

SUMMARY OF ACTIVITIES OF LIROT ASSOCIATION

FOR 2023



Presenter: Mrs. Nadine Hollander,
CEO of the Lirot Association

Outline

- 1 Conferences, events and other projects
- 2 "Liro" during the war
- 3 Eye examinations in the community
- 4 Promoting medical research
- 5 Activity of the Friends Association
- 6 Data: exposure, finances
- 7 Exceptional events
- 8 Plans for 2024

1. CONFERENCES AND EVENTS IN 2023



Conferences organized by the Lirot Association



Conference on the topic of retinal diseases with the participation of patients and their families:

On Wednesday, July 19, a conference on the topic of retinal diseases was held at the Eretz Israel Museum, Tel Aviv with the participation of patients and their families.

More than 70 patients and their families came and listened to the best experts on topics such as: nutrition, support and of course the retina.

Acknowledgments to:

The sponsors of the conference: Roche , Bayer Israel, Novartis and TrueMed;

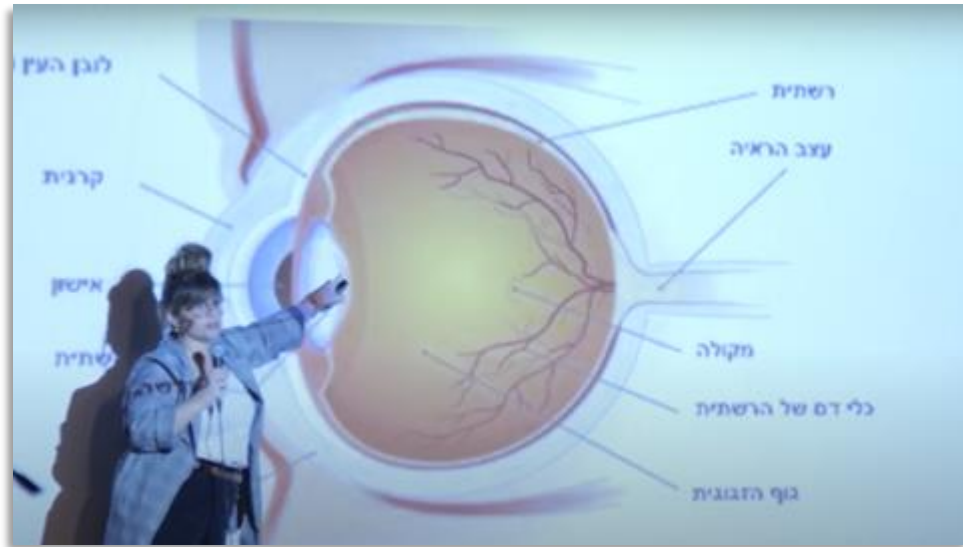
The moderator of the conference: Yonatan Rieger;

The chairman of the conference: Dr. Omer Trebitsky;

The doctors of the expert panel: Prof. Dina Tzur, Dr. Tamir Weinberg and Dr. Tova Maha-Naim

and the lecturers: attorney Michal Tal, dietician Batia Elimelech, Anna Amir and Dr. Shiri Shulman .

Conferences organized by the Lirot Association - continued



A lecture by the optometrist **Ramit Gerti** in collaboration with the **Herzliya Municipality**, offering important tips for maintaining eye health and identifying diseases, even during wartime.



Lecture by **Dr. Ron Neumann**:
Ophthalmologist,
At the **Rotary Club** in
Ramat Hasharon

Conferences with the participation of the Lirot Association

The 43rd Annual Conference of the **Israeli Society for Eye and Vision Research (ISVER)** Under the management of Prof. **Shahar Frankel**



The 11th annual convention of the **Israeli Ophthalmological Society**. A panel moderated by Prof. **Benin** on research innovations in genetic diseases of the retina



The annual conference in **optometry** of the **Israeli Council of Optometrists** and the optics exhibition under the management of Dr. **Nir Ardinst**



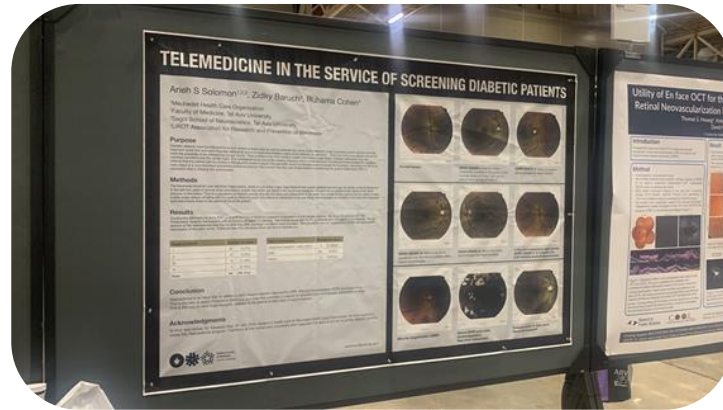
The first innovation conference of its kind: The effects of technology on treatment of **myopia epidemic** and on eye health



Conferences with the participation of the Lirot Association - continued

ARVO -

A poster at the ARVO conference on a review of the diabetes patient population among members of the Kupat Holim Meuhedet (health insurance fund) in collaboration with the Lirot Association
by Prof. Aryeh Solomon



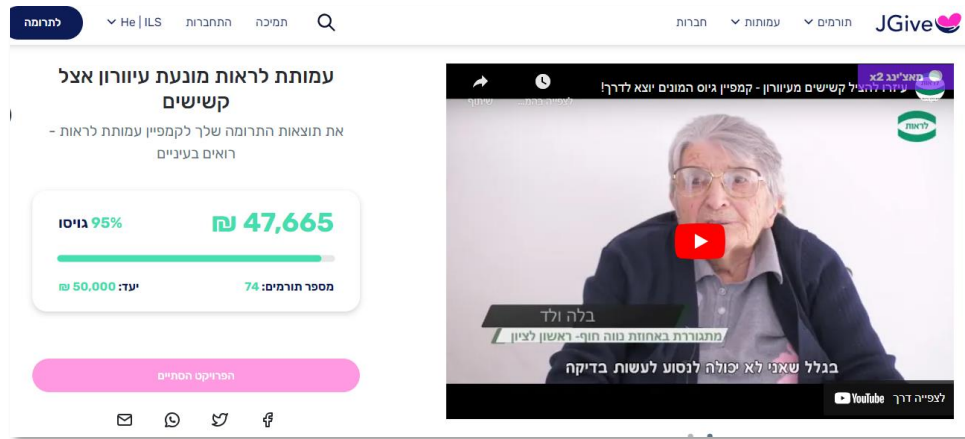
The 7th conference of the Consortium for Hereditary Retinal Degeneration under the direction of Dr. Miri Arenberg, where innovative researches on genetic diseases of the retina were presented.



Conference held on September 8th by the Roche company in Amsterdam of patient communities from all over the world with the participation of Nadine



Special project - fundraising campaign March 23



From the project page on the JGIVE website

A special and exciting crowdfunding project before Passover, for the elderly and housebound, who can't come for an eye examination.

The campaign was extremely successful and we raised over NIS 25,000, which was doubled by Roche. **Many thanks to the sponsors of this very important project: Roche and the Shlomo Tiran Foundation.**

**2. LIROT ASSOCIATION
DURING THE
"IRON SWORDS" WAR,
STARTING OCTOBER 23'**



Projects following the war

Like all of us, on October 7th we were shocked and horrified by what had happened and especially felt great sadness.

After coming to our senses, we thought about what the Lirot Association could best contribute and these are the projects the Association chose to engage in during the war:



1. Eye examinations for evacuees

At the beginning of the war, **Zedekiah Baruch**, director of the community eye examination project, traveled together with two volunteer ophthalmologists:

Dr. Eli Rosen - an expert in ophthalmology and a senior cataract surgeon and **Dr. Gia Tam**, a specialist in ophthalmology and neuro-ophthalmology, to the Dead Sea, to open local clinic and to conduct eye examinations for evacuees from the southern part of Israel.

In total, from October to December, we performed eye examinations for evacuees in 11 hotels across the country (and in 3 other hotels in 2024), among other things at the Maccabiah Village Hotel, Kinorot Hotel in Tiberias, Ramada Netanya Hotel, Kibbutz Shafiiim Orient Hotel in Jerusalem with Prof. Parr who volunteered to conduct the examinations.

Projects following the war - continued



2. Protective goggles for soldiers

Since the outbreak of the war - about a hundred combatant soldiers have been injured in their eyes, some have even lost their sight.

The eye injuries are the result of shrapnel, blast wave and gunshot wounds, some of which occurred because the fighters were not wearing protective goggles.

We, at Lirot Association, received personal inquiries from soldiers in the field, who heard about the protective goggles project and asked for them as well, that is, the need arises from the field.

We purchased hundreds of protective goggles, for a total of NIS 86,787, and transported them to the field by the combattant soldiers.

Projects following the war - continued



3. Eye examinations service at home

Due to the security situation and the fear of alarms and that it would be difficult to reach the doctor on time while staying at the clinic,

Lirot Association continues to offer an eye examination service at home.

3. EYE EXAMINATIONS IN THE COMMUNITY DURING 2023



Eye exams in the community



This year, 2,315 patients were examined (compared to 2,045 last year).



Of these: 95 home visits (compared to 128 last year).



By: 15 volunteer doctors.



In total, 653 findings were reported (compared to 1,254 last year).

Eye examinations in the community - all over the country

Example settlements

Main diagnoses

Example settlements		Main diagnoses	
	<input type="checkbox"/>		<input type="checkbox"/>
In the north: Haifa, Nahariya, Tivon	<input type="checkbox"/>	cataract	<input type="checkbox"/>
In the south: Ashdod, Ashkelon, Beer Sheva	<input type="checkbox"/>	Diabetic retinopathy	<input type="checkbox"/>
In the center: Bnei Brak, Jerusalem, Or Akiva	<input type="checkbox"/>	glaucoma	<input type="checkbox"/>
In the Arab sector: Musharifa, Umm al-Faham, Bir al-Maksor	<input type="checkbox"/>	Myopia	<input type="checkbox"/>
		AMD	<input type="checkbox"/>

Eye examinations in the community - continued

Eye examination project in Umm Al Fachem in collaboration with Bayer
Thanks to Dr. Rabia Haj Daoud for examining over 53 patients.



4. PROMOTING MEDICAL RESEARCH IN 2023



Research promotion

TELEMEDICINE IN THE SERVICE OF SCREENING DIABETIC PATIENTS

Arieh S Solomon^{1,2,3}, Zidky Baruch⁴, Ruhama Cohen¹

¹Meuhedet Health Care Organization
²Faculty of Medicine, Tel Aviv University
³Sage School of Neuroscience, Tel Aviv University
⁴LIRIO Association for Research and Prevention of Blindness

Purpose

Diabetic patients need to be followed by an eye doctor at least once a year to examine the retina and detect the early stages of diabetic retinopathy. The aim of this study was to evaluate the use of telemedicine in the service of screening diabetic patients. The study was conducted in a remote area of the Negev desert. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients.

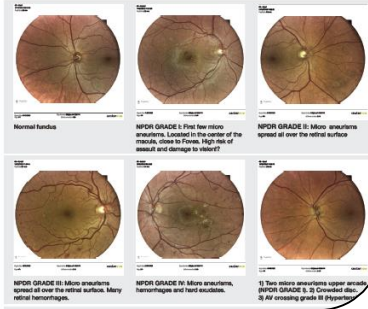
Methods

The research included three diabetic patients, which is a small population that needs medical care through the video visits. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients.

Results

During the telemedicine visits (100 visits) the use of telemedicine was found to be a valuable tool for the diagnosis and management of diabetic retinopathy. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients. The study included 100 diabetic patients.

Grade of DR	Number of cases	Other pathologies	Number of cases
I	10 (10%)	Diabetic maculopathy	5 (5%)
II	25 (25%)	AMD	20 (20%)
III	45 (45%)	None	5 (5%)
IV	10 (10%)		
V	0 (0%)		



Prof. Aryeh Solomon, member of the board of directors of the Lirot Association, presented at the ARVO conference an overview of the diabetic population, members of the Kupa Holim Meuhedet, a joint project with the Lirot Association.

Received: 12 May 2023 | Revised: 4 July 2023 | Accepted: 28 July 2023

DOI: 10.1111/ceo.14287

ORIGINAL ARTICLE - CLINICAL SCIENCE WILEY

Online support group for patients with inflammatory eye disease: Characterisation of members and assessment of benefits

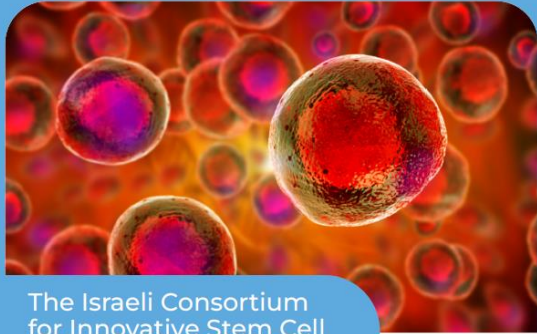
Michael Ostrovsky MD¹ | Amir Rosenblatt MD, MPH-MBA^{1,2} | Nadine Hollander MA³ | Zohar Habet-Wilner MD^{1,2}

An article by **Prof. Zohar Habet Wilner** about a survey in the uveitis group of the Lirot Association was published in Clinical & Experimental Ophthalmology, which is the official journal of the Royal University of Ophthalmology of Australia and New Zealand.

The Consortium for Inherited Retinal Dystrophies 7th meeting
May 11th, 2023
Rabin Medical Center, The Round Table Conference Room
(Entrance Floor, Near the Management Board)

Participation in the **Seventh Consortium Meeting of Genetic Retinal Diseases Research** sponsored by Novartis and managed by **Dr. Miri Arenberg**.

Advancing research - continued



The Israeli Consortium for Innovative Stem Cell Research for Clinical Use

About Stem Cell Research

Human stem cell research is one of the holy grails of modern medicine. The use of regenerative cellular therapies holds extraordinary promise for treating diseases that today are considered incurable, since stem cells can potentially be used to regenerate the functioning of an organ that has been damaged by disease. Examples include the treatment of blindness caused by inherited retinal diseases or age-related molecular degeneration, faulty motor function due to Parkinson's or ALS, cognitive impairment from Alzheimer's, metabolic dysfunction related to diabetes or liver disease, cardiac problems from certain heart diseases, and more.

Two landmark breakthroughs in the area of stem cells have paved the way to a new era in regenerative medicine. In 1998, pluripotent human embryonic stem cells (hESC) were derived for the first time by Prof. James A. Thomson from the U.S. in collaboration with Prof. Joseph Itskovitz-Eldor from Israel. Shortly thereafter, Prof. Benjamin Reubinoff from Israel derived hESC for the second time, in collaboration with scientists from Australia and Singapore. In 2012, Prof. Shinya Yamanaka from Japan received the Nobel Prize for Physiology & Medicine for his historic achievement: discovering that mature human cells can be reprogrammed to become pluripotent stem cells (iPSC).

These two groundbreaking discoveries in stem cells biology – derivation of human embryonic stem cells and induced stem cells – paved the way to the development of human pluripotent stem cells as an unlimited source for human mature cells of any type for novel transplantation therapies. These scientific breakthroughs have led to the

The Israeli Consortium for Stem Cell Research: This year, despite the war which stopped the activity, we managed to hold 4 meetings, and add 47 new researchers to the group. Researchers have submitted many research proposals and to date the Consortium consists of 86 researchers, including many research groups.

This year we received a letter from Israel's President supporting the project and helping to promote the Consortium.



5. ACTIVITIES OF THE SOCIETY OF FRIENDS IN 2023



The Society of Friends of the Lirot Association

The Society of Friends of the Lirot Association holds monthly meetings, where we share reports about what is happening in the Association, hold discussions on various topics, such as: marketing, new projects, increasing exposure to the Association, and more.

Members of the Society of Friends periodically participate in the various conferences related to the Association.



Liora Gavish outside the lecture of Dr. Ron Neuman - ophthalmology specialist, at the Rotary Club in Ramat Hasharon. Liora passed away last week, may her memory be blessed.



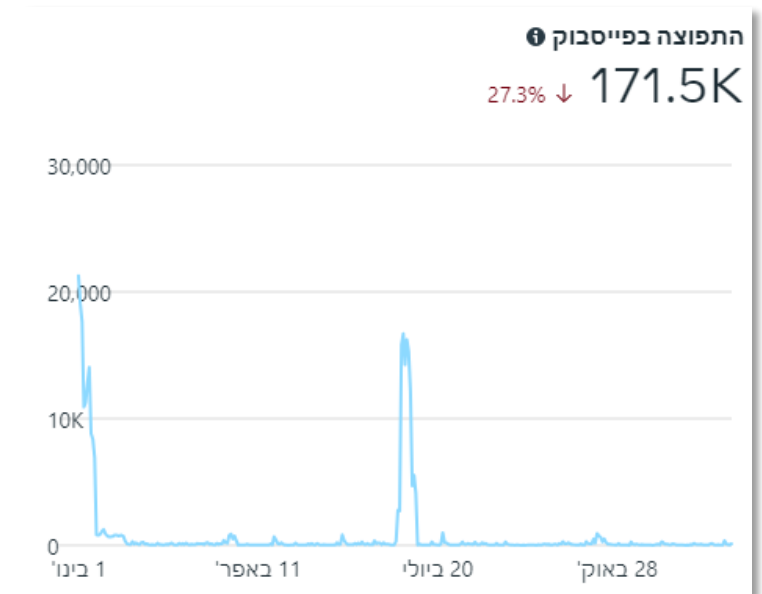
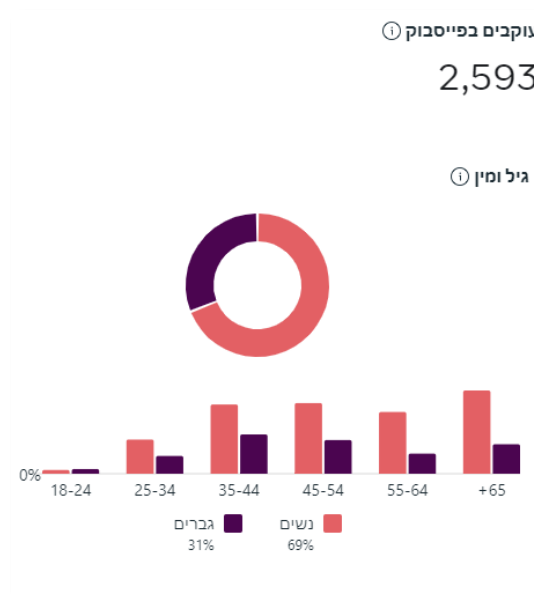
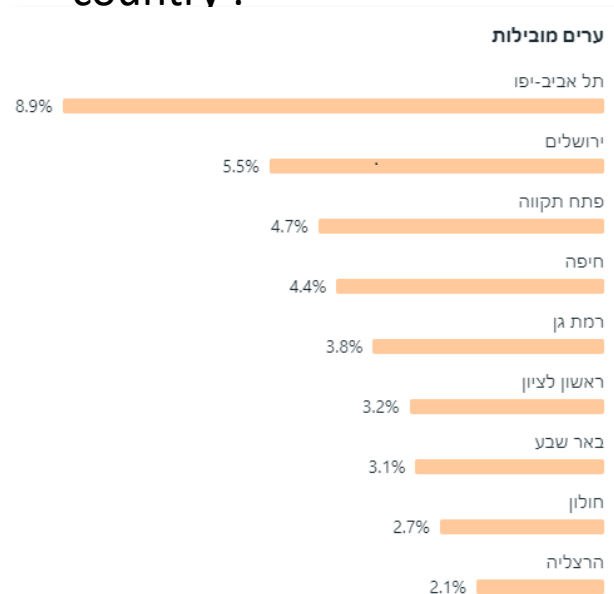
Menachem Sharon and Matan Maman at a discussion held in the Knesset in honor of "Blind Day" Israel

6. QUANTITATIVE DATA FOR 2023



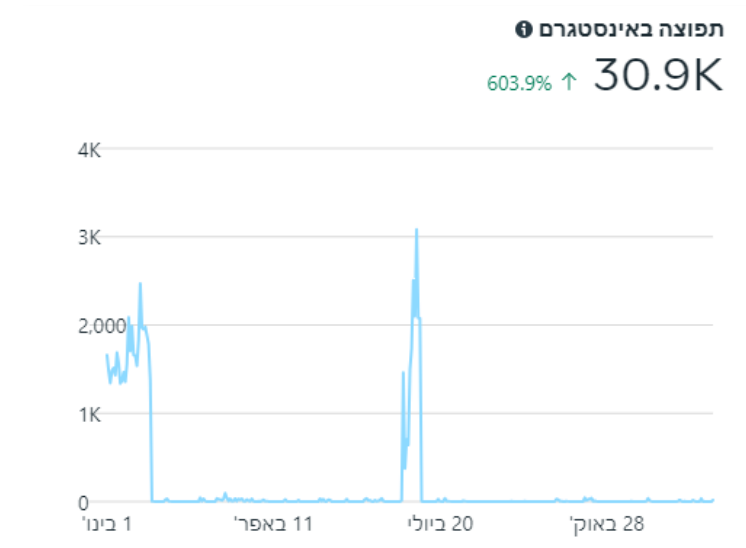
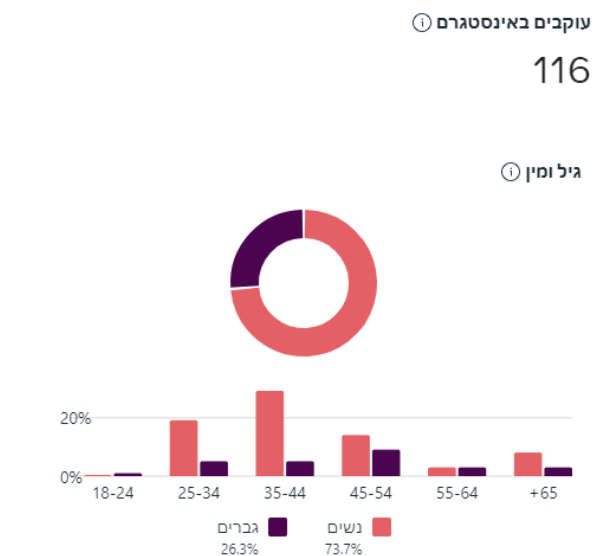
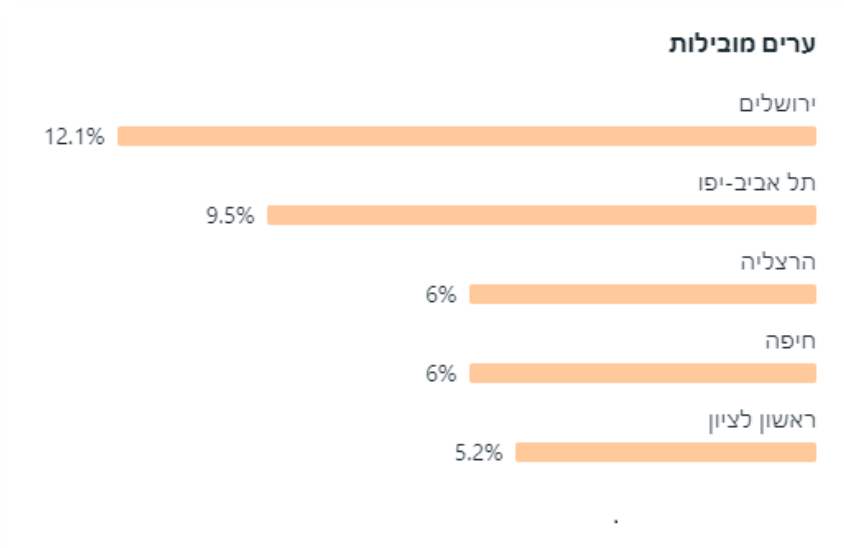
Advertising data - Facebook

- Facebook page of the Lirot Association provides content, news and events on eye health and is another channel of communication for whoever is interested in our activities and through which requests and questions are submitted.
- The page has over 2,600 followers and its content reached about 170,000 people this year.
- The followers on Facebook are mainly women, aged 35 and over, mainly from the central part of the country .



Advertising data - Instagram

- Instagram account is smaller and less active, but when it is active - it reaches a very wide circulation.
- The posts reached a circulation of about 30 thousand followers , mostly women, aged 25-35.



Advertising data - YouTube



הפלייליסטים המובילים

פלייליסט	צפיות מהפלייליסט ↓	סה"כ צפיות
פלייליסט 1 חודש המודעות 2022 העדכון האחרון: בוצע לפני שנה אחת	250	1,083
פלייליסט 2 כנס מטופלים ומשפחותיהם בנושא מחלות רשתית 19.7.23 מוזיאון ארץ ישראל, תל אביב העדכון האחרון: בוצע לפני 10 חודשים	174	491
פלייליסט 3 כנס אובאיטיס אינטראקטיבי של עמותת לראות 11.9.2020 העדכון האחרון: בוצע לפני שנה אחת	77	761

Advertising data - website

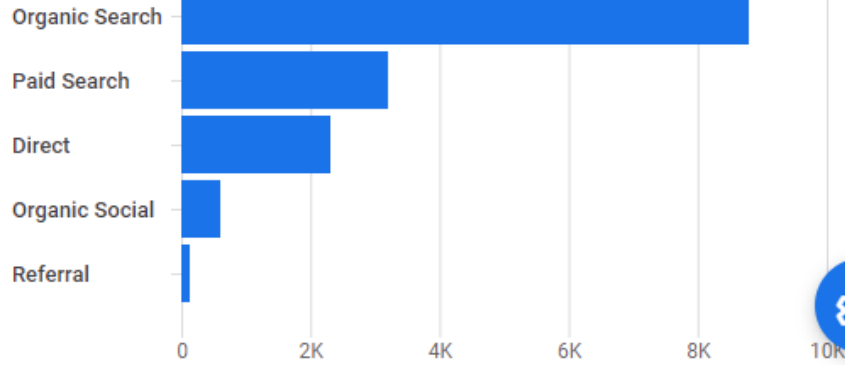
- The Lirot Association's website contains many pages of content and information about eye diseases, eye examination and new drugs and is also a platform to contact us and ask questions privately.
- Total visitors to the website this year: almost 30 thousand.**

1	דף הבית	2,187	1,348	1.62	20s	6,725
2	דוקטור, הבוקר היה לי טשטוש ראייה בעין. אני צריך לדאוג?	1,692	1,496	1.13	57s	6,192
3	המדריך המלא למחלות רשתית העין עמותת לראות	1,634	1,284	1.27	1m 48s	5,519
4	הזמנה לכנס מטופלים ומשפחותיהם בנושא מחלות רשתית	1,475	968	1.52	25s	4,264
5	המדריך לגלאוקומה בעין עמותת לראות	1,360	867	1.57	1m 26s	4,118
6	המדריך המלא להיפרדות רשתית עמותת לראות	1,358	982	1.38	1m 48s	4,704
7	מדריכים לסוגי מחלות עיניים נפוצות עמותת לראות	1,213	988	1.23	31s	4,345
8	המדריך המלא לקטרקט עמותת לראות	1,004	715	1.40	1m 43s	3,507
9	ניידת	775	467	1.66	1m 00s	2,311
10	contact	634	366	1.73	57s	1,680



WHERE DO YOUR NEW USERS COME FROM?

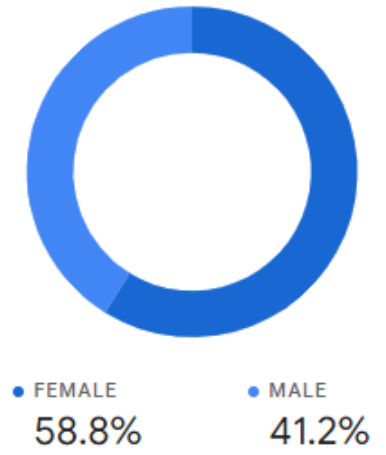
New users by
First user primary channel group (Default channel group)



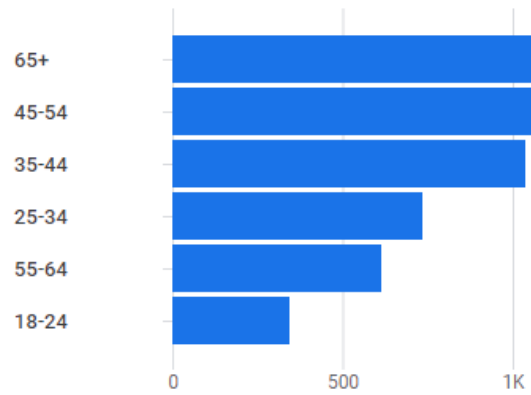
Users by Town/City

TOWN/CITY	USERS
Tel Aviv-Yafo	5.4K
Petah Tikva	1.3K
Haifa	940
Jerusalem	754
Rishon LeTsiyon	689
Netanya	558
Rehovot	314

Users by Gender

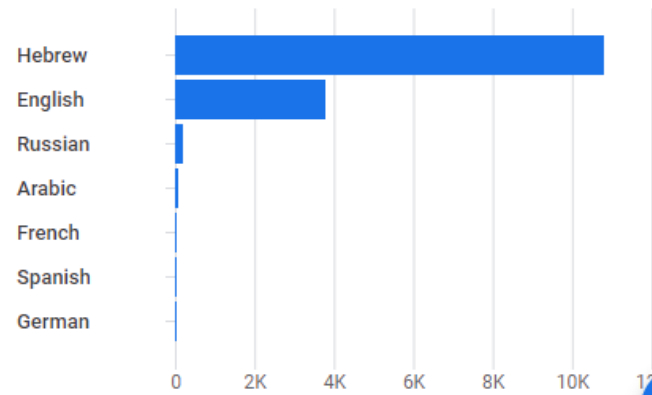


Users by Age



[View age ranges](#) →

Users by Language



[View languages](#) →

ברוכים הבאים לפורום עיניים
של עמותת לראות



**צוות רופאים בכירים, המומחים לבריאות העין,
מחכה לעזור לכם בכל שאלה.**

כאן תוכלו לשאול שאלות ולקבל תשובות באופן אישי ממנהלי הפורומים, שהינם רופאים בכירים המתנדבים בעמותת לראות:

- **פורום מחלות עיניים אצל ילדים** - בהנהלת ד"ר יובל כהן, מנתח פזילה בילדים ומבוגרים.
- **פורום עדשות מגע, עדשות מגע לקרטוקונוס ומיפוי קרנית** - בניהול ד"ר ניר ארדינסט. **ד"ר ניר ארדינסט הינו יו"ר החוג לעדשות מגע בישראל משנת 2008** - חבר ועד מנהל בעמותת לראות משנת 2008.
- **פורום אובאיטיס** - בניהול פרופ' זוהר חבוט וילנר. מנהלת שירות אובאיטיס, מחלות דלקתיות של העין והמרפאה המשולבת למחלות דלקתיות של העין והמפרקים, רופאה בכירה ביחידת הרשתית, מערך עיניים, המרכז הרפואי תל אביב.
- **פורום רשתית ורטינופטיה סוכרתית** - בניהול פרופ' ריטה ארליך מנהלת יחידת רשתית במרכז רפואי רבין.
- **פורום גלאוקומה** - בניהול פרופ' חני ורבין לבקוביץ' רופאה בכירה, חברת הוועד המנהל של העמותה.
- **פורום קטרקט** - בניהול ד"ר עדי מיכאלי רופאה בכירה ומנתחת "בעין טל" ובניהול פרופ' אהוד אסיה רופא בכיר "בעין טל" וחבר הנהלת עמותת לראות
- **פורום מחלות תורשתיות ניווניות של הרשתית** - בניהול ד"ר שירי סודרי רופאה בכירה במחלקת עיניים, מרכז רפואי רמב"ם.
- **פורום גידולי עיניים** - בניהול פרופ' יעקב פאר ופרופ' שחר פרנקל: פרופ' פאר - רופא בכיר וחבר הוועד המנהל של העמותה. פרופ' פרנקל - מומחה ברפואת עיניים ומנתח, מומחה לאונקולוגיה של העין ולפתולוגיה של העין בשרות גידולי העיניים של ביה"ח, הדסה עין כרם.
- **פורום ראייה ירודה** - בניהול של האופטומטריסט רון מידן, בעל תואר ראשון באופטומטריה ממכללת הדסה ותואר שני במנהל עסקים. בוגר השתלמות ירודה בארה"ב.

Medical advice on our website

On the website of the Lirot Association there are 9 professional forums, in which 11 doctors gave 2,980 hours of consultation this year, regarding various diseases, such as: glaucoma, cataracts, uveitis and more.

Advertising data - newsletter

- In 2023, 11 mail were sent to about 4,600 subscribers in Hebrew, with an opening percentage of 32% (a good opening percentage in the market ranges from 20% to 30% opening on average).
- In addition, 7 newsletters were published for our English-speaking audience .



"Gate" sample newsletter (June 23')

FINANCIAL DATA FOR 2023



Donations 2023 vs. 2022

A change in-%	2023	2022	
-48%	330,919	632,709	Volunteer services
145%	318,193	129,637	Private donations
16%	695,315	601,647	Funds from abroad
25%	329,831	263,261	international pharma
-51%	145,737	296,424	government
63%	40,000	24,487	Funding of studies
-2%	233,800	237,502	Eye examinations in the community
-	198,489	0	General donations
5%	2,292,284	2,185,667	Total

Many thanks to all the donors of the Lirot Association in 2023

Pharmaceutical companies:

abbvie



Many thanks to all the donors of the Lirot Association in 2023

Donors from abroad:

Edith Blum
Foundation

Emouna foundation

Loewenberg Family
foundation

Selma and Irving
Ettenberg foundation

Rafael and seniora Tboul
Philanthropic fund

Lee Perlstein Kagan Trust

Rafi Setarel

Many thanks to all the donors of the Lirot Association in 2023

Donors in Israel:



Esther Beck

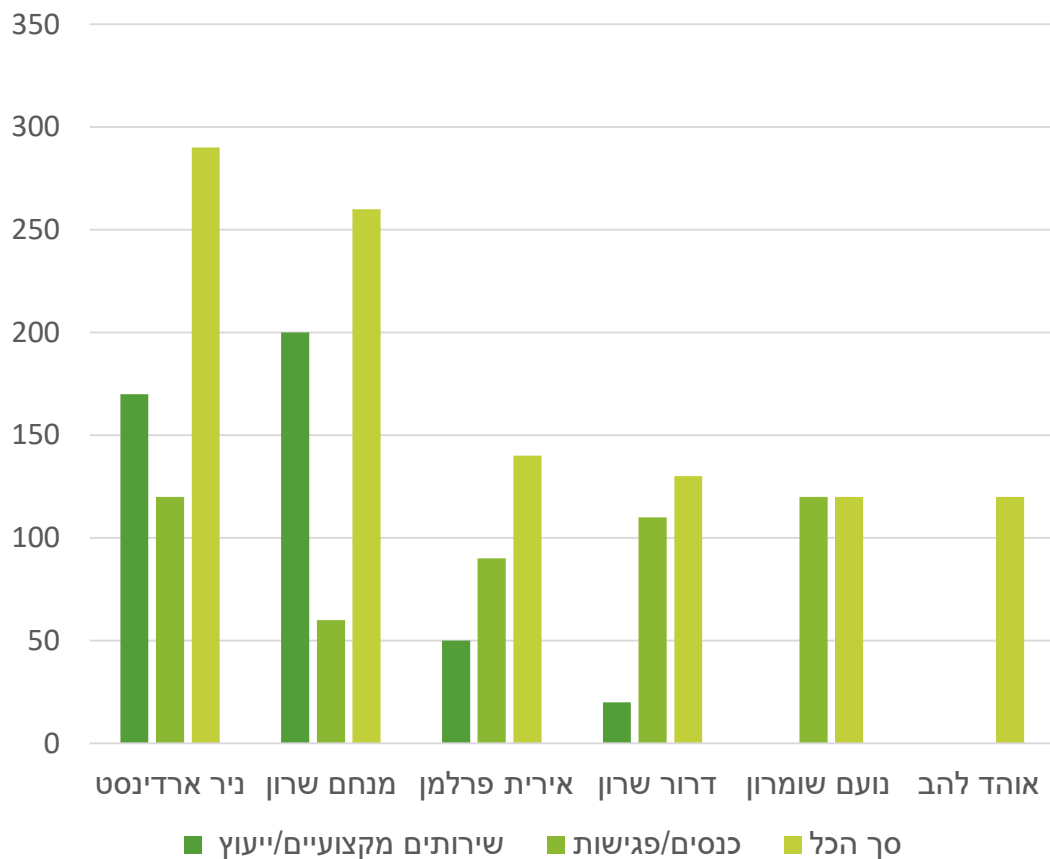
Many thanks to all the donors of the Lirot Association in 2023

Government and authorities:



Many thanks to our volunteers

Outstanding volunteers in '23



- Dr. Omer Trebitsky , Prof. Dina Tzur, Dr. Tamir Weinberg, Dr. Tova Maha-Naim and Dr. Shiri Shulman .

Thanks to all the doctors who participated in the summer conference:

- Prof. Irit Bacher and Dr. Orli Gal Or.

Thanks to the doctors who led the Eye Health Awareness Month (which we started working on in '23 and was finally published in March '24):

- Dr. David Tziri, Dr. Roth Omer, Dr. Sharon Goldberg, Dr. Yosef Musa, Dr. Dana Garzozzi , Dr. Simon Lavrotsky , Dr. Meir Yehezkel, Dr. Nahul Nahul , Dr. Rabbi Guy Tam, Dr. Iris Ben Best, Dr. Rosen Eli, Dr. Newman Ron, Dr. Kati Bergwerk , Dr. Nadav Levinger, Dr. Yonathan Bahir, Dr. Aviv Wiedan.

Thanks to the doctors who volunteered to preform eye examinations in the community:

The cost of volunteer activity

A change in-%	2023	2022	
22%	184,512	151,500	Providing information
-27%	108,957	148,499	Conferences and events
-81%	34,001	179,055	Promotion of research
39%	214,345	153,655	Professional services
-14%	541,815	632,709	Total

Exceptional events in 2023

- Sarit Ohion, project manager, left in October 2022;
- We switched from a CRM Salesforce system to a new system - Monday ;
- Replacement of the Scientific Council's chairman: Prof. Edo Perlman left after 10 years of voluntary activity, Prof. Dror Sharon was elected in his place;
- Adjustment of our activities to wartime;
- Purchasing of protective goggles for the soldiers at the front with donations we received mainly from abroad;
- Crowdfunding for Kibbutz Mitzva - only using our platform because the Kibbutz did not have the opportunity to raise donations;
- Eye examinations in the community was replaced with eye examination for evacuees in hotels;
- Postponement of Eye Health Awareness Month from December to March '24;
- **Use of budget surpluses for 3 projects: research funding -200,000 NIS, raising awareness project for preventing blindness in the second generation- 100,000 NIS, hiring a manager for the stem cell research consortium - 300,000 NIS;**
- Farewell event for Prof. Noam Shomron from the executive committee in honor of managing the Stem Cell Consortium project together with Dr. Sharon Naor.



The project for raising awareness to blindness prevention in the second generation, with Prof. Tovia Horev;



Eye health project for children;



Call for researches;



Creating a sub-website of the consortium for genetic diseases of the retina;



Staffing the director position of the stem cell research consortium project;



Technology: renewing the websites and enhancing the use of Monday system .

Lirot Association's plans for 2024

Thank you!

The management of the Lirot Association

sincerely thanks

the organizations that supported this year's
activity.

Also, it would like to thank the 155 volunteers,
mainly volunteer doctors,
who contributed an average of 70 monthly hours
of volunteering this year
to help perform our many activities during 2023.

Without them, the Lirot Association would
not have accomplished
the variety of activities and achievements,
both in the field of research promotion
and in the field of eye preventive medicine
in Israel.

