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BETH ISRAEL'S NEW ISRAELI HEALTH PROGRAM HARKENS TO ITS ROOTS

June 5, 2007 -- Illness can cause a great deal of stress not only for the individual who is sick but loved ones and friends, as well. During such times people commonly choose to seek help from people who have an innate understanding of his or her own needs.

"There is a certain comfort level in being able to communicate in one's first language," says David H. Sekons, MD, Director, Israeli Health at Beth Israel Medical Center (IHAB). "The ability to consult with medical experts who have total comprehension of the nuances of one's native tongue can be especially reassuring. There is no need to search for the correct or comparable word in English to describe most aptly the symptoms one may be experiencing."

In the case of relocated Israelis or visitors, they will find doctors who are native speakers of Hebrew and fully sensitive to their cultural and spiritual concerns in the Israeli Health service. IHAB is part of the Medical Center's Heritage Initiative, a reflection of the hospital's founding more than a century ago by Eastern European Jewish immigrants.

"Israeli Health provides high quality care in an environment that understands and meets the unique health, cultural and spiritual needs of the Israeli Jewish population in the New York metropolitan area," cites Dr. Sekons, a graduate of Tel Aviv University Sackler School of Medicine. He received his postgraduate medical training and fellowship at Beth Israel, and is a board-certified surgeon and Clinical Associate Professor of Surgery at Albert Einstein College of Medicine. With offices in Manhattan and Brooklyn, Dr. Sekons is coordinating this latest culturally sensitive initiative.

The Israeli Health referral service is free and requires no membership. It also is available for anybody in need of a medical referral. Referral and an appointment with the appropriate physician or surgeon can be arranged by calling 866-963-6610. The service can be accessed 24 hours, seven days a week.

Beth Israel Medical Center's main campus at the Petrie Division is in Manhattan is at First Avenue and 16th Street; and the Kings Highway Division is located at 3201 Kings Highway in the Midwood/Flatbush/Marine Park neighborhood in Brooklyn. Beth Israel's Phillips Ambulatory Care Center is at 10 Union Square East, between 14th and 15th Streets.

For more information about Israeli Health at Beth Israel, please call 212-228-3001.