



ADVOCACY

June 4, 2010

CC: All

News_From_The_Society's_Health_Care_Reform_Implementation_Team

We are pleased to announce the first of many resources about the implications of federal health care reform are now available to the Society's various audiences.

For our national website users, a 'landing page' on health care form has been established featuring the first of many helpful materials and resource listings. A series of 'Frequently Asked Questions' will soon be posted and is being produced in direct response to the questions and concerns about federal health care reform the Information & Referral Center has been receiving since the bills were passed. A comparable version of these FAQs is scheduled for publication in the Fall issue of MOMENTUM magazine, and timely news on additional Medicare changes is likely for the October MSConnection Core Pages.

For more in-depth information and resources for Society staff and volunteers, the Health Care Reform Implementation Team (HCR Team) has posted an annotated listing of the major, comprehensive resources currently available online. The list is now available on Sharepoint under Advocacy > Health Care Reform Resources. Note that these websites and links are updated frequently as further details of the law's rapid and complex implementation are produced.

The HCR Team is eager to assist Society staff in making best use of information about the law to assist clients, and to provide updates to staff, volunteers and committees. We strongly discourage chapters from "reinventing the wheel" by writing new explanations or interpretations of the federal law for their own websites and newsletters. Instead, interested Chapter staff are encouraged to familiarize themselves with the listed web-based tools to determine which they find most helpful for different purposes, and to call on the HCR Team for assistance with them. The Team hopes to hear directly from Society staff and volunteers about their ideas, concerns and opportunities for sharing information through websites, training opportunities, committee agendas and more as the many provisions of this complex legislation take effect.

Contact Kim Calder (Kim.Calder@nmss.org, or 212-476-0450) for additional information.



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Society's Health Insurance Specialist Joins Public Policy Department

After more than six years with the Research & Clinical Programs department, Kim Calder's position has moved to the Public Policy department. Although Kim's location will remain in the home office in New York, she is now a member of the Federal Government Affairs staff based in Washington, DC. Her new title is Director, Federal Health Affairs and Insurance Policy.

As previously announced, Kim is leading the Society's health care reform implementation team involving staff from numerous home office departments and chapters. In addition, Kim will guide the Society's advocacy on public and private insurance through legislative and regulatory advocacy, advance federal policy positions and serve as the Society's representative on various coalitions and committees. She will maintain strong ties to the Research and Clinical Programs departments, and to leading MS professionals through the Society's national and chapter-based volunteer committees.

Finally, Kim will continue producing model appeal letters to help people with MS secure and maintain adequate coverage for the services, therapies and equipment first prescribed by their health care providers.

Kim's contact information is unchanged, and she may be reached at 212-476-0450, or kim.calder@nmsss.org



CHAPTER PRESIDENT'S

June 4, 2010

CC: All

Society Online Key Initiatives – Overview and Status

In August of 2009 we began a process to build a strategy for the Society in the online environment – including website, e-mail, social media, video/multimedia, advertising, mobile, and infrastructure and training channels. To ensure both breadth and depth in our approach, we gained feedback and insight from internal and external stakeholders – including industry experts, leadership volunteers, MS bloggers, Society staff, online partners/vendors and senior management.

As a result of this process, we have identified a current set of key initiatives, many of which are already underway. The initiatives are presented in a [dashboard format on SharePoint](#) (SharePoint → Marketing → Society_Online_Key_Initiatives_Overview_and_Status).

This overview document will be updated by the online marketing team on a regular basis.

For additional information, please contact Rich Sarko, Director of Online Marketing, at rich.sarko@nmss.org or 303-698-6100 x15171.



MARKETING

June 4, 2010

CC: All

Convio Update: New Email Stationery Now Available

New stationeries for Convio email messaging are now available. The templates are for general (non-event) messaging. There are two ways to access the new general stationeries:

1. To select a new, non-customizable general stationery, follow the usual Convio Email Message creation process. You may also review the two new headers at:
 - Convio → Email → Stationery → 2010 General
 - Convio → Email → Stationery → 2010 Swing
2. To create a customized stationery header, please [read these instructions](#) and note the following:
 - Copy is customizable, but the Society logo and other design/image elements should not be changed.
 - Requirements: Adobe Photoshop software and general Photoshop skills

For questions about Convio Email Campaigns or accessing the FTP Server, please contact IT Support via Track-It.

For questions about the Society's online marketing strategy, please contact Rich at rich.sarko@nmss.org or 303-698-6100 x15171.



PROGRAMS & SERVICES

June 4, 2010	CC: Chapter Presidents
<u>CCSVI Webcast DVD Available</u>	

Due to continued interest in this topic, we are mailing chapters a DVD of the webcast program on CCSVI that was broadcast from the American Academy of Neurology meeting in April. We know some self-help groups have wanted to watch the broadcast together, and the DVD format will make this easier for a group program.

You are welcome to make as many copies as you might like to distribute to self-help groups, interested individuals, or for other program needs. We also have some copies at the IRC which we can send to interested individuals who might not have easy access to the archived web program.

Thanks to our Marketing Team for making this possible.

Nancy Law
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PROGRAMS AND SERVICES

June 4, 2010	CC: Chapter Presidents
<u>Keep S'myelin® Issue #11</u>	
Action Requested/Deadline: Information only	

Issue #11 of *Keep S'myelin*® will be arriving at your chapter and in subscribers' mailboxes in mid to late June. This issue is entitled *Feelings* and it contains fun activities for children and families, reader-submitted materials and important information for parents. *Keep S'myelin* is a newsletter for children (ages 5-12) who have a parent or loved one with MS.

Distribution to chapters and subscribers is managed centrally by the Programs and Services team. Registration requests are managed through the IRC, with interested persons registered in Altair. For more information on the Altair registration process please contact Heather Webb at heather.webb@nmss.org. Chapters will continue to receive newsletters for chapter use.

The materials in *Keep S'myelin* are not dated, so they have a long "shelf-life." Please make every effort to distribute this valuable resource as widely as possible to families in your area.

- Distribute *Keep S'myelin* at chapter programs and events, including your fundraising events. *Keep S'myelin* makes a great stuffer for the MS Walk goodie bags.
- Make sure branch offices have an adequate supply to distribute locally. Branch offices can request additional copies from their chapter office.
- Conduct targeted mailings and distribution to MS clinics, physicians and other health provider offices, libraries, schools, self-help groups, etc. *Keep S'myelin* also is a great addition to newly diagnosed packets.
- Advertise *Keep S'myelin* in your chapter's newsletter and website.

All 24 issues of the newsletter are available on the National MS Society website in both downloadable PDF and interactive versions.

We welcome your suggestions and comments about *Keep S'myelin* and hope it is viewed as a valuable resource. Questions and comments may be directed to Kim Koch at 303-698-6100, ext. 15158 or Kimberly.koch@nmss.org.



PROGRAMS AND SERVICES

June 4, 2010	CC: Chapter Presidents
<u>NORTH AMERICAN EDUCATION PROGRAM Research - Etiology of MS</u>	
Action Requested/Deadline: June 30, 2010	

This news sheet contains ordering information for this year's North American Education Program (NAEP).

This year, the North American Education Program will be a research program, with the topic being the etiology (causes) of multiple sclerosis. The program, entitled *Who? Why? How? - Searching for the Cause of MS*, profiles discussions with leading medical researchers on the causes of MS and how these efforts may lead to treatments and even finding a cure. The DVD and booklet will highlight specific studies in the areas of the causes of multiple sclerosis such as immunologic, environmental, infectious, and genetic, as well as examining the possible link between chronic cerebrospinal venous insufficiency (CCSVI) and multiple sclerosis. Thanks to robust funding from pharmaceutical companies, we are able to once again offer this year's NAEP to chapters and self-help group leaders at no cost.

Chapters will be provided five DVDs and 100 program booklets, as well as meeting kits for every self-help group you request. Additional program books and DVDs are available upon request, and depending on the size of the order there may be a nominal charge. Please contact John Aden (contact information below) with these requests.

Meeting kits will be mailed directly to self-help group leaders and will be coordinated through a mailing house. The meeting kit will include a cover letter, facilitator's guide, a DVD, and 15 program booklets. Group leaders in need of additional program materials will be instructed to contact their chapter with those requests. To facilitate the shipping process, chapters are asked to submit an order form listing their leaders' names and Altair account numbers. For those groups with more than one leader, please identify one leader to receive the kit.

The order form for self-help group leaders is available on Sharepoint at: Programs and Services>Social Connections and Support .Resources>Self Help Group Materials.

Completed forms should be sent to John Aden by June 30, 2010.

The program DVD and booklets will be shipped to chapters and self-help group leaders by August 20. We suggest that you and your groups plan programs to begin after September 1st.

The Programs & Services Department would like to extend our gratitude to Kersten Sharrock and the Marketing and Development Department for all their hard work and relentless pursuit in securing the funding for this very important and educational program.

Please direct any program questions to John Aden at (303) 698-6100 ext. 15143 or john.aden@nmss.org.

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