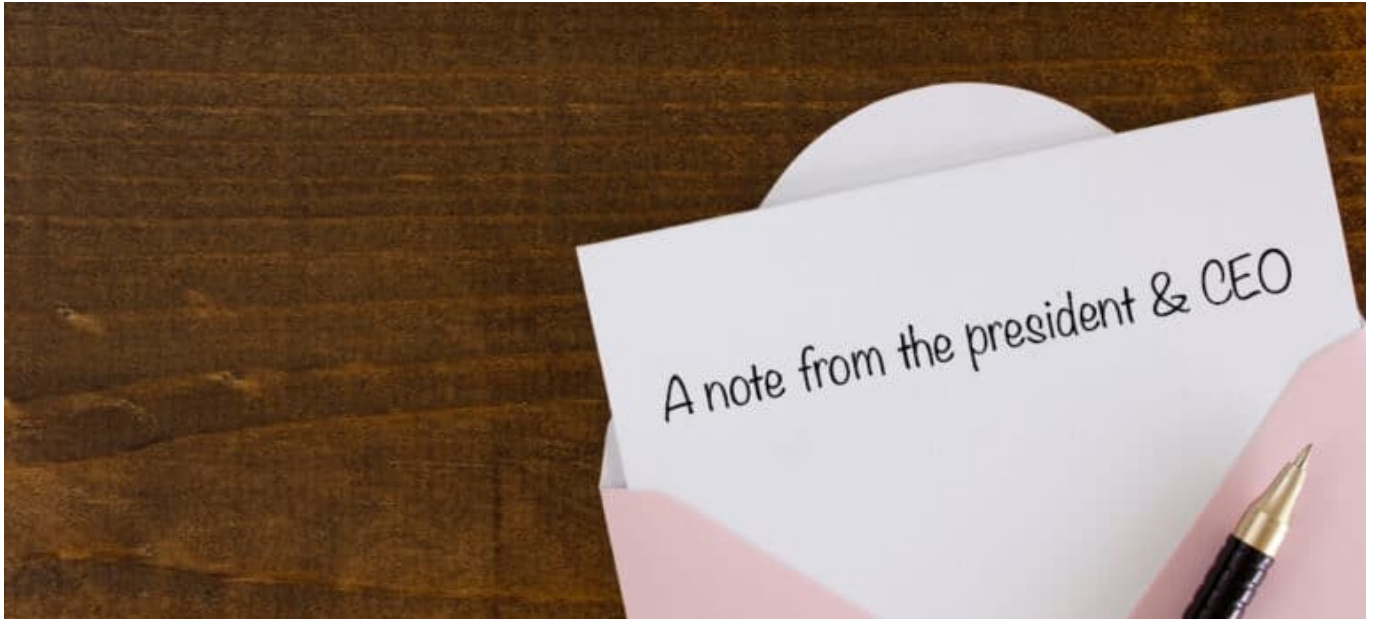


A message from Cyndi Zagieboylo: Connecting to information



**Cyndi Zagieboylo,
President & CEO**

Each year, more than 4 million people connect to the National Multiple Sclerosis Society. Many visit the website at nationalMSSociety.org, a front door to the MS movement. Some connect with an MS Navigator for a partner in moving life forward with MS.

We want to ensure you have a place to plug into for whatever you need, whenever you need it, and for it to be as easy and supportive as possible — a place to know you belong, a home base.

Our website has lots of information — it's the most comprehensive and accurate MS information repository in the world. At the same time, it's not always easy to find the answers you're looking for or to make the connections you need. So, we are overhauling the Society online experience to be your go-to place for things related to MS.

In time, all our digital platforms, including social media, will be integrated. Navigation will be intuitive, and connections to resources will be seamless. It will welcome you along your MS journey, whether you are affected by MS directly or indirectly, whether you want an online community or to join a local activity or event.

We want to ensure a seamless, accessible experience that is personalized to you. You'll be able to watch a short video about a symptom, hear about a personal experience, read in-depth information about a research project, find out how to join a clinical trial, get MS resources for your kids, become an MS activist, register to attend a meeting or fundraising event — there are so many ways MS can affect your life. You can search for a healthcare professional or find a local support group or education program for anywhere in the country.

Now and in the future, nationalMSSociety.org works in concert with our MS Navigator program. MS Navigators are highly skilled, compassionate professionals who connect people to the resources and support they need to move forward. And as Karen Mariner, executive vice president of MS Navigator experience, puts it: "MS Navigator isn't just about a phone call. It can be online chat, social media or our website. Our new website will be a self-service opportunity, so people can find the information they need when they need it in an easy, accessible way that is empowering and allows them to take action."

How do you use the Society website or social media? How would you like it to be different? I'd love to hear from you.

Cyndi Zagieboylo
President & CEO
National MS Society

Let me know your thoughts. Email me at cyndi@nmss.org.