



Ministry of Economy and Industry
Foreign Trade Administration

Connecting Colombia – Israel

Nir Adam Sella

Consejero Económico

Jefe de la Misión Económica y Comercial

Embajada de Israel en Colombia



Foreign Trade Administration | Your Connection to Israeli Innovation

Israel's COVID-19

Vaccine effort:

Safe

Simple

Flexible



Introduction

The state of Israel



9.25M
people



Universal
Public Health



11.65% aged
65+



22,145 km²



Fertility > 3.1



97% paediatric
vaccine
compliance

Covid-19 in Israel

9%

Infected since start
of the pandemic

6,379

Fatalities

70

Current severe
cases



100K PCR
tests daily
– at peak



Reducing restrictions
- opening of trade,
culture & dining

Vaccination current status

90%

Of 50+ age
group are
vaccinated

5.4M

Vaccinated

↓ $R < 0.1$

Decreasing
reproductive
number



Reduction in severe
& hospitalized
patients

Key Principles



Vaccinating as fast as possible to reduce morbidity and mortality



Simple prioritization: initially aged 60+, medical staff, first responders (now 16+ excluding recovered patients)



Monitoring Effectiveness and Tracking side effects



Marketing and fighting fake news to encourage vaccine compliance + Minority focused campaigns

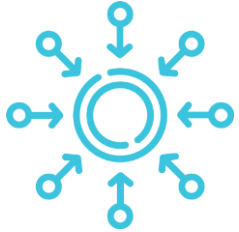
Procurement

National procurement scheme with multi-Ministry cooperation including the Prime Minister's Office, Ministry of Health, Ministry of Defense, etc.

- **Coordinated through the Ministry of Health's COVID-19 Command Center**
- **Negotiations were opened with suppliers early, contracts closed ahead of regulatory approval**



Operation and Logistics effort

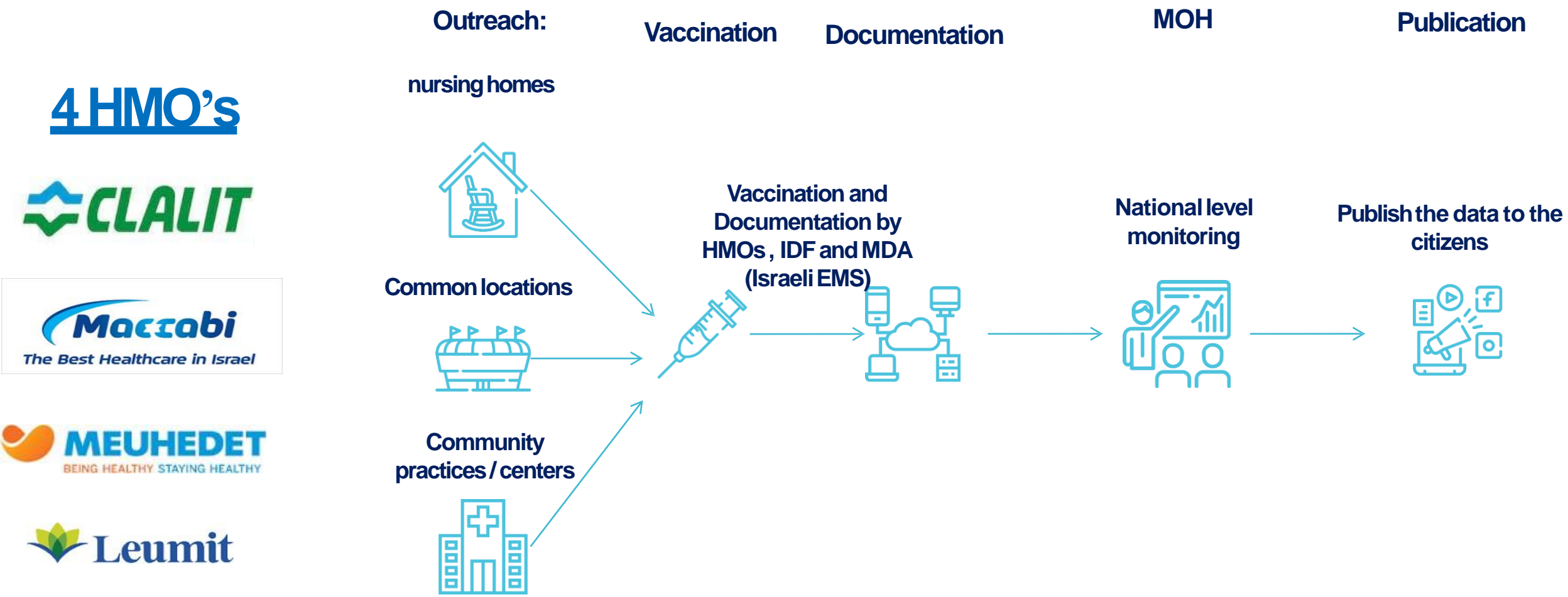


Guest Speaker:

Mr. Uri Gat-Palash - SLE Managing Director (Teva)



Supply Chain and Distribution Channels



Lessons Learned – Technology is Key, and Data is Power



Inter-operability and smart decision-making based on data and Big Data



Technological tools were vital in targeting patients through integrated National Immunization Registry and HMO EMRs and communications systems



Monitoring effectiveness and Side-effect tracking



Inventory planning and avoiding waste through integration with HMO appointment tracking systems



Documentation and the green pass program

Lessons Learned



Call center for vaccination professionals – administration guidance, clinical questions, and shipment information



Need to create smaller cases for distribution



Training EMTs and Paramedics to administer the vaccine has added surge capacity



Hospital and ER units – well-prepared + Scaling + Well-equipped (oxygen, ventilators, flexible solutions, remote care)
Syringes and needles supply

Safety and Effectiveness

- **Publication of aggregative reports**
- **Monitoring Effectiveness**
 - **MoH: National level; specific populations, linkage of national databases**
 - **HMO's: Using their own data-bases**

Publication of effectiveness data:

- **Scientific articles**
- **Public Reports Passive and active surveillance of side effects - Weekly**

The NEW ENGLAND JOURNAL *of* MEDICINE

ORIGINAL ARTICLE

BNT162b2 mRNA Covid-19 Vaccine in a Nationwide Mass Vaccination Setting

Noa Dagan, M.D., Noam Barda, M.D., Eldad Kepten, Ph.D., Oren Miron, M.A.,
Shay Perchik, M.A., Mark A. Katz, M.D., Miguel A. Hernán, M.D.,
Marc Lipsitch, D.Phil., Ben Reis, Ph.D., and Ran D. Balicer, M.D.

Partnering with Israel



1. **Technologies - from EMR infrastructure to telemedicine and digital tools, big data and analytics**
2. **Consultancy and training - e.g Teva**
3. **Institutional - HealthCare Israel (Ministry of Health) and other partners**
 - **Assessment**
 - **Training and Workshops** by experts from the Israeli health ecosystem
 - **Expert Consulting** on health systems and specific topics
 - **Integrative Projects** including technology, policies, training and expertise



Foreign Trade Administration | Your Connection to Israeli Innovation



Conectese con Israel en Colombia

Bogota@israeltrade.gov.il

NirAdam.Sella@israeltrade.gov.il

