



CHAPTER PRESIDENTS

March 11, 2011	CC: ALL
<u>2011-2015 Strategic Response 2012 Strategies</u>	

We are pleased to distribute a draft of the Society's fiscal year 2012 strategies. This represents the outstanding work of our Goal Steering Teams, who have been charged with developing the top 1 or 2 priority strategies in each of the seven goal areas in our 2011-15 strategic response.

We encourage you to read these draft strategies, which describe our priorities for fiscal year 2012. This document was distributed to our National Board of Directors, Executive Management Team members and other volunteer leaders this week. You will hear more in the coming weeks, and are welcome to join any of a series of 90-minute conference calls scheduled for March 14th -22nd (details, including WebEx link, are provided in the document). [Click here](#) to link to the document on SharePoint. A recorded version of a conference call will be available after March 22nd.

Thank you,

Paul Weiss
Chief Operating Officer



INFORMATION TECHNOLOGY (IT)

March 11, 2011

CC:

Email Expansion and Migration Update for Chapters on Society Infrastructure

In order to provide a more robust technical environment for our email messaging and support the other upgrade processes underway, Information Technology is in the process of moving all Society email boxes from the existing Microsoft Exchange 2003 server to the newly implemented Microsoft Exchange 2010 server.

Email boxes for chapters on the national infrastructure are being moved to the new environment in March.

Prior to your mailbox being moved you will receive an email containing the following instructions:

- Migrations for your chapter begin at 8 pm ET on the day of your move.
- You will not be able to access Outlook or Webmail after 8pm ET the day of the migration but will be able to access it the following morning (you can still work on your computer the night of the migration should you need to access the internet, public drives, etc)
- Please reboot your computer after the migration the following morning. You should be able to access Outlook and Webmail without any issues.
- Should you have any issues, please submit a ticket via [TrackIt](#) so we can assist you.
- After the migration is complete, we will send you instructions on how to setup your iPhone or Android should you have one using Active Synchron. Blackberry users will NOT have to setup their handhelds since this will be done at the server level.

Our new infrastructure allows each person to have 500MB of email space on the network. That is twice the capacity of the existing email system! In preparation for the move of your mailbox you must ensure that your used email space is 500MB or less. Instructions for reduction of your email box size can be found in the October 2010 edition of the IT Newsletter emailed to you by Julie Butcher on 12/16/10.

Please note, any mailbox sizes over 500 MB will not be migrated over. If your mailbox is over 500 MB, you will have a new mailbox with no email history so please reduce your mailbox size as soon as possible.

With your help, we will make this a smooth transition and provide adequate email storage for everyone.

If you need help reducing the size of your mailbox, please submit a ticket via [TrackIt](#) so we can assist you.



MARKETING

March 11, 2011	CC: Chapter Presidents
	Development
	Information & Resources
	Programs & Services
<u>New Digital Momentum Premieres with Spring 2011 Issue</u>	

A fully interactive, digital edition of **Momentum** is now available and has been posted at publications.nationalmssociety.org/momentum/mom2011spring#pg1.

Digital **Momentum** includes all content from the print edition, including advertisements, and allows readers to click on live hyperlinks, comment on articles and previous comments from other readers, download whole issues as PDFs, print pages and share articles via e-mail, links or by posting to social networks.

It also allows readers to:

- Browse the magazine page-by-page
- Find and read stories easily by reviewing table of contents
- Search for articles using keywords or titles
- Zoom in and out to increase readability

Future issues of digital **Momentum** will be posted to our Web site in advance of the print edition's ship date. (E.g., the Summer edition will be live mid-April; print copies will ship out on May 2nd.)

If you have any questions about the digital edition, please e-mail Gary Sullivan at gary.sullivan@nmss.org.

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MARKETING

March 11, 2011

CC: Development

New Items Now Available from the Society Store

The society store has several new products now available. Use these great new items to promote your 2011 events and fundraising activities. Chapters receive a 10 % discount at checkout with discount code MOVEMENT. The store also now carries MS Lapel pens that were formerly available through chapter supplies.

MS Pedometer



Join the Movement with the new MS Marathon Pedometer. Great to use for your next MS Walk. The pedometer is a step counter which counts up to 99,999 steps. For best accuracy, wear it on your hip using the pocket/belt clip. Sold individually or in larger quantities for discount prices.

\$9 for 1, \$6.50 for 25 or more, \$6 for \$100 or more

http://www.msstoreipp.org/accessories-other-c-3_15.html

MS Silk Tie



Great for wearing to work, advocating on the "Hill" or a fundraising event! 100% Polyester, 58" Standard Length 3.875" width. Embroidered with MS Logo. Sold individually or in larger quantities for discounted price.

\$18.50 for 1 or more, \$16.50 for 25 or more, \$15 for 100 or more

http://www.msstoreipp.org/apparel-other-c-1_16.html

MS Silk Scarf



Perfect for showing your support of the MS Movement. 100% Polyester Orange Scarf with Embroidered MS Logo. Standard Size 8" wide x 45" long. Sold individually or in larger quantities for discounted price

\$18.50 for 1 or more, \$16.50 for 25 or more, \$15 for 100 or more

http://www.msstoreipp.org/apparel-other-c-1_16.html

MS Water Bottle



Perfect for your next MS Bike Ride Fundraiser. Show your support and stay hydrated with this 28oz Silver Water bottle with Orange Lid. Sold individually or in larger quantities for discount price.

\$9.00 for 1 or more, \$7.50 for 25 or more, \$6.50 for 100 or more

<http://www.msstoreipp.org/water-bottle-p-82.html>

Orange MS= Long Sleeve T-Shirt with Marker



Build awareness and share what MS= to you with this interactive shirt.

The high quality port authority 100% preshrunk Cotton Tee features an interactive design with a writable panel. A MS branded sharpie is included with your order.

Sizes S, M, L, XL \$18.50 form 1 or more, \$17.00 for \$25 or more, \$15.50 for \$100 or more. Add \$2 per shirt for XXL and XXXL

<http://www.msstoreipp.org/msaw-orange-long-sleeve-tshirt-with-marker-p-79.html>

MS Lapel Pins <http://www.msstoreipp.org/lapel-pins-pack-p-78.html>

“MS” Lapel Pins – $\frac{3}{4}$ ” x 1 $\frac{1}{8}$ ” Square Nickel Plated Pin with 2 Color Engraved Logo. Butterfly Clip Attachment on back.

\$100 pack \$98.00, 50 pack \$65.00, 25 pack \$40, 5 pack \$12.00

For more information

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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

March 9, 2011

International Panel Revises “McDonald Criteria” for Diagnosing MS

An international panel has revised and simplified the “McDonald Criteria” commonly used to diagnose multiple sclerosis, incorporating new data that should speed the diagnosis without compromising accuracy. The International Panel on Diagnosis of MS, organized and supported by the National MS Society and the European Committee for Treatment and Research in Multiple Sclerosis, was chaired by Chris H. Polman, MD, PhD (Free University of Amsterdam). Full details are available in the free-access paper published in the February 2011 issue of *Annals of Neurology* (Ann Neurol 2011;69:292-302

<http://onlinelibrary.wiley.com/doi/10.1002/ana.22366/abstract>).

“Treating MS early and effectively is likely our best way to prevent permanent damage to the nervous system, so speeding the diagnosis of MS without compromising accuracy is a key goal,” stated National MS Society Chief Medical Officer Aaron Miller, MD, Professor of Neurology and Medical Director of the MS Center at Mount Sinai Medical Center in New York City. “These updated diagnostic criteria appear to achieve this goal.”

The National MS Society is developing materials to help neurologists understand and apply the 2010 revised diagnostic criteria in practice. These include plans to produce pocket cards summarizing the new criteria. (These will be available from the National MS Society’s Professional Resource Center - <http://www.nationalmssociety.org/for-professionals/healthcare-professionals/resources-for-clinicians/index.aspx> - in coming weeks.). **Tables 1 and 2 in the following pages summarize the new criteria.**

Background: MS is a chronic, often disabling disease that attacks the central nervous system. Its progress, severity, and specific symptoms are unpredictable and vary from one person to another. Determining if an individual has MS can be difficult because there is no single test that can accurately determine the diagnosis. Generally the process of diagnosis involves obtaining evidence from patient history, clinical examination, a variety of laboratory tests, and magnetic resonance imaging (MRI) scans, all intended to rule out other possible causes of disease and to gather data consistent with a diagnosis of MS. The newly revised 2010

McDonald Criteria incorporate updated information on using MRI as a tool for speeding diagnosis.

The McDonald Criteria for Diagnosis of MS were originally published in 2001. They were named for the chair of the original panel, the late neurologist W. Ian McDonald, MB, ChB, PhD. Dr. Polman chaired the panels responsible for the 2005 and 2010 revisions. The previous versions have been the subject of extensive debate and testing. A significant body of new information about the utility of the Criteria has been published. The International Panel reconvened in May 2010 in Dublin to consider these new data and to develop consensus for revising and updating the McDonald Criteria, with an eye toward speeding and easing diagnosis without compromising accuracy.

Diagnosis of MS: The Basics Still Apply

The diagnosis of MS is a partly subjective process, and is best made by an expert who is familiar with the disease and who can interpret imaging and laboratory evidence that can supplement the clinical diagnostic process. The requirement remains that there must be no better explanation than MS for the clinical and laboratory findings – other possible diagnoses must be considered and excluded. (Read more here (<http://nationalmssociety.org/news/news-detail/index.aspx?nid=1307>), or go to this link for free access to published guidelines on the differential diagnosis of MS (Multiple Sclerosis 2008 14;9:1157-1174 <http://msj.sagepub.com/content/14/9/1157.abstract>)

The key to an MS diagnosis has been, and remains, the objective demonstration of dissemination of typical disease signs and symptoms in time and space. The 2010 revisions maintain this requirement, but offer several ways of using imaging to determine dissemination (see Table 1). It remains the case that while the use of paraclinical and laboratory examination can speed an MS diagnosis, a solid diagnosis can be made on clinical grounds alone.

No single test can provide adequate information to support an MS diagnosis. Therefore, supportive and confirmatory paraclinical examinations – including analysis of lesions by MRI, of cerebrospinal fluid (CSF), and sometimes of evoked potentials – are still important in helping to confirm an MS diagnosis. Table 2 provides additional summary information related to assessing evidence of MS.

CONTINUED.... READ FULL VERSION ON SHAREPOINT:

http://intranet.nmss.org/Topics/cr/Pages/International_Panel_Revises_Diagnosis_of_MS.pdf

OR ON THE WEBSITE: <http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=4713>