



# Shift.ms

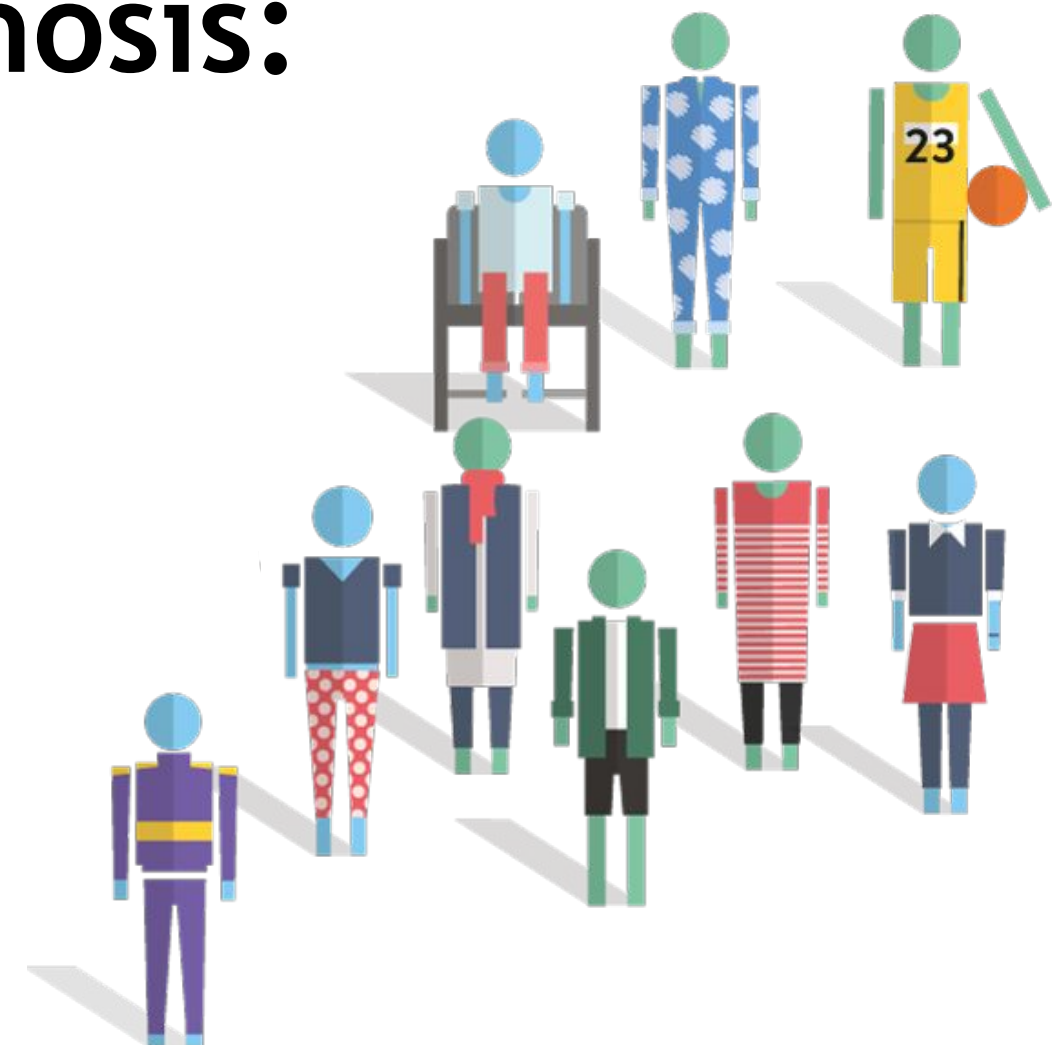
*The social network for MSers*

[www.shift.ms](http://www.shift.ms)

For an estimated 2,500,000 people in the world with multiple sclerosis, a diagnosis of MS can be life changing.

## Challenges surrounding diagnosis:

- health and mental wellbeing
- disempowerment
- lifestyle factors
- social isolation





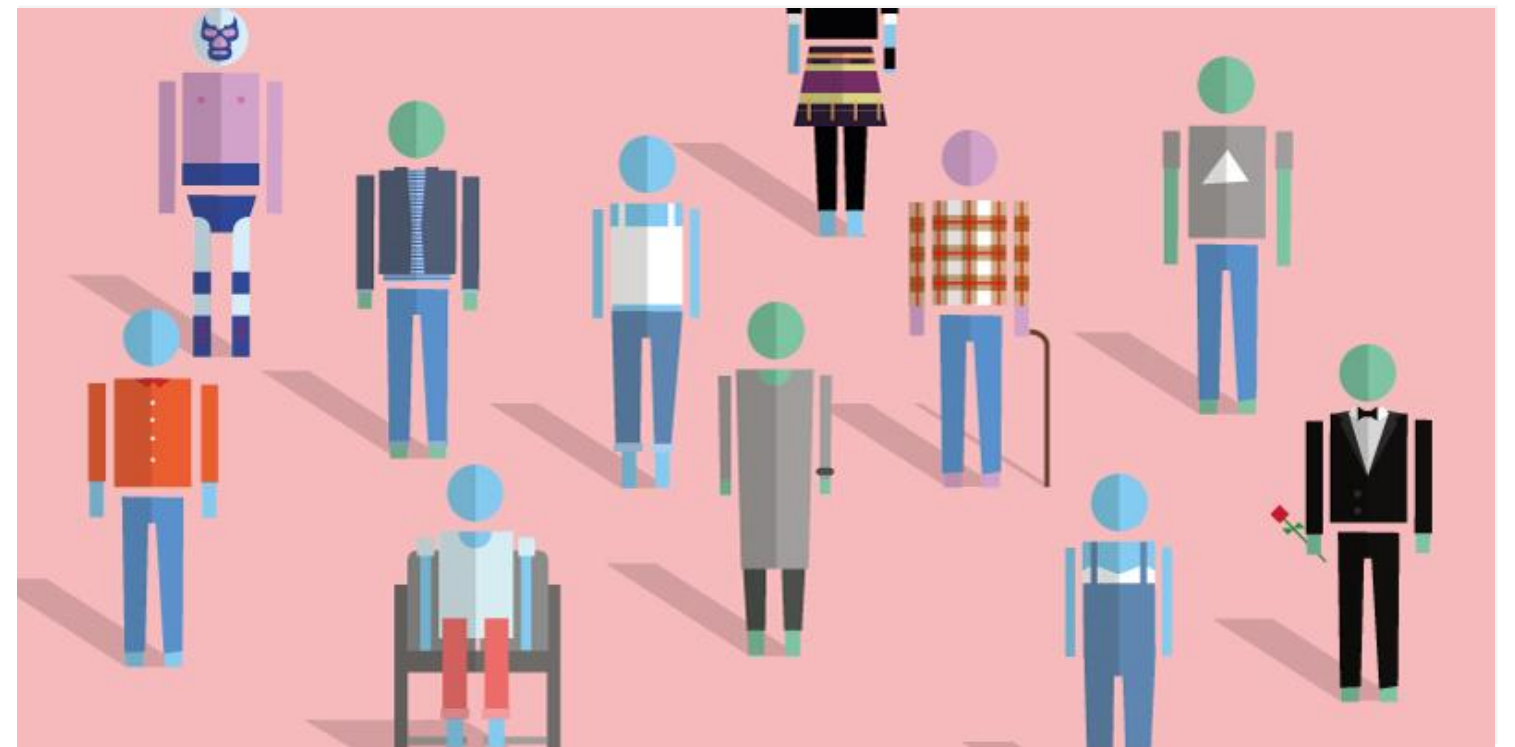
We believe that  
MS isn't about giving  
up on your ambitions  
Just rethinking how  
to achieve them

**Mission:** To equip people to make sense of MS as soon as possible after diagnosis.

[www.shift.ms](http://www.shift.ms)

# Shift.ms is focused on:

















- Reduced isolation, anxiety and depression
- Coming to terms with diagnosis and adapting to a life with MS
- Increased knowledge and confidence to make positive choices about health, lifestyle and future





# How we do this:

Via the forum

<p><b>Spinal lesions</b></p> <p>Ok so how bad are spinal lesions ? Are they considered worse than brain ? I've just [...]</p> <p> lozwo  8</p>	<p><b>Too stubborn for my own good about DMTs?</b></p> <p>Hello everyone, I've been a member on here since 2008 after my neurologist recommended it to me [...]</p> <p> markp  27</p>	<p><b>Brain atrophy &amp; progression</b></p> <p>I was just watching one of the MS Reporters interviews (thanks for those!) and was surprised to [...]</p> <p> margarita  6</p>	<p><b>Wheelchair care!</b></p> <p>Bad weather is here, and all kinds of mud, leaves and crud is attaching itself to me. [...]</p> <p> reddivine  2</p>
<p><b>AIP Diet</b></p> <p>Has anyone tried this or doing it? I went to speak with a nutritionist who gave me [...]</p> <p> kattyazz  7</p>	<p><b>how can i help</b></p> <p>My boyfriend of 7 years has recently been diagnosed with ms. He is 24. He is more [...]</p> <p> clari232  9</p>	<p><b>Avonex. Week 9 of injections..</b></p> <p>Hi all just wanted to share my experience of being on Avonex injections. I have just done [...]</p> <p> northernlass  6</p>	<p><b>MS &amp; Yoga</b></p> <p>Howdy folks, I'm just starting to do yoga, mainly for my general health but also to hopefully [...]</p> <p> webbexpress  7</p>

# The stats

35,000+

members

30,000

visitors to  
[www.shift.ms](http://www.shift.ms)  
per month

78,000

Forum posts  
and replies



# How we do this:

Via storytelling films



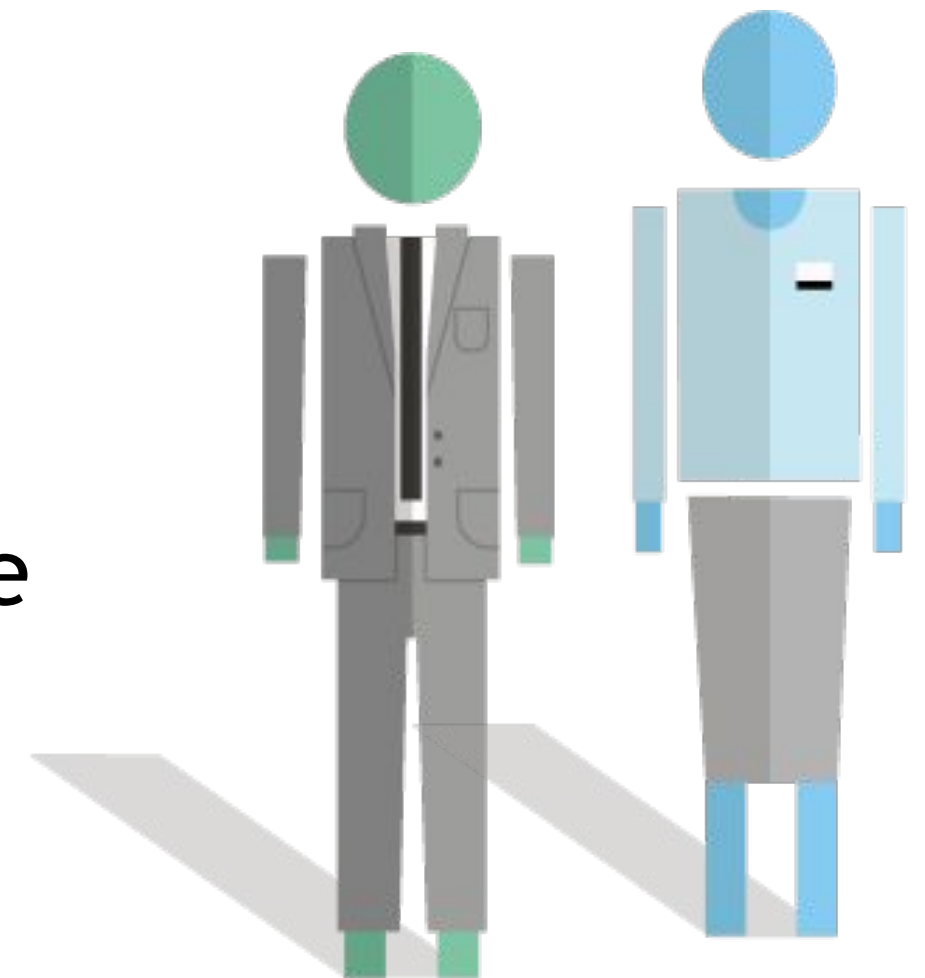
[www.shift.ms/films](http://www.shift.ms/films)

# What's in it for healthcare professionals?

@shiftms



- A digital peer-support network founded by MSers, for MSers.
- 24/7 free support for recently diagnosed MSers to come to terms with their diagnosis and adapt to life with MS.
- A mental health benefit - helping to reduce the isolation, anxiety & depression that often accompanies diagnosis
- Complementary to healthcare services





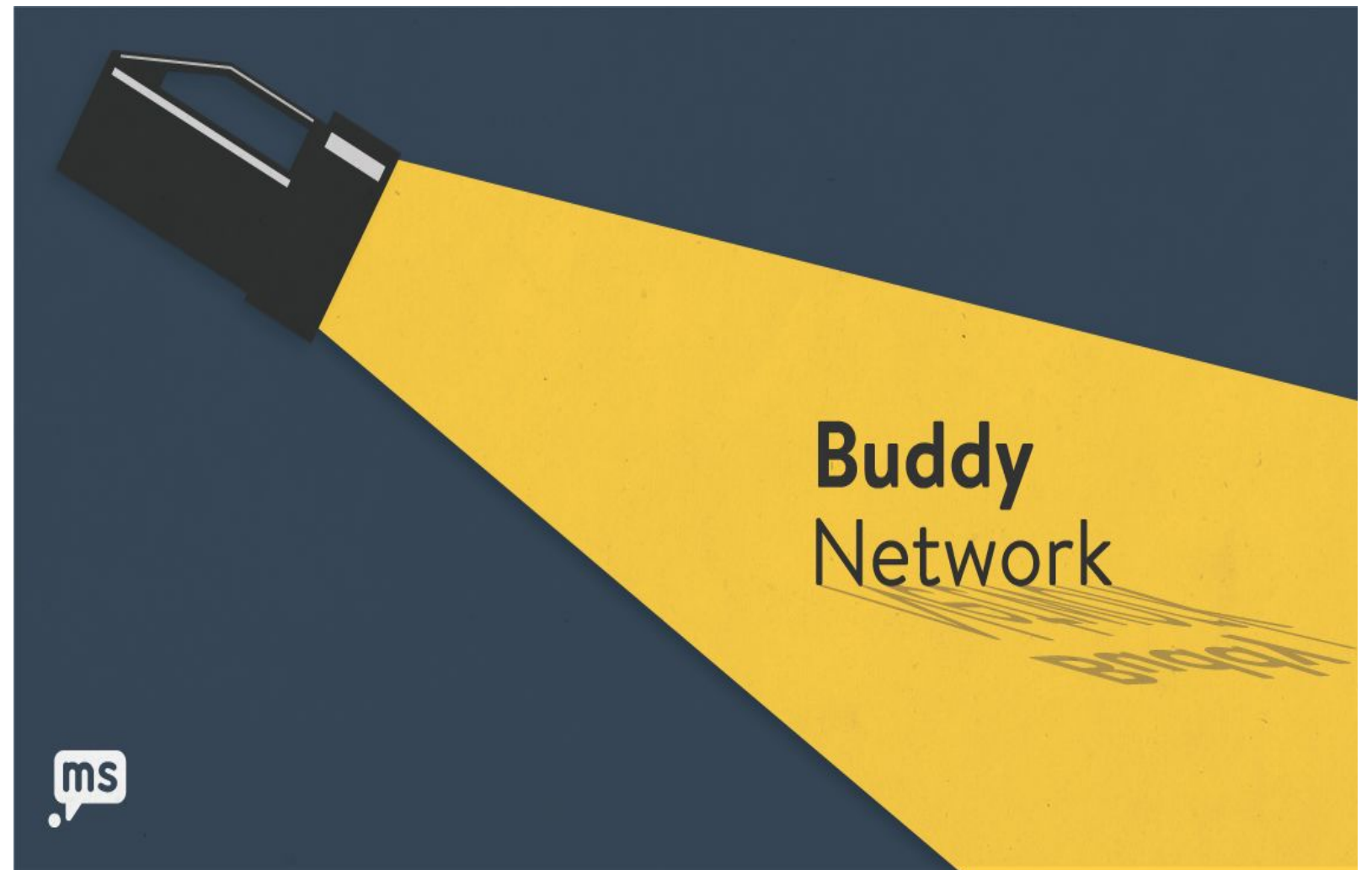
# Projects

*“I volunteer my time for others with MS, as I really wish I'd had support when I was first diagnosed. I love to help and think buddying is the way I can probably be most helpful.” Shift.ms Buddy*

Peer support project that connects newly diagnosed MSers with a Buddy, an ‘experienced’ MSer.

## Why?

- To help them come to terms with their diagnosis
- Reduce the isolation that a diagnosis can bring.



# Projects

@shiftms



*MS Sessions - the biggest festival for young people with MS in Europe*



- Real life connections with other MSers
- Help them come to terms with diagnosis
- Equip MSers with greater knowledge and confidence to make positive choices about health, lifestyle and the future

*“MS Sessions ‘17 changed my life. People and community have saved me; but I never would have met those people had it not been for MS Sessions.” - Donna*

[www.shift.ms](http://www.shift.ms)



# Projects

@shiftms



MS Reporters @ ECTRIMS

<https://shift.ms/ectrims-2019>

- Citizen reporting in health
  - MSers interview experts on health and lifestyle factors
  - Breaking down barriers between experts & the MS community
- 
- 80+ participants
  - 500+ videos
  - 1.6m views

## SELF-ADVOCACY AND OWNERSHIP



## RISE OF THE PATIENT VOICE



www.shift.ms

# Projects

[A.M.](#) - a film to celebrate MS Specialist Nurses



- Highlight the value of MS Nurses
- A thank you, from the Shift.ms community
- MSers appreciate the value of having a support network



# Impact of [www.shift.ms](http://www.shift.ms)

**58%**

felt reduced  
isolation

**81%**

found a  
positive  
impact from  
peer support

**72%**

felt better  
informed

# What our members think...

“It helped hugely in regard to entering my first MS forum, I had nobody to discuss my MS symptoms with until I found Shift.ms. It offered much more than support, it also educated me as I wasn't long diagnosed when I joined it.” @Sparkybabs

“The sense of community that Shift.ms affords people of all ages, walks of life and from all around the world has made this big disease seem like a smaller part of my life.”@JoanJordan

“I have digested the fact that I do have an illness it's not all in my mind and having the opportunity to speak to others going through the same I find empowering.” @Sophiashuriah

# Key Takeaways:

1. Help us signpost MSers to Shift.ms & the Buddy Network.
2. Sign up to our HCP newsletter to stay up to date on our latest projects
3. We want to engage with more HCPs, we'd be forever grateful if you helped us spread the word.





# Shift.ms

The social network  
for MSers



[www.shift.ms](http://www.shift.ms)



[shift.ms](https://www.facebook.com/shift.ms)



[@shiftms](https://twitter.com/shiftms)