

Member & Unit Services Division

Region Presidents Monthly Conference Call

3.2.2020

<https://attendee.gototraining.com/50s78/recording/6939000696019399169>

Welcome to the Presidents' Call

- We will begin shortly.
- Please mute your devices.
- Make sure you are in a very quiet space.
- Away from TVs, pets, other noise distractions.
- You get the point.
- Thank you for your cooperation.

Welcome



Amy Solomon

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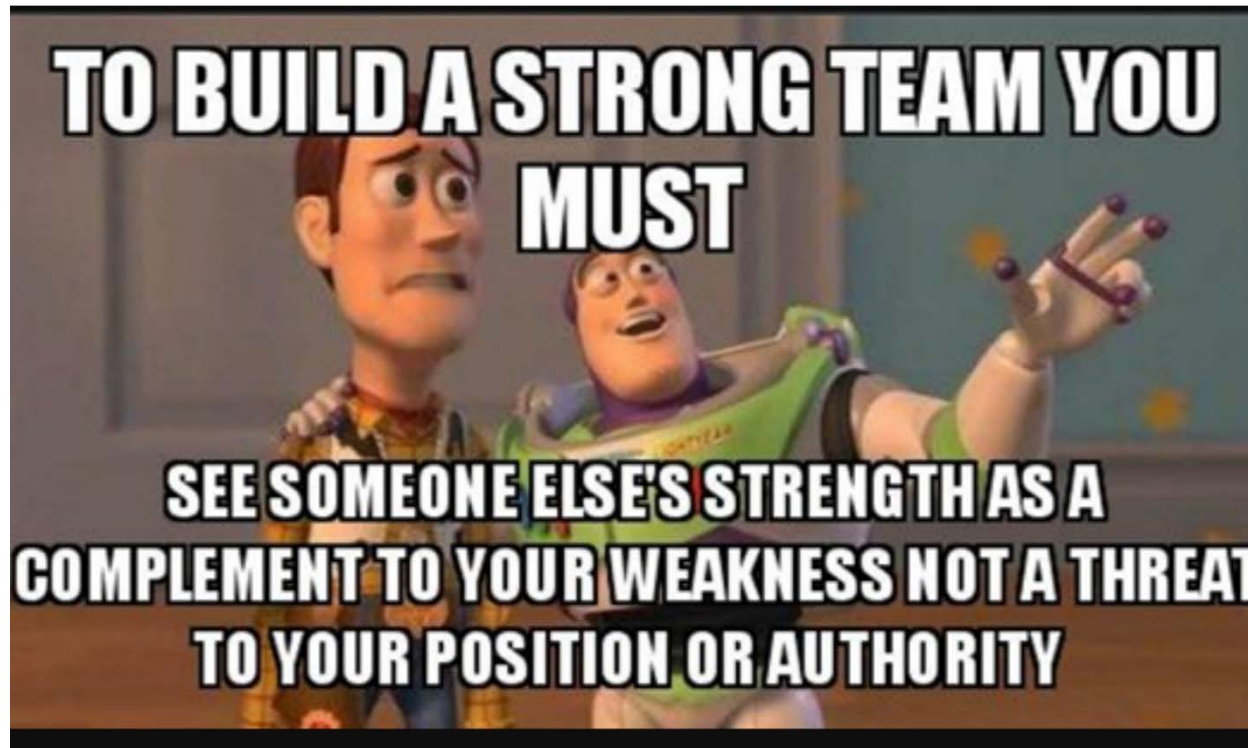


Nancy Bluth

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AGENDA

- Welcome – Amy Solomon and Nancy Bluth
- Announcements – Amy and Nancy
- National Update – Rhoda Smolow
- Hadassah International – Joyce Rabin
- Annual Giving – Susan Shikora
- Expansion of the 360 Campaign – Miki Schulman
- Private Time



Mark Your Calendars

Monthly Presidents' Calls – Mondays @ 8pm Eastern

- April 13
- May 18
- June 15
- July – *no call scheduled**
- August 10
- September 14
- October 19
- November 16
- December 14

***National Assembly Meeting and Business Meeting/Region Presidents' Training**

Sunday, July 12 to Wednesday, July 15

Sheraton Grand Hotel, Chicago, IL

REMINDERS

March 3rd

- 2nd Quarter Revenue Share Request due to Resource Chair and Annual Planner
- 1st Quarter Annual Plan Evaluation Completed
- 2/28/2020 Bank Statement and Balance
- 4/1/2020 Cash on Hand

March 10th

- 2nd Quarter Revenue Share Request due to National

National Update



Rhoda Smolow
National President
rsmolow@hadassah.org

Overview of Hadassah International



Joyce Rabin

Hadassah International Chair

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HADASSAH ■ ■
the power
of women ■
who **DO**®

Annual Giving



Susan Shikora

Annual Giving Co-Chair

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HADASSAH ■ ■
the power
of women ■
who **DO**®

Annual Giving

- What's Annual Giving All About?
 - Entry-level Philanthropic Societies
 - Donor can designate where gifts will be applied

HADASSAH
Chai society



HADASSAH
Keepers of the Gate

Annual Giving

- Who benefits from Annual Giving?
 - Hadassah's Projects
 - Chapters & Regions
 - Donors
- What's New?
 - Streamlined designations – HMO, YA, YJ scholarships, & Hadassah's entire mission (greatest need)
 - 25th Anniversary of Keepers of the Gate
 - Incentives

Annual Giving

- How can we expand Annual Giving in our regions & chapters?
 - Educate, inspire, share your passion!
 - Use your resources for prospect lists, event planning, sample speeches, etc.
 - Annual Giving training webinars (March 3 & 4, 2020)
 - Annual Giving volunteer liaisons, Annual Giving Officers
 - Ongoing recognition and appreciation of Annual Givers

Annual Giving

- Build Hadassah's Culture of Philanthropy
 - Set the tone – lead by example!
- Thank you!

Susan Musicant Shikora

National Co-Chair, Annual Giving

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360 Degrees of Healing, The Full Circle Campaign

Report to the Region Presidents

Miki Schulman
Campaign Chair
mschulman@hadassah.org

March 2, 2020



HADASSAH



HADASSAH THE WOMEN'S ZIONIST ORGANIZATION OF
AMERICA INC.

Architect's rendering of the Round Building

Hadassah Hospital, Ein Kerem



■ Presidents' Conference Call – 3.2.2020

Aerial View

Hadassah Hospital, Mount Scopus



■ Presidents' Conference Call – 3.2.2020

360 Degrees of Healing, The Full Circle Campaign

**Additional Funding Opportunities @ HMO
February 2020**

Women's Health Center, Ground Floor

Hadassah Hospital, Mt. Scopus



Breast cancer is the most common form of cancer found among women in Israel, and the incidence of breast cancer has been rising steadily. One in eight women in Israel will develop the disease sometime in her lifetime. Each year in Israel, more than 3,000 women are diagnosed with breast cancer and approximately 700 women die from the disease.

Early diagnosis of breast cancer is one of the most crucial elements of successful treatment and cure - more than ninety percent of women whose breast cancer is detected at an early stage are cured. With this in mind, Hadassah Medical Organization has invested great efforts towards realizing this new concept in breast cancer diagnosis with the creation of a unique “One-Stop-Shop” breast care service in the newly opened Women's Health Center at Mt. Scopus. The Women's Health Center is equipped with state-of-the art equipment to allow for early detection and treatment of Breast Cancer.

The Trauma Unit, Entrance Floor

Hadassah Hospital, Mt. Scopus



Hadassah established the first Trauma Unit in Israel in 1992, at Hadassah Ein Kerem. Hadassah's Trauma Team are internationally renowned for their life-saving innovations that have dramatically influenced the practice of trauma medicine throughout the world, including the tragic Boston Marathon Bombing.

Despite our world-renowned expertise, Hadassah Mt. Scopus' insufficient trauma facilities together with the ever-increasing volume of patients has made it blatantly clear that Hadassah Mt. Scopus must establish a new Trauma Unit. To this end, Hadassah embarked on creating a new Trauma Unit to cope with current conditions and anticipate future requirements.

The Labor and Delivery Department, Third Floor Hadassah Hospital, Mt. Scopus



When Hadassah Hospital Mt. Scopus was reopened in 1976 (after the Six Day War), it was considered to be the most spacious and developed hospital in Jerusalem. The Delivery Department that was planned then was to accommodate an average of 250 births each month.

Now, nearly 400 babies are born at the Mt. Scopus campus every month, almost double the original estimated capacity, and the demand continues to increase significantly.

To meet the demand, Hadassah Medical Organization opened an expanded and luxurious Delivery Department in the Rady Mother and Child Center.

The new facility is a modern, spacious department with the latest technological developments meeting the highest international standards and ensuring the utmost health and wellbeing of the mother and child.

Pediatric ER, Entrance Level

Hadassah Hospital, Mt. Scopus



The Emergency Room at Mt. Scopus serves patients of all ages around the clock, 365-days-a-year, offering medical care for most emergencies, in addition to providing treatment for major trauma and surgical sub-specialties such as neuro-surgery and cardiac surgery.

With the constant population increase, the number of ER visits to Mt. Scopus continues to rise. In the past year, 33,324 patients were treated in the Emergency Room.

The current ER is overcrowded and outdated. Apart from slight expansion over 20 years ago, the ER remains as it was in 1939, when Hadassah Mount Scopus first began activity. We must urgently expand, renovate and reconfigure the outdated structure, and create dedicated facilities for our young patients.

The Osteoporosis Center, Ground Floor

Hadassah Hospital, Mt. Scopus



About 54 million Americans have osteoporosis and low bone mass, placing them at increased risk for osteoporosis.

Studies suggest that approximately one in two women and up to one in four men age 50 and older will break a bone due to osteoporosis.

The Osteoporosis Center at Hadassah deals with the diagnosis, prevention and treatment of osteoporosis and metabolic bone diseases.

It carries out tests for bone density (osteoporosis), operates two highly advanced DEXA densitometers, an experimental ultrasonic device, and runs an outpatient consultation clinic.

The Cardiac Catheterization Laboratory (Cath Lab), Ground Floor

Hadassah Hospital, Mt. Scopus



Heart attacks are the second most common cause of death after cancer. There are over 20,000 cases of heart attacks every year in Israel,

As a community hospital that serves over 300,000 people, until now Hadassah Mt. Scopus had to send patients who suffered a heart attack or other cardiac episodes to either Hadassah Ein-Kerem, 10 kilometers away, or to other hospitals.

The time lost in transferring patients often resulted in increased morbidity and mortality rates.

With the opening of the state-of-the-art Cath Lab at Mt. Scopus, Hadassah can now provide access for immediate treatment for cardiac episodes and invasive treatment procedures without having to transfer patients elsewhere. The lab features the world's most advanced technological systems.

Aerial View

Hadassah Hospital, Ein Kerem



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The Endovascular Neurosurgery & Stroke Unit

The Sarah Wetsman Davidson Hospital Tower,
Twelfth Floor

Hadassah Hospital, Ein Kerem



Hadassah's Endovascular Neurosurgery and Stroke Unit (ENSU) opened in 2004 as the first emergency stroke unit in Israel. As an emergency facility, early diagnosis and quick, efficient treatment is critical.

The ENSU is more than a decade old and its ability to continue without the most advanced equipment is making it more difficult to provide lifesaving care. To ensure that the ENSU will continue with its critical life-saving capability, Hadassah has planned a cutting-edge ENSU.

Located in the Sarah Wetsman Davidson Hospital Tower, the spacious new ENSU will be equipped with today's most technological advanced Bi-Plane Angiography machine and other sophisticated life-saving equipment.

Pediatric Cardiology Critical Care Unit (PCCCU)

The Sarah Wetsman Davidson Hospital Tower,
Second Floor

Hadassah Hospital, Ein Kerem



Hadassah's new PCCCU is the only one of its kind in Jerusalem. Today, the worldwide trend is to separate critical and cardiac critical care patients to allow cardiologists to deal with emergencies, prescribe medications and monitor patients in cardiology critical care units.

Since the nursing staff is also highly trained to deal with cardiac needs, a higher quality of specialized care is provided for these young patients with serious health issues.

In addition to approximately 200 annual pediatric catheterization procedures, the PCCCU treats babies and children pre and post chest and lung surgery as well as those needing pharmaceutical treatment. The dedicated space gives the staff the possibility of treating chronic as well as acute patients in four state-of-the-art single patient rooms.

An additional four rooms are planned to open in April 2020.

Vascular Surgery Department

The Sarah Wetsman Davidson Hospital Tower
13th Floor

Hadassah Hospital, Ein Kerem



The Vascular Surgery Department at HMO's Ein Kerem campus is the second largest of its kind in all of Europe and the Middle East serving patients from all over the country. Previously vascular surgery was a part of the General Surgery Department. With the recruitment of a staff of new and well-respected surgeons, a separate department was established. The Department has become a referral center for difficult cases from the north to the south of the country. Recently the department moved into its new home on the 13th floor of the Sarah Wetsman Davidson Tower.

The new location will enable the Department to provide, not only the best quality medical care but also the highest quality of comfort and accommodation. The smaller patient room occupancy – single, double or triple – helps the caregivers to maintain an infection free environment with more control over transfer of germs between patients. A modern, spacious atmosphere contributes to quicker recovery as well as raising staff morale creating a pleasant environment for patients and their families.

360 Degrees of Healing, The Full Circle Campaign

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5 Types of People to Surround Yourself with



The inspired



The motivated



The open-minded



The passionate



The grateful