

PR & Media



Israeli center models medical training / Dina Kraft

An Israeli fighter pilot turned pediatrician hopes to revolutionize medical training with the institute he founded, which uses technology based on flight simulators.

RAMAT GAN, Israel (JTA) — Army medics hover over the soldier with a bullet wound to his chest. The sounds of helicopters buzzing and mortars falling surround them. "Give him morphine, liquids," the commander snaps. The soldier's vital signs do not look good and he has gone silent.

"Are you still with me?" one of the medics shouts, kneeling closer.

A few steps away, a medical student in a soundproof booth makes the casualty's blood pressure and oxygen levels plunge with a few clicks of a computer mouse. The injured soldier is actually a \$200,000 high-tech plastic dummy, and the medical team is in a windowless training room of the Israel Center for Medical Simulation.

The center is the brainchild of Amitai Ziv, a fighter pilot turned pediatrician whose accomplishments won him the 2007 Charles Bronfman Prize for humanitarian work.

Ziv, 48, has a mission: to reduce the number of medical errors. Drawing from his Israel Air Force experience and his medical training, he created the center — known as MSR — in the hope that it would change the culture of medical training not just in Israel.

The national center, which uses flight simulators, is unique in its use as a model for other centers.

Ziv's eyes grow wide as he cites National Institutes of Health statistics: "One in 10 Americans a year die due to medical errors."

"That's as if a jumbo Boeing 747 crashes every day," he said.

Of the center, which is located at Sheba Medical Center near Tel Aviv, Ziv said, "I mistakes in order to learn from them have low tolerance for errors and learning from errors."

At MSR, one enters a world of virtualized mannequins react rates, blood pressure, and the air

go into shock. Sessions are videotaped and followed by debriefings with a doctor.

Ofir Raz, a 28-year-old medical student who helped conduct the training session with the army medics, sits in the control room marveling at the technological capability of the equipment; he demonstrates on the computers how to defibrillate heart contractions in either the left or right

The goal is to make the scenario as challenging as possible, Raz said.

Since its founding in 2001, the center has been modeled at institutions worldwide, including the Cleveland Clinic in Minnesota, McGill University in Montreal and Case Western Reserve in Cleveland.

"Methods developed and implemented here are revolutionizing the manner in which medical and allied health personnel are trained," said Dr. Dumitru, medical director of the Mayo Clinic Simulation Center, said in a statement.

At his desk, Ziv opens his file after file offering a sampling from hundreds of training scenarios, from managing a patient with a biological warfare agent to managing a patient with a biological warfare agent.

In May, Ziv traveled to New York to receive the \$100,000 Charles Bronfman Prize for humanitarian work.

The vision and talent of an individual or team under age 50, whose humanitarian work has contributed significantly to the betterment of the world.

The 2007 prize winner, Dr. Amitai Ziv, is the founder and director of the Israel Center for Medical Simulation (MSR), and Deputy Director of Sheba Medical Center, the largest and most comprehensive medical institution in Israel.

Sheba Hospital doctor wins \$100,000 Bronfman prize

Dr. Amitai Ziv fights medical errors using simulators



Dr. Amitai Ziv, 48, has a mission: to reduce the number of medical errors. Drawing from his Israel Air Force experience and his medical training, he created the center — known as MSR — in the hope that it would change the culture of medical training not just in Israel. The national center, which uses flight simulators, is unique in its use as a model for other centers. Ziv's eyes grow wide as he cites National Institutes of Health statistics: "One in 10 Americans a year die due to medical errors." "That's as if a jumbo Boeing 747 crashes every day," he said. Of the center, which is located at Sheba Medical Center near Tel Aviv, Ziv said, "I mistakes in order to learn from them have low tolerance for errors and learning from errors." At MSR, one enters a world of virtualized mannequins react rates, blood pressure, and the air

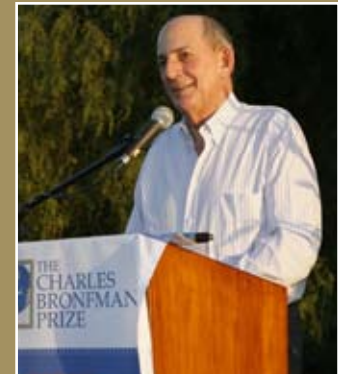


MindSet planned and implemented the public relations strategy in Israel for the \$100,000 2007 Charles Bronfman Prize and prizewinner Dr. Amitai Ziv, securing stories in both the local media and with foreign outlets based in Israel. MindSet also coordinated the June 2007 prize ceremony in Jerusalem, held at the Israel Museum.

The Charles Bronfman Prize celebrates the vision and talent of an individual or team under age 50, whose humanitarian work has contributed significantly to the betterment of the world. The 2007 prizewinner, Dr. Amitai Ziv, is the founder and director of the Israel Center for Medical Simulation (MSR), and Deputy Director of Sheba Medical Center, the largest and most comprehensive medical institution in Israel.



2007 prizewinner Dr. Amitai Ziv



Charles Bronfman's vision



Prize judge Dan Meridor, a former cabinet minister, with Ziv