

MISSION MSA[®]

Strategic Plan

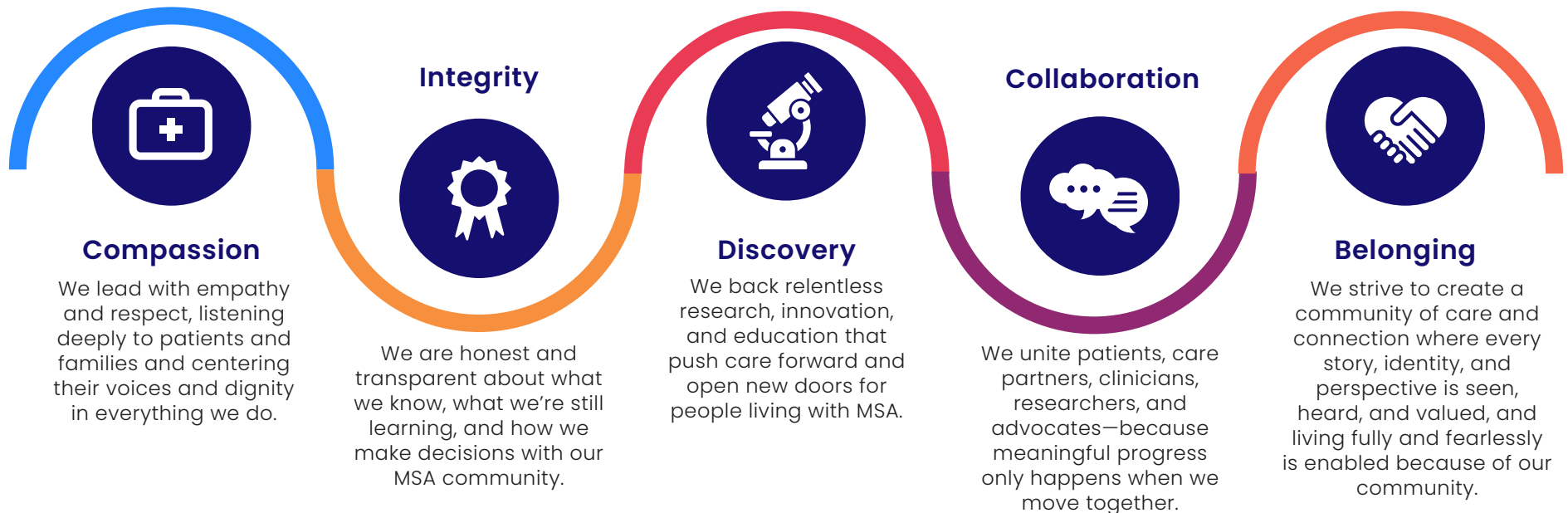
2025 - 2028

OUR VISION

A world where living with multiple system atrophy (MSA) means living fully and fearlessly.

OUR VALUES

Our values shape every choice we make, from the research we champion to the way we listen to patients and families.



THE POWER OF OUR PARTNERSHIP

The goals outlined in this Strategic Plan are ambitious because the MSA community deserves nothing less. This roadmap is a promise of progress—one that is fueled by the generosity and shared urgency of our donor community. As a 501(c)(3) nonprofit organization, Mission MSA relies on your investment to transform these strategies into tangible support and groundbreaking research. Together, we are turning this vision into a reality and building a future where hope is real for everyone affected by multiple system atrophy.

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Decrease Time to Accurate MSA Diagnosis

STRATEGIC PRIORITIES (WHAT WE WILL DO):

Mission MSA will generate a holistic and inclusive investigation on the barriers to accurate and timely MSA diagnosis and begin to partner on actions towards expediting the diagnostic journey.

- Conduct a far-reaching, inclusive examination of the MSA patient diagnostic journey.
- Increase MSA awareness, understanding, and clinical skills for healthcare professionals.
- Collaborate and support work towards establishing, enhancing, and generating scalable access to MSA biomarkers.



Support an Active Patient-Centered Clinical Trial Pipeline

STRATEGIC PRIORITIES (WHAT WE WILL DO):

Mission MSA will support research, pre-clinical, and clinical trial development and work to ensure the patient-voice is included as a key facet in each and every phase of clinical trials.

- Ensure MSA clinical trials are easy to find, understand, and engage with.
- Build an ongoing natural history study and online registry (MSA SPHERE) to accelerate clinical trial development.
- Leverage existing data from allied stakeholders for technology-based assessments for MSA symptoms.
- Explore AI and deep learning approaches for novel targets for disease modification.

Provide Every Person Living with MSA Reliable Access to Support, Education, and Care



STRATEGIC PRIORITIES (WHAT WE WILL DO):

Mission MSA will grow our community with meaningful and tailored connections, education, and accessible support to empower the journey for those affected by MSA. will grow our community with meaningful and tailored connections, education, and accessible support to empower the journey for those affected by MSA.

- Equip those living with MSA with personalized education and support.
- Evolve and expand our virtual and in-person presence to effectively empower those living with MSA through shared connections and resources.
- Nurture collaborations and partnerships towards building inclusive and accessible healthcare for those affected by MSA.
- Foster education and community between basic scientists and clinicians to support MSA research needs and clinical impact.



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Ensure Long-Term Sustainability and Growth to Meaningfully Advance Our Vision and Mission

STRATEGIC PRIORITIES (WHAT WE WILL DO):

Mission MSA will significantly increase our partnership portfolio, establish and strengthen key relationships, and increase our financial standing in support of making larger, faster, and widespread positive impact for the MSA community.

- Elevate the MSA patient voice within product, resource, and therapeutic development.
- Create diversified revenue streams to sustain and enhance organizational financial well-being.
- Explore novel revenue generating opportunities to expedite the organization's impact and long-term viability.

CONTACT US

Email: info@missionmsa.org

Support Hotline: 866.737.5999 | **Office Line:** 866.737.4999

Mailing Address: P.O. Box 735039
Chicago, IL 60673, United States of America

CONNECT WITH US



To learn more, visit our website at missionmsa.org.



Connect with the MSA community directly using our online platform MSA Connect at missionmsaconnect.org