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03/01/2008

The Hadassah University Medical Center in Jerusalem has launched an international Internet campaign

The campaign aims to persuade foreigners to come to Jerusalem for complicated operations on the knee, hip, eye, brain and nervous system - procedures in which its surgeons are world class and which are less expensive than in medical centers abroad.

The aim is to increase medical travel to Israel, says Hadassah's director of marketing Amitai Rotem. "In the past, we used a variety of non-focused campaigns, which resulted in too few foreign patients. The new campaign will significantly increase the number of queries and turn many of them into actual medical treatments at Hadassah."

The on-line campaign will integrate advertising in international search engines in English and Russian. A surfer who looks for a specific kind of surgery can directly reach the Web page with relevant information about Hadassah. A special Web page has been established in these languages, giving Internet users the ability to get in contact directly with them. It has set up an international patient centre and offers patients a door-to-door service.

Israeli hospitals - including Hadassah - have centers of excellence that can easily accommodate foreign patients and earn money that can be used to

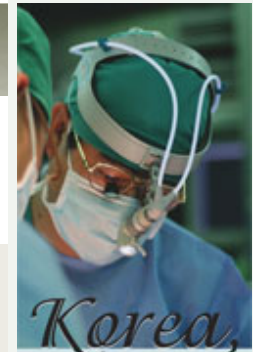
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benefit medical services to Israelis. Ira Nissel, founder of IMS Global (www.medicaltourismforyou.com) says that Israel is home to some of the most modern medical centers in the world and the country's physicians and scientists are known for medical breakthroughs.

IMS Global has three divisions. One focuses on fertility, another on children and the third on adults. Patients are coming from all over the world including the US, Europe, and the former Soviet Union.

IMS represents Israel's 18 leading internationally recognized medical centres.

(<http://www.hadassah.org.il/english>)

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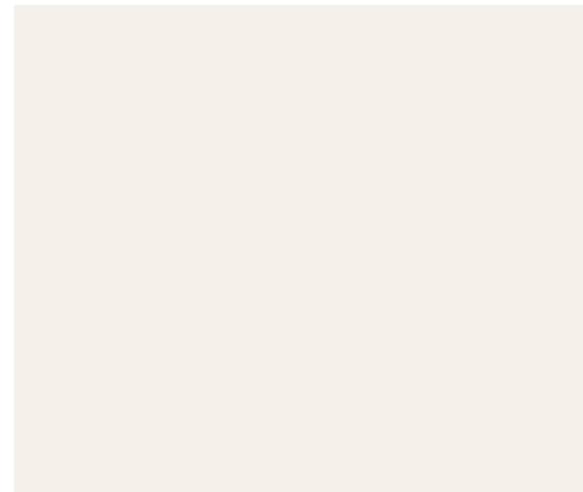
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