

MS Brain Health strategy 2022–2023

Our vision

To create a better future for people with multiple sclerosis (MS) and their families.

Our mission

We are calling for major policy changes aimed at achieving the best possible outcomes for people with MS and those who care for them. Our core recommendation is that the goal of treating MS should be to preserve tissue in the central nervous system and maximize lifelong brain health by reducing disease activity.

Our three long-term goals

- **Improve clinical practice** by promoting the adoption of MS care standards
- **Empower people with MS** to maximize their brain health
- **Share best practice** from the MS community to inspire others

Our goal: improve clinical practice by promoting the adoption of MS care standards

Encouraging the implementation of MS Brain Health recommendations and standards by healthcare professionals and MS centres worldwide

2022–2023 objectives:

- Develop and launch a globally applicable, digital, quality improvement (QI) tool to support MS centres to implement our standards and strive for the highest level of patient care
- Encourage more healthcare professionals and MS centres to endorse our recommendations, building a network of champions and MS services that share our ethos
- Continue to disseminate our resources to healthcare professionals at key global conferences and via our website and social media

Our goal: empower people with MS to maximize their brain health

Encouraging a brain-healthy lifestyle, better dialogue with healthcare teams and participation in shared decision-making

2022–2023 objectives:

- Develop and launch a digital chatbot to help people with MS understand how they can keep their brains as healthy as possible and participate in shared decision-making, based on feedback from the MS community
- Continue to disseminate our resources to people with MS and their families at conferences and via our website and social media
- Continue to develop plain language summaries of recent evidence about brain health in MS and the case for timely management
- Build our supporter base, including our social media community and endorsers

Our goal: share best practice from the MS community to inspire others

Understanding our impact and sharing best practice from patient advocates, healthcare professionals and organizations to prompt further changes in MS care and policy

2022–2023 objectives:

- Launch and deliver the annual MS Brain Health Awards to showcase significant contributions from the community in promoting brain health in people with MS and shaping health policy across the globe
- Gather examples of activities led by individuals or local groups that have helped to implement our recommendations and standards
- Share best practice with our networks to inspire and empower others