



Award Winning

Malibu Rotary Club Surfwriter

October 14, 2009

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Holmes Osborne III

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Pictures by Dr John W. Elman

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- **Malibu Rotary Club Website: www.MalibuRotary.org**

Rotary International Website: www.Rotary.org

Rotary District 5280 Website: www.rotary5280la.org

Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://vp5280.org/>

RI President (2009-2010) John Kenny

Rotary District 5280 Governor (2009-2010): Susanne Sundberg

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Current Challenges to Global Healthcare



UCLA Professor of Emergency Medicine and Pediatric Emergency Medicine and Director of Trauma Services and Education, Malibu resident **Eric Savitsky, M.D.** is the Founder and Executive Director of the UCLA Center for International Medicine (CIM).

An innovative educator and inventor, Dr. Savitsky has developed multiple patent-pending inventions in the medical training and health technology sector. He is a leading medical educator and clinician, serves on the advisory boards of UCLA’s Center for Advanced Surgical and Interventional Technology (CASIT) and Business for Diplomatic Action, and is a member of the Pacific Council on International Policy. Dr. Savitsky received a Doctor of Medicine (M.D.) degree from the University of Florida and completed his residency and a fellowship in Pediatric Emergency Medicine at UCLA. He received

a Bachelor of Arts (B.A.) degree in Russian from the University of Florida and is conversant in English, Russian, Farsi, and Spanish.

The presentation he gave at the Malibu Rotary Club meeting on March 17 showed several videos of what is being done at the UCLA Center for International Medicine. Much of this can be found on the center’s website www.cim.ucla.edu.

The CIM team works with a variety of partners including nonprofit organizations such as Project Hope, the International Rescue Committee (IRC), and the International Medical Corps (IMC); international organizations including the United Nations (UN) and the World Health Organization (WHO); private industry clients such as Microsoft; and federal agencies such as the United States Agency for International Development.

Dr Savitky pointed out that while in the USA in general and in Southern California in particular there are plenty of doctors and nurses, this is not the case in many other areas of the world. In the future even the US will feel a shortage of physicians and nurses and that we will need a million more nurses. In such places as Africa and India there already is a shortage. In the US there is 1 doctor for every 300 people. In Ethiopia there is 1 doctor per 40,000 people. In such countries there is also a high death rate at birth.

Some in the US (not Rotarians) might ask: Why should we care? The US Health care system has many of the same challenges to make healthcare more available and efficient. The US is also susceptible to world flu epidemics like H1N1, etc. In addition, if for nothing more than diplomacy, American has an obligation to share its medical knowledge with the rest of the world.

The CIM's medical education and health training programs are preceded by a needs assessment, performed in conjunction with program sponsors and other collaborating implementing partners. Upon better understanding educational needs, the target audience, cultural sensitivities, and local healthcare capacity, the CIM staff creates a customized educational program.

The health workers being taught could be anywhere in the world. Healthcare workers in Kenya, who may have little more than a high school education are medical skills, such as victims of Landmines. (At the Malibu Rotary Club meeting of April 15 Dr Allison Richard introduced fellow ER doctor Lawrence Stock, MD, who teach Burma refugee similar skills—but what is different is that the Dr Stock volunteer group do it 1 on 1 on a small scale while the CIM group strives for large scale computer assisted and corporate funded projects—see [http://www.clubrunner.ca/Data/5280/2529/HTML/58037/Malibu Rotary Club Surfwriter April 15, 2009.pdf](http://www.clubrunner.ca/Data/5280/2529/HTML/58037/Malibu_Rotary_Club_Surfwriter_April_15,_2009.pdf)).

A special interest of Dr Savitsky is computer assisted medical training. As he pointed out, in normal live medical training, only hand full of medical students can learn from a medical instructor. But through the use of computer technology, using DVDs, virtual medical instrumentation, virtual patients, and computer simulation in other areas, thousands of medical personnel can be taught at multiple locations around the world.

CIM training programs are a proven, highly effective, and efficient method to rapidly train large number of health care providers. CIM computer-based training programs provide uniformly high-quality education and training coupled with the ability to reliably assess training efficacy. UCLA CIM computer-based training programs combine authentic patient care digital video, animations, interactive training exercises, 3-D imagery, digital radiographic images, and text synchronized with audio narration. They provide the auditory, visual, and environmental advantages of bedside teaching without the logistical constraints.

These computer-based training materials may be developed as instructor-led, self-guided, or hybrid programs and delivered via DVD-ROM or the Internet. They may be customized for a

variety of user groups and deployed in multiple languages. Assessment tools and instructor handbooks are included in the programs based on the specific needs of the sponsoring organization.

The CIM team of physician educators, medical imagery specialists, computer programmers, and 3D graphic artists are developing a Multimodal Training System funded by the United States Army Telemedicine and Advanced Technology Research Center (TATRC) through UCLA's Center for Advanced Surgical and Interventional Technology (CASIT).

Among the video sections Dr Savitsky demonstrated were ones showing a ultrasound probe attached to computer program that simulates how the image would look on virtual patients with various condition. Another video was a live ER encounter when a motorcycle victim that was hit by a car on PCH in Malibu was wheeled into the UCLA ER and was found to have a severed aorta, and multiple other problems, and how after he was stabilized could be brought to the MRI in the next room, where surgical needs could be assessed.

Other News and Guests from the Last Malibu Rotary Club Meeting

Only guest at Malibu Rotary Club meeting of October 14 was Bill Marront, who manages a Waste Systems company that serves a large area extending from Riverside to Ventura County, although he lives in Orange County and was a member of the Riverside Rotary Club.

Bill Wishard was going to take Jack Corrodi's place at the special Rotary District Membership Seminar meeting. A special Youth Conference is scheduled for October 25th, which is hoped either Geoff Ortiz or his delegate may attend.

John Elman received a package at the previous Malibu Rotary Club meeting from a company that has a fund raising opportunity for clubs by selling packages of coffee. Sample of coffee and details of offer will be available at next week's Club Assembly meeting.

PROJECT TRIUMPH



Project TRIUMPH program was conceived by Ilan Magdali of the Newbury Park Rotary Club. The program brought 10 teenage Arab and 10 teenage Jewish students from Israel to a leadership camp in Simi Valley where they all learned to work together, develop leaders skills before returning to Israel to use what they learned back home. Most of us feel helpless in trying to

find a solution to the constant war in the Mid East, but at least this program is trying to do something. Sponsorship of this program has been mostly from the Newbury Rotary Club and Rotary Clubs in District 5240. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support this project. One of Project TRIUMPH chair people, Frances Fuji, wrote about the status of the program for this year

“In light of the current economic climate and more challenging environment for securing grant monies, instead of hosting students this year, we are taking the opportunity to strengthen infrastructure in Israel and to establish collaborative relationships with aligned organizations.

Upon our request, Shaul, from the Rotary Club of Haifa, provided us with a budget and proposal to hire a part-time facilitator to be responsible for year-round support of both new Project TRIUMPH students and alumni. We are sending money to contribute to the facilitator’s salary, and she has already begun meeting with the kids there.

We are excited about prospects for 2010 and beyond (the plan is to resume bringing kids over in 2010, assuming that we can raise enough funds in 2009) and believe we will emerge from this fallow year with an even stronger, more well-rounded and promising program than ever before.”

Calendar

Oct 21 2009

Club Assembly

Oct 28 2009

Sanda Alcalay

"Polio & Rotary's Goal to End it Once & For All"

Sanda is a Realtor and a member of the Pacific Palisades Rotary.

The Malibu Rotary Club Surfwriter is sent weekly to members of the Malibu Rotary Club and friends of the Malibu Rotar Club, those interested in the work of Malibu Rotary. This e-mail is sent to you at no charge. If you wish to opt out of our mailing list send an e-mail to maliburotary@hotmail.com with the subject: Take Me Off Your Mailing List