound.

When Gilat's labor began at her home in Kiryat Ata, her husband Nestor dialed Magen David Adom's 101 Emergency Call Center for an ambulance, as she was pregnant with twins. The MDA team arrived quickly at their home and the paramedic immediately identified that the birth had begun. The first baby was born healthy. With the second birth slightly delayed, the decision was made to evacuate Gilat in the MICU to Rambam Hospital.

While in route to the hospital, the second birth began and the baby was born blue and not breathing. MDA Paramedic Ella Shafir immediately began the emergency protocol for such situations which includes clearing her mouth and stimulating the baby. After what felt like forever, the baby gave a weak cry. She was given oxygen to further stabilize her condition. This week, the family was released from the hospital in good health and the twins joined their five and a half year old brother.

About the first birth, MDA EMT Naim Naim recalls: We arrived at the house, after receiving report of a woman having contractions every five minutes. Gilat lay in the bedroom and we were getting ready to deliver the baby. After a few minutes, the head started to emerge and the girl came out, crying and cute. At the same time, the mobile intensive care team arrived on the scene. We cleaned the baby off and everyone was excited.

MDA paramedic Ella Shafir, who delivered Gilat's second baby, added: "There was a big drama in an



intensive care unit, the first baby was on my hands and then the second birth began - and all two minutes from the hospital. She came out quickly, terribly small and breathless. Really blue. I transferred the baby I had in my hands to her husband Nestor and immediately began medical operations to stimulate her to breathe. After a few nerve-racking moments, to our great joy, she

started breathing and I immediately put her on the mother. There was a faint sound of crying, which signaled to us that everything was fine. The parents did not fully understand what had happened, in all the confusion and emotions involved - but were very happy to go through this shaky experience in peace and health. It was a double and exciting birth and the parents cooperated throughout. I feel great satisfaction

MDA Paramedic Ella Shafir, who delivered the second twin added: "There were some dramatic moments in the MICU when I was holding the first baby when the second birth began when we were only two minutes from the hospital. She was birthed quickly and was terribly small, blue and not breathing. I handed the first baby to her father and immediately began caring for the second twin.

Gilat Yosef, the excited mother, said: "I did not want to give birth at home or in the ambulance, but there was no choice. Two minutes away from the hospital I gave birth, and to be honest I did not really understand what was happening around me. MDA's dedicated staff reassured me. I was confused and had just given birth twice, my husband and I just wanted to know they were okay. This week we were released from the hospital when the twins were healthy and happy, we had already spent sleepless nights with them. I have no words to sum up the experience. White angels came to help me and thanks to the right people, the births went well, despite the complications and even though I gave birth at home and in the ambulance. If I have another birth - I know what staff I would like to have with me at the hospital. "

Complained of Chest Pains, Suffered Cardiac Arrest and Was Saved by an MDA Team

Shimon Ohayon (59), a resident of Be'er Sheva, suddenly began to feel severe pain in his chest, and together with his wife, decided to call Magen David Adom's 101 Emergency Call Center to request an ambulance. The MDA team led by Paramedic Elad Pess and Senior EMT Ruslan Bay immediately began medical treatment, during which Shimon suffered a cardiac arrest, lost consciousness and collapsed. Thanks to the rapid resuscitation efforts which included providing an electric shock using a defibrillator, Shimon's heart beat again. He regained consciousness and his life was saved.

Elad and Ruslan said: "Immediately upon entering the house, we identified the situation as one in which every second is critical. While we were assessing and treating Shimon, a dangerous arrhythmia appeared on the ECG and he immediately lost consciousness. We began to resuscitate him using chest compressions, electrical shocks from an AED and medications. Within seconds Shimon was back. He is a father to young children and his wife was very afraid to lose him. Fortunately, his condition stabilized. Seeing him today with his family gives us great satisfaction and strength to continue to fight for the lives of our next patients." After being rushed to the hospital for further treatment while fully conscious, Shimon called Elad and Ruslan and asked them to come to him to thank them: "The doctors did not understand how I am alive. This is all thanks to Elad and Ruslan who simply saved my life. From the moment my wife called MDA until the team arrived only a few minutes passed and I thank them from the bottom of my heart, thanks to them my children have a father."

About a week ago, after recovering and being released from the hospital, Shimon invited Elad and Ruslan to his home. This time without medical equipment and with a wide smile: "The meeting was very exciting, to see again the team who saved me and I am alive thanks to them - what an extraordinary feeling! Today, when my kids see an MDA ambulance on the road - they are happy. They know it is on the way to saving lives, just like they saved me." Shimon concluded.

