



ISRAEL HEART FUND
יד ללב - הקרן למניעת חולי לב



Transforming
Medical Research
into Medical Practice

A Caring Approach to
Heart Disease Management

♥ **About the Israel Heart Fund**

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The Israel Heart Fund is dedicated to promoting the prevention of cardiovascular disease. Heart disease has become the leading cause of premature death and disability in Israel as well as a global epidemic, contributing to one-third of deaths worldwide. Our goal is to control and reduce cardiovascular risk factors by translating the results of clinical investigations into everyday medical practice.

A non-profit organization, IHF commits its resources to cardiac rehabilitation and secondary prevention programs for adults and improving the health status of children.

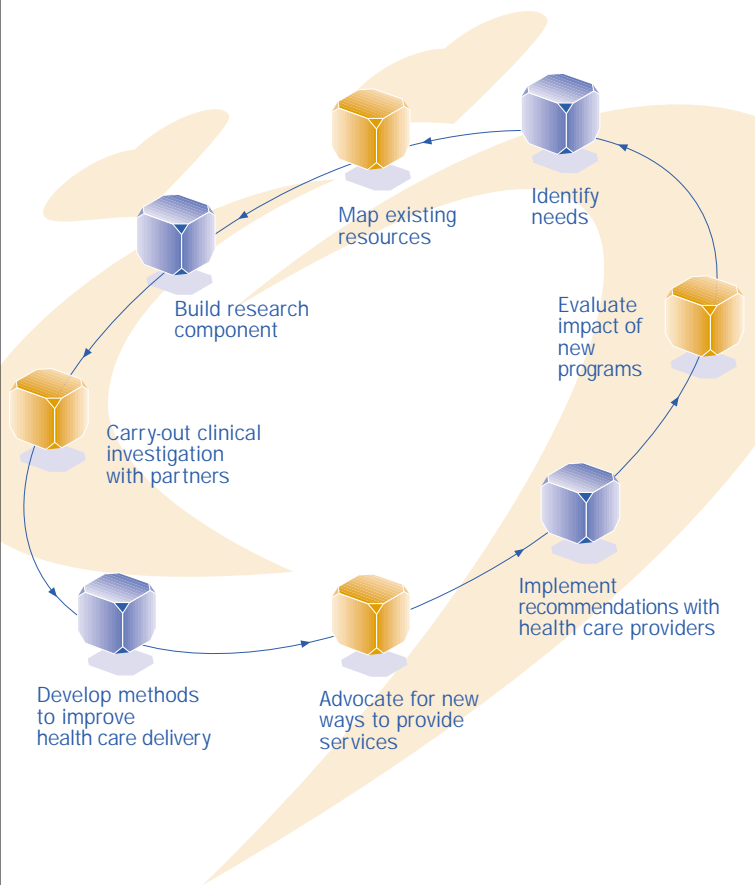
Founded by well-known New York cardiologist Dr. Morton Leibowitz in 1993, the Israel Heart Fund is a pioneer in creating models of health care delivery that contribute to the advancement of health care delivery systems and preventive cardiac care.

IHF combines rigorous scientific validation with a holistic outlook that emphasizes the importance of a patient's psychological and social needs. This unique approach to preventive cardiology enables IHF to evaluate and create heart disease prevention programs that will significantly impact on the overall status of the public's health.

♥ IHF Circle of Impact

Life of Circle of Impact

By collaborating with local and national health care agencies and with the oversight of a Scientific Advisory committee, IHF is able to maximize the results of our research. The committee is comprised of a unique mixture of leading doctors, academics and representatives of HMOs, all of whom are committed to finding the most effective ways to prevent heart disease.



♥ **IHF Target Populations**

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The Israel Heart Fund provides scientific expertise, funding, and resources for advocacy. We are currently involved in the following fields of interest:

Adults: Primary & Secondary Prevention

IHF's flagship program *Magen HaLev*, established in collaboration with Meir Hospital in Kfar Saba, has had tremendous success in preventing recurrent cardiac episodes. *Magen HaLev* has a 40-45% recruitment rate of eligible patients for rehabilitation - the highest in the country. Typically, rehabilitation programs around the world have a registration rate of only 10-20%. Data gathered by IHF researchers shows that within **6 months** of the index heart attack there are already measurable differences in cardiac status between participants and non-participants in the rehabilitation program.

Our success in recruitment stems from our commitment to create a patient-friendly environment and our ability to reach out to patients and their families during their most stressful moments in the hospital. At *Magen HaLev*, we do not wait for patients to be discharged from the hospital to begin to speak about the opportunity for rehabilitation. Rather, we connect with patients and their families in the hospital - when they are most willing to consider lifestyle changes in order to reduce the chances of a recurrent attack.

Out of the hospital - into the community. A recently completed multi-year study by IHF addressed the question of why 55% of the eligible patients still did not participate in a rehabilitation program. The study clearly showed that the weakest populations were least likely to receive much-needed rehabilitation training. These populations include the elderly, poor, depressed and those with the most severe cases of heart disease. In short, those who need and would benefit most from rehabilitation services are the least likely to receive it.

As a result of this significant study, IHF is examining programs that will directly deliver cardiac care in the community to populations who are most in need of these services.

Children: Obesity Prevention Programs

Increasingly, physical inactivity and obesity are recognized as consequential factors contributing to cardiovascular disease. Childhood obesity has reached epidemic proportions among children in both affluent and developing countries. Obesity increases the risk for several life-threatening conditions, including heart disease, diabetes and some types of cancer. In addition, chronic obesity is linked to depression in children and adolescents.

IHF believes that the development of effective management tools for childhood obesity, and documentation of the effectiveness of these interventions, is a critical element of preventive cardiology. The potential financial, psychological and physical benefits of reducing childhood obesity are immeasurable.

IHF is currently collaborating with the groundbreaking research efforts of Dr. Alon Eliakim, director of the Child Health and Sport Center at Meir Hospital in Kfar Sava and a leading expert in the crucial relationship between exercise and health in children.

We are convinced that to effect significant societal changes over time, programs that tackle childhood obesity will have to be delivered within the community and particularly through the school system. To that end, IHF has created Project HEALTH, which focuses on reducing childhood obesity and improving children's health in the long-term.

Support the Israel Heart Fund

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Through strategic research and programming initiatives, the Israel Heart Fund is creating vital models of health care delivery.

To continue on the road to quality and preventive health care for all, we need your support. Thank you for being a partner in our efforts.

Donations are tax-deductible in Israel and in the United States.

Contributions can be sent to the following addresses:

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