

Animated MS Patient™

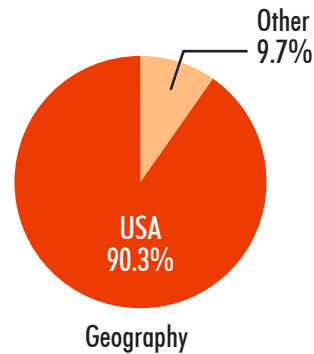
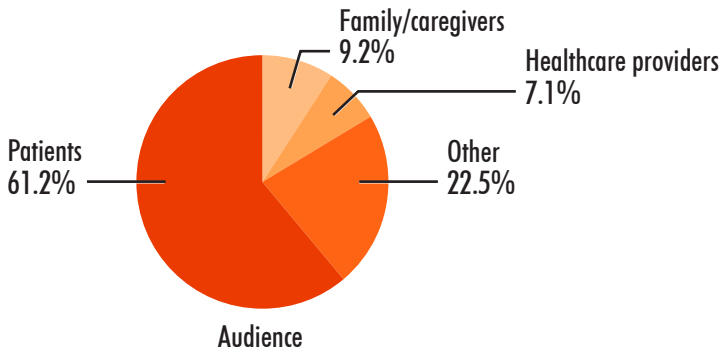
An Animated Patient's Guide to Multiple Sclerosis

Site Metrics Report: January 31, 2014 - April 2, 2017 · www.AnimatedMSPatient.com

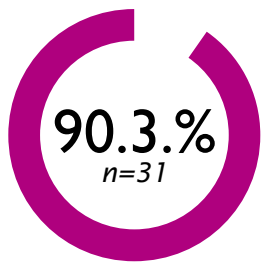
Audience Reach and Demographics

143,260 total views to the Animated MS Patient resource

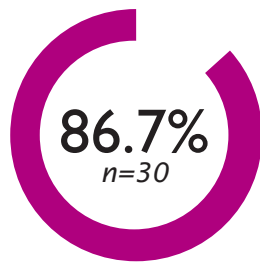
74,273 total visitors to the Animated MS Patient resource



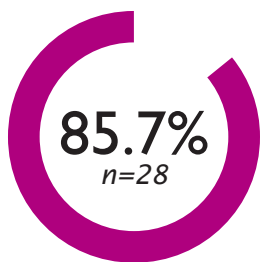
Patients Who Learned New Information on Multiple Sclerosis



90.3% learned new general information about understanding MS



86.7% learned new diagnosis information for MS

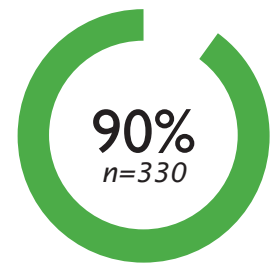


85.7% learned new treatment option information for MS

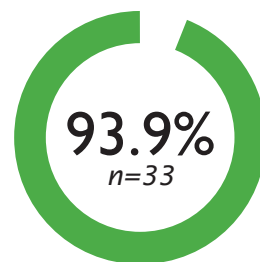
Patients Who Reported Commitment to Change



92.5% will use information learned to better self-manage their MS



90% plan to discuss information learned with their doctor



93.9% will discuss treatment or management interventions with their doctor