CHAPTER PRESIDENTS

June 11, 2010	**CC:** All
Live Webcast on "What's new in MS research and treatment," Wednesday, June 30, 1:00 – 2:30 p.m. ET	

Live research webcast:
On June 30, join Dr. Patricia O'Looney, Vice President of Biomedical Research at the National MS Society, as she moderates a panel of experts during a live discussion about "What's new in MS research and treatment," focusing on new leads in stopping, reversing and preventing MS.

Webcast details:
When: June 30, 2010 from 1:00 to 2:30 p.m. ET
Where: Online with the opportunity to submit questions for the panelists in real-time

Topics include:

- Oral and other new therapies on the horizon
- Nervous system repair and protection research underway
- International overview of CCSVI research including insights hoped for from the initial Society CCSVI research grants announced June 11

Moderator:
Dr. Patricia O'Looney, Vice President, Biomedical Research, National MS Society

Panelists:
Dr. Loren Rolak, Professor of Clinical Neurology at the University of Wisconsin, Madison and Director, MS Center at The Marshfield Clinic in Marshfield, Wisconsin; Oral and other new therapies on the horizon
Dr. Peter Calabresi, Professor of Neurology and Director, Johns Hopkins MS Center, Baltimore, MD; Nervous system repair and protection
Dr. Robert Fox, Staff Neurologist and Medical Director, Mellen Center for Multiple Sclerosis Treatment and Research, Cleveland Clinic, Cleveland, OH; CCSVI research

Register:
To register for the webcast visit: **www.nationalMSsociety.org/june30webcast**

Marketing components:
The Society is promoting this opportunity through several channels including:

- ✓ Society home page flash panel – timing: June 11 – June 30
- ✓ Social media outreach including national Facebook page, Twitter feed and to select bloggers – timing: June 11-June 30
- ✓ Chapter flash panel – available to chapters in the content management system: June 11
  - Go to Content Management System; search for "june30webcast Chapter Flash Panel"
  - Headline thru June 29: June 30: A live webcast on what's new in MS research and treatment
  - Headline as of June 30: Watch the live webcast on what's new in MS research and treatment today
  - Text for link – Register Now (link to: www.nationalMSsociety.org/june30webcast)
- ✓ June National MS eNEWS, to be distributed June 17
- ✓ National media outreach to health reporters

For people who cannot participate in real-time, we will post the recorded version with transcript for viewing shortly after the event.

Marketing the webcast through local channels:

- ✓ We recommend posting the flash panel on your site through June 30 (note the recommended change in text for June 30, the 'day of' copy)
- ✓ We also recommend highlighting the webcast through your social media channels – by closely imitating posts on our national Facebook page and Twitter feed. Contact Beth Clark Beth.Clark@nmss.org with questions.

Questions?
Contact Arney Rosenblat Arney.Rosenblat@nmss.org or Becca Kornfeld Becca.Kornfeld@nmss.org

DEVELOPMENT

June 11, 2010	**CC:** Chapter Presidents
2010 All Chapter Golden Circle Conference Calls	
Action Requested/Deadline: Register by Friday, July 2	

Conference calls are scheduled to update Chapter Presidents and members of the ODIM and ART teams on the results of the 2010 Golden Circle pilot program and plans for all chapters to be involved in the Golden Circle program in FY2011. Please join Mary Milgrom and Graham McReynolds in your choice of the following three scheduled conference calls:

Thursday, July 8, 2010 at 3:00 pm ET, 2:00 pm CT, 1:00 pm MT, 12:00 pm PT
to register for this meeting go to
https://nmss.webex.com/nmss/j.php?ED=137167252&RG=1&UID=1037665252&RT=MiMxMQ%3D%3D

Monday, July 12, 2010 at 2:00 pm ET, 1:00 pm CT, 12:00 pm MT, 11:00 pm PT
To register for this meeting go to
https://nmss.webex.com/nmss/j.php?ED=137167697&RG=1&UID=1037665477&RT=MiMxMQ%3D%3D

Thursday, July 15, 2010 at 3:00 pm ET, 2:00 pm CT, 1:00 pm MT, 12:00 pm PT
to register for this meeting go to
https://nmss.webex.com/nmss/j.php?ED=137167792&RG=1&UID=1037666832&RT=MiMxMQ%3D%3D

For additional information contact:
Susan Goldsmith, Golden Circle Director
303-698-6100 ext. 15102
susan.goldsmith@nmss.org

MARKETING

June 11, 2010	**CC:** All
June 2010: E-communications Update	

June National MS eNEWS
Send date: 6/17/10
Audience: Full List

The June National MS eNEWS will be sent on Thursday, June 17. Content includes a feature about the June 10 FDA review of fingolimod (Gilenia), as well as information regarding the announcement of the first Society-funded CCSVI grants (announced June 11) and the Society's June 30 webcast on "What's new in MS research and treatment".

Notes
Individuals with a 'no email' classification on their Altair accounts will be suppressed, along with standard Direct Marketing Program excludes/suppressions. If you would like to review the updated Direct Marketing Program excludes, please visit the new Intranet: Development → FY09_Direct_Marketing_Overview_CD_Master_Exclude_Document.

The current Constituent Communications Calendar is also on the new Intranet: Marketing → Constituent_Communications_Calendar_FY10.

Contact Information
For editorial questions or suggestions regarding our National MS eNEWS, please contact Martha at martha.king@nmss.org or 212-476-0539.

For questions about our national e-communications strategy, please contact Rich at rich.sarko@nmss.org or 303-698-6100 x15171.

PROGRAMS & SERVICES

June 11, 2010	**CC:** Chapter Presidents
Video Projects Receive 2010 Telly Awards	

The Programs & Services Department announces that two video projects have been recognized as award winners as part of the 2010 Telly Awards. The Telly Awards program, established in 1978, honors the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Its mission is to strengthen the visual arts community by inspiring, promoting and supporting creativity.

The two award winning projects are *Primary-Progressive Multiple Sclerosis: Perspectives on Moving Forward* and the public service announcements produced for *Relationship Matters: A Program for Couples Living with MS*. The PPMS DVD profiles four people with primary-progressive MS, who offer their strategies for living with the disease, as well as tips and valuable information from medical professionals. The PSAs were created to increase awareness of and enrollment in the *Relationship Matters* program.

For more information please contact John Aden, Senior Manager of Program Development, at 303-698-6100, ext. 15143 or john.aden@nmss.org.

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RESEARCH/CLINICAL UPDATE

	cc: Chapter President, Programs

June 10, 2010

FDA Panel Recommends Approval of Oral Fingolimod for Relapsing MS -- *If agency follows advice, it would become first oral disease-modifying therapy for MS*

A U.S. Food and Drug Administration advisory committee today recommended that the agency approve marketing of fingolimod capsules (formerly called Gilenia, Novartis International AG) for the treatment of relapsing multiple sclerosis (http://www.nationalmssociety.org/about-multiple-sclerosis/relapsing-ms/index.aspx). If approved, fingolimod would be the first oral disease-modifying therapy for the treatment of MS (http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/treatments/index.aspx#disease_course). While the FDA is not required to follow the recommendations of its advisory committees, it usually does. According to Novartis, the agency is expected to make a final decision about whether to approve the drug in September 2010.

During an all-day meeting held June 10, 2010, the FDA advisory committee reviewed data about the effectiveness and safety of fingolimod, as well as a proposed plan designed to monitor and mitigate risks – called Risk Evaluation Mitigation Strategies (REMS) that would likely be mandated to monitor safety if the agent is approved. The committee also heard public testimony from individuals and patient advocacy groups, including the National MS Society, which testified to the unmet need for more therapies for people with MS.

Among its discussions, the advisory committee recommended that fingolimod be approved at the dose (0.5 mg once daily) recommended by Novartis and that:

- Fingolimod demonstrated substantial evidence of effectiveness for the treatment of relapsing MS to reduce the frequency of clinical relapses and to delay the accumulation of physical disability;
- the safety data currently known justify the drug's approval, and the FDA should require a post-marketing study that would proactively gather information about adverse events

and longer-term safety, the effects on a broader range of people than were included in the trials, and possible complications of taking other medications including steroids along with fingolimod;
- patients should be monitored during the first dose for possible lowering of heart rate and other potential heart effects, and that some assessments for potential adverse events related to eye (especially macular edema) and lung function be required, to an extent to be determined by the FDA;
- the FDA should consider requiring a study to evaluate whether a lower dose would be as effective as the recommended dose, with fewer adverse events;
- this therapy should be approved as a first-line therapy, meaning that patients would be eligible to take fingolimod without having to try an alternative therapy first.

About the drug: Fingolimod is a new class of therapy in development for treating multiple sclerosis. It binds to a docking site (sphingosine-1-phosphate receptor, or S1P receptor) on immune cells, including T cells and B cells, that have been implicated in causing nervous system damage in MS. The drug appears to induce immune cells to remain in lymph nodes, where they can do little harm, preventing them from migrating into the brain and spinal cord.

Positive results from two large-scale phase III clinical trials have been published showing that fingolimod significantly reduced multiple sclerosis relapse rates. One of the trials also suggested that fingolimod could slow the progression of disability. (New England Journal of Medicine January 20, 2010.) Read more (http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=2568) about these studies on our Website. In December 2009, Novartis applied to the FDA and European regulators for marketing approval of this compound for the treatment of relapsing MS.

READ FULL BULLETIN AND FAQ
ON SHAREPOINT:
http://intranet.nmss.org/Topics/cr/Pages/FDA_Advisory_Panel_Recommends_Approval_of_Oral_Fingolimod_for_Relapsing_MS.pdf
ON WEBSITE:
http://www.nationalmssociety.org/research/research-news/news-detail/index.aspx?nid=3338