MSAA’s Publications, COVID-19 and MS Pathfinder Tool Receive National Awards

The Multiple Sclerosis Association of America (MSAA) is proud to announce that three of our free resources received awards this summer from the APEX Awards for Publication Excellence, the Digital Health Awards, and the National Health Information Awards!

MSAA received a Grand Award from the 33rd Annual APEX Awards! The award was given to MSAA’s COVID-19 and MS Pathfinder tool. In conjunction with Wondros, a creative agency and production company, MSAA created the COVID-19 and MS Pathfinder tool to help the MS community navigate the ever-changing information surrounding COVID-19. The COVID-19 and MS Pathfinder tool allows the MS community to search for trusted sources and information related to the pandemic. The tool also helps users find information on how to safely manage MS while staying at home, what to do if you or a loved one presents with COVID-19 symptoms, how to be prepared for a potential emergency situation, and more.

According to Communications Concepts, Inc., the APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence.

MSAA received a Silver Award from the 28th Annual National Health Information Awards for our publication, Multiple Sclerosis and the African American Experience, which was published in conjunction with Impact Education, a medical education and communications company. This publication is a result of findings identified by MSAA’s African American Advisory Board, comprised of leading healthcare professionals, individuals with MS, and care partners. The publication explores disparities in healthcare and provides recommendations on how to better support the African American MS community. According to the National Health Information Awards, hundreds of local, state, and national health-related organizations enter the competition each year.

Finally, at the beginning of June 2021, the 23rd Annual Digital Health Awards recognized MSAA’s Winter/Spring 2020 edition of The Motivator with a Bronze Award! This edition features the cover story, “Coping with the Emotional, Physical, and Mental Effects of a Pandemic” and provides wellness strategies and resources for members of
the MS community to reference throughout the pandemic. The magazine is available in print and as a digital edition, providing user-friendly, interactive viewing from one’s desktop, tablet, or mobile device. Digital Health Awards entries are evaluated by a distinguished panel of judges – entries are reviewed and judged based on content, format, success in reaching the targeted health audience, and overall quality.

To learn more about the publications and resources mentioned here, please visit MSAA’s website at https://mymsaa.org.