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Project HaHorim Launches Website for Israelis Living Abroad

'Everything you need to be close, from far away'

New Jersey, USA and Tel Aviv, Israel – HaHorim –“Our Parents” in Hebrew – a project that aggregates vital information that Israelis living abroad need to support their parents in Israel, has launched its website hahorim.com. The site will bring solutions to Israeli communities around the world and enable the project to grow.

The website includes answers and solutions to questions and difficulties that families face daily. In addition, *HaHorim* hosts online video conferences and meetings and includes a video library of expert presentations on an array of relevant topics. Membership is free and registered members enjoy special discounts on products and support services in Israel and abroad.

The project was established by Israeli siblings, Liti and Lior Haramaty, who live in the United States. Liti is a marine scientist and environmental activist. Lior is an entrepreneur and high-tech inventor. A few years ago, they began caring for their elderly parents who were still living in Israel; they realized their parents' many needs were often difficult to understand and implement.

Liti explained, “This is true anywhere, but when you consider the vast distance between the United States and Israel, these difficulties become even more challenging.”

Day-to-day challenges for those living in other countries may include setting up doctors' appointments, managing bank accounts and paying bills, getting medical information and legal help, understanding rights and getting help from the government, buying groceries and food, facilitating home repairs, obtaining medications, and much more.

Over the years Liti and Lior learned a lot from their own experience and found many solutions.

“I found myself answering questions and giving advice about helping parents in Israel, not only to friends but to friends of friends” Liti recounted. “I started a Facebook group that gained thousands of members in a short time. I realized that it's not only the Israelis I know personally, but Israeli expats in every corner of the globe, who are dealing with the same problems and seeking information and support.”

This insight is what made them start *HaHorim* with the goal of providing help and support all in one place.

“A lot of information is available online,” Lior pointed out, “but you have to check many different sites and we don't always know what to look for, what to ask, and what information is reliable.”



He described how the information is mostly for people who live in Israel, while those who live abroad often need to deal with unique issues that may seem small but often lead to a dead end. Some examples of these issues are: accessing a code that can only be sent to Israeli phone numbers in order to enter websites or accounts; dealing with service providers that only accept payment with Israeli credit cards; payment applications that are unavailable outside of Israel; and phone numbers that cannot be dialed from outside of Israel, among many others.

“Our website focuses on finding solutions to these obstacles. We publish reliable, vetted information on topics that many don’t know about or understand the importance of, such as elderly and Holocaust survivors’ rights, power of attorney, living wills, and more,” Lior continued.

A list of product and service suppliers on the site allows families to find solutions that best fit their needs, such as legal rights and legal help, medical case management, taxi services, home medical care and emergency help, communication, food delivery, gifts, property maintenance, and finding and employing caregivers.

“Our emphasis is on checked, recommended, reliable information and efficient service. We ask our community members to review and rate the listed providers,” Liti added.

She elaborated, “Our project has partnerships with professionals who form an advisory committee and answer questions from our community members. We also host online conferences where members can ask their questions directly and receive immediate answers. A newsletter is published twice monthly with updates from Israel and the world, recordings of online meetings, and information on discounts and other benefits, unique to our community, from our partners.”

In addition to the two founders, HaHorim’s management includes Einat Roter Noy and Gal Halperin. Einat, vice president for business development, has extensive experience working with companies in different fields and developing management and content. Gal, vice president for sales and marketing, has managed many projects with communication companies, airlines, and financial services, as well as created loyalty cards and rewards memberships for a number of different companies. Based in Tel Aviv, Einat and Gal are on the ground in Israel and able to be in close contact with service and product suppliers.

Registered members come from around the globe. Most live in the United States, but there also are members in Europe, Canada, Mexico, Central and South America, Australia, Africa, and Asia.

“Our project responds to the common needs of Israelis everywhere who live far from their parents and families,” Liti summarized.

Registration and use of the information on the website is free at www.hahorim.com.

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