Healing Those Who Protect Us

| For the Treatment of Psychological Trauma.

Expert trauma care. No cost. No barriers.

New Horizon

CENTER OF EXCELLENCE

מרכז אופק חדש

A project of the Jewish Health Organization

Our mission is to provide the highest-quality trauma care — free of charge and free of bureaucracy — to those who carry the burden of protecting Israel.

LEADERSHIP



Roi Barowski

Center Director · Clinical Psychologist

Roi Barowski brings to New Horizon a distinctive combination of clinical expertise and firsthand experience in Israel's military and national security services. A former officer and commander in the Duvdevan special forces unit, he subsequently spent a decade in security and operational roles within the Prime Minister's Office before pursuing a career in clinical psychology.

During the Iron Swords War, Barowski treated hundreds of soldiers and reservists who had participated in combat through his work as a clinical psychologist in the Combat Stress Reactions Unit of the IDF Medical Corps. He was also among the leading clinicians treating hostages released from captivity.

As Director of New Horizon, he draws on this breadth of experience to lead the center's clinical work and its care for those who have served and sacrificed for Israel.



Tali Shmueli, MD, MHA

Chief Medical Officer · Psychiatrist

Dr. Tali Shmueli brings to New Horizon extensive experience spanning psychiatry, military medicine, and senior healthcare leadership. She served as a physician in the IDF and subsequently as a psychiatrist with the Israeli Air Force, where she continued to serve in the reserves.

Over the course of her career, Dr. Shmueli has held senior leadership positions across Israel's healthcare system, most recently serving as Head of the Department of Mental Health at Maccabi Healthcare Services.

At New Horizon, she brings this breadth of clinical, military, and healthcare leadership experience to the center's multidisciplinary approach to trauma care.

Meet Our Clinical Team

Psychologists, psychiatrists, and clinical therapists — **all specialists in trauma care.**



Roi Barowski

Clinical Psychologist



Tali Shmueli (M.D)

Head of Medical Affairs



Shirley Gordon (PhD)

Rehabilitation Psychologist



Elian Katz Yaacobovitz

Family & Couples Therapist



Shelly Gefen (PhD)

Family & Couples Therapist



Sharon Schechter

Clinical Social Worker



Tal Schiff

Clinical Social Worker



Afik Arac

Clinical Social Worker



Liat Linda Reiss

Clinical Social Worker



Gil Vionetta

Group Facilitator & IDF Veterans Mentor



Oren Ramot

Clinical Social Worker & Psychotherapist



Adi Bracha

Administrative Manager

WHAT WE HAVE BUILT

A Fully Operational Trauma Center



Expert Clinical Team

A cohort of experienced clinicians spanning psychiatry, clinical psychology, and clinical social work — providing individual and group therapy.



Integrated Multidisciplinary Care

Weekly case conferences and coordinated treatment across specialties



Care for Families, Too

Support that extends beyond the individual — because trauma reaches the whole family

This is no longer a concept. It is already serving people today.

What Makes New Horizon Different

Our Innovations and Distinctions

Post-Traumatic Growth Model

We go beyond symptom relief to help people rebuild meaning, agency, and hope.

Peer Mentor PTSD Program

Veterans supporting veterans — a trusted model that turns lived experience into healing.

Integrated Multidisciplinary Care

Psychiatry, psychology, and social work working as one coordinated team.



We Save Lives. Literally.

Psychological Survival

Trauma left untreated becomes a slow erosion of self. We restore the person — not just reduce the symptoms.

Physical Survival

Nearly **1 in 3** of the people who reach us experience **suicidal ideation**. For them, treatment is the line between life and death.

> Some of the people we treat, we pull back from real danger. Many more, we help reclaim their lives, their families, and their place in society.

Treating combat veterans and their families strengthens Israel's national resilience across all sectors of Israeli society.

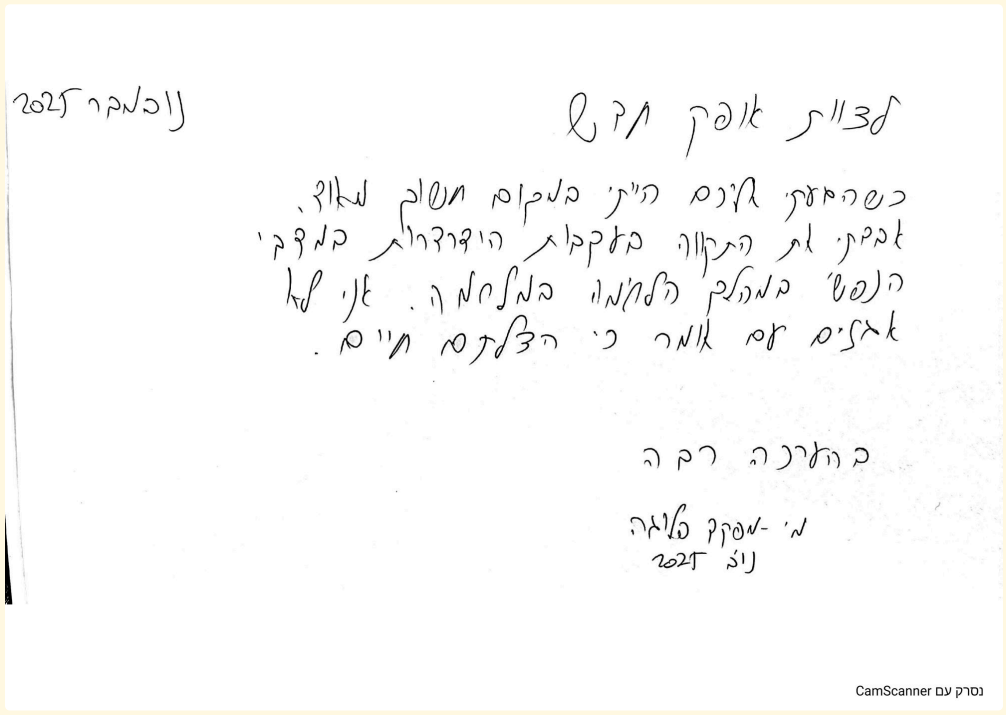


A LIFE WE SAVED

One Letter. Few Weeks After We Pulled Him Back.

M., a company commander, 28 years old, a combat soldier. He found himself in an extremely difficult psychological state. After a long period of treatment and risk management, a decision was made to fully discharge him from military service for the purpose of psychological rehabilitation — a process that caused him great pain, as his soldiers continued fighting without him. After the crisis he went through, he sent us the following letter...

THE LETTER HE SENT — OCTOBER 2025



ENGLISH TRANSLATION

Dear New Horizon Team,

When I came to you, I was in a very dark place. I had lost hope following a serious decline in my mental health during the war.

I am not exaggerating when I say that you saved my life.

M.
Platoon Commander
November 2025

For many who reach us, this is not about improving quality of life. It is about staying alive.

** Patient details and identifying information have been changed to protect confidentiality. Published with the patient's consent.*

We Don't Just Treat. We Measure.

We don't just provide excellent and compassionate care. We measure its impact — through a comprehensive battery of validated clinical questionnaires.

Structured Assessment

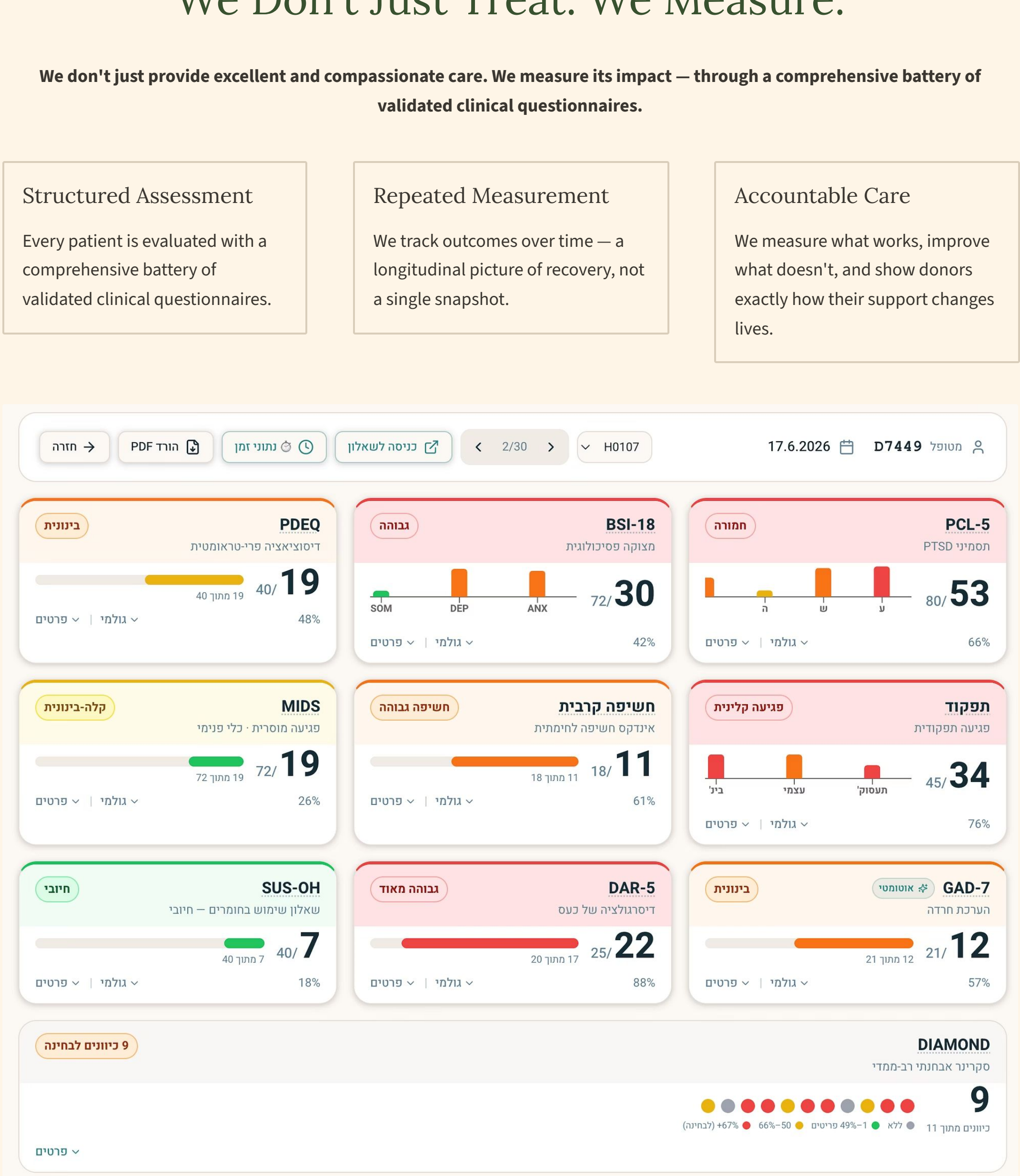
Every patient is evaluated with a comprehensive battery of validated clinical questionnaires.

Repeated Measurement

We track outcomes over time — a longitudinal picture of recovery, not a single snapshot.

Accountable Care

We measure what works, improve what doesn't, and show donors exactly how their support changes lives.

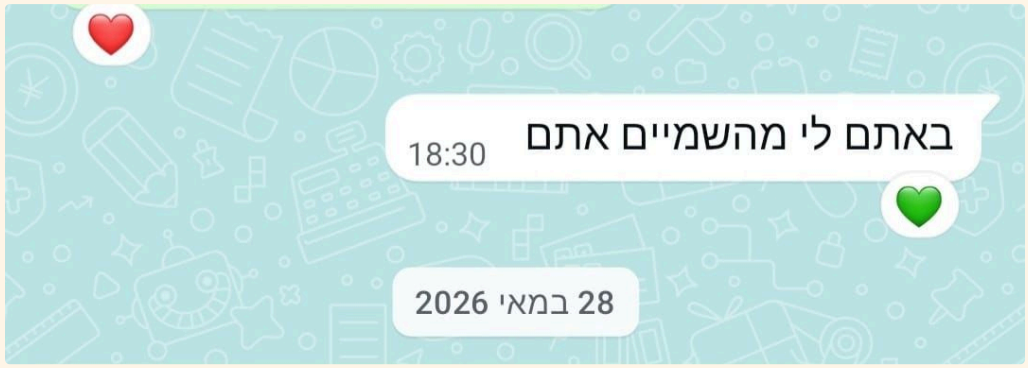


"This is how we assess a single patient — a comprehensive, multi-instrument evaluation, tracked over time. Every number is a question we ask ourselves: is the treatment working?"

When you fund New Horizon, you fund a system that can prove its results.

Trusted by the Professionals Who Refer to Us

When a psychologist or officer sends someone they care about to us — and then writes to say thank you — that is a signal of trust.



"You came to me from heaven."

— IDF psychologist, after referring a patient



"Bless you for the extraordinary, professional response."

— Israel Police psychologist, after referring a patient

Our referral partners don't just send us patients — they write to tell us what it meant. That is the measure of a trusted center.

Trusted Partnerships

Amit Program

Ministry of Defense

IDF & Special Forces

Operational referrals

Israel Police & Yamam

Trusted law enforcement partners

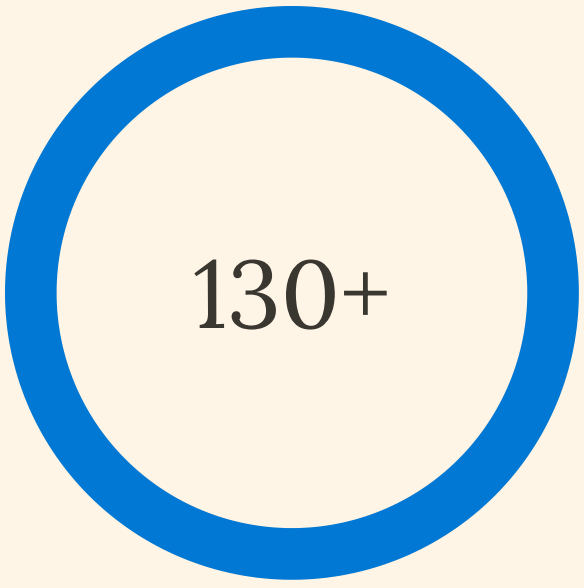
Michael Levin Center

Support for lone soldiers

Beit Halochem

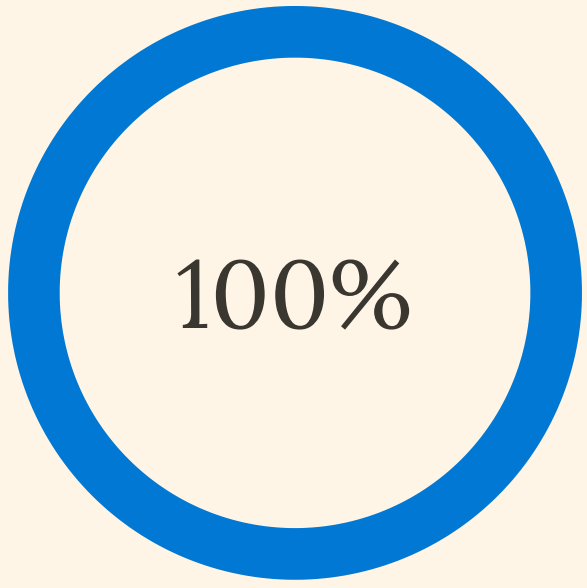
Rehabilitation Center for disabled IDF veterans

The Demand Is Real. So Is the Impact.



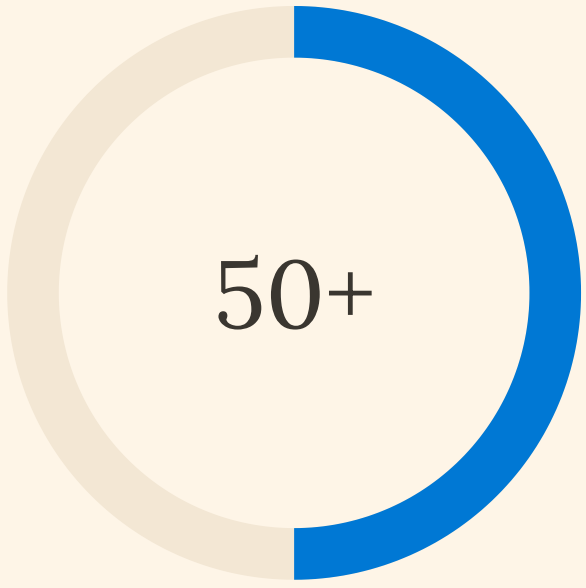
Active Patients

And the number keeps rising

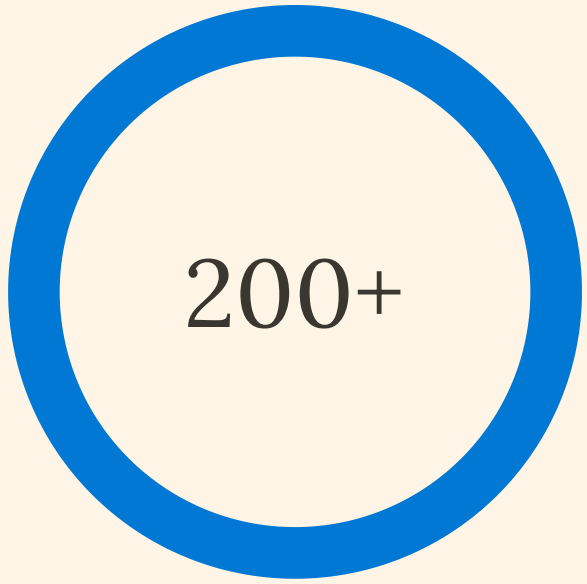


Clinicians at Capacity

No open appointments remain



On the Waiting List Today



Expected New Referrals in the Next 60 Days

Behind every number on this slide is a person who was sent to us — and who needed us to be there.

The need is not theoretical. It is here, it is growing, and we are already meeting it.

The Injury Is Invisible. The Numbers Are Not.



~26,200 wounded since the war began — 65% with post-trauma or psychological distress.



By 2028: a projected ~100,000 wounded, nearly 50,000 of them psychological.



~26,000 wounded, most with post-trauma — “the system may collapse.”

> The authorities themselves attest to a crisis without precedent.
> We are here to treat — professionally, without delay — everyone who needs it, now.

Not Dependent on a Single Source

A resilient funding model — built for long-term sustainability.

Philanthropy

The foundation that built us and powers our growth.

Amit Program (Ministry of Defense)

Government funding is now flowing into our care — recognition that this is a national responsibility, not only a private one.

The Goal

A resilient and diverse mix of funding where no single source carries the weight of the entire enterprise.

Government partnership is no longer aspirational — it has already begun.

Your Donation Has a Destination

You're not giving to a general fund. You're funding specific, measurable care.

One soldier · One full year of care · ~$10,000 (₪37,000)

What this amount covers:

≈ TWO-THIRDS · ~$6,700

Direct Treatment

The clinician's hours with the patient — the core of care.

≈ ONE-THIRD · ~$3,300

What Makes Us a Center

Beyond direct hours — the team, supervision, clinician training, and measurement that make us a center, not a single therapist.

All tiers fund one full year of care.

Sponsor 10 Soldiers

10 × ~$10,000

~$100,000

Sponsor 25 Soldiers

25 × ~$10,000

~$250,000

Sponsor 50 Soldiers

50 × ~$10,000

~$500,000

Sponsor 100 Soldiers

100 × ~$10,000

~$1,000,000

Every tier maps to real people and measurable outcomes. You choose the scale of impact — and we report back on the outcomes.

The Next Phase

Grow the Clinical Team

Add more clinicians to quickly enroll and treat 200 additional patients

Expand the Care Programs

Launch group, family, and specialty tracks

Build the Research Unit

Generate evidence for trauma care in Israel

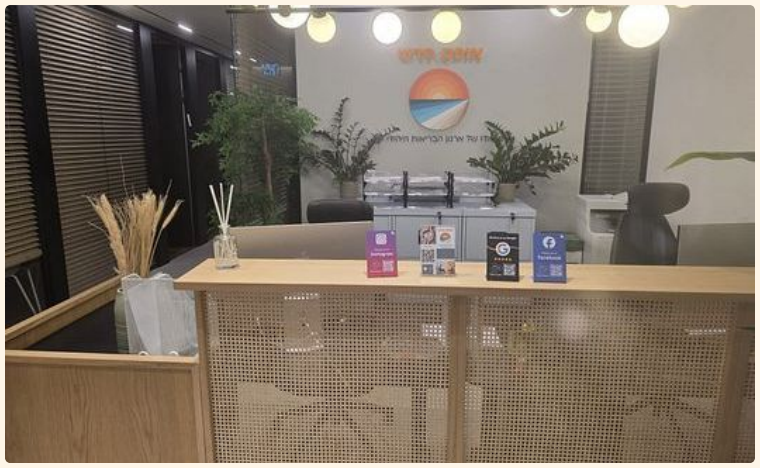
Advance Training & Education

Train professionals and share knowledge across Israel



Our Facilities

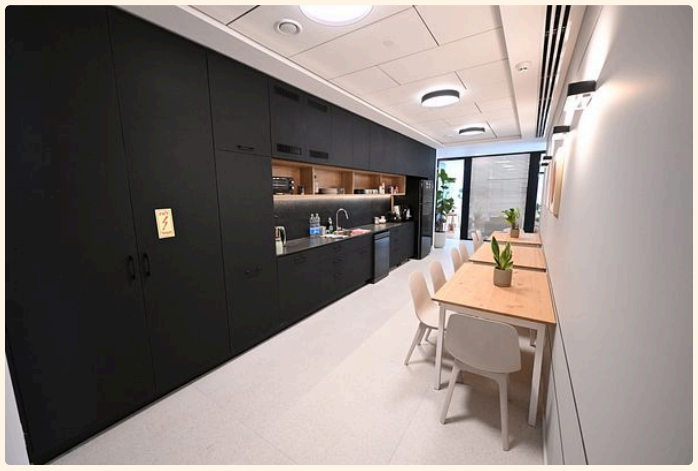
State of the art clinical facilities centrally located in metro-Tel Aviv offer a warm and welcoming environment for patients.



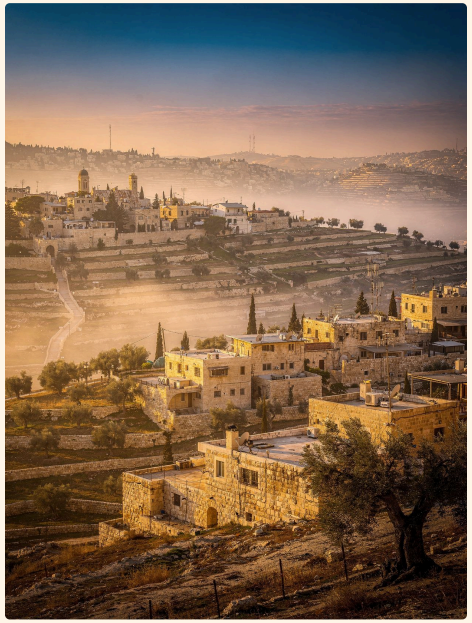












A Center of Excellence in Trauma Care

Clinical Care · Research · Education · National Service

Those who stand guard for others deserve the very best care — and the donors who make it possible deserve to see exactly what their support achieves.

