

Opportunities for Philanthropic Giving at

MYMC

Maayney HaYeshua Medical Center in Bnei Brak, Israel



MYMC: *Every Minute of Human Life is Valuable*

Founded in 1990 to service Israel's most populous
city, MYMC (Maayney HaYeshua Medical Center)
in Bnei Brak, Israel seeks to provide the highest
standards of medical care in a unique atmosphere
that is respectful of Jewish tradition and unwaveringly

faithful to the sanctity of human life.

MYMC: Advancing into the Future



Mr. Shlomo Gropfman

MYMC (Maayney HaYeshua Medical Center) provides medical services to a diverse population of over 250,000 people, and its patient base is growing rapidly due to both a high birth rate in the area and a growing senior citizen population.



Prof. Mordechai Shani

Over the past year, a new Board of Directors and senior management team has taken over the operation of MYMC. Together, we have settled MYMC's debts, balanced its budget, redirected the hospital's focus to become a full-fledged Medical Center with a strong community outreach program (specialized to the unique needs of the local population), and upgraded the quality of its medical staff.



Dr. Yoram Liwer

Now, we turn to the Medical Center's physical infrastructure, which is in significant need of upgrading. Almost all of its departments -- Coronary Intensive Care, Emergency Medicine, Gastroenterology, Geriatrics, Gynecology, High Risk Maternity, Internal Medicine, Neonatal Intensive Care, Nursery, Pediatrics, Radiology and Surgery -- are in need of upgrade and expansion.

For this purpose, we welcome the partnership of visionary individuals worldwide who understand the importance of our mission and wish to make a difference.



Prof. Mordechai Ravid

Mr. Shlomo Gropfman
Chairman of the Board

Prof. Mordechai Shani
Chancellor

Dr. Yoram Liwer (D.B.A.)
Chief Executive Officer

Prof. Mordechai Ravid
Medical Director

MYMC Healing for the Body, Protection for the Soul

Founded in 1990 to service Israel's most densely-populated area, the predominantly Orthodox city of Bnei Brak, MYMC (Maayney HaYeshua Medical Center) seeks to provide the highest standards of medical care in a unique atmosphere that is respectful of Jewish tradition and unswervingly faithful to the sanctity of human life.

MYMC provides its patients with a full-service Emergency Department, Internal Medicine and Pediatric departments, a Coronary Intensive Care unit, surgery and advanced laboratory services, a Radiology department with CT facilities, and a geriatric department where compassion is the keyword.

The Medical Center's maternity department, high-risk maternity unit, nursery, neonatal intensive care unit and gynecology departments are some of the busiest medical departments in Israel. Over 6,500 babies are born each year at MYMC, and this number is expected to double over the next decade.

The Medical Center is a pioneer in offering Nutrition, Whole-Body Fitness, Psychological Counseling, Fertility and many other specialized medical services to the Ultra-Orthodox community through outpatient and community clinics.

Of particular note is the Medical Center's revolutionary program aimed at combating the problem of overweight youth. Through community education and counseling, MYMC doctors and social workers are teaching families which are characteristically large and financially restricted to adopt healthier food purchasing and consumption habits.

MYMC is now introducing psychiatric day care services, and plans to open an in-patient psychiatric department in the near future.



Fast Facts on MYMC

12 departments

260 beds

270 nurses

35 paramedics

82 physicians

129 administrative staff

2,200 operations/year

6,500 babies born/year

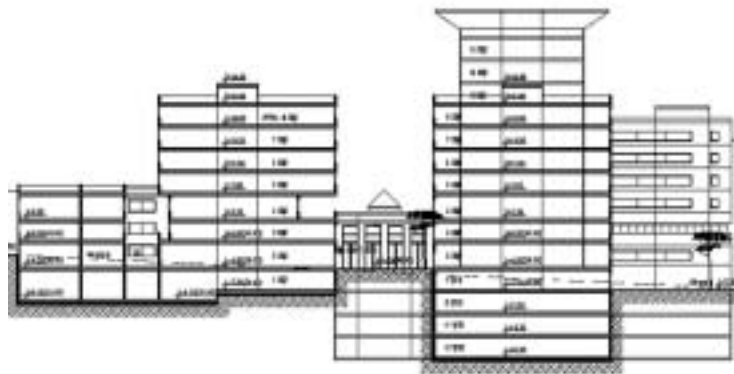
16,100 square meters of building (current)

30,000 emergency room admissions/year

45,000 hospitalization days/year

50,000 square meters of new building (planned)

\$20 million annual operating budget (balanced)



The Demands of Jewish Tradition Every Minute of Human Life is Valuable

*“He who saves one soul is considered to have saved the entire world”
-- Babylonian Talmud, Tractate Sanhedrin 29*

"Maayne HaYeshua" means wellsprings of salvation in Biblical Hebrew. The phrase faithfully captures the distinctive essence of our hospital: the blending of excellence in modern medical care with a defined commitment to Jewish tradition.

In practice, this means that MYMC doctors and nurses will go to the farthest reaches of medical science, and use every means available in their medical arsenal, to save the life of a prematurely-born baby or to prolong the life of a terminally-ill patient.

...because our tradition demands that we place the highest value on every minute of human life.

MYMC is one of the busiest maternity centers in Israel. It treats every expectant mother with the utmost care in order to ensure the success of all pregnancies, even those considered the most "high-risk" or difficult.

The Nursery and Neonatal Intensive Care Departments care for 80 babies every day – some weighing as little as 500 grams. MYMC does everything possible to ensure the survival of these preemies. **Nothing is too difficult, nothing is too expensive, nothing is too complicated when it comes to saving a life.**

...because our tradition demands that we place the highest value on every minute of human life.

Elderly patients are treated with special empathy at MYMC, in keeping with the Biblical admonition to "respect your elders". MYMC is 'on a mission' to provide compassionate care and quality of life to every elderly and terminally-ill patient – and our **patients feel and appreciate this commitment every minute of every day.**

...because our tradition demands that we place the highest value on every minute of human life.

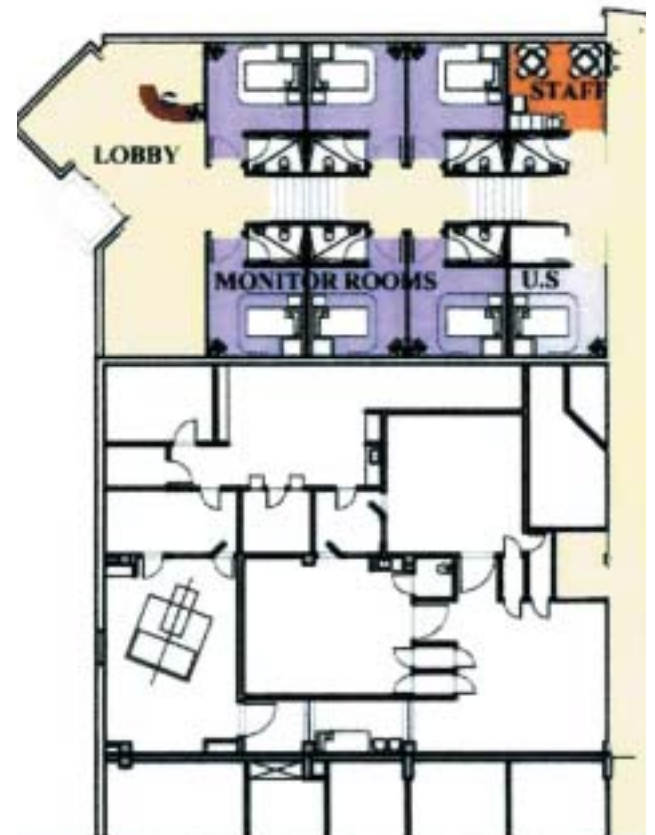
The practice of medical ethics at MYMC is a collaboration between the medical center's consulting physicians from across Israel and the greatest minds in Jewish law (halacha) of this generation. **Together, they ensure that MYMC upholds its commitment to heal the body and protect the soul.**

Opportunity for Philanthropic Giving

Building of a New Birthing Center

MYMC seeks an investment of five million dollars to build a new birthing center, with 14 labor and delivery rooms, as a new wing on the hospital's second floor. The need for the new birthing center stems from the colossal advances in birthing technologies and medical equipment over the past fifteen years and from the expectation that births at MYMC will double over the next decade. At present, twenty babies are born on the average each day; 600 each month; and over 6,500 each year.

The planned construction will allow MYMC to replace its aging four labor and six delivery rooms with 14 ultra-modern delivery suites. The construction will add two treatment rooms, and provide modern reception, recovery, nursing, and physicians' areas for its patients and medical staff.



In recognition of a donation in the sum of \$5 million, MYMC will name the new birthing facility as per the donor's request. The donor's name will be prominently commemorated and displayed at the entrance to the facility and in all relevant signage within the hospital. MYMC will dedicate the facility in a gala ceremony in the donor's presence.

Birthing Center Plan



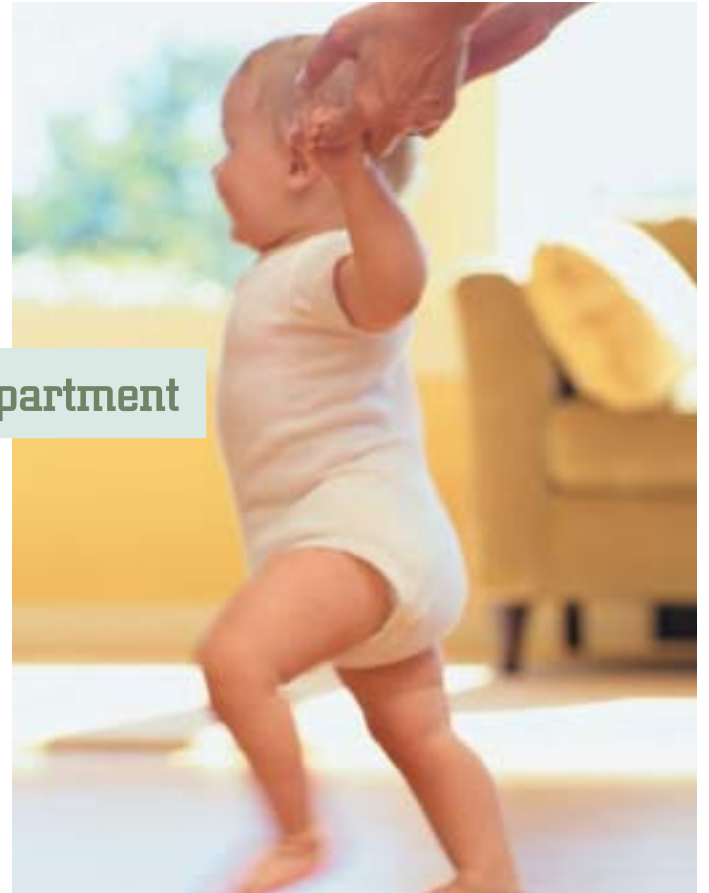
Opportunity for Philanthropic Giving

Building of a New Obstetrics Department

MYMC seeks an investment of \$2.5 million dollars to build an expanded and modernized Obstetrics Department, located on the seventh floor of the main hospital building.

Directed by Dr. Benny Chayen, an internationally-acclaimed expert in this field, the department accompanies women in all phases of women's medicine, including obstetrics complications during pregnancy, post-pregnancy recovery, surgery, and out-patient care. The demand on this department is enormous. More than 5,000 women are seen by the gynecology outpatient clinic every year, and more than 6,000 women who give birth are hospitalized in the department each year.

The project involves two components:



New Maternity Ward, \$2 million

The hospital's new Maternity Ward will house 39 beds with ultra-modern supporting facilities. The planned construction involves a total renovation of the ward, including demolition, new construction, air conditioning, refitting of new cabinets and sanitation facilities, new equipment, etc.

New Newborn Nursery, \$0.5 million

The hospital's Newborn Nursery will be reequipped with state-of-the-art equipment, including new neonatal cribs, treatment stations, computer and nursing stations, and other backup facilities (such as a staff room, kitchen, storage and dressing rooms, etc.).

In recognition of the needed donation, MYMC will name the Maternity Ward, or the Newborn Nursery, or the entire Obstetrics Department (both facilities), as per the donor's request. The donor's name will be prominently commemorated and displayed at the entrance to the facility and in all relevant signage within the hospital. MYMC will dedicate each of the new facilities in a gala ceremony in the donor's presence.

ECV: HGB: (LMP) 30%
 (AUA) 29%
 EFW: (Had) 1361 g
 CI(Z):
 FL/AC(Z): 22



HEART RATE:

 Placental Locat
 Fetal Num
 Normal Cardiac Rhy
 Lat. Ventric
 Left-Sided Stom
 Blad
 3 Vessels in C

BIOPHYSICAL PROFILE TOTAL:
 Movement: Tone: Breathing: AF Volume: NS Test:
 Comments: _____
 Doppler Date: _____

ADVANCED TECHNOLOGY LABORATORIES, INC.



Obstetrics Department and Newborn Nursery - Plan



Opportunity for Philanthropic Giving

Building of a New Neonatal Intensive Care Unit

MYMC seeks an investment of one million dollars to rebuild its Neonatal Intensive Care Unit, located on the fifth floor of the main hospital building.

Seven percent of all babies born today require treatment in neonatal intensive care units. For MYMC, this translates into more than 400 babies a year. By the grace of G-d and by employing advanced techniques, MYMC has proven very successful in treating prematurely-born and deformed babies, and the infant survival rate at MYMC surpasses the national average.

Both the growing birthrate and the increase in preemie babies born through IVF and other intervention techniques make the rebuilding and re-equipping of MYMC's neonatal intensive care unit an absolute and urgent necessity.

In recognition of a donation in the sum of \$1 million, MYMC will name the Neonatal Intensive Care Unit as per the donor's request. The donor's name will be prominently commemorated and displayed at the entrance to the facility and in all relevant signage within the hospital. MYMC will dedicate the rebuilt unit in a gala ceremony in the donor's presence.



Neonatal Intensive Care Unit Plan

Opportunity for Philanthropic Giving

Building of a Dialysis Unit

MYMC seeks an investment of one million dollars to open a dialysis unit on the fourth floor of the main hospital building.

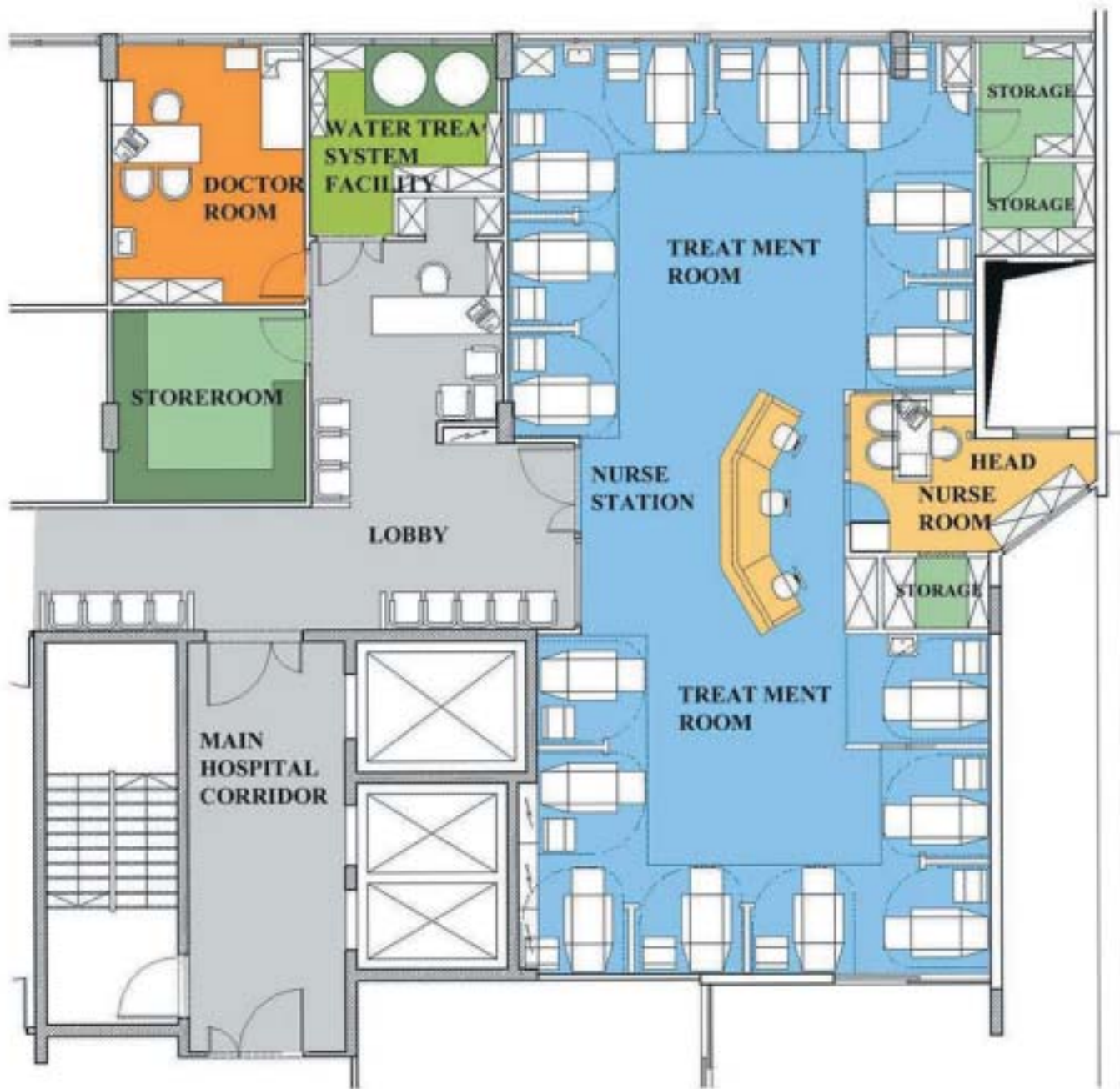
There is a significant increase in the need for a dialysis unit in the Bnei Brak area. At present, dialysis patients have to travel considerable distances in order to obtain treatment in an atmosphere that is respectful of Jewish law, often three to four times a week. The Israel Ministry of Health has recognized this need, and has approved - but not funded -- the building of a dialysis unit at MYMC.

Our plan involves the creation of 16 dialysis positions, which will enable provision of over 1,000 treatments, and service more than 60 patients, at any given time.

The new Dialysis Unit will be designed to provide maximal privacy and modesty. This is critical for the patients who observe halacha, and who must receive over 120 treatments a year.

In recognition of a donation in the sum of \$0.5 million, MYMC will name the new Dialysis Unit as per the donor's request. The donor's name will be prominently commemorated and displayed at the entrance to the unit and in all relevant signage within the hospital. MYMC will dedicate the new unit in a gala ceremony in the donor's presence.

Dialysis Unit Plan



Renovation and Expansion of the Operating Theatres

MYMC seeks an investment of \$ 2.5 million to renovate and expand its Operating Theatres, located on the second of the main hospital building.

MYMC urgently needs to expand from three to seven operating theatres, with the attendant auxiliary facilities and equipment.

Auxiliary facilities will include a new recovery room, pre-op room, sterilization room, storage room for surgical instruments and devices, doctors-on-call rooms, showers and washrooms, and family waiting room

The new and renovated operating suites will be equipped with protection against power failure, sterile air-conditioning systems, sophisticated computerization, new autoclave equipment for sterilization and disinfection, anesthesia apparatus, operating tables, special illumination fixtures, and more..



In recognition of a donation in the sum of \$2.5 million, MYMC will name the Operating Theatres as per the donor's request. *The donor's name will be prominently commemorated and displayed at the entrance to the facility and in all relevant signage within the hospital. MYMC will dedicate the rebuilt unit in a gala ceremony in the donor's presence.*



Shlomo Grofman, Chairman of the Board

Shlomo Grofman is one of Israel's most prominent and innovative real estate entrepreneurs. He is the Active Chairman of Faire Fund (First American Israel Real Estate Fund), a private equity fund with \$40 million in capital; acting chairman of Grofman Holdings Ltd. (a private investment company), and of Sarel Medical Supplies and Equipment Ltd. (Israel's largest medical supplies company). In past, he has served as Managing Director and CEO of Africa Israel Investment Company Ltd, as Chairman of Migdal, the largest insurance group in Israel, and as Chairman of Holiday Inn, the largest hotel group in the world.

Professor Mordechai Shani, Chancellor

Prof. Mordechai Shani is Chairman of the Executive Council at the Sheba Medical Center at Tel Hashomer, the largest hospital in the Middle East, where he served as Director General for more than 30 years. He also served two terms as Director General of the Israeli Ministry of Health. He was the architect of the 1994 healthcare bill which reformed Israel's health systems; and was a key player in the creation of Israel's Patients Bill of Rights.

Dr. Yoram Liwer, CEO

Dr. Yoram Liwer is one of Israel's most experienced hospital managers, having served for close to a decade as executive director of one of Israel's largest medical centers, Asaf Harofeh, and as a professional consultant to the Ministry of Health. He has been involved in business development for many years. Since assuming the post of CEO as MYMC less than three years ago, he has led sweeping reforms which have placed MYMC on a sound financial footing and upgraded the quality of its medical care.

Prof. Mordechai Ravid, Medical Director

Dr. Mordechai Ravid is a professor of medicine at the Sackler School of Medicine at Tel Aviv University, former Chairman of Medicine at Meir Hospital, was Medical Director of one of Israel's larger HMOs, and was a director of two other Israeli hospitals.

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Maayney HaYeshua Medical Center

Rabbinical Council

Hagaon Rabbi S. Wosner

Hagaon Rabbi N. Karelitz

Hagaon Rabbi Y. Silberstein

Senior Management

Mr. Shlomo Gropfman, Chairman

Prof. Mordechai Shani, Chancellor

Dr. Yoram Liwer, CEO

Prof. Mordechai Ravid, Medical Director

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MYMC is a registered, tax-exempt charity in Israel, the U.S., Canada and other countries

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