

Schneider Children's Medical Center of Israel



מרכז שניידר לטיפול ילדים בישראל
 مرکز شفايمدر لعطب الأطفال في اسرائيل
 Schneider Children's Medical Center of Israel



Challenging Terror

The emotional scars left by more than four years of terrorism are one of the major problems facing Israeli society today. Since global terrorism has become an indisputable fact of contemporary life, the efforts of Schneider Children's Post-Traumatic Stress Disorder Clinic have crucial ramifications extending far beyond the walls of the medical center and the borders of Israel. While it cannot stop the horror of terror, effective post-traumatic therapy can promote better healing for all children everywhere, representing a ray of hope and light in this oft-times insane world.

Children Haunted By Terror

Researchers estimate that more than 60,000 Israeli children suffer from Post-Traumatic Stress Disorder (PTSD); A unique course of therapy at Schneider Children's Medical Center of Israel helps children process the difficult experience and break free

They are just kids: tender, innocent, and fun-loving. Yet in a split-second, their lives capsized following exposure to horrific and macabre incidents where the color red transformed into a different and savage meaning.

An eight-year-old refuses to ride on a bus, is phobic about shopping malls, and continuously asks "is it safe?" when going to new places. A 12-year-old boy whose classmate was killed in a pizzeria bombing, has suffered from obsessive thoughts since that time and has developed compulsive, ritualistic behaviors related to his friend's violent death. These are but two cases which clearly illustrate the reality of life in Israel and the crucial need for therapeutic intervention.

Most children involved in a terror attack, whether directly or indirectly, spontaneously rebound in time and return to normal routine. But for others, life has become a nightmare.

For the past year, Schneider Children's PTSD Clinic has been offering children haunted by terror a renewed ray of hope, whereby an intense and focused course of therapy has contributed to their rehabilitation. During treatment, the child reconstructs the traumatic event while conscious of being in a safe environment. The event is broken down into components, which are dealt with separately, allowing the child gradually to return to tasks that he/she previously

refrained from through a sense of control and choice.

The therapeutic method, based upon controlled exposure to the traumatic event, was developed by Dr. Eva Gilboa-Shechtman from the Gonda Brain Research Center at Bar-Ilan University and a specialist at Schneider Children's. Thus far, the results have been impressive - 90% of patients have returned to normal life.

Despite the high rate of success of the PTSD Clinic, psychiatric and psychological disorders are presently not included in the basic basket of health services accorded by the Israeli Ministry of Health. Schneider Children's therefore has no recourse but to seek funding from private resources.

Medical Development for Israel, Inc. (MDI) expresses its warm appreciation to those donors who have contributed towards the program including the UJA Federation of New York, the Millstone Foundation, the L and R Anixter Foundation, the Benjamin and Susan Shapell Foundation, Inc. and the Jewish Community Endowment Fund of San Francisco.

Treatment of PTSD demands a huge investment in order to provide prolonged therapy, conduct crucial research, and train a new cadre of professionals to cope with the enormous demand. It is for this reason that the activities of the PTSD clinic are one of the hospital's top priorities.





Spotlight MDI



Message from the New Chair Lynn C. Schneider

Dear Friends,

I am honored to write this letter to you in my new capacity as Chair of Medical Development for Israel, Inc. MDI is charged not only with raising funds to help sustain the medical excellence for which Schneider Children's in Israel has become renowned, but also to support its mandate as a Bridge to Peace.

Recently, I was privileged to lead and fund the hospital's first Crisis Relief Task Force to India, which was comprised of pediatric specialists in the fields of Immunology, Emergency Medicine, Orthopedics, Cardiology, Surgery and Nursing. I was very proud of how they represented themselves, the hospital, and the State of Israel. Their contribution was invaluable.

I would like to pay special tribute to MDI's many devoted donors and volunteers, as well as to those who have preceded me in this position.

The work of MDI is a joint effort and I look forward to leading us to even greater heights of achievement in the future. I have no doubt that our combined energies can and will light the path ahead.

Sincerely,
Lynn C. Schneider

Greetings from the Director of Schneider Children's Medical Center of Israel Professor Marc Mimouni



Shalom,

The past year has been a period of continued activity and advancement, with increasing numbers of children referred to Schneider Children's for complex medical treatment. Yet two central problems continue to plague us. First, in spite of increasing demand, the complement of our dedicated staff has not been augmented due to severe budgetary restrictions. Generous contributions have partially alleviated the situation, but we are still far from the optimum. Second, Schneider Children's is literally bursting at the seams: during winter 2004/5, some departments operated at unprecedented rates of over 160%, while January marked the highest number of patients ever referred to our Emergency Department in one month.

We are making great efforts to ensure that these obstacles do not infringe upon our standards of medical excellence. As supporters of Medical Development for Israel, Inc., you help make a difference. May you go from strength to strength.

Yours sincerely,
Marc Mimouni, MD

New Officers on the Board of Directors

At their meeting in January 2005, the Board elected new officers to the Executive Committee:

Lynn C. Schneider, Chair

Reuben S. Leibowitz, President and Treasurer

William J. Lowenberg, Vice-President

MDI would like to take this opportunity to pay tribute to outgoing Executive Committee members and to express its warmest appreciation for their dedicated service and support:

H. Irwin Levy - Chairman, **Ambassador Uri Bar-Ner** - Co-Chairman, **Dr. Samuel C. Klagsbrun** - President, **Howard Hirsch** - Vice-President, **David A. Kipper, PhD.** - Second Vice-President, **Sanford Baklor** - Third Vice-President, **Arlene I. Kaufman** - Fourth Vice-President, **Herb Estrin** - Secretary, and **Carole H. Friedman**.

MDI Establishes Young Leadership Council of Schneider Children's

MDI's new Young Leadership Council (YLC) of Schneider Children's aims to connect young people in America to Schneider Children's Medical Center of Israel and is committed to raising awareness and garnering financial support for the medical center. Founding members include Jeremy Gorelick, Larry Kaufman, Shiran Adiri and Steven Gerber.

The participating members of the YLC will receive reduced rates to YLC events, a membership gift, news updates about Schneider Children's, leadership development, professional networking opportunities, and an invitation to join the YLC mission to Israel. To learn more about the Young Leadership Council of Schneider Children's, please contact Tani at 800-556-5327 or tschwartz@mdinc.org.





MDI Events

Washington, DC: March 29, 2004



Lynn C. Schneider addresses the gathering

Israeli Ambassador, Daniel Ayalon and his wife, Anne, hosted a cocktail reception in their home for over 100 guests in tribute to the Jewish Federation

of Greater Washington for their contribution to the Burns Unit at Schneider Children's Medical Center of Israel. Key speakers included Ambassador Ayalon, Ambassador Uri Bar-Ner, Micha Galperin on behalf of the Jewish Federation, the Hon. Jack Kemp, Ambassador Alan Keyes and Lynn C. Schneider. MDI extends its appreciation to the many board members who came from all over the country to attend, especially to Judith Terra for her assistance in organizing the event.

Soho, NYC: November 1, 2004

The inaugural event of the newly-established Young Leadership Council of Schneider Children's was co-chaired by Katrin Sosnick and Ori Uziel in support of the Hematology-Oncology Department at Schneider Children's. The evening of cocktails and hors d'oeuvres was attended by 70 guests. Hostess Katrin Sosnick spoke of her commitment to Israel and healthcare, and introduced guest speaker, Dr. Isaac Yaniv, Director of the Hematology-Oncology Department, who provided a general overview of the hospital and the challenges facing the field of Oncology in particular. Other speakers were Arlette Cohen, MDI Executive Director, and Larry Kaufman, co-chair of the YLC. The event raised \$11,773 for cancer research.

New York City: November 17, 2004

The Young Leadership of the Fifth Avenue Synagogue hosted "A Fall Cocktail in Candyland" in support of Schneider Children's. Over 150 guests participated in the successful evening, enjoying a large variety of candy

desserts. The raffle and games evening helped raise about \$2,000 towards the hospital clowns program, "Go the Extra Smile". Speakers included Rabbi Kermaier of the Fifth Avenue Synagogue, event chairs Amy Ruth Barr and Sharon Roth, and Larry Kaufman and Jeremy Gorelick of MDI's YLC.

New York City: February 2, 2005

Approximately 40 guests attended a special outing arranged by the YLC to view "Watermarks", a new documentary. The movie tells the story about champion women swimmers belonging to the legendary Jewish swim club Hakoah Vienna, which was



YLC founding members Jeremy Gorelick & Larry Kaufman, and Watermarks Director, Yaron Zilberman

founded in response to the notorious Aryan Paragraph banning Jewish athletes from state-run clubs in the 1930's. A question and answer session followed together with the Director, Yaron Zilberman, and Producer, Jonathan Israel. The evening concluded with cocktails at IZU, where guests had the opportunity to mingle and learn about the YLC and Schneider Children's. Speakers included Tani Schwartz, MDI Program Director, Jeremy Gorelick and Larry Kaufman, YLC founding members, and Arlette Cohen, MDI Executive Director. The event helped attract new members and raised awareness about the medical center.

Upcoming Event: Spring 2005

The YLC is planning to choose a specific project as the objective of their fundraising activities and will hold a special benefit towards this purpose. Thus far, they have already adopted and funded the upgrading of the MDI website. The YLC is also organizing a mission to visit Israel later this year.





President's Profile: Stem Cell Research

"Research is expensive, but no-one has yet found a cheaper way of making progress" (Anon)



Dear Friends,

Stem cells and their potential cure capability are one of the most exciting fields in medical research today. Breakthroughs in stem cell technology indicate that the use of stem cells will revolutionize current concepts of modern medical practice, producing new approaches and life-saving therapies that will change the course of medicine in the future.

Within the context of worldwide research efforts, Schneider Children's Medical Center of Israel established the Frankel Experimental Bone Marrow Transplantation Laboratory two years ago. However, Schneider Children's limited budget is unable to support broad research activities. By comparison, the State of California recently voted on a \$3 billion bond that will generate funding of \$200 million a year for stem cell research for the next 30 years.

MDI applauds Ed and Leah Frankel for their vision in creating Schneider Children's Experimental Bone Marrow Transplantation Laboratory. We are also grateful to Herb and Rose Estrin, executors of the Martin Estrin Foundation of New Jersey, and Audrey and Burton A. Strnad, trustees of the Daniel M. Soref Charitable Trust of Milwaukee, for their faith in Schneider Children's Medical Center of Israel and generosity in support of this vital area of research.

Sincerely,

Reuben S. Leibowitz

The Promise Of Stem Cell Research

Enter "stem cells" on the Google search engine on the internet, and you will be confronted with a mind-boggling response of almost 3 million entries. Why is stem cell research such a hot topic? Because discoveries have revealed that stem cells have the incredible potential to develop into different types of cells in the body and, as long as the person is alive, they can theoretically divide *ad infinitum* to replenish sick or dying cells. The study of stem cells therefore increases knowledge and understanding of the biological processes as to how stem cells can promote health and longevity. Stem cells, quite simply, hold the key to life.

The widest use for stem cells today is in bone marrow transplants, which have improved substantially over the past 30 years, particularly in the treatment of cancer. Schneider Children's Frankel Experimental Bone Marrow



Transplantation Laboratory is involved in stem cell research on two main platforms: the biology of stem cells and transplant immunology. the lab's ongoing

projects include:

- Studies related to childhood diabetes which aim to transform bone marrow stem cells into insulin producing cells, achieve peripheral tolerance to pancreatic islet

grafts and arrest autoimmune diabetes by transplantation of bone marrow cells

- Studies related to the crucial early stages of engraftment of blood stem cells, a decisive factor in the success of transplants
- The design of new therapeutic strategies to prevent tissue rejection without the use of highly toxic drugs currently administered for life
- New cell-based therapeutic strategies for neuroblastoma (a common and problematic cancer in children)



Schneider Children's limited budget is unable to support broad research activities. It is for this reason that MDI actively seeks alternative resources of funding from private donors.

The Great Unknown

More research must be done before we fully understand stem cell biology and the full extent of their powerful application and therapeutic potential. The research community also faces a major challenge in simulating physiology within the laboratory setting, and translating the results of animal research to the human body. Real applications, for the most part however, are still years away. But if progress with blood and bone marrow transplants is any indication, there will be almost no realm of medicine that will not be





MDI's Bar/Bat Mitzvah Program

MDI's innovative program aims to attract youngsters of Bar and Bat Mitzvah age to share their celebration with children hospitalized at Schneider Children's Medical Center of Israel. Significant contributions have been received already from over 1700 participants. In recognition, honorees' names are inscribed in the Roll of Honor Book at the hospital, which families are encouraged to visit when they are in Israel. For further information about the program, please contact Tani at 800-556-5327 or mitzvah@mdinyc.org.

Katie Lesser, New York, NY

Katie made a substantial contribution, continuing the legacy of her grandparents and parents. Katie is the daughter of Mindy Schneider Lesser, President of "Yeladim Shelanu", Schneider Children's volunteer organization.

Eva Schwartz, Providence, RI



Eva asked guests at her Bat Mitzvah celebration to make a donation to Schneider Children's in lieu of gifts. "To make this day even more meaningful, I would like to contribute something to others who are less fortunate than I. I would especially like to help children

that are in need. I would therefore like to suggest that as my Bat Mitzvah gift, you join me in making a donation to Schneider Children's Medical Center of Israel..."

Devra Laserson, and friends Sarah Diamond and Rachel Gross, Cleveland, OH

"We decided to donate money to buy stereo equipment for one of the therapy rooms at the hospital. I wanted children who were ill or injured to hear music and become uplifted."

Emma Stein, Short Hills, NJ

Emma asked her friends and family to donate funds towards a Mobile Library and also organized a read-a-thon to benefit Schneider Children's. She was so successful that sufficient funds were raised to purchase a Stereo System for the Physical Therapy Unit as well. "This program has truly moved me," she said. "It helped me to incorporate my love of reading and helping others. I hope other people will participate in this program as well."

October 15, 2004

Dear Friends and Relatives,

My Bat Mitzvah is on March 19, 2005 and for my Mitzvah project I have chosen to help Schneider Children's Medical Center of Israel ...I decided to help the hospital purchase a mobile library cart ...to raise money I am organizing a Read-a-Thon at my Hebrew School...
...I would appreciate contributions ...All donations are appreciated and are tax deductible.

Love,
Emma Sydney Stein

MDI's School Mitzvah Program

Similar to the Bar/Bat Mitzvah Program in its objectives and goals, the School Mitzvah Program extends charitable opportunities to all youngsters of any age and within any educational or social framework.



The Epstein School, Atlanta, GA

Second Grade students undertook a special Mitzvah Project called "bikur cholim" - helping the sick - and held a variety of

functions to help raise awareness and contributions and

also handcrafted an exquisite quilt inscribed with messages of love and caring.

The Temple Beth Ahm School, Springfield, NJ

Pupils in the Fourth Grade created a unique poster with the challenging question "Do You Care?" and also collected money, which the principal of the school presented to the hospital when she visited in 2004. Grade 4 pupils recently



sent art kits to be distributed to hospitalized kids.





Iraqi Youngster Undergoes Cardiothoracic Surgery

Majed Mahmood, from the town of Kirkuk, suffered from a complex heart disorder since birth that had kept him confined to his home.



"Going home!" - Majed Mahmood

Following the American victory in Kirkuk last year, members of the pro-Israeli Christian American-British "Shevet Ahim" (brotherhood society) arrived in the town. Through the assistance of volunteers in the organization, contact

was made with Prof. Bernardo Vidne, Director of Cardiothoracic Surgery at Schneider Children's, and a short while later, Majed and his father Rauf, arrived in Israel, via Jordan. Majed underwent successful surgery and said afterwards, "When I return, I will tell everyone what good people there are in Israel. I have no words to thank the medical team." Since treating Majed, three more patients - another from Iraq and two from Jordan - have arrived at Schneider Children's for complex cardiac surgery.

How ECMO Saved Yarden's Life

ECMO (Extracorporeal - outside the body - Membrane Oxygenation), a procedure that utilizes an artificial heart-lung machine to bypass the work of the lungs and/or the heart, was used to save the life of one-month-old Yarden, who suffered from an extremely rare combination of cardiac



abnormality and severe respiratory distress. The youngest infant in Israel to be placed on ECMO, Yarden underwent complex open-heart surgery (Ross-Konno procedure) at Schneider Children's to reposition his aorta. Following 6 weeks of recuperation in the Cardiac Intensive Care Unit, Yarden was discharged, and can look forward to a healthy future. MDI is currently seeking funds to support the acquisition of a second ECMO unit.

Electronic Files In The ICUs

A revolution in patient care and safety has taken place over the past year in the ICUs at Schneider Children's. Installation of the iMDsoft computerized



network has replaced handwritten patient folders, according a comprehensive picture of patient status and information regarding their treatment at any given moment. Bed stations have been outfitted with computer terminals connected to the network, providing all patient parameters in a single location. Data is collected from bedside instrumentation and automatically stored in the database while other information including directives, lab results, patient administrative data (HIS), imaging, and more, are dynamically updated on-line. The new system, which went into service at the beginning of the year, firmly places Schneider Children's at the forefront of medical services. The iMDsoft network will be expanded shortly to the Operating Theater, the Cardiothoracic OR, and the Delivery Room ICU.

From Premie To Model

Six years ago, Ohr (Hebrew for "light") Levi lay in the Premature Nursery at Schneider Children's weighing a bare 1.65 lbs. Two months later, she was discharged weighing 4.5 lbs. Since then, Ohr and her mother, Mika, have visited the nursery every year on her



Ohr shows the catalogue

birthday. During a recent visit, the staff was thrilled to see Ohr again who showed them a catalogue of children's clothes in which she appeared as a model. "Ohr would not have survived without the care at Schneider Children's," said Mika. "It is important that we visit every year, to thank the staff again and give hope to new parents of preemies."





Visitors Galore

Schneider Children's Medical Center of Israel is happy to receive visitors from abroad who have an unforgettable experience at the hospital, while bringing joy and comfort to children, their parents and staff members alike.

Steadfast Jewish Federation Support

Schneider Children's had the pleasure of hosting delegations from the UJA Federation of New York, the Jewish Federation of Metropolitan Chicago, and the Jewish Federation of Greater Washington, in an ongoing demonstration of their steadfast support and affiliation.

Temple Israel Admires Slomowitz Surgical Wing

When Rabbi Larry Kaplan of Temple Israel in Wilkes Barre, PA, heard about the substantial contribution of prominent congregants, Marvin and Isobel Slomowitz, to Schneider Children's, he ensured that the Temple's tour group visited the hospital. The 16-member group toured the Surgical Wing which was generously funded by the Slomowitz's and distributed suitcases of toys to the delight of hospitalized children. Rabbi Kaplan noted that "it was a unique mitzvah to be here and we are very proud of the Slomowitz's exemplary contribution. We hope that every group will visit as it is an incredibly uplifting experience."



It's a Small World After All

Two Birthright Israel Groups visited the medical center, one of which had an immediate dividend. One of the participants was talking to Dr. Jerry Stein, Director of the Bone Marrow Transplantation Unit. She mentioned that she had been born in Cleveland, OH, and had spent the first three months of her life in the Neonatology Unit. Upon deeper investigation, it appeared that Dr. Stein was not only working in the same hospital at the time of her birth, but he also remembered caring for her as an infant. It is indeed a very small world!



The Art of Education

The Masquerade of Masks

in the Education Center's activities at Schneider Children's and forms an integral part of psychological support provided to hospitalized youngsters. All activities are carried out in close coordination with treatment by the medical team and are conducted at the child's bedside, inside the ward classroom or in any one of the open areas in every department.

the focus of all hospitalized children's artistic activities. This past year, masks were the objective and titled "Face to Face" - as an expression of the inner and outer worlds of the sick child, since the mask is a cover and a discovery at the same time. It hides and transforms the outer appearance of the wearer, while simultaneously reveals the concealed and true nature of the child. In making the masks, children used different materials including raffia, cork, feathers, beads and other items from the hospital setting such as capsules and plaster dressings. In the end, the child created a mask through which he conveyed, and behind which he disguised, his own world.





Schneider Children's To The Rescue

New Pediatric Task Force



Natural disasters, terrorism, civil strife, epidemics, and now, tsunamis. These phenomena all have the same result: death and destruction, injury and loss. Children have twice the death rate of adults in emergency situations, but while survival for adults has improved over the past two decades, children's outcomes have not kept pace.

At the same time, trauma is currently a leading cause of disability and death of children in most developing countries. Although the epidemiological transition of childhood disease is a major factor, debilitating diseases such as cancer, cardiovascular and cerebrovascular disorders are gradually overtaking traditional perinatal and other causes of illness.

Prompted by the recent cataclysmic tsunami in Southeast Asia, and in keeping with its mandate to serve as a bridge to peace, Schneider Children's has established a multidisciplinary Pediatric Task Force. The team's central objective is to aid countries in times of emergency, and developing countries in times of routine.

Schneider Children's will serve both as an active participant in international medical relief operations, as well as a base for treating complex cases. By extension, the task force will represent a cohesive and effective teaching unit, providing expert training in every corner of the globe.



The first delegation of the Pediatric Task Force

took place in February 2005 when 6 specialists from Schneider Children's spent two weeks in consultation with their colleagues, delivering care and conducting training



at the Sri Nayarani Hospital and Research Centre near the city of Vellore in southern India. MDI and Schneider Children's are very grateful to Lynn C. Schneider, MDI Chair, for initiating, sponsoring, and leading this mission.

The task force included:

Prof. Yehuda Danon, Director of Immunology, who played a key role in the establishment and opening of Schneider Children's during the 80's and 90's. Prof. Danon's vast experience in pediatrics management will assist his Indian colleagues in their aspirations to open a dedicated children's healthcare facility

Dr. Elhanan Bar-On, Director of the Orthopedic Unit, who has participated in medical relief missions to Turkey and South America

Dr. Yehezkel Waisman, Director of the Emergency Medicine Unit, who has participated in several medical relief missions and life-saving training courses abroad



Dr. Ran Steinberg, Senior Surgeon, who has undergone specialized training in pediatric liver transplantations

Dr. Elchanan Bruckheimer, Director of the Cardiac Catheterization Laboratory, an expert in diagnostic and therapeutic procedures

Ms. Ruth Halevy, Director of Nursing, whose management and training experience will help promote the establishment of a similar framework for the planned children's facility

MDI is actively seeking a \$1 million endowment that will provide the funds to equip and support the annual activities of Schneider Children's Pediatric Task Force.

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