June 2019
Our Mission

We are committed to transforming the lives of people affected by muscular dystrophy, ALS, and related neuromuscular diseases.
Innovations in science & Innovations in care
Through the years you have known us for...
We Are Actually Much More…

- 250K Patients with neuromuscular diseases in U.S.
- $46B Annual cost
- 150+ Care Centers in U.S. & over 2,000 clinicians
- 70K+ Patient visits annually
- 600K visitors to MDA.ORG each month & 100K registered
MDA: The Umbrella Organization

- Mitochondrial Diseases
- Muscular Dystrophies (e.g. DMD, DM, FSHD, LGMD)
- Peripheral Nerve Diseases (e.g. CMT)
- Myopathies (e.g. Pompe)
- Motor Neuron Diseases (e.g. ALS, SMA)
- Ion Channel Muscle Diseases

43+ diseases under the umbrella of MDA.
MDA’s Extensive Outreach, Engagement, and Communication Channels

MDA provides information to our families, as well as to the research and clinical communities.

- Mda.org traffic nearly 300,000 unique visitors per month
- Facebook 125,800 followers
- Twitter 19,200 followers
- Email 1.5 million subscribers
- Care Center Clinicians >2,000
- Partnerships with Specialty Professional Associations
- Magazine annual touchpoints nearly 800,000
Quest Magazine

A 25 year publication
Produced quarterly and delivered to 100,000 subscribers...to homes, doctor’s offices, universities, and sponsors

Quest’s mission
To inspire and engage readers with the most accurate and timely information on neuromuscular disease research, clinical care, health and wellness, mobility, travel, and independent living.

A beloved and beneficial resource
70% to 80% of readers said they were satisfied or extremely satisfied with the timeliness, usefulness, relevance, depth, and variety of Quest content*

*2018 survey
What Makes Quest Powerful?

The VOICE of the patient
Partnership with GLC

A marketing communication agency that delivers marketing strategies and programs for more than 50 companies, healthcare organizations, and professional associations across the country.

They provide dynamic content and multi-channel programs that deliver advocacy, brand awareness, retention, and acquisition.

Allows MDA to...

• Leverage GLC expertise
• Further engage with Editorial Board and community to refine content
• Evaluate new advertising opportunities
• Develop a new content hub on MDA.org

Our managing editor

Lindsey Baker
Our Lineup

• 3 feature articles

• Sharing our Strength (voices from within our community)

• Thrive 365, (articles on health, wellness and independent living)

• Access MDA (news and updates from the MDA community)

• From Where I Sit (first-person story written by someone who has one of our diseases)
Our Editorial Board

MDA and GLC meet quarterly to plan content.

Includes representatives from:

- Fundraising and Development
- Care and Clinical Services
- Advocacy
- MDA employees who are also members of our community
- GLC
Inspired By Our Story? Join Us!

Join Us: On Our Mission to Transform Lives

Volunteer: To Lend a Helping Hand

Run & Walk with Us: At Over 200 Events Nationwide Each Year

DONATE: To Help Us Fulfill Our Mission
THANK YOU!

Visit us at MDA.org/Quest