



# MS BRAIN HEALTH

AWARDS 2023



from

MS Brain Health  
Time Matters

## ENTRY KIT

Entry deadline: 16 March 2023



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# MS Brain Health Awards 2023

Now in its second year, the MS Brain Health Awards aims to recognize the work of teams, organizations and individuals globally in addressing the importance of timely management and brain health in multiple sclerosis (MS). The awards will also illustrate the global impact of MS Brain Health and showcase ongoing progress to improve outcomes for all those living with MS.

Our second **MS Brain Health Awards** ceremony will take place virtually on **25 May 2023**. The winners will be announced at the ceremony. Details of all award winners and finalists will be shared on the MS Brain Health website, newsletter and social media channels as part of **World MS Day, 30 May 2023**. Certificates and trophies will be awarded, and we encourage the winners to celebrate their achievement and display the MS Brain Health Awards logo on their website, social media and other communications.

Entries should be submitted no later than **16 March 2023** and all finalists will be selected and notified by **27 April 2023**.

The panel of judges will comprise the MS Brain Health Steering Committee of international healthcare professionals (HCPs) and patient advocates. To find out more about our panel of judges, please see page 9 of this entry kit.

The response to the MS Brain Health Awards 2022 was tremendous, with 35 entries from across the globe. Go to [www.msbrainhealth.org/awards-2022/](http://www.msbrainhealth.org/awards-2022/) to view the entry videos and executive summaries from the 2022 winners.

# Award categories



For the 2023 awards, entries can be submitted in the following categories, and submissions are **free** for all organizations, clinics and individuals.

There are five award categories:

- **Patient organization**
- **Patient advocate**
- **Team**
- **Individual HCPs**
- **Innovation**

## About MS Brain Health

**Our vision** is to create a better future for people with MS and their families.

**Our overarching aim** is to encourage the widespread adoption of a therapeutic strategy that aims to maximize the lifelong brain health of every person with MS.

Since 2015, MS Brain Health recommendations for timely management of MS have been widely disseminated and have gained global support among HCPs and MS societies. The subsequent consensus standards have encouraged MS centres to work towards specific goals set by international experts. A survey conducted in autumn 2020 and reports from many local groups illustrate how MS Brain Health has changed the global MS landscape, including promoting clinical practice changes in 16 countries.



***"I'm totally overwhelmed. So great and motivational to keep on creating good and valuable content."***

Nele Handwerker, Winner of the Patient Advocate Award 2022

***"Please thank all of the Brain Health judges for us – their support though this award will really give us impetus for the Brain Health future in Australia."***

MS Australia, Winner of the Patient Organization Award 2022

***"Wow, thank you so much, it means the world to us!"***

Agne Straukiene and team, Torbay and South Devon NHS Foundation Trust, Winner of the Team Award 2022

**Let's create a better future for people with MS and their families**

# Entry criteria



## PATIENT ORGANIZATION AWARD

Entries for this category can include any patient group or organization that has actively encouraged the adoption of methods to maximize the lifelong brain health of people with MS.

This should include promoting one or more of the **MS Brain Health recommendations** (on either a local, national or global scale) since the report launch in 2015. Entries will be judged on the need for improvement, the strategy and tactics implemented, and the impact and outcomes achieved. Please also highlight any potential future progression of the project.



## PATIENT ADVOCATE AWARD

Entries for this category can be from individual patient advocates living with MS or be nominations by other individuals on behalf of a person living with MS.

Each entry should highlight how the patient advocate has actively fostered one or more of the **MS Brain Health recommendations** and shared them with other members of their community via podcasts, blogs, social media, support groups or patient meetings.

Nominators (those nominating someone else) should submit a 200-word summary outlining the reason for their nomination. We will then contact the nominees and ask them to submit further information.



## TEAM AWARD

Entries for this category can include any MS centre or healthcare team that has actively encouraged the adoption of methods to maximize the lifelong brain health of people with MS.

This should include promoting one or more of the **MS Brain Health recommendations** (at a local or national level since the report launch in 2015) or the use of the MS Brain Health quality improvement tool. Entries will be judged on the need for improvement, the strategy and tactics implemented, and the impact and outcomes of the project. Please also highlight any potential future progression of the project.



## INDIVIDUAL HCPs AWARD

Entries for this category can be from individual HCPs (neurologists, nurses, allied HCPs) or be nominations by other individuals on behalf of a HCP.

Each entry should highlight how the HCP has actively fostered one or more of the **MS Brain Health recommendations** and applied this to their clinic or practice to improve patient outcomes. Entries should demonstrate the unmet needs, strategy and outcomes, and can include anonymized patient case studies.

Nominators (those nominating someone else) should submit a 200-word summary outlining the reason for their nomination. We will then contact the nominees and ask them to submit further information.



## INNOVATION AWARD

Entries for this category can be from individuals (HCPs, pharmaceutical industry representatives or patient advocates), teams, clinics or organizations.

Each entry should highlight how one or more of the **MS Brain Health recommendations** has been implemented to improve outcomes of people with MS through an innovation, which could include a change in clinical practice, process or system, or use of a digital technology. Please note, entries must not mention or relate to specific pharmaceutical products. Entries should demonstrate the unmet needs, strategy and outcomes, as well as include links to any digital technologies or websites.

For MS Brain Health recommendations, go to [www.msbrainhealth.org/recommendations/policy-recommendations](https://www.msbrainhealth.org/recommendations/policy-recommendations)

# How to enter



Go to [www.msbrainhealth.org/awards-2023](http://www.msbrainhealth.org/awards-2023) and click on the category you would like to enter for the relevant submission form. All entries (excluding nominations) must include a written document and short video in the English language. Please see the entry specifications below. All entries will be anonymized for judging. If you would like to nominate an individual for the Patient Advocate Award or Individual Award, please submit a 200-word summary outlining the reason for your nomination (in English).



## WRITTEN DOCUMENT

### Entry title

Give a simple title for your entry of no more than 15 words.

### Executive summary

– 150 words maximum

This section is a summary of your entry and will be used if the entry is selected as a finalist. It does not need to be anonymized.

### Situation analysis and needs assessment

– 150 words maximum

- In this section show the judges a clear need for the initiative and why the project was implemented.

### Objectives and strategy

– 250 words maximum

- Describe the objectives for the project or programme and the metrics you planned to gather to measure the project's effectiveness.
- Outline what your strategy was and why.
- Demonstrate what specific insights (mentioned in the situation analysis section) led to your choice of particular strategy.

### Creativity and execution

– 250 words maximum

- Describe how you implemented the project or programme.
- Briefly outline why these specific tactics were selected.

### Effectiveness: outcomes vs objectives

– 250 words maximum

- Show clearly how the project delivered against the stated objectives and promoted/implemented one or more of the [MS Brain Health recommendations](#).
- Help the judges to understand how effectiveness was measured.
- Demonstrate the impact of the project and possible future impact (this section can include quotes from HCPs, patients, carers, colleagues).

Written documents can include figures, images and diagrams (but this should be limited to a maximum of three) and should only be used if copyright permissions have been granted. Any patient cases included must be anonymized.



## VIDEO ENTRY

Videos must be no more than 3 minutes in length and should be provided as an MP4 file or as a PowerPoint (PPT) file with audio.

Videos should include:

- the title of the project
- an overview or executive summary
- the strategy
- a summary of the execution of the project
- a summary of the outcomes (celebrate the success of the project).

If your entry is selected as a finalist, your video will be shared on the MS Brain Health website and social media channels, so please ensure you gain written permission for the video to be shared from everyone who is included in your film. Please avoid including any personal contact details in the video.



## KEY DATES

- Entry deadline: **16 March 2023**
- Finalists notified: **27 April 2023**
- Virtual awards ceremony (winners announced): **25 May 2023**

Details of all award winners and finalists will be shared on the MS Brain Health website, newsletter and social media channels as part of World MS Day, **30 May 2023**.

To enter, go to

[www.msbrainhealth.org/awards-2023](http://www.msbrainhealth.org/awards-2023)



# About the judges

MS Brain Health aims to connect with the diverse audiences involved directly and indirectly in MS care to help to implement change.

The multidisciplinary MS Brain Health Steering Committee guides the initiative's ongoing strategy for the global dissemination and implementation of the recommendations presented in *Brain health: time matters in multiple sclerosis*. The **Steering Committee** includes authors of the original report and representatives from patient organizations. The Steering Committee will form the judging panel of the MS Brain Health Awards 2023.

## OUR JUDGING PANEL



**Gavin Giovannoni**  
(Chair)



**Helmut Butzkueven**



**Tyler Campbell**



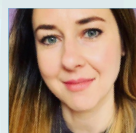
**Jelena Drulovic**



**Jodi Haartsen**



**Jeremy Hobart**



**Stanca Potra**



**Mitzi Williams**



**Tjalf Ziemssen**



## GAVIN GIOVANNONI



Professor Gavin Giovannoni is a neurologist based in London, UK. His current research and clinical interests are focused on MS. Gavin is also an avid reader, blogger, runner and lover of technology.

He has been involved in the development and validation of several innovations to communicate complex information to people with MS and their families (see [clinicspeak.com](https://clinicspeak.com)). Gavin has a vision of the future where patients and HCPs will meet in a hybrid world that is transformed by technology (see [MS-connect](#)).

Gavin Giovannoni was appointed to the Chair of Neurology, Blizard Institute, Barts and The London School of Medicine and Dentistry, Queen Mary University of London in November 2006. He did his undergraduate medical training at Wits, where he graduated *cum laude* in 1987. He moved to the Institute of Neurology, UCL, Queen Square, London in 1993 after completing his specialist training in neurology in South Africa. His clinical interests are MS and other inflammatory disorders of the central nervous system. He has recently become the co-director of the Preventive Neurology Unit, Wolfson Institute of Population Health.

*"These awards recognize excellence in promoting the lifelong brain health of people with MS."*

**GAVIN GIOVANNONI**

# About the judges



## HELMUT BUTZKUEVEN



Professor Helmut Butzkueven is an academic neurologist specializing in the management of MS and real-world MS outcomes research. He is The Van Cleef Roet Chair of Neuroscience at the Central

Clinical School, Monash University and Director of Neurology at Alfred Health, Melbourne, Australia. Helmut is the Managing Director of the MSBase Foundation ([www.msbase.org](http://www.msbase.org)), a global online MS cohort study that commenced in 2004, with more than 74 000 patients enrolled from 130 centres to date.

His overarching research theme and clinical interest is the use of registry data, clinical MRI data, cognitive testing, genomics and patient self-monitoring devices and applications to evaluate treatment strategies and trial methodology to optimize benefit, safety and discovery of MS therapies.

## TYLER CAMPBELL



Tyler Campbell received an American football scholarship to San Diego State University (SDSU), CA, USA in 2005. While attending SDSU, he was a consistent scholar athlete and contributed mightily

on the gridiron for the Aztecs. The tides of life came rolling in during his junior year when he received a diagnosis of MS. At the age of 21, Tyler became the first individual to play division one college football with the disease. After graduating from SDSU in 2009, Tyler moved to Texas, where he lives with his wife Shana, along with their three children. An entrepreneur in his own right, Tyler travels the country as a professional speaker delivering empowering and inspiring messages of self-worth. Coining the phrase "TC Speaks", Tyler hosts his own radio show, Real Lyfe Reel Talk, every Saturday on The Horn 104.9 FM in Austin, TX. The inspirational show is the most popular weekend show on the network.

## JELENA DRULOVIC



Professor Jelena Drulovic, is Professor of Neurology at the University of Belgrade, Faculty of Medicine and Head of the MS centre at the Clinic of Neurology, University Clinical Center of Serbia in Belgrade. Since

2014, she has been the president of the Multiple Sclerosis Task Force of the Serbian Society of Neurologists. In 2018, Jelena became the president of the neurological advisory board of the Ministry of Health of the Republic of Serbia.

Jelena's main field of research interest is neuroimmunology and MS, and she is a member of the European Academy of Neurology (EAN) Subspecialty Scientific Panel on Multiple Sclerosis and the EAN Subspecialty Scientific Panel on Neuroimmunology.

# About the judges



## JODI HAARTSEN



Jodi Haartsen's current role is Executive Manager Client Engagement and Wellbeing at Multiple Sclerosis Limited (MSL) in Australia. Jodi has over 20 years' experience in working with people with

MS and other neurological conditions and holds the post-graduate qualifications of a Diploma of Advanced Neuroscience Nursing and Master of Nursing and Pharmacology.

Jodi's special interests within MS include policy development, health promotion and women's health. Before joining the MSL team, Jodi was a Manager and MS Nurse Practitioner at Eastern Health MS Clinical Service, Box Hill, Australia. Jodi led the development of the service from 2002 and focused on innovative solutions and a patient-centred model of care. Jodi has had various roles throughout her career including researcher, nursing clinical and graduate educator, staff development officer and clinical nurse consultant.

## JEREMY HOBART



Dr Jeremy Hobart is a Consultant Neurologist at Plymouth Hospitals NHS Trust, and Professor in Clinical Neurology and Health Measurement at the Plymouth University Peninsula Schools of

Medicine and Dentistry, UK. His clinical sub-specialist interest is the diagnosis and management of people with MS. His medical training was at St Mary's Hospital Medical School and neurology training was undertaken predominantly at the National Hospital for Neurology and Neurosurgery, both in London, UK. He is also President of the South Devon branch of the MS Society.

Jeremy's research interest is rating scales for measuring health outcomes. By a combination of chance and design, his training means that Jeremy is one of only a handful of clinicians formally trained in rating scale science. He has led the development of a number of rating scales, has published widely in this area and holds over £20 million in research grants.

## STANCA POTRA



Stanca Potra is a patient with MS from Romania. Stanca received her diagnosis in 2013 (at the age of 30) and ever since, has been involved in numerous MS initiatives, with a desire to regain

control of her health. Stanca founded SMile Center, a counselling and support group for people with MS, in her hometown, with the main purpose of helping others to cope with this chronic condition, especially at the time of receiving their diagnosis.

Stanca is an MS Ambassador for the European Multiple Sclerosis Platform and a member of the MS in the 21st Century Steering Group, a group of HCPs and people with MS, formed with the main goal of improving communication between them.



# About the judges



## MITZI WILLIAMS



Dr Mitzi Joi Williams is a board-certified neurologist and fellowship-trained MS specialist who serves as the Founder and CEO of the Joi Life Wellness Group MS Center in Newnan, GA, USA.

She is considered a subject matter expert in neurology, MS and health disparities, and has over 15 years of experience in the field of MS. Mitzi received her Doctor of Medicine degree from Morehouse School of Medicine, Atlanta, GA, and she completed her Internal Medicine Internship, Neurology Residency and MS Fellowship at Georgia Health Sciences University (formerly MCG) in Augusta, GA, where she received numerous accolades and served as Chief Resident of the Neurology Residency Program.

Through collaborations with national and international committees, she advocates for people living with MS to share in the decision-making process with their healthcare teams to combat this disease. Mitzi has spearheaded and participated in multiple steering committees and working groups to further research in underserved populations with MS, with a focus on the African American population. She has joined efforts to increase diversity in clinical trials and educate the community about the importance of research participation. She continues to live out her mission to provide personalized MS care delivered with expertise, compassion and joy.

## TJALF ZIEMSEN



Professor Tjalf Ziemssen is Director of the Center of Clinical Neuroscience with its Multiple Sclerosis Centre, Neuroimmunological Laboratories and Autonomic and

Neuroendocrine Function laboratories at the Carl Gustav Carus University Hospital in Dresden, Germany. He obtained his medical degree from the Ruhr-Universität Bochum, Germany, in 1998 and completed his doctoral thesis in 1999 at its Institute of Clinical Chemistry. He then underwent training as a Fellow of Neurology at the Carl Gustav Carus University Hospital and as a Research Fellow at the Max Planck Institute of Neurobiology in Martinsried, Germany.

Tjalf's research interests include collecting real-world data in neurology and the development of new eHealth tools. In addition, he is interested in the autonomic nervous system in health and disease. He is involved in clinical studies and has published over 330 papers and has received several awards, including awards from the European Charcot Foundation and the German Ophthalmological Society. He is an active member of several neurological societies, including the German Neurological Society, the European Academy of Neurology, the American Academy of Neurology and the European Federation of Autonomic Societies.

## Brain health

### Time matters in multiple sclerosis

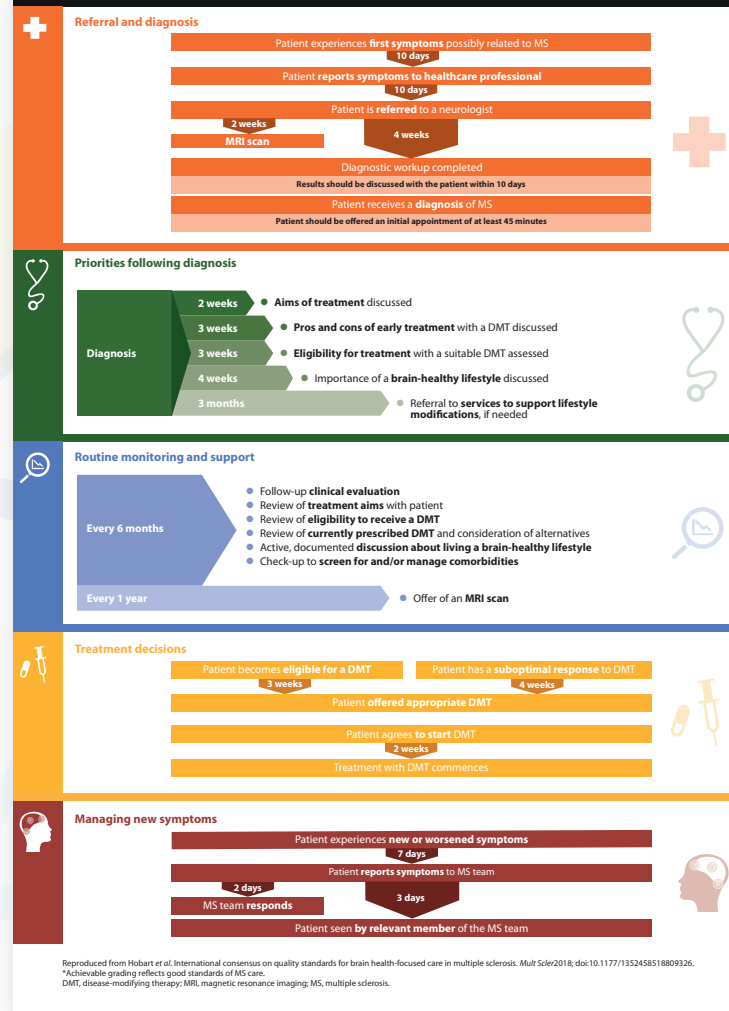
Gavin Giovannoni  
Helmut Butzkueven  
Suhayl Dhib-Jalbut  
Jeremy Hobart  
Gisela Kobelt  
George Pepper  
Maria Pia Sormani  
Christoph Thalheim  
Anthony Traboulsee  
Timothy Vollmer



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[www.msbrainhealth.org/recommendations/policy-recommendations](http://www.msbrainhealth.org/recommendations/policy-recommendations)

#### Achievable standards\* for the timing of key events in the MS care pathway



[www.msbrainhealth.org/recommendations/global-consensus-standards](http://www.msbrainhealth.org/recommendations/global-consensus-standards)

If you would like further information, please email or visit our website:



[info@msbrainhealth.org](mailto:info@msbrainhealth.org)



[www.msbrainhealth.org/awards-2023](http://www.msbrainhealth.org/awards-2023)



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