



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

80% of cases of blindness can be prevented by early detection and medical treatment

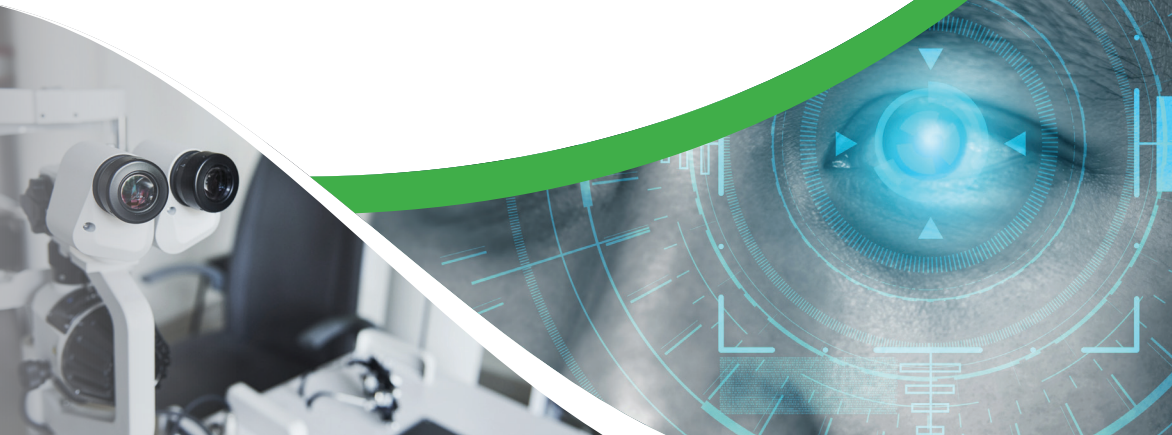
The "Liot Association's" Objectives

Providing early detection and suitable treatment

Research in eye diseases preventing blindness

Promoting stem cell research

Sharing information and
innovations with the community





THE ISRAELI RESEARCH ASSOCIATION FOR
EYE HEALTH AND BLINDNESS PREVENTION (IRA)

"Lirot Association" was founded in 2006 with the objective of raising funds for research in blindness prevention and with the aim to increase the public's awareness to the importance of preventive treatment, in order to reduce the number of people affected by eye diseases and vision impairment in Israel. The Association's management, which works alongside a scientific board, is comprised of scientists, senior ophthalmologists from Israel and abroad as well as businesses representatives.

Today we can prevent up to 80% of blindness cases thanks to medical treatment, provided the patient is aware and undergoes treatment. Therefore, it is imperative to provide resources for early detection and to perform routine eye examinations once a year particularly after the age of 50.

Each year there are roughly 1,500 new cases of blindness as well as people who suffer from poor eyesight.

Major Projects in Preventive Medicine and Promotion of Blindness Prevention Research

- **"House Calls for Eye Examination" Service**
Targeting elderly and disabled people around the country. An estimated 15% of people who had been checked were referred to medical treatment and thus saved from vision loss in old age.
- **Eye Examination Service in Kindergartens**
Early detection increases the chance of healing. Enabling early detection of vision impairment, such as: amblyopia (lazy eye) in children and referral for treatment while still young. About 8% of the children who had been checked were referred for a medical consultation.
- **Awareness Enables Early Detection and Treatments**
"Lirot Association" distributes information via four channels:
 - **Newsletter** - A monthly newsletter that conveys information on research, conferences, and innovations in ophthalmology.
 - **Patient Communities Management**
 - > RP (Retinitis Pigmentosa) is an inherited incurable retinal disease that causes progressive loss of night & peripheral vision and affects all ages.
 - > Uveitis is a form of severe eye inflammation. It affects all ages and has a wide range of treatments.
 - **Conferences** - An opportunity to share relevant information and the association's activities within the community.
 - **Eye Health Awareness Month** - A spotlight on an annually selected subject through promotional campaigns on different media platforms.
- **Research Funding**
Lirot Association funds medical research in order to advance breakthroughs in the field of blindness prevention. These research projects are conducted by researchers from universities across the country, including outstanding young researchers.
- **Mapping of Genetic Eye Diseases in Israel**
A joint project of genetic institutes in hospitals in Israel was conducted in order to treat and follow patients who suffer from inherited retinal dystrophies. Roughly 40% of the people who were examined were diagnosed and the cause of the disease was found in 56% of the cases, providing the opportunity for more personalized health care in the future.
- **Stem Cell Research**
Fundraising is conducted by the Israeli Center for Innovative Stem Cell Research, with the support of Prof. Ciechanover, one of Israel's first Nobel Laureates in Science, who earned his Nobel Prize in 2004. The purpose of fundraising is to help achieve breakthroughs in stem cells research in ophthalmology and other fields.

The "Livot Association's" budget is based on donations.

The more donations we receive, the more people we can reach and help - and more innovative breakthrough-research can be conducted that will open everyone's eyes to the Association's contribution! <http://lirot.org/how-can-you-help-us/>

Livot Association management:

President
Prof. Mordechai Shani

Chairman
Ohad Lahav

CEO
Nadine Hollander



Executive Board:

Prof. Mordechai Shani, Mr. Ohad Lahav, Prof. Ido Perlman, Prof. Ehud Assia, Prof. Itay Howers, Prof. Dov Weinberger, Prof. Hannah Garzosi, Prof. Shlomo Melamed, Prof. Anat Loewenstein, Prof. Jacob Peer, Prof. Dror Sharon, Prof. Yair Morad, Prof. Avi Solomon, Dr. Ronit Levinger, Prof. Hany Verbin, Dr. Yafit Stark, Mr. Mark Amos, Dr. Nir Erdinest, Prof. Irit Bachar, Prof. Arie Solomon, Prof. Noam Shomron.



The scientific board, chaired by Prof. Ido Perlman includes the best ophthalmology researchers in Israel.



Members of the Friends of Livot Association take an active part in the Association's activities and assist throughout the year.



Livot's staff:

Zedkiyaou Barouch - Head of eye check-ups in the community
Avia Malca - Administrative and technology assistant

The "Livot Association" expresses our deepest gratitude to all the volunteers, doctors, professionals, and the Association's friends for dedicating their time, energy, and money to promote the Association's activities. Without them, we would not have been able to reach these achievements.





THE ISRAELI RESEARCH ASSOCIATION FOR
EYE HEALTH AND BLINDNESS PREVENTION (IRA)

Saving your eyesight is in your hands!

Immediate medical counseling through our
nine Specialists' Forum on the Association's website:

Prof. Zohar Habot-Wilner - Uveitis Forum

Clinical Associate Professor of Ophthalmology, Sackler Faculty of Medicine, Tel Aviv University
Director of the Uveitis & Ocular Inflammatory Disease Service and Retina Consultant
Division of Ophthalmology, Tel Aviv Medical Center, Tel Aviv, Israel

Prof. Rita Ehrlich - Retinal and Retinopathy Diseases Forum

Director of the Retinal Unit at Rabin Medical Center

Prof. Hani Verbin-Levkovitch - Glaucoma Forum

Head of Glaucoma Service at Sheba Medical Center
Head of Ophthalmology Department at Tel-Aviv University

Dr. Adi Michaeli and Prof. Ehud Assia - Cataract Forum

Dr. Adi Michaeli, Expert Ophthalmologist and Cataract Surgeon at Ein Tal Medical Center
Prof. Ehud Assia, Director, Center for Applied Eye Research, Department of Ophthalmology,
Meir Medical Center, Kfar-Saba (Former Director of the Department of Ophthalmology).
Medical Director, Ein-Tal Eye Center, Tel-Aviv
Full Professor, Sackler School of Medicine, Tel Aviv University, Tel Aviv

Dr. Alvit Wolf - Children Eye Health Forum

Consultant, Pediatric Ophthalmology and Strabismus, Carmel Medical Center, Haifa
Chairperson, Israeli Society of Pediatric Ophthalmology and Strabismus at the Israeli
Ophthalmology Society

Dr. Hadas Newman - Inherited Retinal Dystrophies Forum

Specialist in Ophthalmology, Retinal Diseases and Electrophysiology of the Vision System at Tel
Aviv Medical Center

Prof. Shahar Frenkel and Prof. Jacob Peer - Eye Tumors Forum

Prof. Shahar Frenkel, Head of Ocular Oncology Service, Division of Ophthalmology
Head of Ocular Oncology & Ophthalmic Pathology Laboratory, The Wohl Institute for
Translational Medicine, Hadassah, Hebrew University Medical Center

Prof. Jacob Peer, Former Director of the Ophthalmology Department at Hadassah Ein Kerem
Medical Center, Jerusalem, and Board Member of Lirot Association

Mr. Ron Meidan - Optometrist - Low Vision Forum

Low vision rehabilitation optometry services are designed to improve visual functions such as
reading, as much as possible.

Dr. Nir Erdinest - Contact Lenses Forum

Doctor of Medical Science, Hebrew University Hadassah Medical School Lecturer,
Hebrew University Faculty of Medicine and School of Pharmacy Optometrist

Eye examination services in the comfort of your home.

For scheduling an eye examination, please contact **Zidkiyahou Baruch at: 054-6267638**



THE ISRAELI RESEARCH ASSOCIATION FOR
EYE HEALTH AND BLINDNESS PREVENTION (IRA)

contact: Nadine Hollander | nadine@eyes.org.il | Tel: 972-54-4230012
www.lirot.org