



THE ISRAELI RESEARCH ASSOCIATION FOR  
EYE HEALTH AND BLINDNESS PREVENTION (R.A.)

# PRESENTS

## “Giving the Gift of Light!”

From basic to applied science: How doctors from Israel to New York are helping prevent blindness and are improving the lives of visually impaired.

### An Evening Honoring Israeli Vision Researchers

Please be our guest at an informative evening honoring leading vision researchers and their work in Israel and the US.

**MAY 3, 2012, 5:00 – 8:00 PM**

Cocktails & Reception: 5:00 – 6:00 PM    Program: 6:00- 8:00 PM

The Hippodrome building  
1120 avenue of Americas, 13th Floor

This is a free event – please register soon!  
To RSVP please e-mail [lirotny@gmail.com](mailto:lirotny@gmail.com) or call 718-916-0817

EVENT Co-HOSTED BY:



Affiliated Teaching  
Hospital of New York  
Medical College



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## PROGRAM

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5:00 - 5:45 Refreshments and Hors d'oeuvres

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5:45 Welcome, by Ms. Alana Vayman, Director, Marketing, General Consulate of Israel in New York

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5:50 Opening Remarks and Welcome, by Mr. Ohad Lahav, Founder and Chair, LIROT

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6:00 Panel Introduction, by Elaine Richman, Ph.D., Richman Associates, LLC, Moderator

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6:00 - 6:30 Vision Research Funding in the US and the Latest Developments in Basic and Applied Science, by Dr. Steven Rose, Dr. William Seiple and Dr. Gennady Landa

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6:30- 7:00 Ophthalmology in Israel – Review of Vision Research in Israel and New Developments in Genetic Research. Research Funding in Israel and the Role of LIROT, by Prof. Dov. Weinberger, Prof. Dror Sharon and Dr. Shahar Frenkel

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7:00 - 7:30 Panel Discussion – Fundraising for Vision Research and Joint Research Projects with US and Israeli Scientists, with Prof. Jacob Pe'er, and Prof. Ido Perlman

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7:30 - 7:45 New Business Developments in Medical Industry: Developing a Low Cost Telemedicine Solution, by Jack Tawil, MDCare

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7:45 - 8:00 Closing Remarks: The Role of LIROT and the American Friends of LIROT Association, by Nadine Hollander, CEO, LIROT

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8:00 - 9:00 Desert, Coffee and Networking!

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## Guest Speakers' Bios

**Dr. Steven Rose, Chief Research Officer, Foundation Fighting Blindness, Baltimore.** Dr. Rose is highly respected for his expertise, intelligence and tireless commitment to finding treatments and cures for vision-robbing retinal diseases. He joined the Foundation Fighting Blindness in 2004 where he supervises its research efforts, which include awarding grants and facilitating clinical trials. He also manages the Science department and works closely with the Foundation's Scientific Advisory Board, Board of Directors, and Science Liaison Committee.

**Dr. William Seiple, Head of Research, Lighthouse International Arlene R. Gordon Research Institute, New York.** Dr. Seiple, a world famous expert on vision perception and low vision rehabilitation, heads Lighthouse International's Arlene R. Gordon Research Institute. The author of more than 130 peer-reviewed articles and book chapters, Dr. Seiple has a distinguished career in vision research. Most recently, Dr. Seiple received grants to develop new interventions to maximize the reading ability of people with age-related macular degeneration.

**Dr. Gennady Landa, Assistant Professor of Ophthalmology, Retina Center, New York Eye and Ear Infirmary.** Dr. Landa completed research fellowship and two-year vitreoretinal surgical fellowship at the New York Eye and Ear Infirmary. In addition to being a vitreoretinal surgeon, he is also actively involved in both basic and clinical research of novel ways to treat and prevent age-related macular degeneration (AMD), inherited retinal degenerations, and other ocular diseases. Dr. Landa is also currently developing new retinal imaging techniques at the Advanced Retinal Imaging Center of the New York Eye and Ear Infirmary.

**Prof. Dov Weinberger, Head of Ophthalmology Department, Rabin Medical Center, Tel Aviv.** Prof. Weinberger is a graduate of the Technion Faculty of Medicine. He completed his fellowship in ophthalmology at Cornell Medical Center in New York. He is an international medical consultant, a Professor at the Sackler Faculty of Medicine at the Tel Aviv University and recipient of numerous academic and professional awards.

**Prof. Dror Sharon, Head of the Molecular Ophthalmology Laboratory, Hadassah-Hebrew University Medical Center, Jerusalem.** Dr. Sharon came to Hadassah in 2003 from his postdoctoral fellowship at Massachusetts Eye and Ear Infirmary, Harvard Medical School. His primary aim is to identify retinal disease genes and identify the pathways leading to macular development in avian species and humans.

**Dr. Shahar Frenkel, Ophthalmologist and Ophthalmic Surgeon, Department of Ophthalmology, Hadassah-Hebrew University Medical Center, Jerusalem.** Dr. Frenkel is a researcher in the field of ocular oncology and ophthalmic pathology and is a lecturer in ophthalmology at the Hebrew University in Jerusalem. Dr. Frenkel completed an ophthalmology residency at Hadassah and a fellowship in ophthalmic pathology at the University of Illinois at Chicago.



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**Prof. Ido Perlman, Pearl Seiden Professor in Vision Science, Technion-Israel Institute of Technology, Haifa.** Prof. Perlman is a graduate of the Technion-Israel Institute of Technology, and he earned his Ph.D. in physiology from the University of Michigan Medical Center. At the Technion, Dr. Perlman studies visual information processing in the retina, and the pathophysiological mechanisms underlying retinal disorders..

**Prof. Jacob Pe'er, Chairman of the Department of Ophthalmology, Hadassah University Hospital, Jerusalem.** Prof. Pe'er graduated from the Hebrew University-Hadassah Medical School in 1974. He specialized in Ophthalmology at the Hadassah-Hebrew University Medical Center, Jerusalem, and the Ophthalmic Pathology Department of the AFIP, Washington, DC. He is currently the president of the International Society of Ocular Oncology. He is a member of the Board of Trustees of ARVO and of the ICO. His clinical and research interests center on the fields of ocular oncology and ophthalmic pathology.

## About LIROT

The Israeli Research Association for Eye Health and Blindness Prevention – Lirot (in English, To See), was established in 2006 by parents of children affected by the BEST disease and other genetic vision disorders. In less than a decade, Lirot has grown into an organization led by senior figures in the field of Ophthalmology and medical industry in general. Since 2007, we have awarded considerable grant sums to research projects in all major medical institutes in Israel. Most members of our Scientific Board specialize in areas like Cataract, Diabetic Retinopathy, Glaucoma and Retinal Genetic Disorders.