

# 2022–2025 STRATEGIC PLAN



Kerri, Australia, diagnosed 2008



William, USA, diagnosed 2002



Manuela, Germany, diagnosed 2003

INTERNATIONAL  
PROGRESSIVE MS ALLIANCE

More than hope. **Progress.**



## Who We Are

The Alliance is an unprecedented global collaboration of MS organisations, researchers, health professionals, the pharmaceutical industry, companies, trusts, foundations, donors and people affected by progressive MS, working together to address the unmet needs of people with progressive MS — rallying the global community to find solutions. **Our promise is more than hope, it is progress.**

## Our Values

**Collaboration** — we are stronger together, able to accomplish what no one could alone; we achieve results from integrating a range of perspectives, talents and experiences, inspiring people to make their best contributions

**Be Bold** — we pursue all promising paths, fearless in our search for solutions; we embrace opportunities for innovation and take calculated risks, recognizing that with failure comes valuable knowledge

**Excellence** — we identify and fund transformational research wherever it exists, focusing on life-changing solutions and achieving results; we are disciplined, agile and focused in all we do, working with rigor and catalyzing others

**Inclusivity** — we welcome people with diverse expertise and experience, rigorously exchanging ideas and perspectives which builds trust, confidence and pride; the engagement and contributions of people affected by MS are essential

**Transparency** — we openly share information and knowledge on our progress, ensuring decision-making processes are known and people have what they need for understanding and doing their best work

**Acting with Urgency** — we work with purpose and relentless determination, knowing that over one million people living with progressive MS face uncertainty, losing ground each day



## Vision

### End MS Progression

## Mission

**To accelerate the development of effective treatments for people with progressive multiple sclerosis to improve quality of life worldwide**

## Impacts

### Achieve Breakthroughs through Global Collaboration

- Coordinating and focusing research accelerates progress

### Accelerate Approvals

- A robust treatment pipeline, more effective clinical trials and engaging regulators speed up availability of treatments

### Improve the Health of People with Progressive MS

- Effective treatments to stop progression, reverse disability and manage symptoms will reduce uncertainty and improve well-being

## Priorities

### Understand, Prevent and Reverse Progression

- Identifying mechanisms responsible for progression stimulates new treatment approaches

### Speed Up and Improve Clinical Trials

- New biomarkers and better trial designs deliver faster outcomes

### Improve Well-Being through Proven Therapeutic Approaches

- A comprehensive global research effort results in widely adopted solutions

## Strategies

### Broaden and Deepen Global Collaboration

- Connect people and organizations to share findings, coordinate efforts and spur innovation

### Expand Investment and Resources Worldwide

- New and current donors, MS organizations and partners fuel progress

### Engage, Inspire and Mobilize

- Greater opportunity to participate raises the profile of progressive MS worldwide

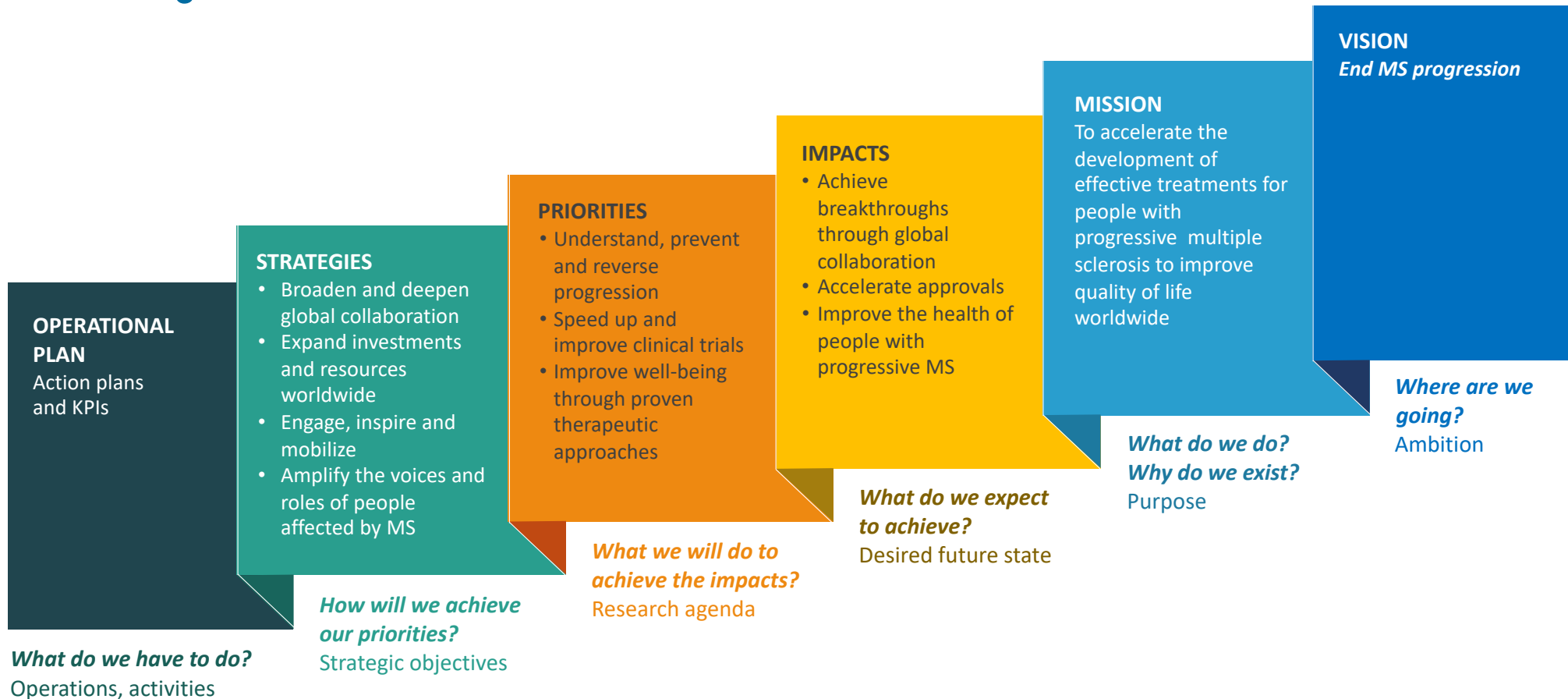
### Amplify the Voices and Roles of People Affected by MS

- Outcomes are enhanced by integrating the perspectives and experiences of people affected by MS in everything we do



Najia, Morocco, diagnosed 2014

# International Progressive MS Alliance 2022-25 Strategic Plan



## Strategic Indicators and Measures

Strategic Indicator	Measure
<b>Generate New Knowledge</b>	<ul style="list-style-type: none"> <li>• # of Alliance-related studies and citations published in scientific journals</li> <li>• # of Alliance events, activities and participants where global experts convened</li> <li>• # of Alliance-funded grants, researchers and collaborations</li> <li>• Recognized in the scientific community and the larger MS movement as advancing research and treatment</li> <li>• Contribute to significant advances in the overall MS research environment</li> </ul>
<b>Expand Treatment Pipeline</b>	<ul style="list-style-type: none"> <li>• # and outputs of Alliance studies on mechanisms and drug candidates</li> <li>• # and outputs of Alliance wellness intervention studies</li> <li>• # of treatments in clinical trials for progressive MS indications</li> </ul>
<b>Establish New Tools in Clinical Trials</b>	<ul style="list-style-type: none"> <li>• Biomarkers and clinical measures for progression developed and accepted by scientific community with regulatory body engagement</li> <li>• New and faster trial designs developed and accepted by scientific community with regulatory body engagement</li> <li>• Expansion of the Alliance facilitated community data resource</li> </ul>
<b>Deliver New, Effective Treatments for People with Progressive MS</b>	<ul style="list-style-type: none"> <li>• # of approved treatments that slow progression</li> <li>• # of approved treatments that repair damage</li> <li>• # of proven interventions improving symptom management including: cognition, fatigue, pain and mobility</li> </ul>
<b>Increase Collaboration</b>	<ul style="list-style-type: none"> <li>• # of Alliance MS Organization Members and Industry Forum Members</li> <li>• # of global scientists engaged with the Alliance</li> <li>• # of institutions and organizations collaborating with the Alliance</li> </ul>
<b>Raise the Profile of Progressive MS</b>	<ul style="list-style-type: none"> <li>• Increased global financial research investment in Alliance</li> <li>• Increase in # of people connecting online and through social media to Alliance information and activities</li> <li>• # of Donor Members and funders</li> </ul>
<b>Strengthen the Role of People Affected by MS</b>	<ul style="list-style-type: none"> <li>• # of contributions to Alliance work</li> <li>• # of people affected by MS in scientific meetings and cited as authors of Alliance work</li> <li>• Regular global surveys of people affected by MS are used to enhance strategic plan</li> <li>• Increase in % of people surveyed indicating an improved outlook on life due to Alliance</li> </ul>

## Plan Development

In April of 2020, the Executive Committee of the International Progressive MS Alliance formed a Strategic Plan Development Work Team comprised of members of all Alliance committees and teams with the charge of creating a strategic plan for the four-year period of 2022-25. The plan would update and formalize the existing strategy with the purpose of:

- Ensuring focus on the areas for achieving the greatest impact and creating shared accountability in achieving results
- Increasing the ability to effectively communicate our vision, strategy and progress
- Establishing metrics to better define impacts, establish milestones, support continuous improvement and report progress

The Strategic Plan Development Team employed an iterative, engaged approach to hear and consider the perspectives of diverse stakeholders including all Alliance committees and work teams, MS International Federation members and people affected by MS worldwide. Key activities included:

- Interviews with all Managing Member CEOs as well as Scientific Steering Committee and Industry Forum leadership to ensure synergy across Alliance and Managing Member strategies, initiatives and language use
- An environmental assessment defining the strengths, weaknesses, opportunities and threats that were to be considered in developing and achieving the strategic plan
- Actively seek input throughout the plan development with regular formal discussions among stakeholder groups including the Executive Committee, the Scientific Steering Committee, the Industry Forum, the People Affected by MS Engagement Coordination Team, and the Fundraising and Communications Work Team. Additional input was provided through a workshop held by the MS International Federation that included the Board of Directors and CEO Advisory Group.
- A partnership with MULTI-ACT, a project of the European Union to increase the impact of health research for people with brain diseases led by the Italian MS Society, to understand and consider the perspectives of people affected by MS worldwide regarding progressive MS research and treatment.





## Worldwide Outreach to People Affected by MS in Partnership with MULTI-ACT

Through the expertise of MULTI-ACT and their development of validated tools to develop multi-stakeholder research initiatives, outreach was conducted to people affected by MS through a series of diverse steps with the aim of gathering individual perspectives and then turn those into a collective one.

In particular, the Alliance People Affected by MS Engagement Coordination Team participated in a focus group where relevant aspects were identified. Two persons with MS were trained with the MULTI-ACT training module to perform the focus group to another group of people affected by MS, the MS International Federation People affected by MS Advisory Committee.

The results of the focus groups were translated into a survey submitted to Alliance global webcast attendees affected by MS with the intent to identify aspects relevant to the MS community on a larger scale. Through the web-survey, the Alliance engaged people affected by MS to share their views, opinions, perspectives and thoughts on the proposed vision, mission and priorities of the Alliance in order to provide the strategic plan development process with key insights. A sample of 184 people affected by MS across 36 countries responded to the consultation to fulfill the above scope.

The outreach process confirmed high agreement on the vision, mission and priorities of the Alliance and effectively reflecting the hopes and concerns of people affected by MS. The survey also indicated that improving quality of life for people affected by MS in their life today is a significant unmet need and underlines the urgency of the work of the Alliance and where attention must be focused.



**Lisa, Denmark, diagnosed 2013**



**Brian, Canada, diagnosed 2005**



**Vanessa, Australia  
diagnosed 1997**

## MANAGING MEMBERS



## MS ORGANIZATION MEMBERS



## DONOR, FOUNDATION AND TRUST MEMBERS

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In memory of Georg Bruun on behalf of the Bruun Family and CP ApS  
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Jim Tidwell MS Memorial Research Fund  
Yellow Rose Gala Foundation



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### MEMBERS

Biogen  
EMD Serono  
Genentech Roche  
GlaxoSmithKline  
Novartis AG  
Sanofi Genzyme

### ASSOCIATE MEMBERS

Atara Biotherapeutics  
BrainStorm Cell Therapeutics, Inc.



## Strategic Plan Development Team

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**Shawna Golden**, Associate Vice President, Global Initiatives, International Progressive MS Alliance (US)

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**Cory Turner**, People Affected by MS Engagement Coordination Team (CA)

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**Paola Zarin**, Director of Scientific Research, AISM — Italian MS Society (IT)