



URJ Medical Advisory Team (MAT)

The URJ has always placed the health and safety of our camp and program communities at the center of our work. We appreciate the wise counsel of the six outstanding members of this group, all of whom are deeply connected with and committed to the success of our movement, and our youth programs and experiences. The MAT is an advisory body to the URJ staff and program leaders and does not create or enforce protocols. We are grateful for their expert public health leadership and advice. Meet our team:



Dr. Rich Feifer is president of Genesis Physician Services and chief medical officer at Genesis Health Care, the nation's largest post-acute care provider. During the COVID-19 pandemic, Rich co-led the enterprise-wide response. A graduate of Brown University and the University of Pennsylvania School of Medicine, Rich is a board-certified internist with experience in population health, primary care, and urgent care medicine. He received his Master of Public Health degree in Health Services Management from Columbia University and is currently an assistant clinical professor at the University of Connecticut. Rich and his wife, Marianne, live in the Hartford suburb of Simsbury, Connecticut, where they are active members of the Farmington Valley Jewish Congregation. Their kids, Deborah and Sam, spent many summers at Eisner Camp, both as campers and counselors. Rich proudly serves on the Eisner and Crane Lake Advisory Board.



Dr. Ken Heinrich received his Doctor of Medicine degree from Rush Medical College in Chicago, IL, and completed his emergency medicine residency program at the University of Illinois. A board-certified emergency physician, Dr. Heinrich serves as senior vice president and group medical officer for SCP Health, a national health-care management company. Dr. Heinrich has worked in clinical and leadership capacities in many emergency departments across the country. Prior to attending medical school, Ken was the assistant director of Olin Sang Ruby Union Institute in Oconomowoc, WI and NFTY regional director for the Chicago and Northern Regions. Dr. Heinrich was a camper and staff member at OSRUI for over a dozen summers and now serves on faculty as medical director for the camp. He is also on the Board of Governor's for Olin Sang Ruby Union Institute (OSRUI). Dr. Heinrich enjoys outdoor activities, sports, and travel. Ken lives in the Chicago area with his wife and three children.



Dr. Sarah Gard Lazarus, is a pediatric emergency medicine physician with Pediatric Emergency Medicine Associates (PEMA). After pediatric residency and pediatric emergency medicine fellowship at Emory University, she has focused on injury prevention, and is a founding member of Children's Injury Prevention Program (CHIPP). She is also a member of the American Academy of Pediatrics (AAP), the AAP Council on Injury, Violence and Poison Prevention, the co-chair of Safe Sleep for the Georgia chapter of the AAP, and content expert on water and sleep safety for Strong4Life at Children's Healthcare of Atlanta. She has been the medical director at URJ Camp Coleman since 2022 and is a member of the board of trustees for both Temple Sinai and Springmont Montessori. She also reviews articles for BabyCenter and teaches Pediatric Advanced Life Support. In addition to her volunteer and research interests, she works full time in pediatric emergency rooms at Children's Healthcare of Atlanta and WellStar hospitals. Sarah lives in Dunwoody, Georgia with her husband and twin sons.