



## **MS-LINK and MyHealthTeams Named Silver Trailblazer Award Winner for the Treatment & Adherence Resource Center**

On September 23, 2021, [PM360](#) announced the winners of their 13<sup>th</sup> annual Trailblazer Awards, which recognizes outstanding companies, marketers, brand managers, and cutting-edge initiatives within the pharmaceutical, biotech, medical device, and diagnostics industries.

EMD Serono's MS-LINK initiative and [MyHealthTeams](#), which creates social networks for communities of people living with chronic conditions including MS, received the Silver Persistence/Adherence Program category award for creating the Treatment & Adherence Resource Center, part of MyMSTeam.

The Center, which was created in part as a response to the challenges presented by the COVID-19 pandemic, aims to educate patients diagnosed with MS and their families on the importance of starting and staying on treatment through actionable tools and resources.

Through MS-LINK we are devoted to providing new research to help transform the lives and outcomes of people living with MS. The impact of shared decision making and access to treatment are integral in managing MS. This is why we are proud to partner with MyMSTeam on the Treatment & Adherence Resource Center. If you or someone you love is living with MS, we encourage you to connect with others on MyMSTeam.