The winds of war were blowing all summer. The high number of incidents suggests a military conflict may be brewing between Israel and any one or more of its neighbors. Of course, no one in Israel wants to entertain the possibility of imminent war – whether it is the result of Gaza border clashes or Syrian warplanes or military drones flying into Israeli airspace – but we, at Magen David Adom, have an obligation to prepare.

It’s our sacred duty and privilege to save lives, and that means preparing before any major alteration takes place. Our multifaceted approach to EMS allows us to do just that, while never forsaking the daily emergencies we respond to in Israel. Our technological innovations, world-class training, and culture of voluntarism all contribute to a system that can accommodate virtually any scenario.

Our commitment to saving lives is resolute. But we cannot do it without you.

We know that you love Israel and care for its well-being as much as we do. We also know you share our concerns about an unstable future for our shared Jewish state. Preparation is key to overcoming feelings of vulnerability. When you give to MDA, you’re helping to ensure we’re prepared for whatever may happen.

It’s powerfully reassuring to know we have such a dedicated, loving community abroad to support us even during our darkest moments. Hopefully, supplying MDA with lifesaving tools like equipment, supplies, and ambulances gives you a similar degree of comfort.

On behalf of the tens of thousands of volunteer EMTs, paramedics, as well as the medical professionals who make up the MDA family, we thank you for your unwavering support. You may be many miles away geographically. But in our hearts, you’re always right by our side.

With much appreciation. Wishing you a Shanah Tovah,

ELI BIN
Director-General, MDA

The Jewish High Holidays are here and Rosh HaShanah and Yom Kippur, especially, will take their rightful places in our thoughts and ask us to look inward.

There will be much to consider this year. An air of concern is palpable in Israel as a summer of unrest makes the future uncertain.

You need no reminder that the Middle East is a tinderbox that can explode with even the slightest provocation. We saw episodes of violence this summer on the Gaza border, and in efforts to breach Israeli air sovereignty at the Syrian frontier. Provocative rhetoric from a host of other enemies of the Jewish State continued as well.

In the diverse tent of Israeli organizations that Americans support, there are many excellent and well-deserving causes. But perhaps none of them fulfill the role in Israel carried out by Magen David Adom.

When it comes to impactful, comprehensive, and critical organizations, MDA stands alone. It’s also a place where any American can find a home, because MDA is such a true mirror of Israeli society: Jews and Arabs working side by side as first responders, tech innovators creating lifesaving MDA smartphone apps and geolocation systems, world-class phlebotomists safety-testing Israel’s entire blood supply at the National Blood Services Center.

You may have noticed that we recently introduced a new tag line to AFMDA’s logo: “Saving lives. It’s in our blood.” The need to support Israel is embedded in our history, our aspirations, and our culture. And MDA remains the best way to do it.

So while we grapple with uncertainty in the Middle East, there’s reassurance in knowing that, in Israel, MDA is prepared thanks in good part to the multitude of ways you support this organization. Thank you for choosing MDA as your way to connect to Israel. You’re a vital partner in helping save lives.

Wishing you and your families and sweet, healthy, and comforting New Year. L’Shanah Tovah!

MARK D. LEBOW
National Chairman, AFMDA

DAVID M. FRANKEL
CEO, AFMDA
MDA: Saving the lives of Israelis. No matter where in Israel they live.

From Tel Aviv and Haifa on the Mediterranean to Bik’at HaYarden and Megilot in the Jordan Valley, and from Metula and the Golan in the north to Eilat in the south, Magen David Adom is there for the people of Israel when medical emergencies arise — no matter where in Israel they live.

In the last two years, Magen David Adom has opened 20 additional emergency medical stations throughout Israel, bringing its total to 166 stations, including 18 in Judea and Samaria.

MDA FAST FACT

Magen David Adom teams perform an average of 500 resuscitations per month.

Yaakov Peres knew something was wrong as he sat at home one day in June 2018. The pounding pressure in his chest and his trouble breathing indicated a heart attack was imminent. He knew he needed help immediately.

The 66-year-old Or Yehuda resident did the first thing that came to mind: alert MDA via the My MDA app on his smartphone. Within minutes, MDA Senior EMT Yuval Gerzman was on the scene to provide treatment. The time saved using the My MDA app and the technology it offered made a critical difference in saving Peres’ life, a fact not lost on him. “I urge every Israeli citizen to install the MDA application — it is a lifesaver,” said Peres, pictured at top left shaking hands with MDA’s Yuval Gerzman, said.

As the world becomes increasingly wireless and interconnected, 9-1-1 systems need to be faster, more flexible, resilient, and scalable to keep up with technology used by the public.

The My MDA smartphone app and MDA’s revolutionary command-and-control center — the Mamlam — are just two examples of how MDA is a global pioneer in “Next Generation 9-1-1,” a movement that began in the early 2000s to apply cutting-edge technology and innovation to the lifesaving efforts of EMS services.

“We saw the need for an integrated command-and-control system that allows the dispatcher to manage the scene in the most efficient way,” said Ido Rosenblat, Magen David Adom’s chief information officer, who’s also a veteran paramedic. “The Mamlam was developed within MDA, applying decades of field experience, extensive medical knowledge, and a holistic operational framework.”

When an emergency call is received at an MDA call center, the Mamlam provides dispatchers with a complete picture of critical information needed to make life-or-death decisions in seconds — everything from a patient’s medical background to real-time traffic patterns are embedded into the system. Human error is reduced, as a result saving precious time and allowing dispatchers who are all highly trained EMTs — to focus on assisting the caller.

“We have experience with everything from bus explosions and terrorist stabbings to overturned trains and collapsed buildings,” Rosenblat says. “But advanced technology helps us to do the job with even more accuracy and efficiency, and we want to offer those technologies to the world.”

In March, MDA demonstrated some of its NextGen 9-1-1 innovations to EMS colleagues in Palm Beach County and other South Florida 9-1-1 agencies.

MDA has offered its technology to other communities in the U.S. and around the world, including at the MEDInISRAEL international conference in Tel Aviv.

“We want to share this technology,” Rosenblat added. “We’re not competing with EMS organizations in the United States or elsewhere. Just the opposite is true — we’re all united by our common mission of saving lives.”

First-in-the-World MDA Contributions to NextGen 9-1-1

Text to 9-1-1
An important feature for people with disabilities, but also for situations such as active-shooter situations, where being heard making a phone call to the police or EMS could compromise the caller’s safety.

Instant Geolocation
A crucial feature for car-accident victims uncertain of their location or for ill or injured callers having a hard time communicating.

MyMDA app
A smartphone app for civilian use that enables users to securely preload personal medical history, tests or medications so that EMS has a patient’s vital medical information at the scene. The app also instantly geolocates the caller and enables bystanders to send real-time video of a medical emergency to MDA’s dispatch center. This enables the dispatcher to better evaluate the appropriate medical response, even while the ambulance is on route to the scene.

MDA Hospital App
A restricted-access app that enables first responders to send patient data ahead to waiting hospital doctors, often allowing the hospital to directly admit patients to cardiac catheter labs or stroke units. The app can cut as much as 30 minutes off the time a patient is evaluated, saving countless lives.

MDA Team App
Connects more than 20,000 medical professionals and used by MDA employees, volunteer EMTs, on-call first responders, CPR-certified “Life Guardians,” and ICU teams in hospitals. Each user is exposed only to the information relevant to them, based on qualifications, authorization, and relevance to the case.
MDA Stories from Israel

In just the last few months, MDA has demonstrated its determination to save lives in Israel — and around the world — at any cost. Its heroic first responders have done everything from running toward the scene of rocket attacks in southern Israel to traveling halfway around the world to assist victims of the Fuego Volcano. MDA knows no bounds when it comes saving lives.

MDA Trains NY-Based Paramedics in Unique Program Designed to Benefit New York and Israel

Paramedics from New York-based Hatzolah volunteer EMS organizations received high-level MDA training in a new program designed to enhance the skills of New York paramedics, while providing them with the necessary accreditation to work in Israel.

“This will provide Hatzolah paramedics with the chance to learn the innovative protocols developed by MDA in its groundbreaking work responding to terrorism and other mass-casualty incidents,” said Eli Rowe, paramedic supervisor of Queens Hatzolah and regional coordinator for area Hatzolah organizations.

“For MDA, it’s a great opportunity to share what we’ve learned in responding to years of terror attacks and to give back to the NY community.” — Aharon Adler

But Hatzolah and MDA officials say it is equally important that the program provides Hatzolah paramedics with the accreditation required to work in Israel as volunteers for MDA in the event of war or a natural disaster.

New Yorkers have been so supportive of us in terms of sponsoring ambulances, medical equipment, and supplies,” said Aharon Adler, an MDA paramedic instructor who’s leading the training session. “But this program also enables us to put additional paramedics to work in Israel in case there’s another war or an earthquake.”

MDA FAST FACT

In a public satisfaction survey in Israel, MDA was ranked second only to IDF on a list of security, emergency, and rescue organizations with a score of 96%.

New Collaborations Between MDA and the Philippines Red Cross

A high-level delegation from the Philippines Red Cross, led by its chairperson, Senator Richard Gordon, visited MDA’s facilities in a show of continued partnership and collaboration between the two emergency medical response agencies.

MDA and the Philippines Red Cross began collaborating following Typhoon Haiyan more than three years ago, when MDA personnel began training Filipino Red Cross personnel in the Israeli model of emergency medicine, and as EMT instructors and mass-casualty incidents trainers.

“The Philippines Red Cross considers Magen David Adom the ultimate model for improving our emergency services,” Senator Gordon said after his group visited MDA stations in Petah Tikva and Jerusalem, MDA’s National Blood Services Center, its national operations center in Kiryat Ono, and the Paramedics Training Center in Ramat Gan.

MDA provides humanitarian aid following Guatemala’s devastation

In June, Israel sent an eight-person Israeli humanitarian aid delegation to Guatemala, including MDA paramedic Tal Rabin, following the devastation caused by the Fuego Volcano. The eruption killed more than 120 people, with many more injured.

Israeli Prime Minister Benjamin Netanyahu sent MDA Director-General Eli Bin a letter of recognition and appreciation for MDA’s rapid response to the disaster. Below is an English-language translation.

To: Eli Bin
MDA Director General

With the return of the Israeli aid delegation to the victims of the eruption of the Fuego Volcano in Guatemala, I would like to thank you for your contribution to the organization of the medical teams that quickly embarked on this important mission.

When we learned of the disaster, we rushed to dispatch a team of medical experts to Guatemala that provided first aid to local residents, performed surgeries, provided training for the treatment of casualties, and held emergency preparedness courses.

The intensive efforts of the members of the delegation bore considerable fruit. It filled our hearts with pride as the Jewish nation that attributes supreme significance to the sanctity of life. As in previous cases in which we extended a helping hand to the victims of disasters around the world, this time too, the face of the real Israel — a moral, life-seeking, and lifesaving state — was revealed.

The activities of the Israeli delegation in Guatemala added an important element to our close relations with this country. A few weeks before the volcano’s disaster, the president of Guatemala, Jimmy Morales, visited Jerusalem and took part in the inauguration of his country’s embassy in the capital. The hand of fate allowed us to demonstrate our sincere friendship toward the citizens of Guatemala as soon as possible — a friendship expressed in times of both routine and distress.

Warm regards and continued success in your fruitful work.

Best regards,
Benjamin Netanyahu

Spotlight on a Hero: Tal Rabin

Tal Rabin, a paramedic based out of MDA’s Ramat Gan station, joined an eight-person Israeli humanitarian aid delegation to Guatemala, following the devastation caused by the Fuego Volcano eruption. Tal has extensive experience dealing with mass-casualty events, including traveling to Nepal as part of MDA’s humanitarian aid delegation following that country’s 2015 earthquake.

“I am proud to have been part of an Israeli delegation that went to assist the wounded in the disaster in Guatemala.”

“As a paramedic who loves the field very much, I have a desire to help people in distress,” said Rabin. “I felt it was the right thing to do, and it was a great privilege to help on this important mission.”

In Guatemala, Rabin helped transfer the wounded to hospitals, performed triage, and coordinated activities with the local Red Cross. But unlike her experience in Nepal, where most injuries occurred prior to her arrival, Rabin treated victims at an active emergency that was still causing injuries. “In order to prepare as much as possible, I researched pictures and materials online,” she says. “My main desire was to help as much as possible.”

Read more about Tal’s on-the-ground experiences at www.bit.ly/2JXC7nC.
MDA Stories from Israel

MDA Responds to Terrorist Attack in West Bank Settlement of Adam

In a deadly reminder that terrorism is rampant and an ongoing threat to Israelis, MDA treated and evacuated three Israelis stabbed by a 17-year-old Palestinian terrorist in the West Bank settlement of Adam, northeast of Jerusalem.

The victims included a critically wounded 31-year-old man and a 58-year-old man in serious condition. MDA evacuated both to Hadassah Hospital in Mt. Scopus. A third male victim was slightly injured and transported to Shaare Zedek Medical Center.

"We provided lifesaving treatment, including bleeding control, and the two most severely wounded individuals were quickly evacuated."

MDA was constantly on the scene in southern Israel in early August as a barrage of rockets and mortar shells from the Gaza Strip targeted communities in and around Sderot.

On Wednesday, August 8, MDA paramedics and EMTs treated and evacuated three injured Israelis and 13 others suffering from stress to Barzilai Medical Center in Ashkelon.

"When I arrived on the scene, I saw a conscious 34-year-old with a number of bleeding wounds. Together with additional MDA teams, we treated him and he was evacuated in light to moderate condition to the hospital," said MDA Paramedic and Medicycle operator Alex Shemis. "A number of people, including two pregnant women who started having contractions, were suffering from stress symptoms and were treated at the scene by MDA teams and evacuated to hospital."

Early Thursday morning, August 9, MDA teams responded to more rocket attacks, evacuating two victims to Soroka Medical Center. Later that afternoon, residents of Be’er Sheva were shocked to hear the Red Alert siren throughout the city as rockets reached the “Capital of the Negev” for the first time since 2014. The injured included a 30-year-old foreign worker from Thailand.

MDA FAST FACT

Nearly 87% of MDA first-responders are volunteers — the oldest is 84 years old, and the youngest is 15.

MDA on the Scene as Rockets and Mortars from Gaza Targeted Civilians in Southern Israel

MDA Responds to Terrorist Attack in West Bank Settlement of Adam

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MDA FAST FACT

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MDA’s Marcus National Blood Services Center, located in Ramla, will be the world’s first underground blood processing, testing, storage, and distribution facility. It’s a critical national security and public health priority for the State of Israel and MDA’s most ambitious capital project ever. The total cost of the project is $133 million, of which 75% has been raised.

MDA is responsible for all the blood needs of the IDF, while also providing 97% of the blood used by Israeli hospitals. The current blood center in Tel HaShomer, built in 1987 with funding from AFMDA, is vulnerable to rocket attack and biochemical terrorism. It also can no longer accommodate Israel’s growing population and does not meet Israel’s current building regulations for earthquake compliance.

The new blood center will be a safe, underground, and secure complex, complete with sophisticated ventilation systems in the event of chemical attacks and housing state-of-the-art laboratories and blood-processing units. As Israelis continue dealing with a deadly wave of terrorist stabbings, shootings, and car-rammings, the need for a safe and reliable blood supply is even more urgent.

Construction on MDA’s Marcus National Blood Services Center continues to move forward swiftly. The facility’s retaining walls are now complete, and 95% of the surrounding soil has been removed.

The next phase is the actual building construction, which will begin in earnest in November 2018. Requests for proposals were sent in May to the six contractors in Israel who are prequalified by the Israeli government to work on high-security projects. Bids and proposals were received in late August 2018, and the winner will be determined shortly.

In an unprecedented decision in Israel, MDA will provide whole blood units to the Israel Defense Forces Medical Corps to treat injured soldiers in the field. The decision will improve the chances of saving the lives of soldiers who need immediate blood transfusions even while still in the field.

Blood units are divided into three groups: platelets, plasma, and red blood cells. Typically, when a solider needs a blood transfusion in the field, three different bags must be used for each of those components, all under the watchful eye of MDA and the IDF Medical Corps.

However, recent studies have shown that whole blood units of universal Type O blood, with low antibody rates, are more effective in treating the wounded on the battlefield. In addition, the need to transport only one blood bag for each transfusion allows the operational medical units to treat more soldiers with fewer blood units and save more soldiers’ lives.

The IDF’s decision comes after studying the United States’ military experiences in wars in Iraq and Afghanistan, where research indicated that providing whole blood to soldiers was a safe and easy-to-implement approach for medical rescue teams.

“We are proud of the work we do with MDA and the IDF,” said Lieutenant Colonel Yair Shinar, director of MDA’s Blood Services Division. “The connection between the blood services of MDA and the IDF is unique. The fact that about a quarter of the blood units in Israel are donated by IDF soldiers should not be taken for granted, especially in view of the many difficult tasks the IDF has to cope with.”

Why the New Marcus National Blood Services Center Is Critical: For the First Time, Magen David Adom to Provide Whole Blood Units to IDF

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“The connection between the blood services of MDA and the IDF is unique. The fact that about a quarter of the blood units in Israel are donated by IDF soldiers should not be taken for granted, especially in view of the many difficult tasks the IDF has to cope with,” says Professor Elad Shinar, director of MDA’s Blood Services Division. “I am proud that we at the MDA Blood Services are attentive to the requirements of the IDF, and are able to make every effort to enable the Medical Corps to stand at the front line and to provide advanced, modern, and updated treatment for the injured.”
Magen David Adom receives no operating budget or support from the Israeli government, so donations from Americans are vital to its lifesaving efforts. During the High Holidays, we hope you’ll consider a gift in support of MDA’s lifesaving work. Here are some ways you can make an immediate impact in Israel:

**MDA Sponsorship Opportunities**

**Sponsor a paramedic**

They’re heroes in Israel. But not without you. For $4,000, you can equip an MDA paramedic or EMT for a year with the critical tools they need to save lives.

**MDA Ambulances and Mobile Intensive Care Units**

Every year, MDA requests 100 new ambulances to replenish its fleet. Without them, Israelis are at risk.

**Marcus National Blood Services Center**

MDA’s revolutionary, three-wheeled Medicycles offer paramedics the ability to reach patients in difficult-to-access locations or cut through traffic in advance of an ambulance or MICU. More than 500 are in use today, and more are needed—especially in heavily congested urban centers. Sponsor a Medicycle with a gift of $36,000.

MDA’s Marcus National Blood Services Center is now under construction, and sponsorship opportunities are still available—from naming a critical lab to securing the facility’s subterranean floors. This is the highest-priority national security project in Israel today, and your support will safeguard Israel’s national blood supply. For more about the Marcus National Blood Services Center, see page 10.

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**Regional Events Previews**

**Michigan Events**

**October 17 (Detroit), October 18 (Ann Arbor)**

AFMDA’s Detroit Event celebrates MDA’s innovation, technology, and lifesaving work. Hosted by Congregation Shaarey Zedek and chaired by Judy and David Karp, the event will feature Professor Alan Dershowitz, author of *The Case for Israel*. Prof. Dershowitz will also speak at a MDA-themed event on October 18 at 7 p.m. at the Jewish Community Center of Greater Ann Arbor. For more information, please contact Sharon Kobernik at 888.674.4871 or skobernik@afmda.org.

**Magen David Adom New York Gala**

**November 29**

Consistently inspiring and heartfelt, the MDA New York Gala has always found new ways to tell MDA’s story. From survivors of terrorism saved by MDA to immersive 360-degree video experiences, guests always walk away from this event committed to make a difference in Israel through MDA’s heroic work. For more information, please contact Emily Posner at eposner@afmda.org or 646.388.7504.

**Los Angeles Red Star Ball**

**October 30**

The Los Angeles Red Star Ball will be held at the famed Beverly Hilton. Chaired by Dina and Fred Leeds, the event offers residents of Southern California—and beyond—an opportunity to make a difference in the lives of all Israelis by supporting MDA. For more information, please contact Carolyn Kangavari at 323.655.4655 or ckangavari@afmda.org.

You don’t have to be in Israel to experience and share the groundbreaking work that MDA offers Israelis 24/7. Right here in America, you have many ways to raise awareness and funds for MDA. One of the best ways to experience MDA is by attending a local event. This fall, join us at events around the country as we celebrate and honor MDA’s work in Israel.

**MDA FAST FACT**

From Los Angeles to New York, and from Detroit to Palm Beach, Fla., AFMDA galas attract our communities’ most committed Israeli supporters—including luminaries from the worlds of entertainment, politics, and the arts. Jerry Seinfeld, Jay Leno, Barbara Walters, Katie Couric, former Israeli Prime Minister Ehud Barak, and Dr. Charles Krauthammer, z”l, are just some of the stars who have either performed, spoken, or accepted awards at AFMDA galas.

**Magen David Adom New York Gala**

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Join AFMDA’s upcoming missions to Israel as we travel through the country and see MDA’s work firsthand.

See Israel through the work of MDA, with behind-the-scenes tours of medical stations, the command-and-control center, and the National Blood Services Center and meet with medics who are saving lives every day. AFMDA’s missions promise amazing new connections and unforgettable opportunities to see Israel in a unique and exciting way.

**Northeast and Midwest Missions:** March 11–18

**South Florida Mission:** May 5–12

For more information, please contact Emily Posner at 646.388.7504 or eposner@afmda.org.
MDA: L’Dor v’Dor – Generations of Support

MDA is the rare organization in Israel that offers something for every generation. From volunteering as a young adult to ensuring MDA’s well-being through a legacy gift, opportunities abound for Americans to support the people of Israel and MDA.

MDA Overseas Volunteers Program

Azriel Fein
“I started volunteering for MDA over a year ago. I’ve always been interested in the anatomy of the human body and wanted a chance to learn more about it. My main passion for volunteering comes from my Zadie, Gary Perl, who has worked at AFMDA for the last 12 years. Since starting my volunteer service with MDA, I’ve learned so much and had many amazing experiences treating patients in light to severe conditions. Each time I get in an ambulance to go help someone, it is an amazing feeling, and I love it.”

Jamie Edwards
“As a volunteer in the summer of 2007, for the first time in my life I was responsible for someone else. I bandaged the wounds of a child injured in a bike accident, gave CPR to a woman at an old-age home, and even transported a Palestinian woman from the Nachal Oz checkpoint in Gaza to a hospital in Israel. This was vastly different from supporting Israel on campus and brought a new depth to my love and appreciation for Israel.”

If you’re between the ages of 18 and 30, you can serve alongside MDA first responders as a participant in its Overseas Volunteer Program. For more, visit www.mdavolunteers.org.

MDA Legacy Circle

We are deeply grateful to our many donors who make MDA a beneficiary of their estate planning.

AFMDA’s Legacy Circle exists to facilitate that effort and partner with you to make your donation as impactful as possible. For example, we can work with you to plan a gift of appreciated assets (as opposed to gifts of cash) that might help you avoid capital gains taxes. Given the relative complexity of new tax changes, this could be an interesting benefit.

You can provide lasting support to the people of Israel through bequests, charitable gift annuities, cash, designated funds, and more. AFMDA’s Legacy Circle is here to help you in that decision-making process and works with you and your estate planner to take the guesswork out of the process.

For more about AFMDA’s Legacy Circle, please contact Jeff Lipkin at jlipkin@afmda.org or 866.632.2763.

MDA FAST FACT

MDA does more than save lives. It helps deliver them, too. From April to July, MDA first responders aboard American-sponsored ambulances helped 68 new babies enter the world!

Contact Us

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↑ Do you know someone whose life was saved by MDA? Your story could be published in a future issue of The Pulse.

Email info@afmda.org with “Newsletter” in the subject line.

For updates from AFMDA, please visit www.afmda.org/sign-up-for-our-e-newsletter.
Saving lives. **It’s in their blood.**

And, it’s in yours too.