

S.E.A.R.C.H.™

Optimizing
Health Outcomes



MSAA[™]
MULTIPLE SCLEROSIS
ASSOCIATION OF AMERICA

presents

How to S.E.A.R.C.H.™ for the Right MS Therapy for You!

Live Webinar

October 18, 2011 8 pm Eastern

Arrival

12:23^P_M

Speed

20^m_h

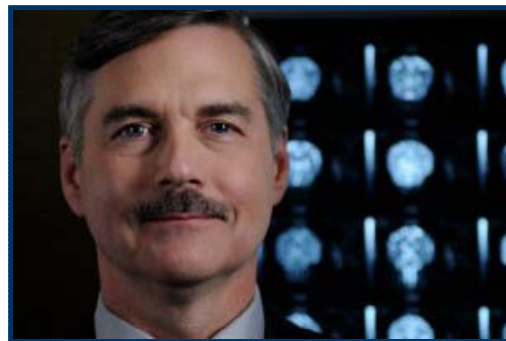
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Guest Presenter



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Director of UNM's Multiple Sclerosis Specialty Clinic

Member of MSAA's Healthcare Advisory Council

This program is made possible through unrestricted educational grants from
Bayer HealthCare Pharmaceuticals, Biogen Idec, and Teva Neuroscience.

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MSAA



Providing Information . . .

- Toll-free bilingual Helpline (800) 532-7667
- Online response forum MSquestions@msassociation.org
- New mobile phone application *MY MS Manager™*

Finding Answers . . .

- Website: www.msassociation.org
- Publications, videos, webcasts
- S.E.A.R.C.H.™ initiative
- MRI Diagnostic and MRI Institute



Programs and Services



Easing Daily Life . . .

- Equipment distribution
- Cooling program
- Barrier-free housing

Staying Connected . . .

- Public education & awareness events
- Social media presence with sites on Facebook, Twitter, YouTube
- Networking Program



How to S.E.A.R.C.H.™ for the Right MS Therapy for You!

Webinar Objectives

- Explore the changing landscape of MS, looking at current and future treatments
- Emphasize the importance of treatment adherence and compliance
- Look at today's doctor-patient relationship and how both sides can work together
- Learn about MSAA's S.E.A.R.C.H.™ program – which can help your decision to choose the right MS therapy for YOU!!!



The Changing Landscape of MS

Prior to 1993, the MS landscape looked fairly barren

- There were no FDA-approved treatments for MS
- Limited approach to treating symptoms and managing the disease
- No consistent use of rehabilitation services

The Changing Landscape of MS

Because of such limited options at the time, advice to many MS patients included statements such as . . .

- Go home and rest – try not to do too much
- Don't get exposed to the heat
- You may want to consider not having children

The Changing Landscape of MS

Since 1993, this barren desert has been transformed into a fertile, growing landscape flourishing with . . .

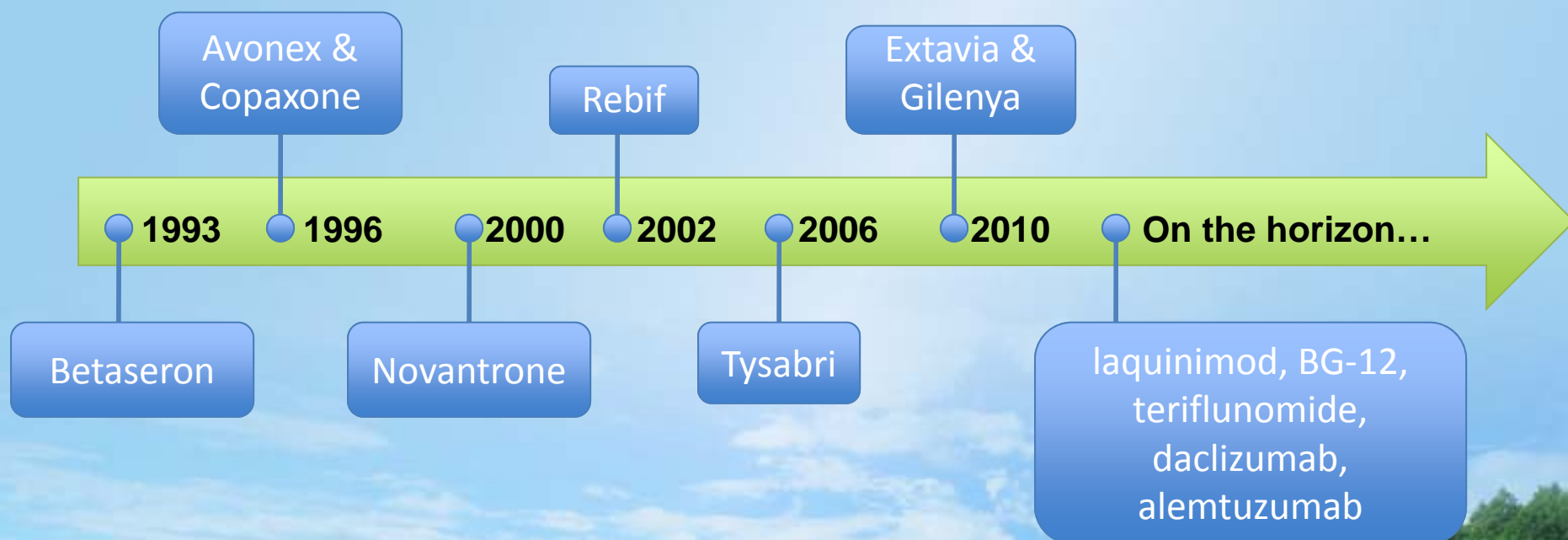
- Eight FDA-approved treatments for MS with more on the horizon
- A more comprehensive approach to treating and managing the disease, with an increased focus on rehabilitation and wellness
- Expanded symptom management treatments and strategies



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The Changing Landscape of MS

Approved and Emerging MS Disease Modifying Therapies (DMTs)



These Treatments Work, Let Them Work for You



- Using this theme, MSAA developed a national public awareness campaign to support treatment adherence
- Launched in 2007, this highly successful campaign featured print, radio and television public service announcements
- This simple, effective message applies to most people with MS, as studies continue to demonstrate the benefits of early and continuous treatment

These Treatments Work

FACT: Research has proven that most MS patients with relapsing forms of MS who start and continue DMT treatment accumulate less disability over time and at a slower rate than patients who are non-compliant.

These Treatments Work

We now have treatments that . . .

- Reduce relapse rates by nearly two-thirds
- Stop MRI activity by 90%
- Reduce the severity of attacks
- Slow the progression of disability and delay transition to secondary-progressive MS

Let Them Work For You

FACT: No drug can help if patients don't take it, use it incorrectly, or stop the medication without talking to their doctor.

Recognizing this, there are many programs to support treatment adherence by:

- Teaching patients about the drugs, side-effect management, and techniques for administration
- Providing close support during the initiation phase and for subsequent problems
- Encouraging advocacy for access to these important therapies



Enhancing Today's Doctor-Patient Relationship

*“Coming together is a beginning,
staying together is progress, and
working together is success.”*

— Henry Ford

There's Always Room for Improvement



“Your appointment with the doctor is at 11:15, but his appointment with you is at 12:15.”

The Cartoon Bank/Condé Nast Publications Inc.



“Give it to me straight, Doc. How long do I have to ignore your advice?”

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The Importance of a Positive Doctor-Patient Relationship

“Confidence is what you have before you understand the problem.”

— Woody Allen

- Given the complexity of MS, the doctor and patient must work together to understand the problems and find successful solutions
- Establishing open and honest doctor-patient communication will help foster:
 - mutual trust
 - enhanced accuracy of diagnosis and treatment
 - improved adherence and compliance
 - increased patient satisfaction, reduced complaints, and
 - the best possible health and overall quality of life

Ways to Support Each Other

Doctors can strengthen relationships with their patients by:

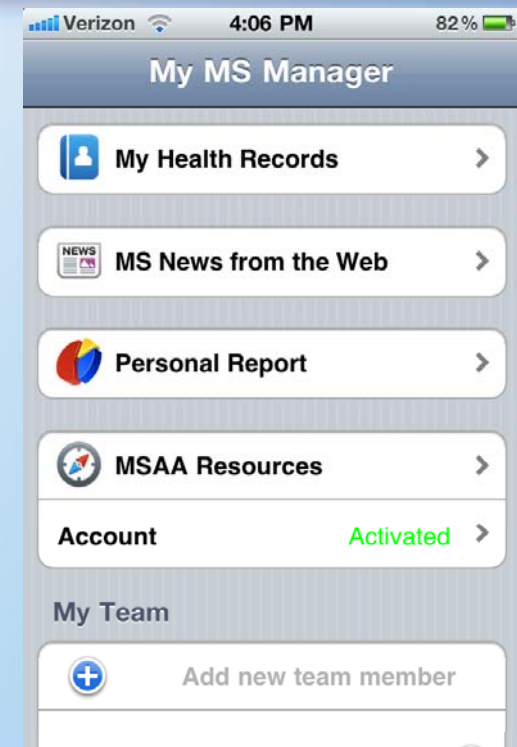


- Showing empathy and a willingness to listen
- Recognizing that each visit is unique and presenting issues can range from medical to social
- Being flexible and tailoring the response to meet the needs of the presenting issue
- Scheduling office visits to focus on discussing treatment decisions if needed

Ways to Support Each Other

Patients should strive to:

- Be proactive and take charge of their healthcare
 - Use credible Internet sites to research information
 - Keep a journal or use MSAA's new iPhone app (*My MS Manager*[™])
 - Maintain other healthcare needs and appointments
- Understand the growing constraints of today's healthcare professionals, including increased workload of patients, managed care restrictions, etc.
- Come prepared to the doctor's visit with a prioritized list of questions, listing of current medications, etc. in order to maximize the limited time in the office



Making Sense of It All

- There are eight MS disease modifying therapies with more on the horizon
- MS patients should begin treatment early and remain compliant
- Making a treatment decision is very personalized and patients must consult with their doctor
- But with such limited time and so many questions to remember and organize, what is the best way to have this conversation?
- How do you make sense of it all?



MSAA Introduces S.E.A.R.C.H.™

What is S.E.A.R.C.H.™?

- An easy acronym that helps you remember, organize, and prioritize important questions to discuss with your healthcare team
- Each letter represents key areas that need to be considered when “searching” for the most appropriate MS treatment.
S.E.A.R.C.H.™ stands for:

S AFETY

E FFECTIVENESS

A FFORDABILITY

R ISKS

C ONVENIENCE

H EALTH OUTCOMES

(overall wellness and quality of life)

Helping You Along the Journey

Much like a GPS system, MS patients and their physicians can use the S.E.A.R.C.H.™ tool to help:

- Navigate through the ever-changing landscape of MS
- Recalculate treatment decisions and change course when necessary
- Reach the designed destination by finding the right path to your best health



Directions for Using the S.E.A.R.C.H.™ Tool

- Understand that each **S.E.A.R.C.H.™** topic has equal importance – no one topic is more important than the other. It is all about what is best for you!
- Review all areas of **S.E.A.R.C.H.™** first for a full understanding and then return to the topics that interest you the most
- Recognize the sample **S.E.A.R.C.H.™** questions serve as a starting point to help you think about your medical situation, needs, and issues to prioritize
- Focus on key areas, research on your own, and develop questions for a prepared office visit. Call in advance to schedule a treatment discussion with your doctor.

MSAA's S.E.A.R.C.H.™

Safety

Suggested Questions:

Specific to the MS therapies you are considering . . .

- What are the long-term safety profiles of these FDA-approved DMTs?
- What laboratory tests or MRIs are required prior to taking or while receiving certain DMTs?
- How will DMTs interact with my current medical treatments, other medical conditions, and any complementary and alternative medicines?
- What are the concerns about pregnancy or breast feeding while taking one of these DMTs?



Effectiveness

Suggested Questions:

Specific to the MS therapies you are considering . . .

- How effective are these DMTs in reducing MS relapses, disability, and MRI activity?
- What are my realistic expectations regarding the effectiveness of these DMTs?
- How can I tell if my DMT is working?
- When should I consider using a different DMT?



MSAA's S.E.A.R.C.H.™

Affordability

You might direct these questions to other resources such as social workers, insurance companies, MS organizations, etc.

Suggested Questions:

Specific to the MS therapies you are considering . . .

- What are the costs and insurance coverage for these DMTs?
- Does the insurance coverage have caps, gaps or limitations?
- Are there assistance programs through the pharmaceutical companies, government, or charities?



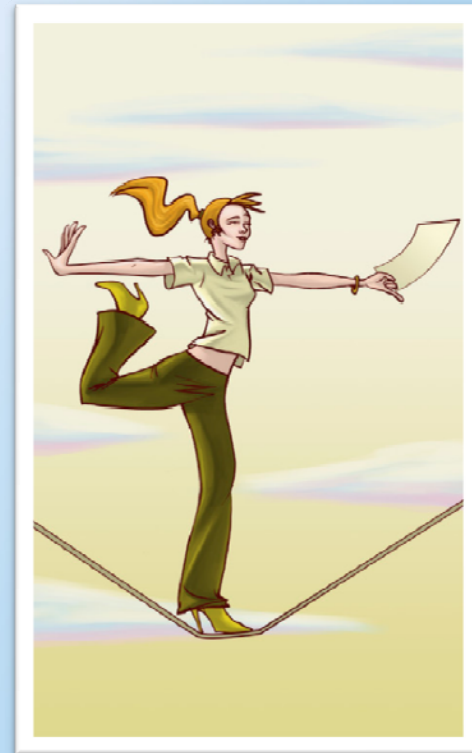
MSAA's S.E.A.R.C.H.™

Risk

Suggested Questions:

Specific to the MS therapies you are considering . . .

- What are the risks of side effects with these DMTs?
- How frequent and severe are the side effects?
- How soon do they subside?
- Can these side effects be managed?
- How do you balance the risks?



MSAA's S.E.A.R.C.H.™

Convenience

Suggested Questions:

Specific to the MS therapies you are considering . . .

- How are the DMTs administered?
- How often do I take these DMTs?
- Must I have regular tests or visits to other healthcare providers to monitor the effects of my treatment?

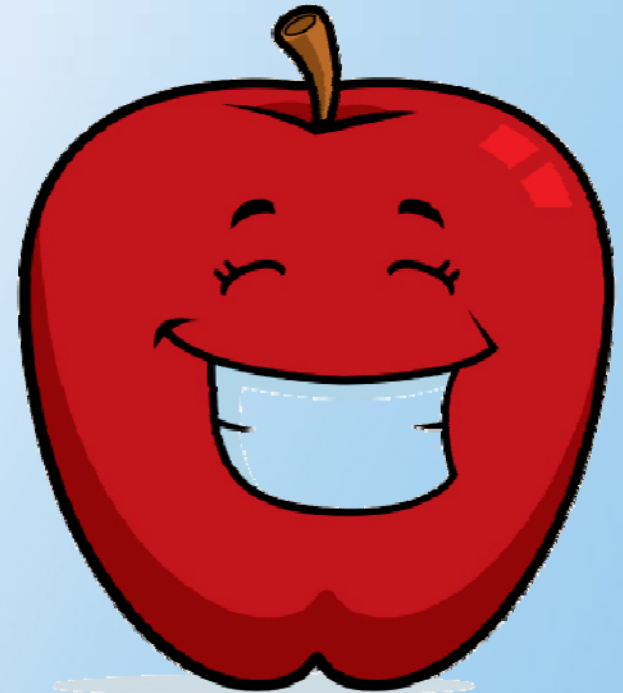


Health Outcomes

Suggested Questions:

Specific to the MS therapies you are considering . . .

- How will my general health and quality of life be affected by these DMTs?
- What will my MS look like in five or 10 years?
- Will taking a DMT lower my immune system and cause other problems?
- Can these DMTs assist with my mobility, cognition, and other health factors?



Maximizing S.E.A.R.C.H.™

MSAA has produced a variety of informational tools to help maximize your success with S.E.A.R.C.H.™ Current tools available for download at www.msassociation.org include:

- **S.E.A.R.C.H.™ Patient Workbook** (offers writing space to collect, organize, and store information)
- **MS Disease Modifying Therapy Chart** of currently approved treatments
- **MS Resource Guide** listing MS organizations and pharmaceutical company programs
- **S.E.A.R.C.H.™ Reference Card** which is laminated and sized for your wallet or purse

Additional S.E.A.R.C.H.™ tools are underway and will be available soon



To Summarize, You Can Build Toward

By . . .

- Viewing MS as an ever-changing landscape that holds great promise for the future
- Adhering to “These Treatments Work, Let Them Work for You” and staying on therapy
- Striving for an open, honest, and positive doctor-patient relationship
- Being proactive in managing your health
- Using **S.E.A.R.C.H.**™ to navigate through the MS landscape and reach your destination of health and wellness



Words to Inspire Continued Success

Energy and persistence conquer all things.

- Benjamin Franklin

We cannot direct the wind but we can adjust the sails.

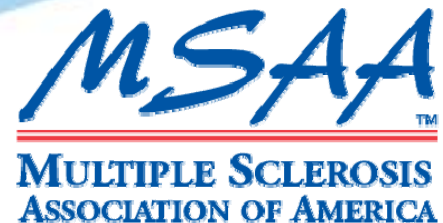
- Dolly Parton

Only I can change my life. No one can do it for me.

- Carol Burnett

It's not that I'm so smart, it's just that I stay with problems longer.

- Albert Einstein



Thank You For Your Attention

Questions?



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Thank You

This concludes MSAA's Webinar:
How to S.E.A.R.C.H.[™] for the Right MS Therapy for You!

This webinar will be available soon on MSAA's website: www.msassociation.org

MSAA would like to thank Dr. Corey Ford for his excellent presentation on multiple sclerosis and the S.E.A.R.C.H.[™] initiative, as well as program sponsors Bayer HealthCare Pharmaceuticals, Biogen Idec and Teva Neuroscience.

Thank you for participating in MSAA's webinar.

