

Biogen Idec India launches MS campaign

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The campaign touched upon the need to provide accurate knowledge about MS, and to enable timely diagnosis and treatment for patients suffering from MS.

This year the campaign leveraged social and electronic media to spread awareness about the disease amongst general public in the country.

As a part of the campaign, Biogen Idec India supported a live webcast in partnership with The Multiple Sclerosis Society of India (MSSI).

Mr Sameer Savkur, MD, Biogen Idec India said, "As we continue our research and development efforts to identify new therapies across the globe, Biogen reaffirms its commitment to MS community in the country by spreading awareness about MS and its management amongst patients, care givers and general public."

"Through our patient support initiative, REACH-Access program, we aim to facilitate access to therapy for MS patients in India. As part of program, Biogen Idec India provides free therapy support to patients in line with their income assessment done by an independent third party assessor. Approximately 65 percent of patients registered with the Biogen Idec REACH program have benefitted from the support, as the company is bearing almost 50 percent cost of their therapy along with services like disease education, counselling, medication reminders and injection training for self-injectable therapies," he further added.

In celebration of World MS Day and as part of its ongoing mission to support MS patients globally, Biogen announced that it has joined the Sailing Sclerosis Foundation's (SSF) Oceans of Hope project as principal sponsor and official partner.