

# Israel:

## A Medical Tourism Manual



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Israel Travel News Ltd.



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# Minister of Tourism

Dear Friends,

Israel is well known in the global community as an innovator and leader in the field of medical research, hi-tech and comprehensive health care. Today, Israel's medical centers offer services to foreign patients through a wealth of both public and private facilities. These special departments are home to a multilingual staff of leading surgeons, diagnosticians and doctors, physical therapists and nurses, all working together to provide a high standard of professionalism and attentive patient care.

Foreign patients and their families are learning more about the benefits and cost efficiency of treatment in Israel. At the same time, Israel welcomes foreign tourists seeking medical care to take the time to enjoy Israel, the Land of "Milk and Honey," a unique tourism destination, both interesting and affordable.

Millions of tourists have come to Israel to explore its history as a cradle of civilization. While visiting the holy sites, all are awed by the country's diversity of natural landscapes, combined with the genuinely warm welcome with which Israeli citizens greet visitors. Traveling in Israel provides an insight into the myriad of cultures intertwined in daily life throughout the country. Alongside highly advanced care facilities for patients are great hotels, and the very best in dining, shopping and site attractions for the entire family to experience.

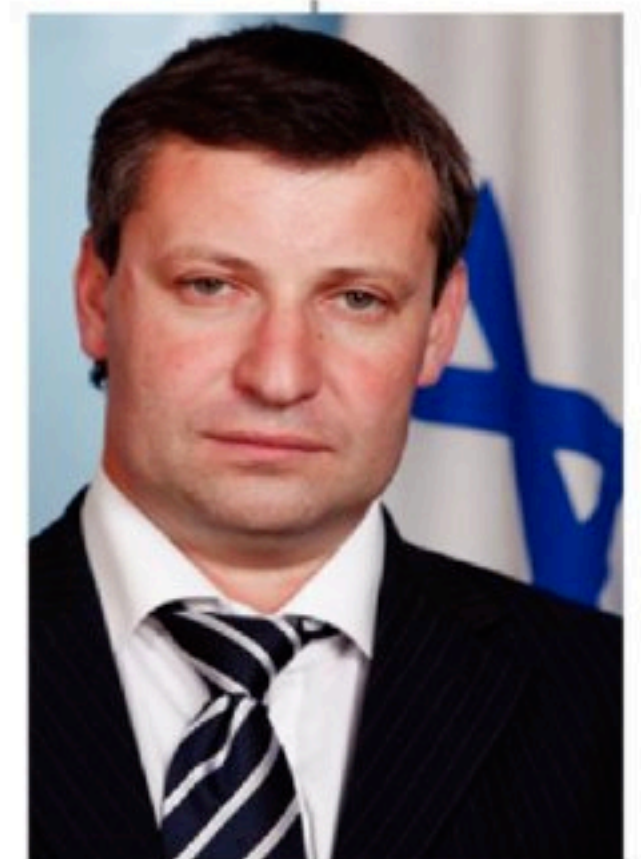
In the following pages you will find a description of a wide range of professional services and facilities. The opportunity awaits you to experience treatment in an unforgettable setting, perfect for both touring and optimizing the healing process.

We hope you will join us in Israel and let us serve you in the way we do best.

Sincerely,

**Stas Misezhnikov**

Minister of Tourism







# Wonders of the Dead Sea

The Dead Sea is the only place in the world that combines it all; year-round hot weather, an enriched oxygen atmosphere, therapeutic UVB solar radiation, a mineral-rich salt sea, world famous mineral-rich mud, thermo-mineral hot springs and luxurious spas. It's no wonder that the Dead Sea has become an international health, rehabilitation, recreation and beauty spa resort.

So next time you are weighing between a fun vacation and a health retreat, choose the Dead Sea and enjoy the best of both worlds!

The Dead Sea Lives!



[www.goisrael.com](http://www.goisrael.com)



# A (Very) Short History of Medical Tourism

For centuries, millennia even, issues of health have motivated people to travel from home in search of relief. The salubrious and therapeutic effects of mineral thermal springs and temple baths were recognized as far back as about 6000 years ago, when the ancient Sumerians constructed what might be considered the earliest forerunners of "Wellness Centers." as part of hot spring complexes complete with elevated temples. Findings indicate that bathing in mineral springs rich in iron was a practice indulged in about 2000 years later, by Bronze Age tribes living near modern-day St. Moritz, as well as at thermal springs in what today is Germany and France. In Asia as well, this phenomenon was growing too. Records going back 5000 years

speak of "medical tourists" traveling to India on a regular basis to seek the benefits of Ayurvedic medical treatments that even then were available there.

Nevertheless, the Ancient Greeks were the first to lay a foundation for a comprehensive medical tourism network, and the Asclepia Temples erected by them in honor of Asclepius, their god of healing and medicine, became some of the world's first health centers, frequented by believers from all over Greece and the vicinity, that traveled to the temples to seek cures for their ailments. More and more therapeutic temples were established in Greece over the next 200 years, including that at Epidaurus, which was the most prestigious and included a dream

temple and thermal baths. Patients arriving at these healing centers would spend the night there, where priests would interpret their dreams and recommend treatments or activities that would bring the visitors back to health. It is believed that Hippocrates, the ancient Greek physician after whom the doctors' Hippocratic Oath is named, began his career as a health temple priest.

When Rome replaced Greece as a super power, hot-water baths and thermae (thermo-mineral springs) came into being in the areas under its control, gaining popularity among the establishment and serving as healthcare facilities, as well as meeting grounds for the wealthy and well connected. One of these, the hot springs in Tiberias (Israel), was so well known and admired throughout the Roman Empire, that a coin dedicated to it and featuring an image of Hygeia, the Roman goddess of health, was minted by Rome in 110 AD.

The Dead Sea too was a venue for health tourism during Roman times. Water and salts from the sea were brought back everywhere throughout the Empire, and indigenous plants (especially the balsam plant and the mysterious "afarsimon" - the identification of which has yet to be



Asclepia Temple mosaic, Ancient Greece.



verified) were used to concoct highly-treasured cosmetics and medicines. As Jewish turncoat historian Josephus Flavius wrote: **“One should praise the Dead Sea...Its waters float any heavy object; it is difficult to drown in it, even if considerable effort is made...In many places the sea spits out masses of salt... This salt brings healing to the human body and it is therefore mixed into many drugs.”**


## Traveling for Cure

During medieval times, traveling for reasons of health began to be popular in various countries and continents. Cairo's Mansuri Hospital for example, built in the mid 13th century, accommodated as many as 8000 people at a time - locals and foreigners, Muslims and believers in other creeds. It was but one of a number of facilities in the Muslim world at the time that also treated travelers from abroad. Ville d'Eaux (Town of Waters),

became famous throughout Europe nearly a century later, when thermo-mineral hot springs were discovered there, and it was here, apparently, that the word “spa” originated - an acronym stemming from the Latin “salude per aqua” (health through waters). However, it would take a couple of hundred years before tourist towns based on their spas began to flourish in Europe, in places such as St. Mortiz, Baden Baden and Bath.

Meanwhile in Japan, on the other side of the globe, the use of “onsen” (hot mineral springs) was gaining in popularity, especially by the samurai, who found them efficacious in alleviating pain and healing battle wounds.

While traveling to hot springs and “taking the cure,” as it was known, remained fashionable throughout the 19th century - and has been enjoying an amazing renaissance all over the world, that began about 20-25 years ago - medical tourism focusing on surgery and

other modern medical procedures did not begin to develop until about 30 years ago, spurred on by spiraling costs of medical treatment in the West, promotion via the Internet and other media, the “global village” phenomena and the availability of affordable travel options. It was bolstered, as well, by the fact that more and more doctors from underdeveloped countries were earning their degrees from universities and teaching hospitals in Europe and North America before returning home with their specialized medical training and experience, a knowledge of developments in state-of-the-art instrumentation, and continuing collaboration with their Western peers in advanced research products. Though looked upon with skepticism that often bordered on shock and even horror by many physicians and surgeons in the United States, where it was growing in popularity, this phenomenon has continued to grow at a rapid pace, to such a degree that it has become widely accepted, and some American insurance companies and HMOs now offer health coverage containing the option of undertaking certain types of medical treatment abroad. About 300,000 patients from the U.S traveled to foreign countries in 2007 for both elective and medical treatment; this number grew nearly five fold in 2009, to about 1.5 million, with all indications that it will continue to break records year after year. Medical tourism from elsewhere in the world is also a rising phenomenon. 



**The hot spring at Hamat (ancient Tiberias).**  
*(Photo courtesy of the Israel Ministry of Tourism)*





# Assaf Harofeh Medical Center

Assaf Harofeh, one of the leading academic hospitals in Israel, is affiliated with the Sackler Faculty of Medicine at Tel Aviv University.

The highly skilled health care professionals at Assaf Harofeh are committed to providing medical services across all medical disciplines of the highest standards, while assuring every patient of personal, warm and humane care.

Assaf Harofeh has been welcoming patients from abroad for many years, and has set up a dedicated, integral in-house Medical Tourism Department reinforced by a staff physician and nurse to coordinate programs of diagnosis and treatment.

The Department's comprehensive services include: personal coordinator, accommodations arrangements, transportation arrangements and interpreters in 7 languages.

Assaf Harofeh Medical Center is located 15 km from Tel Aviv and Ben-Gurion International Airport, and can be easily reached by Taxi or car.





# Seeing is believing with Enaim medical centers

Now the dream of perfect sight has become reality for everyone.

30% of people hoping to undergo laser eye surgery are denied the opportunity due to medical concerns.

Now, however, an innovative solution is available – a procedure that's both remarkably short and completely safe. Discover the world of advanced vision care treatments available now from Enaim medical centers nationwide.

## Laser Surgery: Freedom from Glasses

Laser surgery to eliminate the need for eyeglasses has become extremely popular in recent years.

Enaim, the medical center directed by Dr. Levinger, is considered to be a pioneer in the vision field thanks to its use of the world's most advanced medical technology combined with the valuable experience amassed by Israel's leading eye surgeons, who work with Enaim.

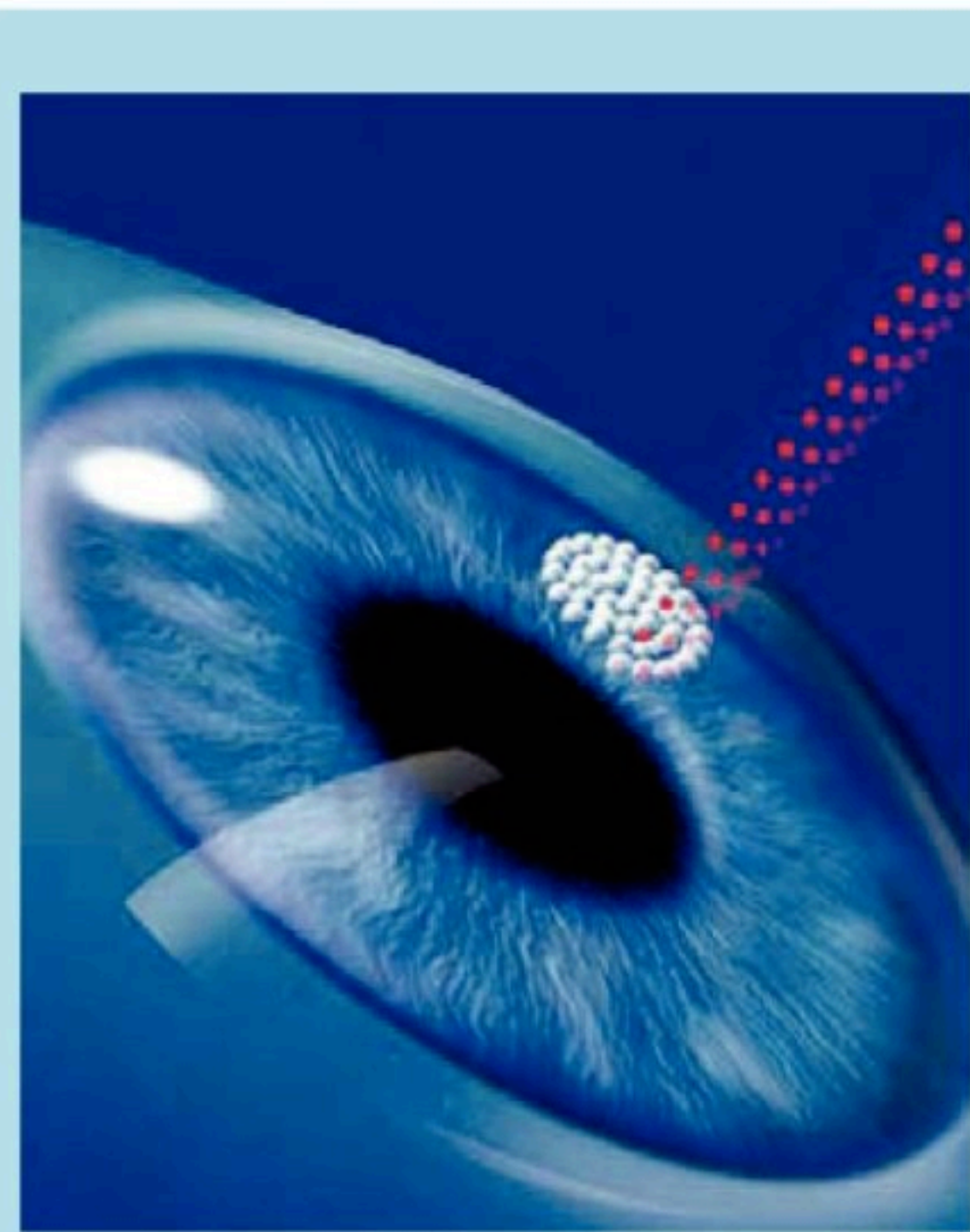
Enaim's doctors decide whether or not a patient is suitable to undergo laser surgery, based on a comprehensive three-hour examination. This examination includes analysis of the eye structure, determining whether the cornea and retina meet the necessary standards, and a corneal topography test. If the tests indicate that the patient will benefit from the operation, the doctor will then determine which procedure should be used.

Laser surgery to eliminate the need for glasses is performed exclusively at the Enaim medical center using the IntraLASIK technique – the safest and most precise technique of its kind in the world.

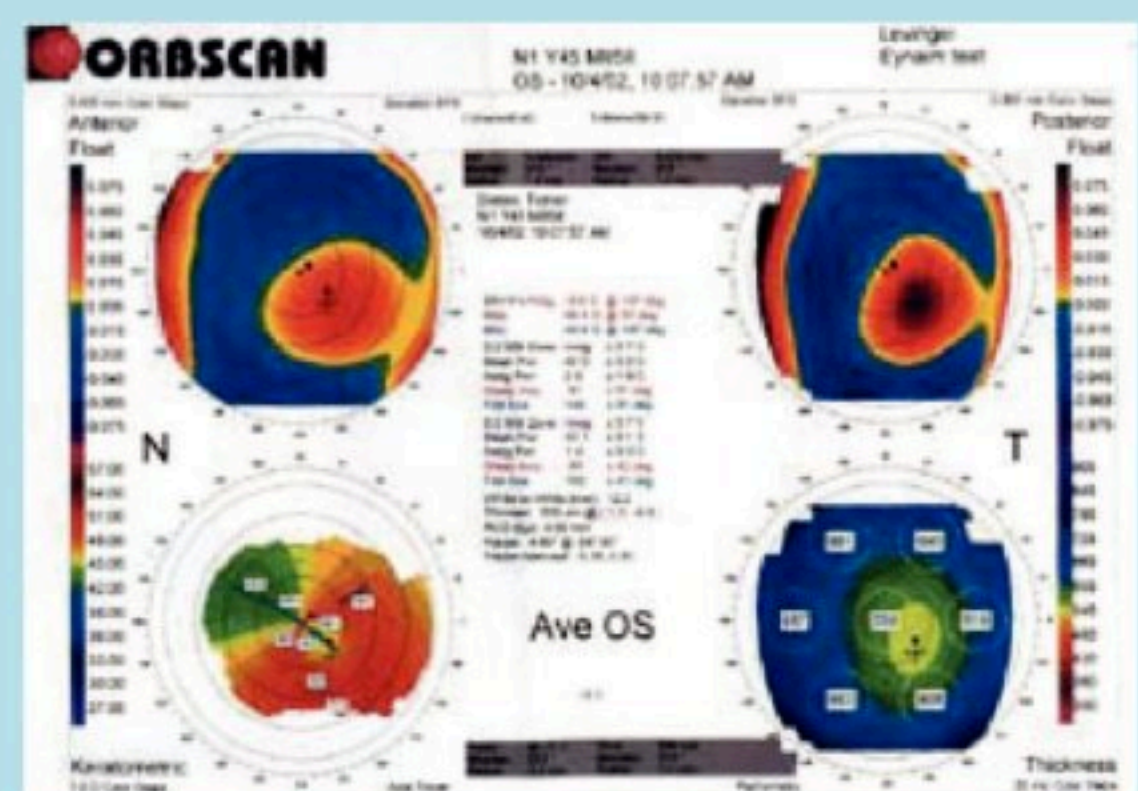
A precise computerized laser beam is employed, with no need for a surgical scalpel. This advanced system can even be used in cases where operations couldn't be carried out in the past, such as: extremely dilated pupils; thin corneas; short-sightedness, and high astigmatism. Another significant advantage is the rapid recovery time, allowing patients to immediately return to their normal daily activities.

## Correcting Presbyopia (Aging Sight)

Presbyopia typically affects people over the age of 40. Presby-LASIK surgery, performed in Israel exclusively by Enaim, enables the surgeon to model a multi-focal cornea in each eye (similar to multi-focals) simultaneously, eliminating the need for glasses. The patient therefore possesses multi-focal vision for any distance – far, near, and medium.



Technology of the Future



Personalized Procedure -  
Topographical Map of the Cornea

## Lens Implants

People with extra-thin corneas, who are strongly near or far-sighted, or who suffer from astigmatism, are often unable to benefit from the advantages of laser surgery. Now they can opt for an innovative "lens implant" procedure to free themselves from the need for glasses. In this operation, performed at the Enaim medical center, an artificial lens is adapted to the visual disability of the eye and is positioned in front of the original lens. The most technologically-advanced equipment is used as part of this short, safe, and reversible procedure, carried out by means of eye drops (local anesthetic), in the presence of a qualified anesthesiologist. There are usually no stitches and no hospitalization, and the patient begins to enjoy good, glasses-free sight after just a few hours.

## Multi-Cataract: A Cataract Operation Based on Implanting a Multi-Focal Lens

As time goes by, the human eye lens begins to lose its natural transparency and becomes cloudy. This is known as a cataract. The process is gradual and causes blurred vision. Although it usually occurs in both eyes, each deteriorates at a different rate and to a different degree. Enaim can perform "upgrades" in such cases – operating on the cataract by installing a clear, multi-focal lens, which is implanted into the eye after the cloudy lens has been removed. Thanks to this innovative technology, vision can be focused for both distance and reading, limiting the patient's reliance on glasses. Multi-cataract operations take no more than half an hour to perform, and no hospitalization is required.

Enaim branches can be found  
throughout Israel.  
For additional information,  
please see our website: [www.enaim.co.il](http://www.enaim.co.il)



# Israel for Medical Tourism

21,000 square kilometers of sheer fascination: from snow-capped Mt. Hermon in the North to Eilat and the Red Sea Desert where the sun shines more than 350 days a year; to Tel Aviv on the Mediterranean Coast, and the holy city of Jerusalem - Israel is a country rich in the treasures and traditions of bygone ages. For history, religion, archeology, Israel is a natural choice. Even for modern pleasures like nightlife, culture and dining. But medical tourism? What credentials do the country's medical institutions and personnel have, that place it at the forefront of the medical tourism map?

A number of factors lend credence to Israel's emergence as a medical tourism power - mainly from

limited markets so far, such as Eastern Europe, and Cyprus, but with the infrastructure, pricing, expertise and desire to attract patients from North America too. In a process that began decades ago, well before the establishment of the State of Israel in 1948, the country has made cutting-edge medical treatment a priority for its citizens, and just about all of its medical institutions now offer this same level of care to tourists from abroad. The emergence of Israeli research institutes and pharmaceutical and biotechnological companies with their pioneering discoveries, enhanced by local companies that have invented state-of-the-art equipment and technologies, is yet one more reason. In addition,

Israel's has needed to develop technologies and expertise to cope with the many forms of damage to the human body its people have experienced as a result of struggles to stave off dangers by hostile neighbors, and these advances are available too, to people from abroad .

Cutting-edge research is another area where Israeli professionals have excelled, and Israel has earned praise for its role at the forefront of medical research in a wide range of medical specialties. Stem cell research is one case in point. Since Jewish religious authorities see embryonic research in a very positive light - due to its potential to save lives - many stem cell projects are in various stages of development in the country: ALS clinical studies; MS clinical research; research with bone marrow stem cells in treating Parkinson's Disease, and the development of a system by means of which stem cells could be grown in large tanks and cultivated in quantities big enough to meet the world's needs.

## Israeli Medical Equipment & Know-How

Israel is also known for the design and manufacture of medical equipment, and its





computer-assisted tomography (CAT) scanners, and advanced microcomputer-supported devices are exported widely. Nevertheless, Israeli hospitals are equipped with state-of-the-art equipment and technology wherever developed, such as the SBRT technology, the most advanced form of Image-Guided Stereotactic Body Radiation Therapy in the world, which provides precision radiotherapy 10 times stronger than other radiotherapy machines, giving sufferers from many types of cancer a greatly increased chance of remission and recovery; and the da Vinci Robotic Surgical System, a major advance in general and cardio surgery alike, which is capable of performing long-distance surgery and providing an unprecedented level of accuracy.

Israel is also a pioneer in the development and use of laser surgical instruments, computerized monitoring systems, and other life-saving and pain-relieving devices.

Moreover, sponsored medical research and development and pre-certification trials are a growing phenomenon, and these activities have resulted in a number of outstanding medical developments in Israel, including a procedure for the relief of prostate cancer and a highly popular treatment for the removal of kidney stones, based on a non-invasive system which crushes the kidney stones so that they can be removed naturally by the human body, and which usually doesn't require hospitalization.

Institutes other than hospitals that operate in the country are also a sign of quality health care. The Israel Center for Medical Simulation, for example, is a world leader in simulation-based medical education. Through new approaches to healthcare training and practice, MSR strives to improve patient safety and the clinical skills of healthcare providers. By proactively exposing trainees to challenging clinical and humanistic encounters, MSR aims to reduce errors and improve the quality of care and teamwork. On another, more people-to-people level, a number of voluntary, altruistic not-for-profit organizations loan out post-hospitalization equipment free of charge, and there's even a local company specializing in developing and modifying special devices when no commercial solution can be found. It has also amassed a special data base listing the locations of practically all the help devices for patients, available in the country.

## Surgery in Israel

The evolution and development of surgery in Israel reflects the influence of the country's dramatic historical events. The immigration of surgeons, particularly since the fourth decade of the 20th century, highly contributed to the framework of modern surgery, along with the education and training provided at the four medical schools, in Jerusalem, Tel Aviv, Haifa, and Beersheba, and the post-graduate surgical training, controlled by the Scientific Council of the Israel Medical Association, in all public hospitals. Surgical standards are high and similar to the very best found in Western countries: a surgical residency in Israel usually requires six years of training, based on guidelines and regulations developed and recommended by the Israel Surgical Society and controlled by the Scientific Council. Most Israeli surgeons have been trained in Israeli hospitals, many of them have also undergone post-doctoral training abroad, and a substantial number of them have immigrated to the country, especially from Eastern Europe.

At the same time, Israeli medical centers offer advanced Western-style medical treatment for people from overseas, at costs that aren't insane. The following tables, though dealing in approximate figures (due to the different types and aspects of surgery in every field), is an indication of the level of pricing - and savings - for foreigners treated in Israel, based on statistics compiled by one local medical tourism agent:





	U.S. Hospitals	Israel	Average Savings
<b>Fertility Treatments</b>			
IVF Treatments	\$16,000-\$20,000	\$5000-\$6000	68%-70%
<b>Medical Procedures</b>			
Heart Bypass	\$120,000-\$130,000	\$20,000-\$35,000	73%-83%
Hip Replacement	\$41,000-\$43,000	\$35,000-\$40,000	6%-14%
Bone Marrow Transplant	\$240,000-\$260,000	\$100,000-\$120,000	53%-58%
Knee Replacement	\$38,000-\$40,000	\$20,000-\$30,000	25%-47%
<b>Eye Surgeries</b>			
Cataract Surgery	\$5000-\$6000	\$3500-\$4000	30%-33%
<b>Plastic Surgery</b>			
Face Lift (rhytidectomy)	\$7500-\$9500	\$6500-\$7500	13%-21%
Breast Augmentation (mammoplasty)	\$5000-\$8000	\$3500-\$4000	30%-50%
Complete Liposuction (lipoplasty)	\$4000-\$6500	\$2000-\$3000	50%-53%
Nose Surgery (rhinoplasty)	\$5500-\$6500	\$4000-\$5000	23%-27%
Botox (facial region)	\$500-\$1000	\$350-\$450	30%-55%
<b>General and Cosmetic Dentistry</b>			
Dental Implants	\$3000-\$4000	\$1000-\$1500	62%-67%



We operate to remove brain tumors, whether benign or malignant, primary or secondary, that cause illness and death in children and young people. The process begins with a very precise diagnosis using a variety of imaging equipment, some of which were developed in Israel by the Odin company. The imaging techniques enable the surgeon to identify the exact location of the tumor, within one millimeter, thus obviating the need to make a larger-than-necessary incision in the scalp. There are times we prefer patients to be wide awake when we operate.... When tumors deep in the brain are to be removed, real-time examinations of patients' motor abilities or whether or not they are capable of fluent speech, can inform the surgeon of the need to change the approach, or even to stop the operation altogether, so as not to cause damage.

**Prof. Zvi Ram, Neurosurgery Department Director**





Our specialty and uniqueness are the minimally-invasive operations we perform, and most of our neurological patients are operated on in this way, with procedures for spinal stenosis or ruptured discs or spinal column affixation, along with treating cases of trauma and removing tumors. Minimally invasive surgery has many advantages, since local intervention is minimized, and this results in minimal damage to tissues such as muscles and ligaments, faster convalescence and lower rates of infection and bleeding. Alternatively, we also perform complex oncological operations, to remove large tumors, for example, that cannot be treated by radiation or chemotherapy. Just recently, I operated on a patient from the U.S. He had been asked to pay \$150,000 for treatment in the States. He paid \$15,000 in Israel - 1/10 the price.

**Dr. Zvi Lidar, Senior Neurosurgeon and Spinal Column Surgery Unit Chair Director. Lecturer in the Faculty of Medicine, Tel Aviv University**

For one other view, as seen by an expert with no connection to Israel, the costs listed below are from the 2008 edition of "Patients Beyond

Borders," Joseph Woodson's book on medical tourism around the world.

## Typical Treatments & Costs

<b>Cardiovascular</b>	
Coronary Artery Bypass Graft	\$25,000
Bypass + Valve Replacement (single)	\$25,000
Bypass + Valve Replacement (double)	\$25,000
Pacemaker (single-chambered)	\$1000
Pacemaker (double-chambered)	\$3000
<b>Orthopedic - Joint Replacement</b>	
Knee	\$11,000-\$18,500
Hip	\$18,000
Ankle	\$18,500
Shoulder	\$18,500
<b>Cosmetic</b>	
Breast Augmentation	\$4000
Breast Lift/Reduction	\$8000
Facelift	\$7800
Liposuction (stomach, hips, and waist)	\$2500-\$7500
Tummy Tuck	\$7800
<b>Vision</b>	
Glaucoma	\$4500
LASIK	\$1000 (per eye)
<b>Weight Loss</b>	
LAP-BAND System	\$12,500
<b>Fertility/Reproductive Health</b>	
IVF	\$3000-\$3250 (per cycle)
<b>Other</b>	
Gall Bladder Removal	\$5000
Prostate Surgery (TURP)	\$5000





The Medical Tourism Center at Assuta Hospital, Israel's largest and leading private medical and surgical center, offers quality healthcare of the highest international standards for patients from all over the world.



Place your trust in Assuta, and benefit from the complete range of medical services under one roof in our world-class facilities, with all the advantages of the Assuta experience:



- **Advanced surgical techniques** – performed by a medical team of 1500 of Israel's senior, experienced physicians and surgeons.
- **State-of-the-art medical examination** – cutting-edge testing capabilities, including highly advanced imaging equipment.
- **Superior medical technologies** – access to the world's leading technologies and equipment for optimal medical outcomes.
- **Outstanding hospital facilities** – comfort and privacy in luxurious, modern accommodations.

**Assuta Medical Tourism Center**  
*Excellence In Global Healthcare*

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There are very few places in the U.S. able to offer such a variety of procedures and treatments on such a high level, as we can, and the experience we have developed over the year, both in quality and the number of operations that we perform – many thousands a year - is just about unmatched.

We are able to perform any procedure relating to the anterior segment of the eye, at our four laser centers and three cataract centers, using the finest, state-of-the art laser equipment, including corneal transplant (with no hospitalization required) and refractive cataract surgery (without bandages).

Also, we are able to use equipment and treatments before they're approved in the U.S., so that even when they finally do receive approval from the FDA, the experience we have accumulated makes us more expert in the particular treatment – and at prices that are lower than those charged in America.

We are involved in professional research too. Later this year we will be hosting the "Fifth International Refractive and Corneal Surgery Conference" at the Dead Sea, and to date, dozens of colleagues from abroad have registered to attend.

**Dr. Shmuel Levinger,**  
**Medical Director of a chain**  
**of eye care specialists' clinics**

## Upgraded Facilities

Many hospitals in Israel have upgraded their facilities in recent years - both medically and in terms of creature comforts - and rooms and suites are available in some of them that provide sleep-in facilities in certain cases for accompanying persons, along with the option for personalized computers and meals. Just about all of them have established dedicated medical tourism centers staffed by professional, multi-lingual personnel to care for any and every patient need, from professionally-staffed private jet ambulance services to discounted accommodation packages for pre-and-post-surgery accommodations for both patients and accompanying persons, and pre-and-post tourism packages in the country. All the hospitals are operated in accordance with closely-watched stringent standards,

a number of Israeli hospitals have already earned accreditation by the Joint Council International and others are currently in the process of doing so.

What has been lacking - and which is being addressed right now by both the government and the medical institutions - are investment and cooperative efforts to promote the country as a top-rank medical tourism destination for the North American market. A branch of the U.S.-based Medical Tourism Association has been established in Israel and has organized professional conferences in Tel Aviv these past two years, attended by leading members of the private and public sectors, and interest is growing in joining forces under a single brand for Israel's entire medical system, rather than relying solely on individual marketing efforts.



**Assuta  
Hospital**





# Compassionate Care Knows No Bounds...



Over nearly 110 years, Shaare Zedek Medical Center has created a tradition of advanced personalized medicine for the people of Jerusalem and Israel. Today, our comprehensive Medical Tourism Program welcomes the world to discover the renowned level of care offered at Jerusalem's fastest growing hospital...



**Shaare Zedek Medical Center**  
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[medicaltourism@szmc.org.il](mailto:medicaltourism@szmc.org.il)  
[www.szmc.org.il](http://www.szmc.org.il)



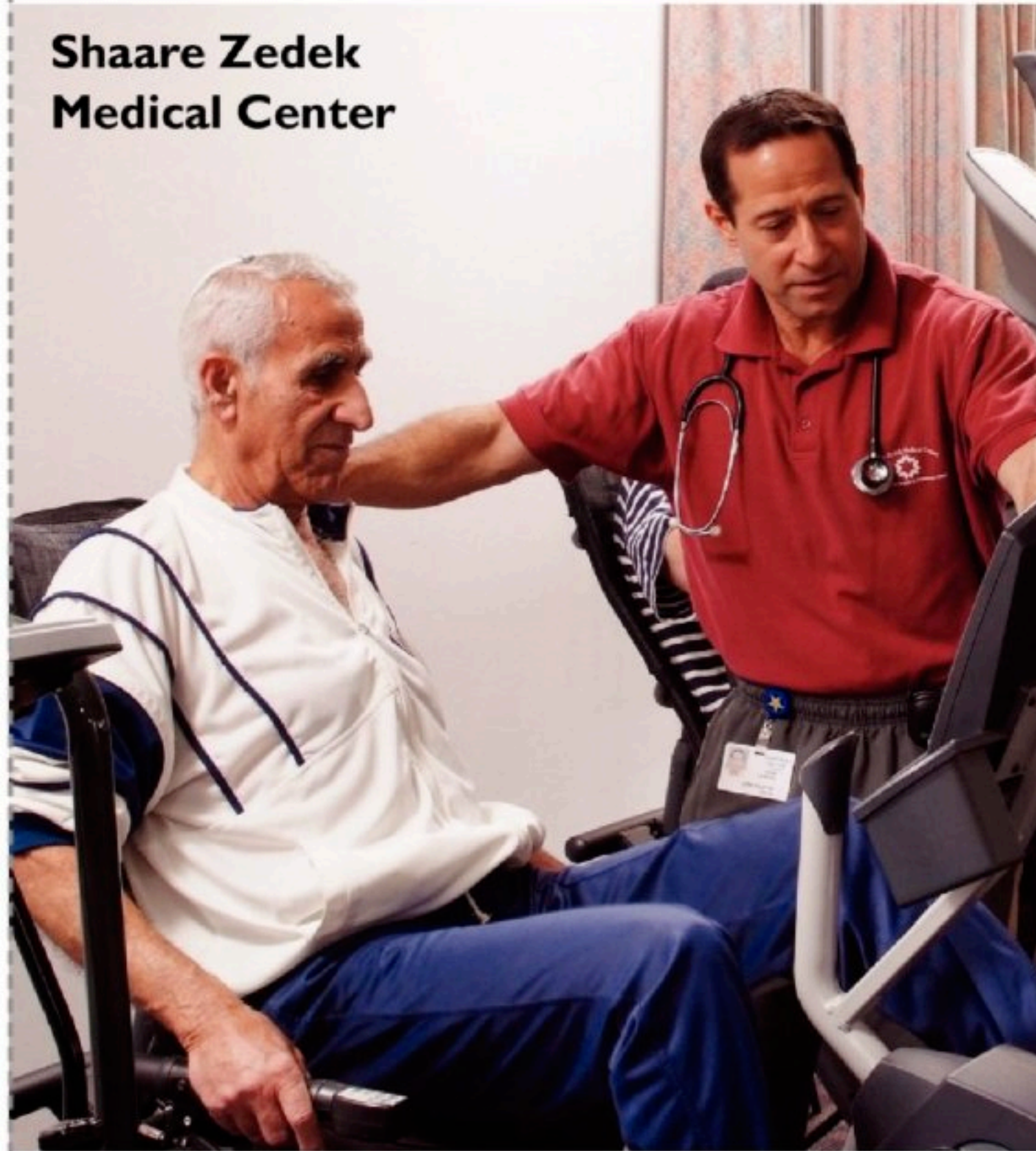


My specialty, prevalent among Jews in particular, but also found among non-Jewish Italians and Spaniards, is pemphigus, a genetic skin disorder. It causes blisters to cover the skin; it is dangerous, and even life threatening, and the treatment I have developed for it is based on an appropriate diet and on avoiding certain medicines, and this is the successful treatment for a disease that until now was thought of as untreatable. I have also developed expertise in the early diagnosis of melanoma, based on facial redness.

A book authored by me and three of my colleagues is now being published in the U.S. Entitled "Gender Dermatology," it is the first book ever to focus on the differences between men and women with regard to the skin's physiological differences and activities.

**Prof. Sarah Brenner,  
Dermatologist,  
Dermatology  
Department Director**

**Shaare Zedek  
Medical Center**



**Israel's Healthcare  
Infrastructure: 2008**

Estimate of Mid-Year Population	7,374,000
Number of Live Births	156,923
Number of Hospitals	377
Number of Acute Care Hospitals	46
Number of Physicians (FTE)	37,121
Number of Dentists (FTE)	9656
Number of Nurses (FTE)	11,483
Number of Physicians Graduated	606
Number of Pharmacists Graduated	183
Number of Dentists Graduated	212

Source: Israel Ministry of Health,  
Department of Health Information

**Number of Beds in  
Various Medical Fields: 2008**

Unit	Number of Beds
E.N.T.	299
Internal	3579
Cardiology	166
Cardiovascular surgery	419
General Surgery	1519
Gynecology	611
Intensive Care Unit	277
Cardiac Care Unit	234
Neurology	284
Neurosurgery	141
Obstetrics	1386
Oncology	304
Orthopedics	853
Pulmonary	286
Plastic Surgery	162
Ophthalmology	345
Urology	425



Source: Israel Ministry of Health,  
Department of Health Information



# Emek Medical Center

**JCI Accreditation** – the 1st hospital in Israel to receive the highest international rating for:

- \*Level of healthcare
- \*Patient safety

100 Medical Departments, Institutes, Units and Clinics

## Emek Medical Specializations

- Orthopedics
- Cardiology
- Ophthalmology
- IVF & Fertility
- Anesthesiology
- Surgery
- Dermatology
- Gastroenterology
- Urology

## Emek

- Multi-lingual staff of physicians and nurses
- Modern and welcoming facilities
- Warm home-like atmosphere
- Treating the person and not only the condition

**Exclusive: Personal VIP medical jet service**  
(including attending physician) from any country direct to Emek Medical Center.

## Location

The magnificent Galilee in its entire biblical splendor ... at your fingertips:

### Nazareth

- Mount of the Precipice
- Church of the Annunciation

### The Sea of Galilee

### Capernaum

### The Gilboa Mountains

## Office of Medical Tourism

### Larry Rich

Phone in New York: 646-546 5970 Email: rich\_l@clalit.org.il

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### Nursing Coordinator - Ahuva Tal

Phone: 972-50-676 5206/972-57-242 9341 Email: tal\_ah@clalit.org.il



Israel & Beyond





# Restoring Lives,

## The Loewenstein Hospital Rehabilitation Center,

located in Raanana, Israel, some 30 minutes from the vibrant city of Tel Aviv, is recognized internationally as well as nationally for its outstanding achievements.

Established 50 years ago, it offers world class short and long-term inpatient hospital care.

The Loewenstein Hospital Rehabilitation Center is a part of Clalit Health Services, Israel's largest health care organization, and is associated with the Sackler School of Medicine at the Tel Aviv University.

### Hospitalization Departments:

- Neurological Intensive Care
- Traumatic Brain Injury
- Orthopedic Rehabilitation
- Spinal Cord Injury
- Neurological Rehabilitation
- Pediatric Rehabilitation
- Day Care centers: General, Pediatric & Traumatic Brain Injury.

### "Total Patient" Care

The Loewenstein Hospital has had many years of experience in treating patients from almost all corners of the world.

The medical Professional Staff all have Israeli & international degrees in rehabilitation and research. Multidisciplinary teams ensure that the needs of the patients are met through coordinated treatment.

- 47 specialist physicians, psychiatrists, radiologists, pediatricians and neurologists
- 200 nurses
- over 100 expert physiotherapists, speech and language therapists, occupational therapists, clinical and neuro-psychologists, prosthetists/orthotists, dieticians and teachers
- a strong team of allied medical and administrative staff

Offering state-of-the-art treatment for international patients seeking personalized, top-level rehabilitative care for:

- Stroke
- Post-traumatic unawareness syndrome
- Traumatic brain injuries
- Spinal and limb injuries
- Orthopedic disabilities
- Disease-causing disabilities

**For further information:** Prof. Jacob Hart, Director (CEO)

Loewenstein Hospital Rehabilitation Center, 278 Ahuza Street, P.O. Box 3, Ra'anana 43100 Israel

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# Restoring Hopes

Loewenstein also offers expert medical consultations and patient evaluations, as well as written cost estimates.

English is widely spoken (along with many other languages), and services and assistance are provided for the administrative needs for international patients and their families during their stay in Israel.

## At the **FOREFRONT** of **REHABILITATIVE INNOVATION** and **RESEARCH**

The experience of 30 years as the only Israeli facility qualified for rehabilitation of brain and head-injured patients has produced expertise and competence almost unmatched by any other rehabilitative institution in the world.

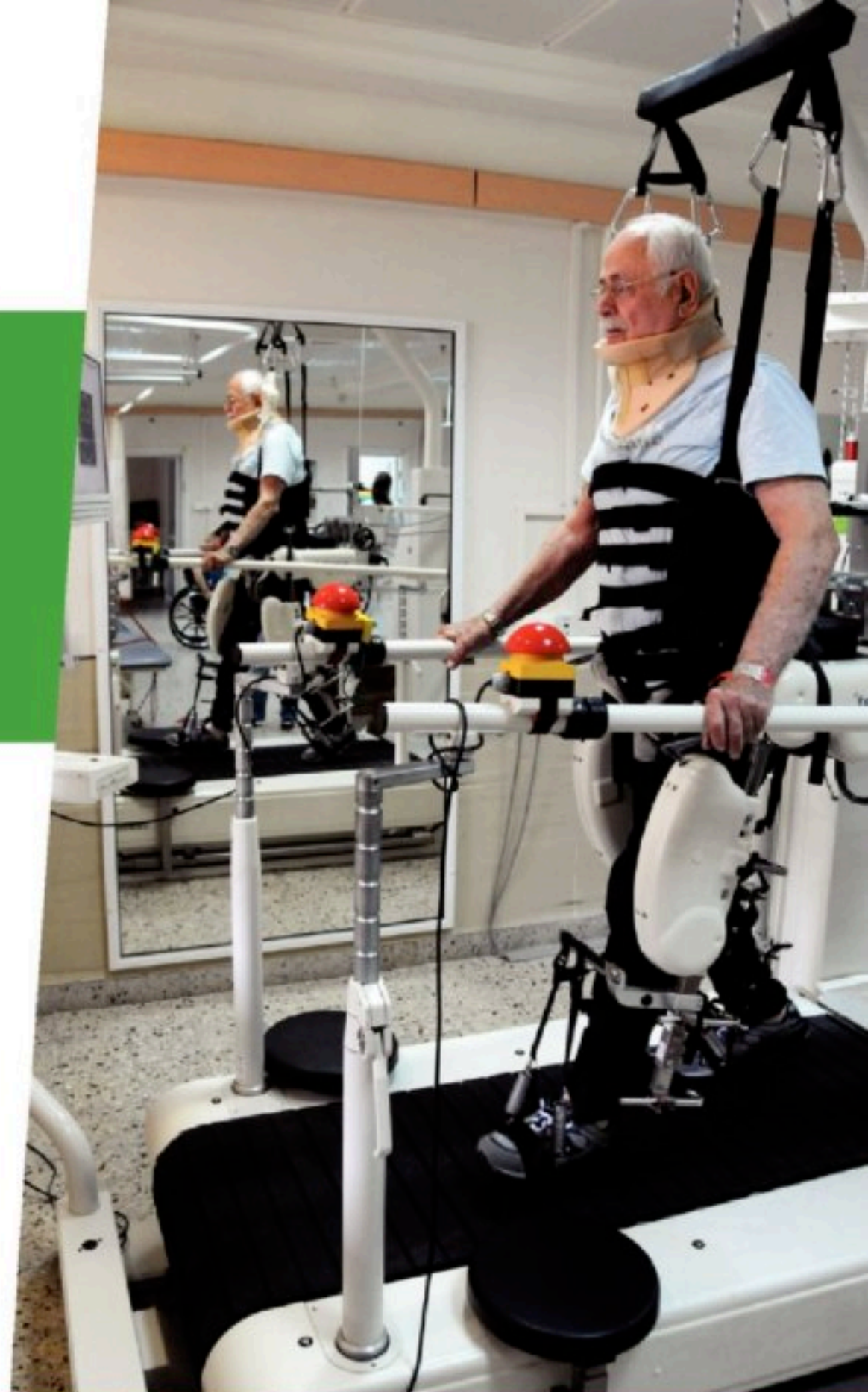
In the last 10 years 80% of the patients admitted for brain injury in the Department for Post-Traumatic Unawareness Syndrome have regained consciousness and continued with further rehabilitation, one of the highest recovery rates of its type worldwide (granted Israel Standards Institute Quality Mark ISO 9001),

Developed at the hospital is the one-of-a-kind LOTCA (Loewenstein Occupational Therapy Cognitive Assessment), an assessment and measurement instrument for providing a valid profile of patient cognitive ability.

The globally renowned SCIM (Spinal Cord Independence Measure) for functional assessment of post-spinal cord trauma and disability was also developed at Loewenstein.

The Loewenstein Communication Scale for the Minimally Responsive Patient, initiated by Loewenstein professionals, is an outstanding predictive indicator of rehabilitation progress in minimally responsive patients.

Loewenstein's outstanding team has introduced scores of innovative diagnostic and treatment methods, authored hundreds of important research findings in the leading, most prestigious international professional journals, and contributed widely to state-of-the-art textbooks in the field.



**בית חולים לוינשטיין - מרכז לשיקום**  
**LOEWENSTEIN HOSPITAL REHABILITATION CENTER**



**CLALIT** 





# VIP Medicine. Patient-Centered Care.

## The Rabin Medical Center

Located on the outskirts of Tel Aviv, the Rabin Medical Center (RMC) offers cutting edge medical treatments and technological breakthroughs combined with pampering, home-style personal attention and care.

Affiliated with the prestigious Tel Aviv University and proud

of its advanced centers and institutes in the fields of oncology, cardiothoracic surgery, cardiology, liver diseases, in-vitro fertilization, fertility, bone marrow transplants, neurosurgery, orthopedics, urology, otolaryngology and others, RMC functions as an academic hospital, and its physicians stand in the vanguard of medicine both locally and internationally. The Schneider Children's Medical Center is also situated on our campus, serving as a model and inspiration - medically and esthetically - for similar institutes of its kind.

RMC's Medical Tourism Unit develops individual treatment programs for patients, even before they arrive in Israel, including a variety of logistical services, from accommodation options for accompanying persons to pampering extras in the course of the patients' hospitalization, to preparing patients

for continuing care back home. As a "patient-centered" facility, the Rabin Medical Center's Hospitalization Tower features private rooms complemented by pampering extras, along service that is attentive to every need. In addition, the fact that nearly all the doctors and nurses speak English simplifies communication between the staff and patients and accompanying visitors from abroad.

The entrance lobby at the Rabin Medical Center is a reflection of what we feel our patients deserve. Highlighted by white concrete arches, the echoing sounds of classical music, statues and pictures that decorate the surroundings and waterfalls cascading down the walls - all complemented by the Center's well manicured lawns - the space is inviting, looking very much like the lobby of a prestigious hotel.







## Israel: Facts & Figures

- Israel has about 70 hospitals throughout the country.
- Israel performs the highest number of IVF treatments per capita in the world.
- 65% of medical tourism patients in Israel receive medical treatments; the remaining 35% receive cosmetic treatments.
- 48% of medical tourists in Israel are from Russia and Eastern Europe.
- Israel now seeks tourists looking for added value: the Holy Land, the life of Jesus, history, culture, and religion. Israel's tourism marketing has become more aggressive with a hard-sell strategy to promote Israel as a venue.
- Not only are medical patients cared for superbly once they reach Israel. The special needs of patients on their journey to Israel - and return - have also been taken into

consideration. El Al, for example, the country's national airline, will make every effort, whenever possible, to provide sick or invalid patients with the seating that best suits their needs, and all El Al craft carry an extensive amount of first aid equipment including emergency kits defibrillators on board, as well as wheelchairs and routine first aid equipment.

- Upon arrival at Israel's new, state-of-the-art Ben Gurion Airport, medical passengers can take advantage of wheelchairs free of charge and electrically-operated carts in the terminal. Elevators, public telephones, drinking fountains and rest rooms too have been designed for easy wheelchair access and accessibility.

- Recognizing the superb quality of Israeli healthcare, some American businesses have even begun offering medical tours to Israel as part of their employee health insurance benefits. Not least among the attractions for

employees is the prospect of an all-expense-paid vacation in a beautiful Mediterranean climate as part of the treatment package.

- Especially for people with strong religious beliefs or interests in history, culture, archeology or in seeing one of the most fascinating and stimulating countries in the world, the combination is compelling. The justifiable pride in Israel's contributions to the world becomes very personal when visitors from around the globe benefit first-hand from Israeli achievements. When the expenses are covered by medical insurance, a trip to Israel that "would be nice someday" suddenly becomes a reality. Yet even for those who finance the trip themselves, the total price for both medical and sightseeing during recovery is so compelling compared with U.S. treatment, that it amounts to a vacation that pays for itself - in a place that offers a deeper meaning.



## Assaf Harofeh Medical Center

Assaf Harofeh Medical Center, the third largest government hospital in Israel, is an 850-bed academic medical facility. Assaf Harofeh operates 246 Internal Medicine beds, 235 Surgical beds, 53 Intensive Care beds, 85 beds in Gynecology and Obstetrics, 44 Pediatric beds, 80 Geriatric beds and 126 Day Care hospital beds, along with all the diagnostic and imaging capabilities of an up-to-date facility.

The Internal Medicine Division has seven departments, each with 38 beds. Sub-specialties include: cardiology; nephrology; pulmonology; endocrinology; gastroenterology; hematology; oncology; neurology; rheumatology; immunology and allergy. The Division of Surgery is comprised of two general surgery departments and two departments of orthopedics, along with departments of urology,

ENT, vascular surgery, pulmonary surgery, pediatric surgery, pediatric orthopedic surgery, ophthalmology, plastic surgery, neurosurgery and prosthetic surgery. The Obstetrics and Gynecology Division has 85 beds with extensive ambulatory services in all sub-specialties of gynecology, obstetrics, fertility and IVF. Assaf Harofeh features a Pediatric Division housed in a self-sufficient "Children's" Hospital Building, which includes a Pediatric Neurology and Rehabilitation Referral Center that treats child developmental disturbances and works to rehabilitate children with cerebral palsy and other chronic medical problems. The Diagnostic Imaging Division provides modern diagnostic services available in the fields of general X-ray, CT scan, MRI, ultrasound, cardiac catheterization, peripheral angiography and nuclear medicine. Possessing one of the world's most advanced hyperbaric chambers, and the largest in the Middle East, Assaf Harofeh's Hyperbaric Institute

offers treatments for conditions that range from bed sores to diabetes and cancer, to cerebral palsy and other neurological diseases, to dental rehabilitation for patients suffering from radiotherapy damage to the jaw bone - while carrying out research on treating autistic children with pressure chamber techniques. Assaf Harofeh is affiliated with the Sackler Faculty of Medicine at Tel Aviv University and all the clinical departments are accredited for specialist training by the Academic Council of the Israeli Medical Association. The Divisions of Medicine and Surgery are university-affiliated teaching units, providing bedside teaching to Israeli and American students all year round, and most of the hospital's doctors hold teaching and research positions at the Faculty of Medicine. Its Academic School of Nursing, one of the largest in Israel, offers a four-year academic program for a nursing license and a B.A. degree in Nursing, in affiliation with the Hebrew University, Jerusalem.

Research activities at Assaf Harofeh comprise basic and clinical research, molecular biology and applied pharmacological research projects, and it has advanced experimental laboratories and a state-of-the-art animal facility with professional veterinary services, along with all the facilities required according to the Helsinki provisions.

Assaf Harofeh participates in the Joint Commission International Accreditation process leading to certification and recognition by the Joint Commission (USA).



Assaf Harofeh Medical Center





In addition to treating the local population, Assaf Harofeh has been welcoming patients from abroad for many years, and has set up a dedicated, integral in-house Medical Tourism Department reinforced by a staff physician and nurse to coordinate programs of diagnosis and treatment. Staffed by professionals capable of interpreting in seven different languages, the department cares for all the needs, bureaucratic and otherwise of all foreign patients accepted for treatment, including the option for hospitalization in private rooms with phone and Internet connections, help with visas when needed and arranging accommodations for family and/or other companions at on-site apartments or at local hotels (including one adjacent to the hospital). A personal coordinator is assigned to all foreign patients, on call 24 hours a day, to answer all their needs and if requested, to provide alternative treatment packages based on 10 different forms of holistic medicine at the hospital's Institute for Integrated Medicine.

Assaf Harofeh's 3400 doctors, nurses, ancillary skilled health care professionals and administrative staff are well committed to providing medical services of the highest standards, while at the same time assuring every patient of personal, warm and humane care.

## Assuta Hospital

The original Assuta Hospital in Tel Aviv, founded in 1934, has grown and developed over the

years and now owns and operates four private hospitals, five imaging institutes, cardiology institutes, dialysis units, IVF centers, oncology institutes, women's health centers, gastroenterology units, pain clinics, specialist clinics, and more. Its latest facility is its new flagship compound, which opened in Tel Aviv in 2009. As the first entirely new hospital to open in Israel in 35 years, it was designed from the perspective of how the hospital of the future should look and be.

The largest private medical services center in Israel, Assuta hospitals and clinics are staffed by 1500 experienced senior doctors, specialists and surgeons, and patients are offered access to the best in state-of-the-art medical technologies and equipment available anywhere, including highly advanced "all-in-one" imaging equipment, since the medical center serves as a technological model for equipment manufacturers interested in marketing their new developments all over the world.

Assuta is comprised of professional medical centers, with specialists providing all-inclusive solutions for the patients, comprehensive and high quality medical and logistic support for all aspects of nursing, and medical care. While at least half of its surgeries are cardiological procedures, urological and orthopedic treatments and IVF, it offers a broad range of surgeries covering the entire spectrum, using endoscopic (minimal invasion) as well as conventional methods. These include procedures to treat the digestive system, pancreas,

liver, gall bladder and spleen, intestines and breast, as well as surgical treatments for hernias, laparoscopic surgery, urological, vascular and head and neck surgery. Also, bariatric surgery for treating obesity, spinal fusion, discectomy and knee, shoulder and hip replacement surgery - supported by an experienced team of physiotherapists - neurosurgery using a Computerized Imaging Navigator, which enables fast, safe access to the operating site while ensuring minimum damage to the surrounding tissue. Head & Neck Oncology & Surgical Center provided treatment such as trans-sphenoidal adenectomy, for head and neck tumors, complete with stereotactic needle biopsies, requiring the smallest possible skull incisions and yielding results that are extremely accurate. A broad range of plastic surgery procedures, both eclectic and reconstructive, are also offered by Assuta specialists in the field.





Along with advanced surgical techniques, state-of-the-art medical testing and superior medical technologies, Assuta offers new, modern private hospitalization rooms equipped with private computer, personalized meals and sleep-over options for accompanying persons. A respect for privacy is a cornerstone of its credo for patient care, and everything is implemented from the perspective of meeting the individual needs and requirements of the patients - from enabling them to select a private surgeon and anesthesiologist, to choosing the most convenient time for appointments and treatments. Hotel and tourism packages for accompanying persons are available via Assuta's International Customer Relations Department.

## Emek Medical Center

The Emek Medical Center, located in Afula, in northeastern Israel, is affiliated with the Rappaport

Faculty of Medicine in Israel's Technion Institute of Technology. Emek's CEO is the first woman in the history of Israel to be chosen to lead a major medical center:

Emek has 25 departments in a broad range of specialties, in addition to a number of specialized institutes, such as a Genetics Institute with both a cytopathology and molecular genetics unit, a Nephrology Institute and a Pathology/Tissue Diagnostics & Cancer Research Institute. It also serves as a national referral center for retinal surgery, pediatric surgery, ECMO, IVF and BMV and as a regional referral center for the English, French and Italian Hospitals located in Nazareth.

The majority of the 17,000 annual surgeries performed in Emek are orthopedic procedures: hips; thighs; necks; backs and spines; shoulders; wrists; hands; knees and feet, and pediatric surgery too. Emek reports a 95 percent success rate for knee replacement and 92

percent for hip replacement. The success rate of its Fertility Institute for assisted pregnancies is on a par with the finest fertility centers in the western world, and the hospital is a recognized leader in ICSI (Intra Cytoplasmic Sperm Injection) techniques. Its ultra-modern catheterization laboratories have been outfitted with state-of-the-art digital imaging equipment that visualizes and detects coronary artery disease, and Emek is also a national referral center for sophisticated ophthalmic surgery.

Notwithstanding the hospital's success in these fields, its physicians have also developed a number of innovative techniques in other specialties, such as using an electrothermal device designed to seal blood vessels during abdominal surgery, for hemorrhoid surgery that results in a 1/3 shorter convalescence, much less discomfort and fewer complications to the patient.

A new and spacious West Tower, nearly 20 years in the planning, now houses the hospital's emergency services, as well as two pediatric and two internal medicine departments, the gynecology department, gastroenterology institute, cardiology department (including the catheterization unit and cardiology intensive care unit and two new departments of surgery). These modern departments offer a higher standard of patient comfort, privacy and amenities. The hospital's Genetics Institute has earned the trust of its Arab neighbors through a decades-long humane program of genetic



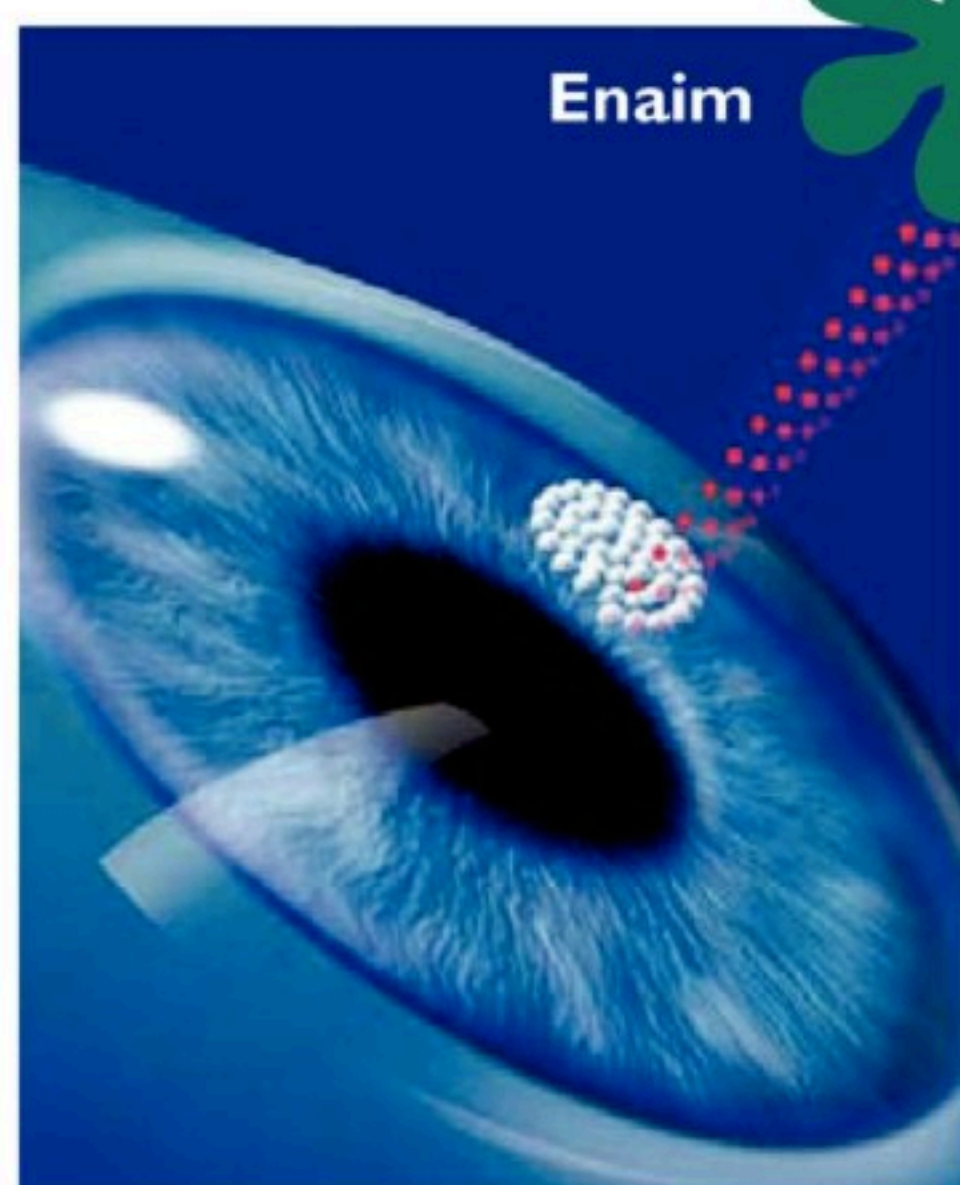


testing, screening and education to successfully reduce the incidences of genetic abnormalities among this thriving population.

Emek physicians are in tune with the modern world of medicine, regularly participating in international medical congresses; lecturing in universities; participating in joint research studies with leading international medical centers, and regularly publishing articles and being quoted in leading international medical journals.

As a medical center with a keen interest in medical tourism, Emek was the first hospital in Israel to be awarded the JCI (Joint Commission International) accreditation for the highest standards in healthcare and patient safety, meeting the 300 standards and 1200 measurable elements set forth by the JCI.

Working with qualified specialists from all its departments, according to need, an in-house qualified nurse has been selected to coordinate all requests from potential patients from overseas and to see to their welfare and needs once they arrive, and help in organizing tours and/or accommodations for accompanying persons can be provided. For the comfort of ambulatory patients or for patients' companions, new hotel-style accommodations are being constructed on campus. When ready, they will be equipped with a refrigerator, television, high speed internet and other amenities.




## Enaim

Directly affiliated with the Soroka Medical Center in Beersheba and Elisha Hospital in Haifa, Enaim, founded by its Medical Director Dr. Shmuel Levinger, a pioneer of LASIK surgery in Israel, owns and operates a chain of eye-care centers throughout the country. Each Enaim eye center is staffed by highly-qualified physicians and outfitted with the finest medical equipment available in the field - supported by high-level ophthalmologists and optometrists with years of experience in ophthalmology, vision correction and optometry - and all boast state of the art operating rooms that have been approved by the Ministry of Health. A large variety of operations are performed on a daily basis, including procedures for glaucoma, cataracts, retinal, oculoplastic, and complex corneal surgeries. Enaim - the only specialized center in Israel to offer an unlimited guarantee following surgery - maintains clinics in which new and innovative procedures for the treatment of amblyopia (lazy eye) are carried out, based

on the "NeuroVision Method." Though designed to address the condition in children in particular, they treat adults too suffering from this condition.

Enaim also pledges itself to: respond to, focus on, and prioritize patient needs, and keep abreast of development all over the world in ophthalmology; research and publish articles in scientific journals; and adhere to the guidelines of the Israel Ministry of Health, the Israel Society of Ophthalmology and those that comprise the "Dr. Levinger Method," its treatment credo. This approach, which has played an important role in Enaim's having been granted ISO 9002 standard for its operating rooms by the Israel Society of Ophthalmology, focuses on: strict diagnostic criteria (resulting in the fact that only about 70 percent of interested patients are accepted for surgery); top-of-the line equipment for compatibility testing and operative procedures, such as Orbscan and Abrometer machines for extremely accurate diagnoses, and advanced surgery in the Jerusalem and Tel Aviv branches, using Israel's only IntraLASIK equipment. In addition, patients are fully involved in the procedure they are to receive, as well as with everything else relevant to their individual cases.

Enaim has expanded in recent years and now owns and operates the multi-disciplinary "Seven Eyes on the Negev" medical center, which specializes in orthopedics, plastic surgery, echocardiography, ophthalmology, gynecology, 



and dentistry, among other fields. A similar multidisciplinary center opened recently in Tel Aviv, while the "02 Center," specializing in cardiac rehabilitation, operates in Jerusalem and is affiliated with the Mt. Scopus campus of the Hadassah Medical Center.

## Hadassah University Medical Center

Nominated for the Nobel Peace Prize for 2005, the Hadassah University Medical Center ("Hadassah") is a tertiary medical center offering expertise in specialties and sub specialties practiced today in medicine.

Hadassah, with a total of 30 operating rooms, 5500 employees,

700 physicians and 1600 nurses, operates two large hospitals in Jerusalem. Hadassah Ein Kerem, which serves as a national referral center for the most complex and challenging medical cases in Israel, is an 800-bed tertiary care facility dealing with virtually every conceivable aspect of modern medicine. It features a unit - one of only 10 in the world - for treating Parkinson's Disease by means of electrodes, others where patients suffering from prostate cancer and other diseases receive advanced treatments that are awaiting FDA approval for use in the U.S., departments specializing in bone marrow transplant and stem cell procedures, computer-guided and minimally-invasive surgery, and more. Since Hadassah has adopted the Diagnosis Related Group

(DRG ) system, most patients coming from abroad - though not those arriving for cancer-related treatment - will be able to know the (fixed) medical-related costs of their stay, before being hospitalized.

With over 130 departments and clinics, and almost 25 buildings (including research facilities and schools of medicine, nursing, dentistry and public health) the Ein Kerem hospital provides advanced diagnostic and therapeutic services for both Israelis and international patients. The Hadassah Mount Scopus Hospital, with 400 beds, has more than 30 departments and clinics.

Hadassah also offers a special department created for the purpose of understanding and meeting the needs of patients from abroad and to explain the advantages - both financially and in terms of waiting time - of undergoing medical treatments at its facilities. It provides pre-hospitalization medical assessments in five different languages, as a basis for developing a clear and accurate medical plan and timetable, as well as door-to-door logistic support and emergency evacuation based on its own dedicated air ambulance ready to fly with a trained Hadassah intensive care team 24/7, to any destination around the globe. Tele-Radiology and video conference technology is available too, for patients and their doctors in need of super specialized experts and expertise.







# Okeanos – An Ocean of Pleasure

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\* Situated 400 meters south to Herzliya Medical Center



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## Herzliya Medical Center

Located in Herzliya and just at the Mediterranean Seaside, Herzliya Medical Center (HMC) is a luxurious private hospital, the first private facility to perform complex operations and procedures such as heart surgery, neurosurgery, endoscopic procedures, and others. It was also the first of its kind to



**Herzliya Medical Center**



utilize CT scans, catheterization facilities, a cytogenetic laboratory and intensive care unit.

Serving the needs of Israelis and those of visitors from over 50 different countries, HMC offers 100 beds in semi-private or private rooms and in exclusive, spacious suites.

The staff consists of approximately 500 very experienced physicians, including hospital department and unit heads, and senior doctors from Israel's public hospitals and universities, and 400 full-time nurses and other staff members. Over 17,000 operations are performed annually, including about 1000 IVF treatments and 250 open heart surgeries.

The International Department in the hospital, staffed by a multilingual team speaking a total of 11 different languages, is dedicated to assisting foreign patients before and during their stay. It can help patients and those accompanying them with a wide range of services, including assistance with visas (if necessary) and information on travel arrangements; information and guidance concerning specialists and treatments available at HMC; making appointments; reserving rooms at the seaside hotels nearby the hospital; accompanying the patient during all stages of treatment, and providing medical reports in English.

HMC was the first hospital in Israel to receive full accreditation from Blue Cross/Blue Shield in the U.S. thus allowing direct payment from insurance companies

overseas. In addition, the hospital is fully authorized by the Israel Ministry of Health to perform all surgeries and other complex medical procedures. A large number of departments at HMC have accrued years of experience in working with patients from abroad, offering treatments in fields such as general, oncologic and cardiac surgery, cardiac catheterization, orthopedics, gynecology, urology, plastic surgery, IVF, gastroenterology, and more. In fact, just about every medical procedure.

The Intensive Care Unit, renowned for its high level of professional expertise, is equipped with state-of-the-art equipment and provides optimal support and attention to all surgical patients.

For patients needing urgent treatment, HMC provides emergency air ambulance services to Israel from anywhere in the world, with an aircraft manned by a doctor, a medical team and intensive care equipment, all of which enable the transport of patients under hospital-level conditions.

The International Department has dedicated itself to the care of foreign nationals in Israel, including: diplomats, members of the U.N. forces, tourists, foreign journalists and businessmen.

For more information please call the International Department at HMC: 972-9-9592458





# THE SHARON HOTEL HERZLIYA

**The best location to stay for Herzliya Medical Center customers. Within walking distance. Full cooperation between the Sharon Hotel and the Herzliya Medical Center**

Come and enjoy our newly Sea view refurbished rooms. The Hotel is located on the northern beach of Herzliya Pituach, offers quick access to the marina, which includes a large up market shopping mall, restaurants and coffee shops.



Deluxe Garden Room

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## Loewenstein Hospital Rehabilitation Center

The medical center where most post-traumatic brain-injured people in Israel are brought to for care, the Loewenstein Hospital Rehabilitation Center focuses on the evaluation, treatment and rehabilitation of patients with locomotor, cognitive and communication disorders, both neurological and orthopedic. Affiliated to the Sackler Faculty of Medicine at the Tel Aviv University and also accredited by the Scientific Council of the Medical Association as a center for physicians specializing in the field of physical medicine and rehabilitation, it hosts training programs for the university's medical students, as well as for students of physiotherapy, psychology and social work. Loewenstein's Occupational

Therapy Department was cited a few years ago by the Tel Aviv University, the Hebrew University Jerusalem and the University of Haifa for its student training program, and the Center itself was honored by Israel's Postal Authority in 2006 with a special postage stamp.

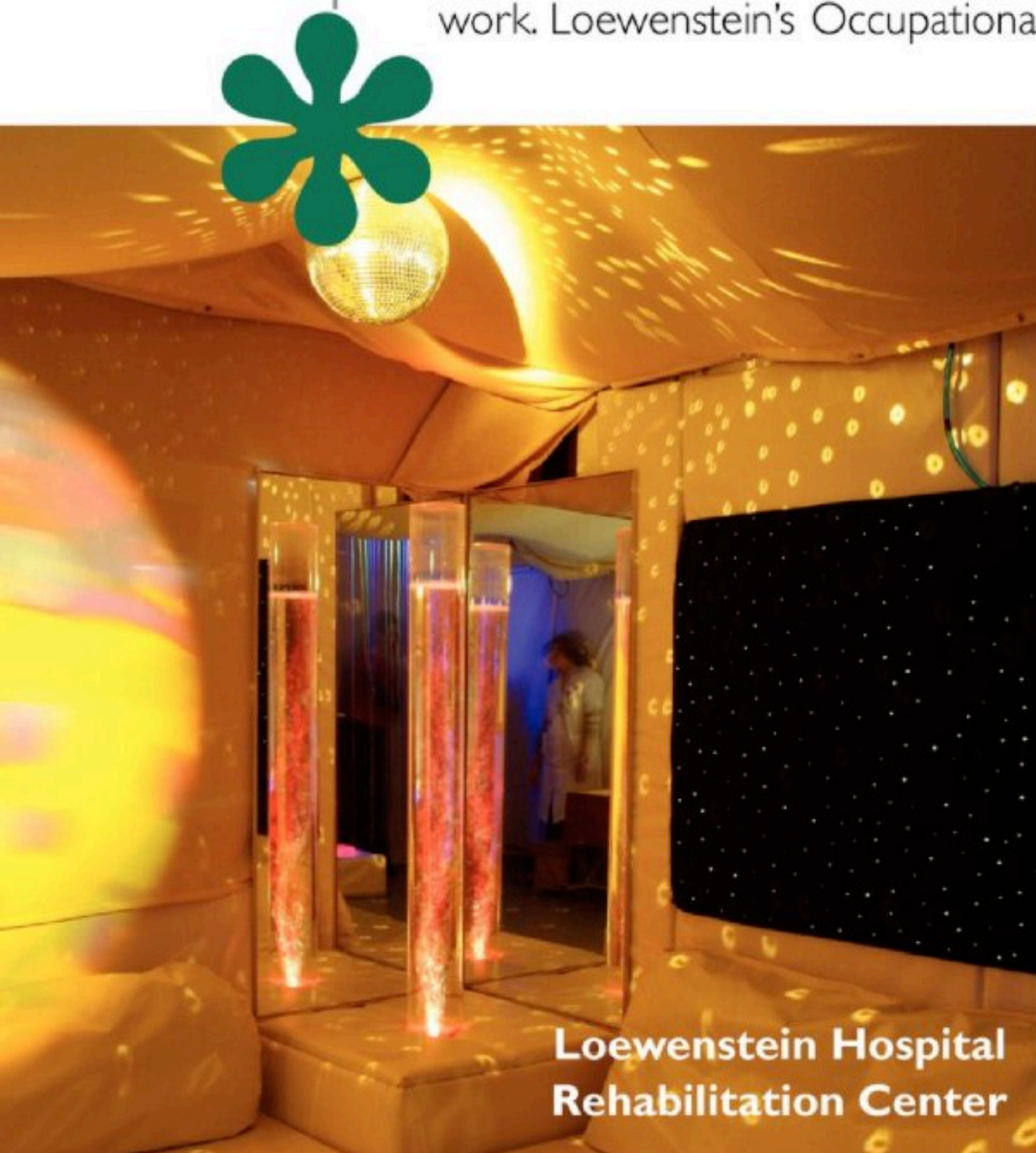
A list of hospitalization departments at Loewenstein is a reflection of its high level of specialization. It operates two in-patient departments in neurology, a Neurological Intensive Care Department (operating under ISO Standard 9001), an Orthopedic Rehabilitation Department, a Spinal Cord Injury Department, a Traumatic Brain Injury Department and a Pediatric Rehabilitation Department, along with a broad range of specialty outpatient clinics.

Together with researching and developing new techniques and improved prosthetic devices over the years, many of which have come into much wider use, the Loewenstein Hospital Rehabilitation Center has pioneered in a number of important areas of diagnosis and treatment. These include the LOT-CA (Loewenstein Occupational Therapy Cognitive Assessment) Battery, a series of cognitive tests for primary assessment and ongoing evaluation in the treatment of brain injured individuals, the SCIM (Spinal Cord Independence Measure) for functional assessment of post-spinal cord trauma and disability - the only comprehensive rating scale that measures the ability of patients with spinal cord lesions to perform everyday tasks

according to their value for the patient - and the Loewenstein Communication Scale for the Minimally Responsive Patient, a reliable and predictive indicator of rehabilitation progress, used by interdisciplinary rehabilitation teams in planning individually targeted therapeutic programs for minimally-responsive patients.

Loewenstein was one of the first hospitals in the world to install the Snoezelan Multi-sensory Environments Therapy Room to treat patients with divergent medical needs (including comatose patients). Its department for Post-Traumatic Unawareness Syndrome patients has achieved a recovery level of 80 percent. Physicians and researchers at the Loewenstein Hospital Rehabilitation Center have written important research findings and innovations in leading international professional journals, addressed international forums, and contributed to textbooks in their respective fields.

Patients from hospitals all over the world are referred to Loewenstein Hospital, and its facilities are open to anyone requiring neurological and/or orthopedic treatment and rehabilitation. Visitors from abroad will find a multi-lingual staff (with many speaking English, Russian and Arabic), a sense of caring and dedication to individual needs, and cutting-edge diagnoses and treatments. And for those requiring accommodations for themselves or their companions, rooms are available for short-term or long-term stays just a short walk from the hospital.



Loewenstein Hospital Rehabilitation Center



## Meir Medical Center

Opened in 1956, the Meir Medical Center, the central medical center of the Sharon and Shomron area, north and east of Tel Aviv, now has 717 beds. Since it had been inaugurated as a tuberculosis treatment facility, ramps were built in order to ease movement for its lung patients, and Meir still is the only hospital with such ramps.

All its departments are affiliated with the School of Medicine at Tel Aviv University and actively participate in training medical students in their clinical studies, and its laboratories are affiliated with Bar Ilan University.

Meir features a very prominent orthopedics unit specializing in offering innovative treatments for soft tissue and cartilage injuries and reconstructing ankle ligaments. Its Spinal Column Department specializes in minimally invasive surgery, as well as radio frequency treatment. Its Women's Wing has earned a reputation in oncogynecology, and a special, self-contained gynecological oncology unit is involved in all aspects of the complex treatment of women with tumors of gynecological origin. The Department of Gastroenterology is a leader in researching gallstones and in innovative treatment for the condition, and the hospital's plastic surgery unit specializes in reconstructive plastic surgery, (focuses primarily on treating tumors, burns and birth defects), and cosmetic surgery. Ophthalmology is another department of note, and among its other achievements, it has developed a new glaucoma

procedure based on CO2 laser treatment, and is a leader in oculoplastic endoscopic surgery for eye socket reconstruction.

The Meir Medical Center of the General Health Services has earned a strong reputation in the field of sports medicine. Assisted by a staff of sports medicine specialists, the "Olympic Hospital," as it is known, treats the athletes of Israel's Olympic team. Recently, the hospital opened the new "Sports Center of Meir Medical Center," where expert doctors provide comprehensive advice and treatment for the members of Israel's Olympic athletes, as well as for soccer and basketball teams. The Center's staff includes orthopedic surgeons and other medical practitioners, some of international reputation, specializing in sports medicine.

The hospital has spent the last year upgrading thousands of activities, procedures and protocols, to bring it to the highest international level of quality, and it is one of but three hospitals in Israel to have been designated as meeting Joint Committee International standards. As a facility with this international accreditation, it has become involved in medical tourism too. Along with caring for all the needs of overseas patients before and during their stays and seeing to it that all information is presented to patients in a language they can understand, a designated staff member serves to coordinate contact between patients and the hospital's medical staff, with relevant specialists meeting with the coordinator to review each case individually.

Meir Medical Center



## Rabin Medical Center

Affiliated with the Tel Aviv University - Sackler School of Medicine, the Rabin Medical Center (RMC) is a 1300-bed prestigious teaching hospital ranking among the top choices of Israeli medical school graduates for internship, residency and fellowship placements. Located just outside of Tel Aviv, it attends to the medical needs of close to one million patients annually and is a major tertiary referral center for patients throughout Israel and beyond.

With a medical team that includes eminent physicians and nurses at every measurable level –experienced professionals that work with the latest medical technology and equipment available anywhere in the world and possess up-to-date medical knowledge and treatment protocols, RMC provides advanced comprehensive patient care in all fields of medicine. Specialties include cardiology and cardiothoracic surgery, interventional cardiology, interventional radiology, neurosurgery, organ transplantation, urology, oncology, orthopedics, orthopedic oncology, ophthalmology, comprehensive







## Rabin Medical Center



medical assessment and many others. The Women's Hospital caters to every aspect of women's health, including advanced maternity services, gynecologic oncology and a large cutting-edge IVF facility. The Davidoff Center is a sophisticated and innovative facility for the treatment of malignant diseases, offering comprehensive treatment options in all areas of oncology and hemato-oncology, including bone marrow transplantation. For post-operative patients, RMS's rehabilitation center is but a seven-minute walk from the hospital.

### Research

The Felsenstein Medical Research Center, situated on the hospital campus, has 50 modern, fully equipped research laboratories offering a unique opportunity for conducting basic research with direct clinical applications. RMC's Central Research Authority initiates strategic collaborations in various fields of research and

development with the industry and other researchers, seeking sources of funding and encouraging research among staff. Working in close cooperation with the Sackler School of Medicine and with a wide variety of prestigious medical and research institutes in Israel and abroad, it undertakes many original research projects that are carried out at the medical center, with results that are published in leading medical journals.

### RMC International

RMC International provides a wide variety of services for international patients, to assure them every comfort and convenience. Coordinating all aspects of personal care, the department deals with the implementation of patient evaluation, cost estimates, expert medical consultations and arrangements for all required medical services including interpretation assistance, help with travel arrangements and

accommodations for accompanying persons. The latter may also elect to stay in patients' private rooms that have been outfitted for this, when hospitalized is in the oncology, hematology or bone marrow transplants departments – or in-room armchairs elsewhere in the medical center.

This care for pleasant surroundings is also reflected in the new, aesthetically-pleasing lobby of RMC, with its collection of professional-quality hand-painted replicas of world-renowned artistic masterpieces – just one part of a wide-ranging improvements project carried out in recent years.

## Sanz Medical Center-Laniado Hospital

Sanz Medical Center-Laniado Hospital, located in Netanya, includes departments of internal medicine, ophthalmology, pediatrics, surgery, ENT, intensive care, gynecology, dialysis, hematology, gastroenterology, oncology, angiography and orthopedics.

Delivering services in nearly all medical and surgical specialties and sub-specialties, it attracts some of the finest healthcare professionals in their fields. Equipped with the most advanced instrumentation and with high-level diagnostic, treatment and research capabilities, the Sanz Medical Center-Laniado Hospital provides world-class medical care and services.

Among its many departments: the Goldhamer Heart Institute,





**Sanz Medical Center-  
Laniado Hospital**



which includes an 18-bed ICU, an Intermediate step down unit with 18 beds, a cardiology in-patient ward, a cardiac catheterization laboratory performing over 750 procedures per year, as well as echocardiogram and out patient clinics, uses state of the art equipment to care for its patients. The oncology departments, while never compromising on the credo of patient-centric care, uses the most up-to-date treatment protocols and the medical teams leave no stone unturned in pursuing aggressive treatments and procedures.

Israel's first Diabetes Center, the Gabriel Cabra Bildirici Diabetes Center, offers a multidisciplinary, centralized, holistic approach to diabetes care and operates an innovative network of "Diabetes Coordinators" on every ward of the general hospital.

## Shaare Zedek Medical Center

For more than a century, since opening its doors as a 20-bed hospital in 1902, Shaare Zedek Medical Center has been providing top-level medical care for the people of Jerusalem. Taking its name from the Book of Psalms text meaning "Gates of Righteousness," Shaare Zedek, from its very first day of operation, has been responding to the needs of Jerusalem's uniquely diverse population with a healthy blend of advanced medicine with compassionate care.

Since occupying its current 11-acre campus location in 1979, the 550-bed Shaare Zedek, highlighted by its 10-storey main building, has transformed itself into a major multidisciplinary medical center with an international reputation for excellence in many specialties, including cardiology and cardiothoracic



We perform many complicated revision procedures - both knee and hip reconstructive surgery - at about 50 percent of the cost of similar treatment in the U.S. Our training is as good as it gets, equipment is state-of-the-art and we employ the latest techniques, some of which have been invented or modified in Israel. I, for example, have the experience that comes from performing 300-350 knee and hip arthroplasty operations a year.

We also engage in extensive research. I have authored or coauthored close to 100 papers in internationally recognized medical journal, have written one book and chapters in others and have published numerous case studies.

The operation itself is a simple process. Once a patient has been accepted, the waiting period shouldn't be more than two-three weeks. They usually come to the hospital two days after arriving in Israel; they'll be discharged a few days after the operation and can fly home two weeks later.

**Prof. Shmuel Dekel, Director,  
Department of Orthopedic  
and Traumatology Associate  
Clinical Professor of  
Orthopedic Surgery**





**Shaare Zedek  
Medical Center**

surgery, women's health, neonatology, oncology and palliative medicine, medical genetics, pediatric neurology, pediatric nephrology, laparoscopic surgery, hand surgery and Gaucher's Disease. The comprehensive Wohl Surgical Operating Complex, which opened in June 2010, is introducing a new and improved standard for surgery to the Jerusalem area. A highly esteemed academic and research institution, Shaare Zedek acts as a teaching hospital affiliated with the School of Medicine at the Hebrew University of Jerusalem, and many of Shaare Zedek's 400 doctors and 900 nurses are globally-respected in their fields, having advanced groundbreaking research into new and increasingly innovative treatments and therapies. One of the fastest developing areas of research at the hospital is in the field of Medical Genetics, where

numerous ongoing studies including a program in stem cell research are dedicated to exploring genetic linkages behind a variety of diseases and conditions. Shaare Zedek has also earned considerable recognition for its Pre-Implantation Genetic Diagnosis (PGD) program, which allows geneticists to analyze human embryos prior to implantation in the uterus and determine whether they carry any genetic diseases. This revolutionary approach, first introduced in 2005, has brought over 105 disease-free babies into the world, born to parents with debilitating genetic conditions.

Thanks to its top-quality medical services and the affordable prices it charges when compared to the cost of similar procedures in Western Europe and the United States, Shaare Zedek has increasingly been catering to patients from far abroad in recent years. In response to this growing trend, it has designated a Medical Tourism Office to assist people from overseas interested in coming to Jerusalem and benefiting from all the hospital has to offer. Coordinating all the details between patient and the hospital staff and working with a medical professional as part of its team, the office takes care of every possible detail and request - from private hospitalization beds to arranging tours in the city for families and or travel companions, and hotel accommodations if needed. The hospital staff speaks more than 35 languages and it is always willing to be of service when called upon to this end.

## **Tel Aviv Sourasky Medical Center**

Operating three hospitals in its 150,000m<sup>2</sup> complex - the Ichilov General Hospital and Ida Sourasky Rehabilitation Center, the Lis Maternity Hospital, and the Dana Children's Hospital - and with more than 1300 beds in its 60 departments, the Tel Aviv Sourasky Medical Center (TASMC; known to most Israelis simply as "Ichilov"), serves as a teaching and research center too, in affiliation with the Sackler Medical School and the Sheinborn Nursing School. It performs 32,000 surgical operations a year (more than 16,000 of which require hospitalization), based on a medical staff numbering more than 1100 physicians, including 657 specialists, and more than 1780 nurses.

Aside from being a major medical care provider in Tel Aviv, the Sourasky Medical Center serves as a national referral center for many different specialties including trauma, adult and pediatric neurosurgery, orthopedic and surgical oncology, transplants, and others.

TASMC is a state-of-the-art surgically-oriented medical center offering a broad array of advanced treatments in all surgical disciplines, including complex cancer operations, brain surgery, cardiac surgery, organ transplantation, and plastic reconstruction procedures. In addition, it has developed world-class levels of expertise in performing special procedures that serve as the basis for assessing quality care, such as pancreatectomy, sarcoma surgery and esophagectomy.





The TASMIC program includes diagnostics and treatment in a wide range of medical specialties: vascular medicine/angiology; cardiology; and cardiothoracic surgery; dentistry and maxillofacial surgery; endocrinology; fertility; gastroenterology and liver diseases; genetics; hematology cell therapy and cancer; neurology; neurosurgery; oncology; ophthalmology; organ transplantation; orthopedic oncology; orthopedic surgery; otolaryngology (head, neck and skull base care); pediatrics; plastic surgery; urology, and nephrology.

Every year, thousands of patients from dozens of countries around the world seek medical care at the TASMIC, which maintains a multidisciplinary program designed specifically for the needs of international patients and which promotes close collaboration with referring physicians and follow-on care providers. World-renowned physicians and pioneering techniques, combined with expert clinicians, sophisticated technologies, diagnostic testing, and state-of-the-

art care and quality form the core of its approach to medical treatment for patients from abroad.

International patients are assigned an International Patient Coordinator usually speaking their language, to greet them and their families upon arrival and escort the patient through the medical center. In addition, the Coordinator supports them throughout their hospital stay, serving as their personal in-house resource, to assist with visit-related issues and discuss concerns about diagnosis and treatment. The Coordinator also helps with pre-visit arrangements procedure scheduling and financial clearance.

For patients with specific language needs, TAMSC works in cooperation with contacts that speak many languages.

## Sheba Medical Center

With 150 departments and clinics, the Sheba Medical Center at Tel Hashomer, located a short distance away from Tel Aviv, is one of six tertiary referral hospitals in the

Israel's cardiological centers offer everything known in the field of cardiac medicine on the highest, most advanced level – excellent staffs of physicians, advanced, state-of-the-art diagnostic techniques and the finest equipment and treatment available anywhere in the world.

To take my field, arrhythmia, for example. The patient is examined by a specialist, and our treatment, based on that diagnosis, might include: medication; catheterization techniques such as ablation (for all sorts of irregularities, including atrial fibrillation), or surgical procedures such as implanting a cardiac pacemaker, and others. In the Department of Cardiology in the hospital where I work, two rooms overlooking a patio with a small pool, and outfitted to a high hotel standard, are set aside for private patients, most of whom come from abroad.

My vision for Israel is that it makes peace with all of neighbors and become a regional and international medical center. Our infrastructure and our superb physicians guarantee the best possible treatment for people from anywhere in the world.

**Prof. Michael Adler,  
Cardiac Rehabilitation  
Institute Director**





*Kfar Maccabiah is a unique combination of two hotels in a single entity- one is a luxurios 5-star Suite Hotel, and the other a 4-star Hotel.*



Kfar Maccabiah is spread over 20 acres of greenery and has a very unique atmosphere surrounding it. It provides anything our guests might require for utmost comfort and is ideal for guests who are looking for a peaceful, healthy place that will help them on their way to recovery.

Adjacent to main highways (6, 1), location and accessibility options are ideal and free parking is widely available.

The Hotel is located in the center of the Dan area, 15 minutes away from the airport and from Tel Aviv's business, shopping, and entertainment centers and located near the main hospitals of Israel (Sheba, Belinson, Ichilov).

Kfar Maccabiah offers two entities under one roof- The "premium suites" comprised of 124 luxurious 5-star suites, and the "Hotel" that offers 126 spacious and accessorized 4-star level rooms- both ideal for long term stays.

The dining room offers a choice of healthy meals and the pampering hotel spa offers a variety of treatments by professional therapists.

On the premises you will find the Sports Club- one of the largest in Israel. Hotel guests enjoy the Sport Club's facilities, which include 5 swimming pools, luxurious gym facilities, 14 tennis courts, sauna, Jacuzzi and a variety of activities.

The club offers heated pools in winter and a staff of trained professionals- for personalized training.

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country. Sheba was the first medical center in Israel to provide patients with artificial hearts, and the first test tube baby in the country was born there. Because it is a major medical-scientific research center that collaborates internationally with the bio-tech and pharmaceutical industries to develop new drugs, treatments and technologies - patients benefit from the latest advances that modern medicine has to offer.

Though government owned, the hospital is totally self-sufficient and does not receive public funding. The Sheba Medical Center combines six major facilities: an acute care hospital, children's hospital, women's hospital and a rehabilitation hospital - alongside a vast medical research complex, and medical education academic campus. The 1200 doctors on the hospital staff perform about 31,000 operations annually, assisted by some 2300 qualified nurses. Almost all staff physicians have completed post-doctoral fellowships in advanced treatment

at top hospitals in North America. English is widely spoken, along with any number of other languages. All types of additional medical and surgical operations and procedures as well, are carried out at the Sheba Medical Center for both Israelis and visitors from abroad. Many of these are based on complex treatment protocols that are not available in other facilities, including advanced radio-isotope nuclear medicine and radiation therapy carried out by doctors especially trained in this area. According to hospital spokesmen, Sheba doctors have demonstrated world-leading results with a novel form of immuno-therapy for the treatment of melanoma. The hospital also features the latest in U.S. equipment, such as its PET-CT equipment, enabling patients to undergo imaging of both bones and inner organs at the same time. Sheba treats an average of 120 foreign patients a month, marketing its services on English and Russian web sites, its medical tourism department and via agents active in the medical tourism field. A coordinator - either a nurse or a paramedic - speaking the language of each foreign patient is assigned to him or her, to take care of every need. For accompanying persons of limited means, dormitory-accommodations may be available free of charge, and parents of children being treated for cancer can often be hosted free of charge on the hospital grounds. In other cases, those in a support role and who wish to sleep with their loved ones that are hospitalized in a private room, are welcome to do so in comfortable conditions with modern conveniences.

The development and constantly improving professionalism of the operations we perform at our Skull Base Surgery Service promises the removal of benign meningiomas and other tumors such as schwannomas, with minimal neurological damage. As the unit director, I perform dozens of such operations - and others too - throughout the year, and the experience I have developed is one convincing reason for a very high rate of success.

Many of our operations are endoscopic procedures - inserting an optic fiber via the nostrils, with the aid of special equipment to remove the growth. This advanced technique prevents damage to nerves and vital organs and is conducive to quicker recuperation.

All the many patients coming to us from abroad enjoy Israel's high level of medicine, not to mention the lower costs of surgery and convalescence here, which are much lower than those in Western Europe and the U.S.

**Dr. Nevo Margalit, Deputy Director, Department of Neurology, Director, Skull Base Surgery Service**



Sheba Medical Center





# Introducing the MTA

The Medical Tourism Association (MTA, also known as the Global Healthcare Association), organizers of the “3rd Annual World Medical Tourism & Global Healthcare Congress,” promotes the interests of its healthcare provider and medical tourism facilitator members. The first and only international non-profit trade association for the medical tourism and global healthcare industry, it is comprised of the top international hospitals, healthcare providers, medical travel facilitators, insurance companies, and other affiliated companies and members with the common goal of promoting the highest level of quality of healthcare to patients in a global environment.

One of the MTA’s major goals is to take part in providing solutions to the worldwide medical crisis by working to build strong medical tourism brands all over the world that meet the standard of U.S. health care, and to market these to people in the United States considering medical treatment abroad.

The Medical Tourism Association seeks to provide transparency in both quality of care and pricing, working to exchange technology, information, communication, physicians and patients. As part of this approach, the Association is also working on the “Quality of Care Project,” which will change the way we look at the reporting of global healthcare statistics and the quality of care available at hospitals around the world.

The MTA also serves as a forum

for communication for all of the actors in the global healthcare environment, with members setting aside competition within the Association and acting together to resolve issues of interest to all of them. In addition, it focuses on education, to help patients understand what they should look for in finding a provider overseas and which considerations need to be taken seriously to ensure their well-being. This is important more now than ever, as insurance companies continue to incorporate global healthcare and medical tourism options into their benefit plans and domestic healthcare

providers are required to treat patients for aftercare when they return to their home country. The MTA strives to provide education to anyone with any interest in this industry, using various means: the media, conferences, and its own “Medical Tourism Magazine and Health Tourism Magazine.”

## Israel & Medical Tourism

Branch offices of the MTA have opened in many countries around the globe that are proud of their medical services and are interested in showcasing them in the American market, and Israel is among the latest of these.

**Medical Tourism Association President Renee-Marie Stephano and Israel Ministry of Tourism Director General Noaz Bar-Nir at the MTA conference on Medical Tourism that was held in Israel in June.**





## The Israel Branch

"Israel Scientific Instruments Ltd., our parent company, which has been involved in the field of medical equipment for many years, took part in the first medical tourism conference in San Francisco, organized by the MTA a few years ago," relates Nathalie Steiner, vice president, marketing, Global Health Israel (GHI). "Being there, we realized that Israel, as a country offering state-of-the-art medical services, should also 'fight' for American clients, and this was the basis for our deciding to establish a local branch of the MTA - and GHI too, the Israeli company that would be the MTA branch in the country."

In January 2009, the president of the MTA visited Israel to take part in a medical tourism conference in Tel Aviv, after which GHI received its appointment and began to work - contacting everyone in Israel involved in the medical tourism field, to interest them in the organization and to see that potential members met required standards.

"Medical tourism is an important market segment for Israel's hospitals and medical centers," Steiner says, "and as professionals working in this field, it's also important for them to realize that about 1.5 million Americans travel abroad every year for medical treatment. The government, and the Israel Ministry of Tourism in particular, needs to realize this too. Unfortunately, Israel has yet

to develop a medical tourism brand - a cluster of sorts that encompasses all the organizations, facilities and companies working in the field, preferably under the aegis of the government - to serve as a platform for medical tourism marketing and promotion. Along with hospitals and medical centers, members would include Israeli airlines, hotels, tour operators, insurance companies, etc. This is the most efficient way to promote this niche market."

A second medical tourism conference sponsored by the MTA, took part this past June in Tel Aviv and it too was addressed by MTA President Renee-Marie Stephano, and also by Israel Ministry of Tourism Director General Noaz Bar-Nir, who comes from a background in professional healthcare management. "Only decision makers were invited, and participants included representatives of El Al Israel Airlines, the Israel Hotel Association, the Israel Incoming Tour Operators Association, hotel managers and hospital personnel. "People realize that medical tourism is growing in Israel, but not so fast as it is developing elsewhere in the world," Steiner states. "The need to brand ourselves is become more and more important each day, in order to accelerate our rate of growth. Developing such a framework is our first order of business. Once it exists, it would also: serve as a channel for processing and airing complaints; be eligible to receive government funds, which are

granted only to organizations; develop a dedicated website to house all available data on Israel as a medical tourism destination; organize medical delegations in and out of Israel - to see how medical clusters function elsewhere and to familiarize professionals from abroad with what Israel can offer - and serve as an accreditation body in the field. We'll also work to help organize an annual international medical tourism convention in Israel, complete with exhibitions, workshops and hosted buyers from the United States and elsewhere in the world."



# GHI

GLOBAL HEALTH  
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# Dead Sea Health Tourism

Recent medical research has demonstrated a scientific basis that is stronger than ever, for what people have known about the Dead Sea since ancient times: the unique chemical composition found in the waters of the Dead Sea and in the area's air is a recipe for rejuvenation and health.

## Geo-climatic factors

The waters of the Dead Sea range from mild to (not overly) hot throughout the year (see **Table A**). During August, the hottest month, water temperature averages no more than 35°C (95°F). The average temperature in February, the "coldest" month in the region, is 18°C (64°F), making the area a wonderful haven from Europe's harsh climate and the place to get the safest sun tan on earth - with

less harmful ultraviolet rays.

All in all, the Dead Sea waters consist of 21 different minerals; 12 of these are found in no other natural body of water anywhere on the face of the globe. **Table B** shows the average mineral composition of the waters of the Dead Sea on a milligram per liter basis. The concentration of magnesium, known for its anti-allergic influence on the skin and the bronchioles, is 30 times higher than in the world's oceans; bromine, which has a relaxing effect on the nervous system, is 80 times more concentrated in the Dead Sea than in oceans.

## Earlier On

For many years - both thousands of years ago and in more recent times - the combination of mineral-rich water, naturally filtered sunlight and rich desert air has been attracting people interested in improving and preserving their health. The Dead Sea region began to establish its reputation as a haven for people suffering from respiratory ailments and skin diseases as early as in the 1960s, and the very first spa in the region - incredibly Spartan by modern standards - was established at a time when there really weren't any hotels by the Dead Sea, just cabins and some rooms for rent. A few years after the opening of the first spa, others began operating in the hotels that were starting up

in the area. Medical in focus, they treat patients with skin ailments and joint and respiratory diseases. Even after the first dedicated health and beauty spas opened along the Dead Sea coast, about 15 years ago, and the balance of treatment began to shift in the direction of wellness, pampering, anti-stress, cosmetic attention and the like, medical tourism still has remained an important focus, as with each passing year additional ailments are seen to respond favorably to exposure to the Dead Sea.

## The Dead Sea & the Arava Medical Center

Soon after the trend had begun at Dead Sea hotels to offer visitors a spa environment and a variety of wellness treatment, a new center was opened in the area, with the aim of researching the claims for health-giving benefits with which the region was associated, discovering scientifically what other benefits the Dead Sea's unique combination of natural resources might afford, and propagating the word of such achievements via the scientific media and at international congresses and conventions. Known now as the Dead Sea & Arava Medical Center, it is operated under the auspices of Ben Gurion University in Beersheba but is also a research and development project





of Israel's Ministry of Science, which means that it can serve as a multi-disciplinary research institute for any body - academic, scientific, etc. - interested in exploring scientifically, any aspect of the Dead Sea.

Reinforcing the efforts of the Dead Sea & Arava Medical Center and its partners in Israel, all medical students in the country's universities are taught nowadays about the Dead Sea and a number of them have also carried out Dead Sea health research for their doctoral theses.

Operating on a stronger scientific basis, doctors have been able to draw up more effective programs of treatment, so that for psoriasis, more efficient exposure to the sun, sea and mud has cut treatment time down from four weeks to three, for rheumatic diseases two weeks only are needed now, while for vitiligo (a white spots skin disease), the time has been lowered to three weeks instead of four to five as in the past.

## Psoriasis & Other Ailments

"When people began coming to the Dead Sea for relief, almost half a century ago, they knew that their stay in the area made them feel good; it was our task to find out why, scientifically," explains Dr. Marco Harari, manager of the DMZ Medical Center, located within the Dead Sea's Lot Hotel. "We wanted to prove to ourselves that we were right, and also to open a dialogue with the international medical community. Our first study was

with psoriasis patients and those suffering from other skin ailments. We branched out from there into arthritic and rheumatologic diseases, then to lung [COPD] ailments - based, in part, on the additional factor that the allergen content of the Dead Sea air is up to one sixth of that found in major Israeli cities. Research on various forms of heart and eye diseases followed. The work we do is based on non-chemical treatment, taking advantage of the local resources - sea and sun for the most part, but also the air and the mud.

"What we discover has certainly helped the Dead Sea region gain status in the international medical community as a center for the treatment and rehabilitation of a broad range of ailments, from vitiligo to cystic fibrosis. It has also helped advance scientific knowledge per se, in a number of important fields."

In going about its business, the DSMC has come up with more than a few fascinating details regarding the salubrious effects of the Dead Sea. To take one case in point, a group of 10 patients that had been suffering from serious breathing difficulties requiring them to inhale oxygen artificially, from balloons, was taken to the Dead Sea a number of years ago. There, they were able to breathe naturally; more important, perhaps, the carry-over factor was clear, and even when they returned home they could breathe for a while without resorting to the balloons. What the researchers discovered was that the high barometric pressure - at 800 mm Hg, the highest ever recorded on earth - is the result of

the Dead Sea's location more than 400 meters below sea level, which results in between five-six percent more oxygen than anywhere else. Later, another study with cystic fibrosis patients from Germany and Austria yielded similar results.

Research in the 1990s showed that parameters improved for patients suffering from heart ischemia, when they were taken to the Dead Sea. This disproved what until then had been "common knowledge": that high barometric pressure was harmful to people with heart conditions. Additional tests have shown the benefits of oxygen and higher barometric pressure on post-operative heart disease recovery too.

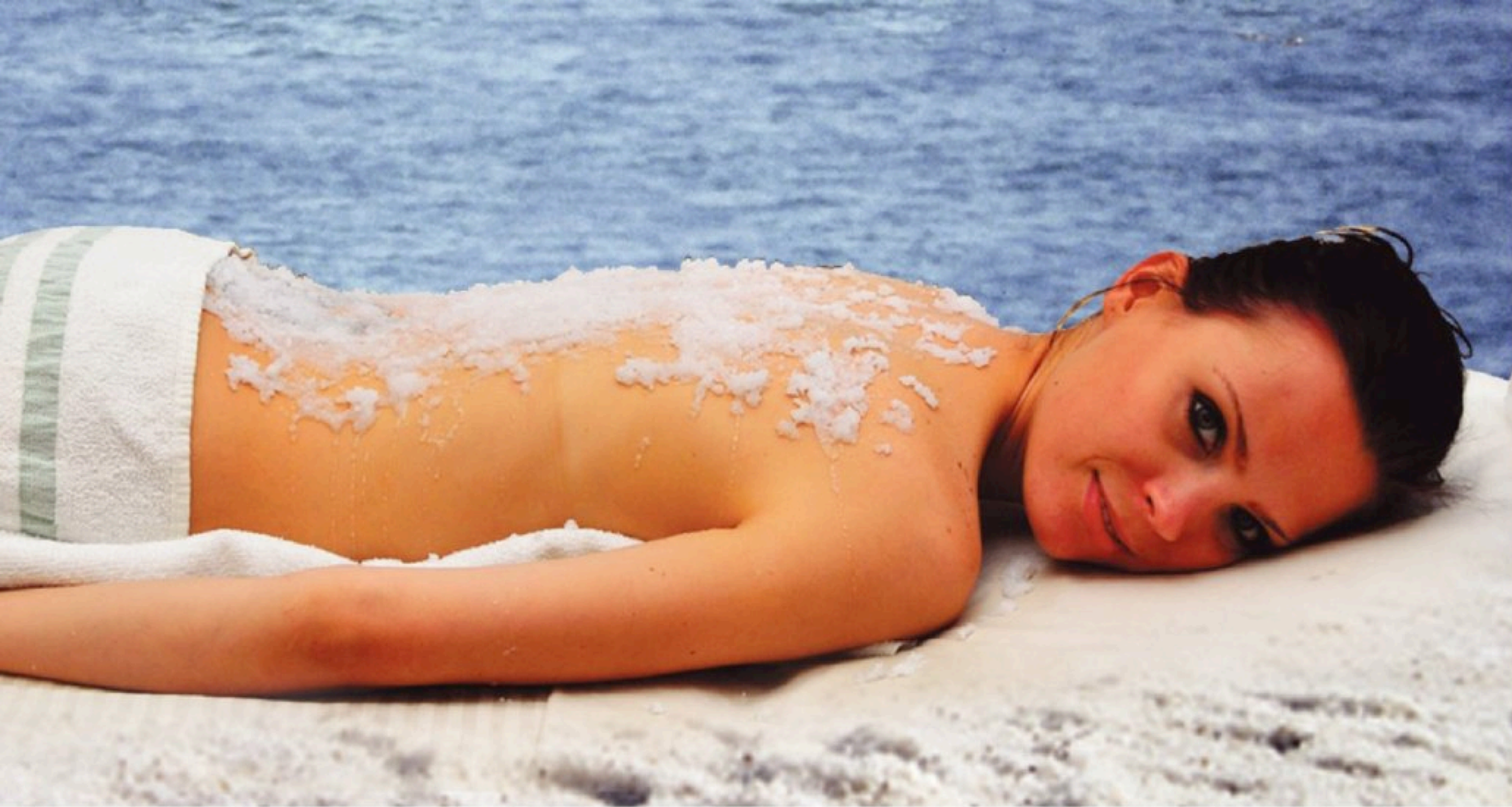
The treatment of uveitis is one more excellent example. Research carried out on patients from Germany indicates that the disease is better treated by exposure to natural radiation such as that available at the Dead Sea, than by traditional steroid treatment. The results of this clinical trial, which was carried out with the support of the Soroka Hospital, Beersheba, were published in 2006.

## Natural Radiation

Speaking of radiation, those familiar with the region have known for years that Dead Sea natural therapy was something special - but what was the essence of this uniqueness? DSMC research has discovered that there is eight percent less UVA radiation at the Dead Sea and 13 percent less of the shorter-wave, more dangerous UVB radiation. In addition, tests have shown UVB long wavelength, strongly present







at the Dead Sea, to be the most beneficial component of natural sunlight in the treatment of psoriasis, yielding longer periods of remission before the condition reappears. (The UVB 311 nanometer wavelength is nowadays looked upon as the gold standard in the treatment of skin conditions such as atopic eczema, vitiligo, pruritus, and others). One study has demonstrated that psoriasis patients treated naturally at the Dead Sea enjoyed a nine-month period of remission on average, as opposed to four to six months of remission registered on patients treated with artificial light.

Psoriasis is the disease upon which the DSMC has performed much pioneer research. In addition to showing the benefits of the UVB long wavelength in treating the disease, local research has demonstrated a fact that is no less important: psoriatic patients that underwent intensive treatment by Dead Sea natural sunlight over a five year period, showed no greater tendency to skin cancer and similar diseases, than did the general population.

When examining patients that had undergone treatment for vitiligo at the Dead Sea, fewer instances of

skin cancer were detected than among the general population. It was found that the level of protein P-53 increases in the blood, and recent research points to the fact that this protein functions as a tumor suppressor. Along with research on treating psoriasis, testing has also been carried out on patients suffering from psoriatic arthritis, as well as those with fibromyalgia, osteoarthritis and similar illnesses.

Dead Sea health treatments also have been effective in treating Chronic Fatigue Syndrome, a stress reaction, either biological or emotional, that causes certain individuals to stop all their activities and which leads to sleep disorders, depression, pain, stiffness and more. After a regimen that lasts only three weeks and is comprised of climatic treatments (sun, sea and mud), a directed physiotherapy program and cognitive behavioral treatment combined with sightseeing,

**Table A: Climatic Factors in the Dead Sea Region**

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Max. Temp.	C°	20	22	25	29	34	37	39	38	36	32	27	22
Average Min. Temp.	C°	11	13	16	20	24	27	28	29	27	24	18	13
Average Delta Temp.	C°	9	9	9	9	10	10	11	9	9	8	9	9
Mean Relative Humidity	%	43.5	48.9	40.9	39.5	34.5	38.5	37.2	40.3	42.6	45.8	42.1	46.2
Average Dead Sea Water Temp.	C°	20	18	21.5	24.5	33	34	35	35	33.5	32	25	22



lectures and seminars, significant improvement can be verified.

## International Cooperation

The Center has become more involved in following up skin disease patient progress in Germany and it has turned to Dresden-based dermatologist Dr. Joachim Barth for cooperation on a program in this regard. Based on telephone questionnaires and physical check-ups, degrees of remission are being checked, as well as other effects - such as which medications patients have stopped using as a result of improvements experienced during their Dead Sea stay. Here too the results to date have been quite encouraging.

In addition, cooperation with German doctors and scientists at Munich's Ludwig Maximilian University has yielded two research papers already - on the efficacy of Dead Sea cosmetics and on uveitis treatment - with many others now being prepared or awaiting publication.

RIDS, the Research Institute for Skin Diseases at the Dead Sea, is a new research center that was set up a few years ago, based on cooperation among the departments of Dermatology at the Hadassah University Hospital, Jerusalem, the Ludwig Maximilian University Hospital in Munich and the DMZ Medical Center. Many papers on their joint research have been submitted already to international medical

journals and will be published soon.

Hundreds of Norwegian patients have been treated at the Dead Sea for over the last decade, for chronic pain syndrome. Bergen University, Norway has accredited the DMZ Medical Center for a young physician scholarship, with focus on these chronic conditions, and this cooperation has given rise to new publications highlighting the exceptional results of multidisciplinary rehabilitation at the Dead Sea for such diseases.

"Working with medical professionals that aren't a part of the Dead Sea medical community is very important for us," Dr. Harari explains. "In order for our work to be fully recognized, it is



## Medical treatment at Meir Medical Center (MMC) in Israel



**MMC** is one of the largest hospitals in Israel, providing medical care and surgical services to almost 700,000 people, about 10% of Israel's total population. **MMC** is one of only three hospitals in Israel that have earned the International Certificate of Accreditation, making it an internationally recognized Center of Excellence. The highly professional level of care is provided by experienced medical and surgical staff who have been trained in Israel as well as in the USA and Europe, using state-of-the-art diagnostic, imaging and surgical equipment for both in- and out-patients. **MMC** is known as a Center of Excellence for many medical specialties including ophthalmology, oncology, cardiology, gastroenterology, orthopedic and spinal surgery, pulmonology, and urology. No less important to recovery from a health problem is the unique warm climate, absence of language barriers, relatively low prices, and a high level of service. Thanks to all of these, you can anticipate excellent medical treatment and the highest quality of patient care at **MMC**.



Affiliated with the Sackler School of Medicine, Tel Aviv University

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**Table B: Comparison of Salt Concentration of the Dead Sea**

	Dead Sea water mg/L	Mediterranean Sea water mg/L	Dead Sea/ Mediterranean Sea water	Ocean water mg/L	Dead Sea/ Ocean water
Chloride	224,000	22,900	×9.8	19,000	×11.8
Magnesium	44,000	1,490	×29.5	1,350	×32.6
Sodium	40,100	12,700	×3.1	10,500	×3.8
Calcium	17,200	470	×36.6	400	×36.6
Potassium	7,650	470	×16.3	390	×19.6
Bromide	5,300	76	×69.7	65	×81.5
Total	338,250	38,106	×8.9	31,705	×10.7

not good enough for us to be considered 'alternative' or 'complementary.' That's why we also place such a strong emphasis on being invited to address conventions such as that of the American Academy of Dermatology and others, and in

organizing conventions in Israel too. We have a gold mine here and its scope is amazing. But we also need international recognition and cooperation and assistance from conventional medical sources. Even though the treatments we are developing are not based on

medicines, we want to cooperate with the medical mainstream as fully as possible and also to adapt from it, what may be useful for us by combining our Dead Sea procedures with other treatment modalities."

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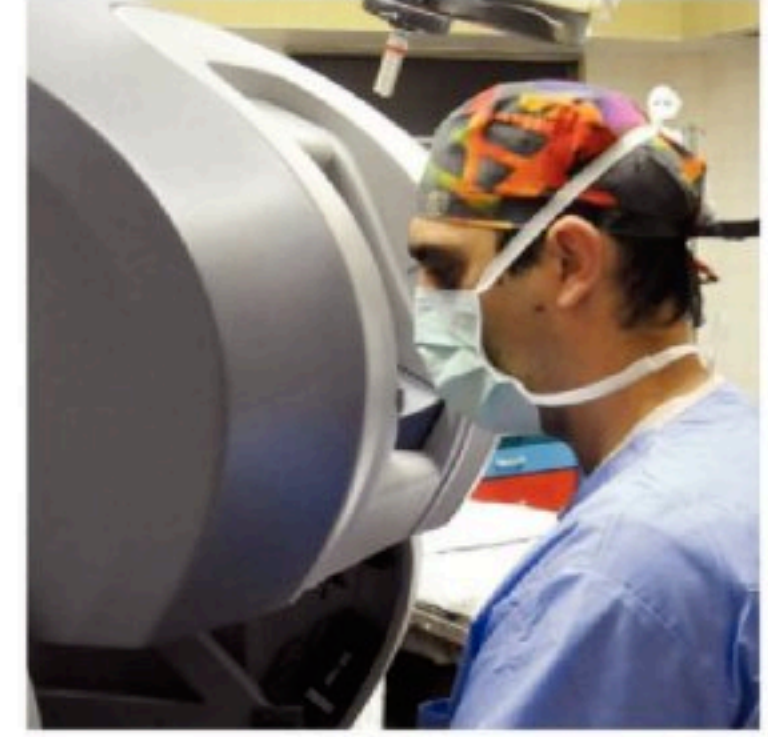
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# Presenting Israel

To be sure, traveling abroad for a medical procedure or treatment is not the same as taking a holiday to explore archeological remnants or to bathe in the sun and the sea, and unless the purpose of the visit is for dental work, for example, or for a check-up, rest is always prescribed, and too much activity may prove counterproductive to recovery and may even lead to complications. Besides, too much sun may highlight and darken scar tissue. Nevertheless, touring a country as interesting in Israel should be an option in many cases, before surgery or afterwards, subject to doctor's advice - and it certainly is an exciting option, when feasible, for accompanying persons.

There is so much more to Israel than what can be noted in a brief introduction to its tourism treasures, and the medical tourism units of Israel's medical centers will be pleased to help patients and their companions plan and organize a tour best suited to them, or will direct them to a travel professional for advice. Meanwhile, for an overall picture....

## Israel at a Glance

Compact and exciting, wondrously ancient but dynamically new, a country of international-class resort and holiday sites yet one of the world's primary pilgrimage destinations, Israel is a tourism paradox of great wonder, both

the return visitors and those who are making their very first trip. With its wealth of attractions and accommodation facilities that meet a wide range of budgets and needs, Israel is for everyone, and any person who visits the country for the first time is sure to depart with lasting memories and a taste for more. Jerusalem's majesty; the stark desert splendor; the modern vibrancy that is Tel Aviv; the azure blue of the Mediterranean Coast; the green of the Galilee and the region's holy sites around the Sea of Galilee; the Dead Sea, lowest place on earth; Eilat, Israel's sun-drenched holiday playground on the shores of the Red Sea - vacationing, touring, and sightseeing options that make it a destination for which one visit cannot be sufficient. Whether history, archeology, religion, the opportunity to explore and enjoy both modern shopping malls and exotic Oriental bazaars, even

birdwatching, agriculture, or a culinary tour - Israel is sure to satisfy.

## Jerusalem

Israel's eternal capital city and its seat of government is the country's ultimate city of contrasts. Within the walls of the Old City, a world lost to time seems to vibrate to the beat of a dozen and more different drums. The Dome of the Rock, the Via Dolorosa, the Western Wall - Jerusalem is the undisputed focal point of the West's three major religions, and all through its narrow streets and winding alleys, a unique world unfolds. In total contrast, West Jerusalem, with its museums, theaters, government institutions, medical centers, institutes of higher learning and Israel's most advanced international congress center, is a consummately modern city. The blend of the old and the new is a secret unique to Jerusalem. Jerusalem can be explored 







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In many cases Israel has taken the lead over Europe and the U.S., since new surgical procedures, new medicines and innovative stents are approved for use here with greater efficiency, for the benefit of patients, in situation where their use is delayed by the F.D.A., for example. Nevertheless, in Israel too, each innovation undergoes a most rigid evaluation process, until it is approved.

**Ran Kornowski, MD, FESC, FACC,  
Professor of Cardiovascular  
Medicine, Director – Institute of  
Interventional Cardiology**

and studied; it can never really be known. It must be sipped, rather than devoured, touched gently, rather than hurriedly. Yet once savored, it leaves a taste that is never forgotten and which never grows stale.

## Tel Aviv

Israel's most vibrant city - "the city that never sleeps" is the way it's fondly known - Tel Aviv is a maelstrom of unceasing activity. Situated on the shores of the Mediterranean Sea, it is both a resort destination and Israel's center for commerce, shopping,

arts, culture, entertaining, dining and nightlife. Tel Aviv is also Jaffa - a port city more than 4000 years old from which the biblical Prophet Jonah set sail. By day, visit Jaffa's famous flea market; at night stroll through the lanes of its Artists' Quarter and check out the shops. Any time of the day, or the year, Tel Aviv-Jaffa is a joy.

## The Galilee Region

Israel's Galilee region - with the Sea of Galilee of renown as its focal point - is a land of tourism pleasure and fascination for pilgrims, active holidaymakers and people in search of rest, relaxation and fun. With its hills and rivers and valleys, the Galilee is Israel's most lush region, offering a wealth of tourism sites, sights and activities. The Galilee is also history and archeology and, of course, the cradle of Christianity, where Jesus gathered His disciples, preached to the masses and performed most of His miracles. No matter the primary reason for touring the Galilee, any tourist is sure to be taken by this region's charms.





## The Dead Sea

More than 1200 feet below sea level - the lowest spot on the face of the earth - the Dead Sea, with its salubrious climate, a variety of excellent accommodations and modern spa and treatment facilities, is known primarily as one of the world's finest centers for health and beauty tourism. But aside from being the venue for treating a growing roster of skin and other ailments, it is a region that wears many faces. Along with featuring first-class hotels with luxurious spas, it is a natural jumping off point for tourism in both the Judean and Northern Negev deserts.

The region itself features historic Masada (where a handful of Jewish Zealots committed suicide rather than fall into the hands of their Roman besiegers), Qumeran (close to where the Dead Sea Scrolls were found) and the Sea (where you just can't help but float) - just a few sites out of many that will make any stay or visit here both delightful and remarkable.

## Eilat

Israel's winter sun paradise on the shores of the Red Sea, Eilat is a modern, sophisticated holiday center with a well-developed tourism infrastructure. The city itself



boasts a wide range of modern hotels, from budget facilities to those which are truly luxurious, a full range of water sports activities, lively nightlife options and centers for touring the adjacent desert. Eilat is also a perfect venue for day trips into Jordan (Petra) and Egypt (the Southern Sinai Desert).



## The place where magic begins...

### The LOT SPA Hotel

The hotel is aimed at holiday-makers and medical tourists who are looking for quiet vacation in a relaxed, warm and friendly atmosphere.

The **LOT SPA Hotel** is located in the heart of Ein Bokek hotel district with an astonishing adjacent beach where you can float in the Dead Sea and enjoy the marvellous experience of peace and tranquilization.

The **Modern LOTUSPA** is a sanctuary of peace and tranquility, perfect for rejuvenation and relaxation.

### DMZ Medical Center

Under the direction of **Marco Harari, M.D.** The clinic specialized in climatotherapy for chronic diseases in the fields of Dermatology, Rheumatology, Lungs and Allergic diseases. The DMZ medical center is well-known and most reputed at the Dead Sea. It is located in the Lot Spa hotel.



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The innovations and developments in Israeli dentistry in recent years have positioned the country as a medical powerhouse in the field. As a result, Israel has become a very attractive destination for tourists in need of complex and/or extensive dental treatment - combining the world's highest level of medical quality at prices that are often 1/3 lower than for similar treatments in Europe and North America. And a tour of Israel as part of the stay, makes it that much more attractive. Treatment under general anesthesia is just the solution for patients - the 15 percent of the population worldwide - that suffer from dental anxiety, and it is perfect for people with no time to spare. Treatment options include full dental rehabilitation, as well as 'cell extraction' (a special technique where by the patient's blood is separated by means of a centrifuge and the platelets are used as part of the treatment).

***Prof. Isaac Horowitz, Medical Director for a chain of medical centers specializing in dentistry***

# Israel:

## A Medical Tourism Manual

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*Medical Tourism...*

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