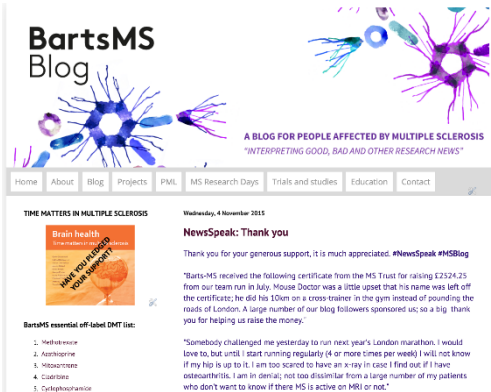




Barts MS Research Blog

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The Barts MS Research Blog (www.ms-res.org) has become of one of the most influential resources about MS Research news in the world.

The blog disseminates research from the Barts MS Research group at QMUL, and collaborating research groups, to around 6,000-9,000 readers a day and 180,000 views a month.

The blog has many recurrent readers who comment on blog posts and engage in conversation with many posts providing valuable Q&A sections after each post.

“The blog has proven to not only to be successful in communicating complex research and important information to patients but also now used as a resource to help other health professionals to understand and explain this information to their patients.”

The blog has enabled the development of further tools such as the PML risk calculator which communicates the risk of developing a potentially fatal brain infection while on an MS treatment.

The blog has been used to include patients in the research process allowing their voice to be heard.

Example Case Study

An ethics committee refused a medical trial research study due to the number of proposed lumbar puncture’s. Patient readers of the Blog were then asked if they would undergo 3 LP’s as part of this study and the positive response enabled the trial to go ahead.

The content from the blog is now being developed into a resource “Clinic Speak” (www.clinicspeak.com, started in January 2015) to provide information for patients to empower themselves.

Key Statistics:

- The average blog post receives around 10-20 comments with the most popular getting up to 72 comments.
- The total number of views of the all versions of the PML risk calculator have is 1,829,909.

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