



CHAPTER PRESIDENTS

June 22, 2012	CC:
Southern California & Nevada Chapter	

Please join me in congratulating Susan Bradley who has been named Chapter President for the Southern California & Nevada Chapter effective immediately.

Many of you know Susan. She began her National MS Society career in 2005 as Vice President of Regional Operations and was promoted to Executive Vice President in the fall of 2010. For the past four months, Susan has worked as Interim Chapter President to manage the chapter during its leadership transition.

Susan has an MBA from USC, and has great leadership experience in both the for-profit and nonprofit worlds. She started her career in the high tech world with Xerox sales and sales management. She then moved into the banking and financial services industry where she spent nearly 15 years. In that time, she was involved with numerous mergers and transitions, was responsible for a multi-million marketing and administration budget, and spearheaded significant growth in revenue and the customer base. Susan then made a move into the nonprofit world, where she served as executive director of the Stroke Association for three years, before coming to the National MS Society.

As Executive Vice President of the chapter, Susan has helped to grow revenue and expand services. She has also led the successful integration of the chapter's regional markets in Channel Islands, the San Joaquin Valley and Nevada. During this time, the chapter's client base grew incrementally from 10,000 to 19,000 people with MS. In addition to management and marketing, one of her greatest strengths is in community development. This is evident in the partnerships and relationships that she has been able to foster and steward, including with Cottage Hospital in Santa Barbara, Eisenhower Medical Center in Palm Desert, San Joaquin Valley Rehab in Fresno, and most recently the Lou Ruvo Center for Brain Health in Las Vegas. These world-class community health resources now include multiple sclerosis as part of their focus.

In fundraising, Susan helped revitalize Bike MS after the Channel Islands integration and just revamped Bike MS in Vegas. The Vegas Challenge grew by 20% last year, and regional Walk MS sites which now account for more than half of the chapters walk revenue. She also

worked in tandem with the traditional giving department to cultivate and steward foundations, grants, and Golden Circle donors. In programs, services and advocacy, Susan has been a vocal advocate and champion for those in underserved communities, and a leader in moving us forward in rural outreach and telemedicine. The Southern California & Nevada Chapter will pilot the Society's first telemedicine program this summer.

The Board of Directors and staff in Southern California & Nevada are very enthusiastic about Susan taking on this role. Chapter Chair Dina Tecimer, said, "Susan has stabilized and energized our Chapter and her commitment to persons with MS is unwavering. On behalf of the entire Board together with the National office, we are proud to have Susan assume the role of President as a leading advocate for those with MS."

We look forward to Susan's continued work in the West Region as a new member of the Region Management Team. She is a great team builder, team member, strategic thinker and successful leader.

Please join me in welcoming Susan to her new role within the Chapter and the Society.

Cindy Bean

Executive Vice President

West Region

National Multiple Sclerosis Society

970-988-1811



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June 22, 2012	CC: Programs & Services
<u>IMPORTANT REMINDER: MSSMC PROFESSIONAL CERTIFICATION REGISTRATION DEADLINE</u>	
Action Requested/Deadline: June 29, 2012	

Registration Deadline: June 29, 2012

The registration deadline for the Multiple Sclerosis Service Management (MSSMC) exam is looming. Chapter Certification Standards for FY '12 require that “certified service management staff provides service management (Tier II services) for complex client needs.” Compliance is measured as: “The chapter has at least ONE service manager who has achieved certification through the MSSMC test by 9/30/12, or has a relationship with another chapter in the region to provide access to a certified service manager for clients in need of Tier II services.” **This is the final date offered for the MSSMC exam this fiscal year.** At the time of this news sheet, there are 17 chapters who have neither a certified service manager nor anyone registered for the exam. Please see SharePoint for a list of current certified staff:

http://intranet.nmss.org/Topics/programs_services/Documents/Forms/Staff_Dev_Opportunities.aspx

What Is The Purpose Of Certification?

Certification provides formal recognition that an individual possesses a high level of knowledge of multiple sclerosis and its effects, and that they also demonstrate a high level of ability to serve people affected by MS. Service management is a key element of our MS Navigator program and every person living with MS should have access to a qualified service manager, no matter where in our country they live. When an employee passes the exam it gives leadership tangible evidence of the competencies of those providing this critical service.

How Do I Know If My Staff Person Is Ready To Take The Examination?

The Professional Testing Corporation provides an application and handbook for certification that details the eligibility requirements and the intellectual and practice domain areas that will be tested. It will be useful for candidates to study these handbooks carefully. It may not be realistic to expect staff with fewer than 6 months of experience working with people with MS to have enough knowledge to pass the exam.

What Can We Do If We Do Not Have a Certified Service Manager at Our Chapter, or Anyone with Enough Experience to Take the Exam?

It is essential to our continuity of service that we have a robust group of qualified service managers nationwide. Due to turnover and other reasons, however, it is likely that there may be gaps in certain areas at times. We share the responsibility to ensure a plan to provide service management to every person who needs this service. Chapter presidents or their designees are asked to communicate the plan for provision of service management to the IRC so that specialists know how to refer people who need follow up. Your IRC liaison and/or REVP can work with you to identify potential resources within the region if you do not have them within your chapter.

MSSMC Conference Calls

These conference calls will break down the different parts of the MSSMC exam and will provide participants with opportunities to ask questions, learn about additional study materials, discuss the study guide and to network with other test takers. Staff do not need to register for these calls. Click [here](#) for a schedule of dates, times and more information.

MSSMC Registration

Information on the MSSMC examination is now available at PTCNY.com: click on the Test Information page, then scroll down to the NMSS box and select the MSSMC icon. Cost for the examination is \$300. Payment may be made by check, money order or credit card. Please see the handbook application page for more information. There is no online registration process.

Application Deadline:

June 29, 2012

Testing Window:

August 11 – August 25, 2012

The certification examination will be administered on a daily basis, Monday through Saturday, during the two-week testing period at computer-based testing facilities located in over 500 locations nationwide.

For more information contact Janis Pluss at 303 698-6100, ext. 15284 or Janis.pluss@nmss.org

For more information on PTC contact:

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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

June 12, 2012

Genzyme Applies to FDA for Approval of Alemtuzumab to Treat Relapsing MS

Genzyme announced that the company had submitted a New Drug Application to the U.S. Food and Drug Administration for approval to market alemtuzumab (proposed name Lemtrada™) for the treatment of relapsing MS, based on positive results from several clinical trials involving people with relapsing-remitting MS. Alemtuzumab is given by a cycle of IV infusions only once per year. The FDA now has 60 days to decide whether to file it so it can be reviewed; the review process generally takes from 6 to 10 months.

Multiple sclerosis involves immune system attacks against brain and spinal cord tissues. Alemtuzumab is a monoclonal antibody that depletes circulating immune (T and B) cells thought to be responsible for these attacks. In one phase III clinical trial called CARE-MS I (<http://nationalmssociety.org/news/news-detail/index.aspx?nid=5262>), alemtuzumab significantly reduced relapse rates when compared to Rebif® (interferon beta-1a, EMD Serono Inc. and Pfizer). In a second phase III trial called CARE-MS II (<http://nationalmssociety.org/news/news-detail/index.aspx?nid=5710>), alemtuzumab significantly reduced relapse rates and worsening of disability compared to Rebif in a two-year study. Data from the CARE-MS II trial were presented at the 2012 Annual Meeting of the American Academy of Neurology in April (<http://nationalmssociety.org/news/news-detail/index.aspx?nid=6377>).

“People with MS need more treatment options. If the FDA agrees to file this application and its review finds alemtuzumab to be safe and effective, it would represent a significant new treatment advance,” said Dr. Timothy Coetzee, Chief Research Officer of the National MS Society.

Rebif is a registered trademark of EMD Serono, Inc.