



CASE STUDY

Multiple Sclerosis Simulation

Background

There are over 400,000 thousand people in the US currently diagnosed with Multiple Sclerosis (MS). Considered an 'invisible' disease, its subjective sensory symptoms vary widely from patient to patient and are often entirely undetectable, even with an MRI. Diagnosing this degenerative autoimmune disorder can take up to five years. The critical process relies almost entirely on a crucial understanding between the doctor and the patient.

"I have studied MS and treated patients for 35 years, but Step Inside MS has taken my understanding to a new level," explained neurologist, Dr. David W. Brandes, Medical Director of the Northridge Multiple Sclerosis Center, as well as Assistant Clinical Professor of Neurology at the University of California, Los Angeles.

Our client wanted to take a thought leadership role in MS by presenting physicians with an opportunity to step inside the lives of MS patients.

Objectives

- To develop simulations for both the early and late stage patient experiences.
- To close the gap between doctors and patients, and create a more accurate, universal awareness of the disease.
- To provide medical professionals the understanding they need to treat MS earlier and more aggressively.

Solution

The Step Inside MS Simulation demonstrates the wide array of early and late stage MS symptoms. In the early stage simulation, participating doctors walk in synchronicity with video media and actively trip without falling, experience numbness and tingling of their hands, and suffer from the inability to perform common tasks such as picking up a cup or typing an email. In the late stage simulation, they experience heat sensitivity, increased loss of motor control, and advanced optical neuritis.

These realistic symptomatic effects are created through the use of state of art technologies, such as custom designed gloves, feedback enabled multi-track treadmills, binaural audio systems, HD video displays, and infrared heating elements.

Touring the US since its 2007 debut at the American Academy of Neurology, the MS Simulation continues to act as an awareness and advocacy tool for Multiple Sclerosis. It has been featured on the front page of The Boston Globe and gained wide press both online and in print.

