



## Biogen Idec and Yahoo Health Spotlight Visionaries Whose Work Benefits People with Multiple Sclerosis (MS)

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– National Geographic Channel's "Brain Games" host and tech expert Jason Silva tapped to showcase MS Visionaries –

CAMBRIDGE, Mass.--([BUSINESS WIRE](#))--[Biogen Idec](#) (NASDAQ:BIIB) announced today a new program with Yahoo Health to raise awareness of innovative efforts to help people with multiple sclerosis (MS) across the country. The MS Visionaries™ program showcases self-starters who have developed programs, tools or services to benefit the MS community. Profiles of these individuals are now featured on [Yahoo Health](#), a new digital magazine covering modern health and wellness topics.

Jason Silva, host of National Geographic Channel's "Brain Games" and renowned technology filmmaker, has partnered with Biogen Idec to underscore the significance of MS Visionaries' tireless efforts. Silva, whose aunt was diagnosed with MS, is using his expertise in technology and innovation to explain what their work could mean for the future of people living with this chronic, often disabling disease.

"I believe in the value of ideas. When an idea is organized and focused, it can help society in ways beyond what we could ever have imagined," said Silva. "These MS Visionaries are doing just that by applying their own ideas and influence to make a positive impact on the lives of people with MS."

Yahoo Health will feature weekly stories of MS Visionaries over the next month. In addition, visitors can read inspiring stories of people living with relapsing forms of MS, who are sharing personal accounts of their experience from diagnosis to treatment on a Biogen Idec therapy.

"For almost 40 years, Biogen Idec has been dedicated to improving the lives of people with MS through visionary science and innovative therapies paired with meaningful support and dynamic patient resources," said Mike Krzan, VP, Patient Services, Biogen Idec. "Working with Yahoo Health furthers this mission by providing a national platform to share some of the most current, inspiring contributions by the community, for the community."

MS is a lifelong disease that impacts each person differently. Every individual has distinct treatment and lifestyle needs driven by the severity of their MS, the impact of disease symptoms, their preferred route of treatment administration, and how the disease affects their daily life.

For more information about the MS Visionaries program, [click here](#).

### About MS Visionaries™

MS Visionaries is a new program developed by Biogen Idec to raise awareness of the inspiring work being done in the area of MS by people in communities across the country. MS Visionaries are selected because they have recognized a challenge facing people with MS and have found a novel way to address the challenge.

Beginning in July 2014, new profiles of MS Visionaries are being featured on the new Yahoo Health digital magazine every week.

### About MS

MS attacks the central nervous system (CNS), which is made up of the brain, spinal cord and optic nerves. Symptoms may be mild or severe, ranging from numbness in the limbs to paralysis or loss of vision. The progression, severity and specific symptoms of MS are unpredictable and vary from one person to another. Approximately 2.3 million people are currently living with MS, which includes 400,000 people in the U.S. alone. Of those, approximately 85 percent are initially diagnosed with relapsing-remitting multiple sclerosis (RRMS). RRMS is characterized by clearly defined acute attacks with full recovery or with residual deficit upon recovery.

### About Biogen Idec

Through cutting-edge science and medicine, Biogen Idec discovers, develops and delivers to patients worldwide innovative therapies for the treatment of neurodegenerative diseases, hemophilia and autoimmune disorders. Founded in 1978, Biogen Idec is the world's oldest independent biotechnology company. Patients worldwide benefit from its leading multiple sclerosis therapies. For product labeling, press releases and additional information about the Company, please visit [www.biogenidec.com](http://www.biogenidec.com).

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