



Biogen Idec Strengthens MS ActiveSource® for People with Multiple Sclerosis

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--Program Includes Enhanced ActiveVoices™ Community Website That Allows Patients to More Easily Connect and Share Experiences--

WESTON, Mass.--(BUSINESS WIRE)--[Biogen Idec](#) (NASDAQ: BIIB) today announced it has strengthened *MS ActiveSource*, its industry-leading suite of services for people with multiple sclerosis (MS), with the addition of new resources and support programs. The newly enhanced *MS ActiveSource* is designed to make it even easier for patients to access information and support on issues ranging from financial assistance to nursing services, as well as connect with patient mentors through an online patient-to-patient networking community called *ActiveVoices*. Patients can access these programs at www.msactivesource.com.

"Biogen Idec has a long history of partnering with the MS community. Aimed at being the gold standard resource for people living with MS, *MS ActiveSource* provides extensive services and resources specifically focused on helping people with MS and their families live well while fighting this disease," said Brian Prunier, Senior Director of Patient Services at Biogen Idec. "With *MS ActiveSource*, patients and caregivers can easily access financial assistance, insurance counseling, 24/7 nurse support and online resources created specifically with the patient in mind. In addition, our dedicated *ActiveSource* Coordinators offer individual support to help address each patient's unique needs."

One of the more innovative resources on *MS ActiveSource* is *ActiveVoices*, a community of MS patient mentors committed to listening and sharing their experiences with fellow patients on living with MS. The enhanced *ActiveVoices* program allows patients to more easily connect and support each other during any point in their journey. Patients can search MS patient mentor profiles online (www.activevoicesmentors.com) to identify an individual with whom they can best relate and connect. Biogen Idec understands that patients experience many different emotions throughout their journey with MS, whether at home, at work or in everyday relationships, and successfully treating the disease requires a community in addition to the right treatment.

"The experiences we hear from other patients can often be one of the most beneficial resources to us," said Linda Edwards, an *MS ActiveVoices* mentor who was first diagnosed with MS in 1990. "We understand the varied challenges one may face with MS, and it's critical that we are able to share these experiences and exchange ideas with one another."

In addition to *ActiveVoices*, the strengthened *MS ActiveSource* includes:

- **ActiveAccess™** – A program that offers financial assistance and Health Insurance Benefit Investigation (a service to research patients' insurance benefits for them) among other services to help educate Biogen Idec therapy users on the most affordable way to start and stay on therapy. In 2010 alone, Biogen Idec provided nearly \$300 million in financial assistance to MS patients in the form of free drug, copay assistance and charitable contributions. In addition to medication copay programs, *ActiveAccess* now also offers an Infusion Co-pay Assistance Program.
- **ActiveNurses™** – A program launched nearly a year ago that provides around-the-clock nurse assistance and even at-home injection training to help patients and caregivers maximize the benefits of their therapy.
- **ActiveSupport™** – A proactive health-coaching program designed to help patients better understand their prescribed therapy and develop positive health behaviors through personalized, ongoing education and emotional support. *ActiveSupport* Online was recently launched to augment this program's telephonic support program with web-based coaching and support tools.
- **ActiveWellness™** – An interactive program that provides patients and caregivers with a comprehensive library of lifestyle wellness resources including fitness videos, diet and nutrition tips, and memory games to help patients live well with MS.

A leader in neurology research, Biogen Idec is committed to the patient experience and has set a standard with this program. For more information about *MS ActiveSource* and its offerings, visit www.msactivesource.com.

About Biogen Idec

Biogen Idec uses cutting-edge science to discover, develop, manufacture and market therapeutic products for the treatment of serious diseases with a focus on neurological disorders. Founded in 1978, Biogen Idec is the world's oldest independent biotechnology company. Patients worldwide benefit from its leading multiple sclerosis therapies, and the company generates more than \$4 billion in annual revenues. For product labeling, press releases and additional information about the company, please visit www.biogenidec.com.

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