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# MS LifeLines® Earns J.D. Power and Associates Call Center Certification for Customer Service Excellence in Providing Support Services to the MS Community

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## ► Certification honors MS LifeLines® call center as a leader in customer service

Rockland, MA/New York, NY, January 23, 2012 – EMD Serono, Inc., a subsidiary of Merck KGaA, Darmstadt, Germany, and Pfizer Inc. announced today that the MS LifeLines® call center earned certification through the prestigious J.D. Power and Associates Call Center Program<sup>SM</sup> after a thorough audit of customer satisfaction practices over several months in 2011. This is the first time J.D. Power and Associates has recognized a pharmaceutical call center for providing an outstanding customer service experience. MS LifeLines launched in 2002 with the goal of connecting with the multiple sclerosis (MS) community, listening to its needs and delivering individualized support to people living with MS, their families and their caregivers 24 hours a day, seven days a week.

“The MS LifeLines call center is to be congratulated on becoming certified, as this reflects its strong commitment to customer service,” according to J.D. Power and Associates. “Our

diagnosed with serious medical conditions such as multiple sclerosis.”

To achieve certification, the MS LifeLines call center successfully passed a detailed audit of more than 100 practices across its call center operations and support functions. As part of its evaluation, J.D. Power and Associates also randomly surveyed MS LifeLines callers who recently contacted the call center. MS LifeLines call center, sponsored by EMD Serono, Inc. and Pfizer Inc., is located at EMD Serono’s U.S. headquarters in Rockland, MA.

“Receiving the J.D. Power and Associates Call Center Certification Program distinction demonstrates the dedication of the MS LifeLines call center specialists who are focused on customer service excellence,” said James Hoyes, president of EMD Serono, Inc. “We are honored that MS LifeLines’ call center has earned the J.D. Power and Associates certification.”

For certification status, a call center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power and Associates’ cross-industry customer satisfaction research. The evaluation criteria include the customer service representatives’ courtesy, knowledge and concern for the customer; promptness in speaking to a person; and timely resolution of an issue or request.

“For almost 10 years, the MS LifeLines call center has provided individualized support and information to the MS community through its call center specialists,” said Liz Barrett, president, North America, Pfizer Specialty Care. “As part of this commitment, we continuously benchmark and enhance these offerings to ensure they deliver a valuable experience for people living with MS.”

MS LifeLines is an educational support service committed to the MS community in the United States. Its mission is to offer support to people with MS, people taking or considering Rebif® (interferon beta-1a) therapy, and the care partners who support them. The web site, [www.mslifelines.com](http://www.mslifelines.com), provides information on living well with MS.

At the heart of the MS LifeLines network is its call center, which marked a milestone in 2010 by answering one million in-bound calls from the MS community. The call center includes patient enrollment specialists, patient support specialists, nurse support specialists and reimbursement specialists. Whenever someone in the MS community needs to speak with a live person, support is available toll-free at 1-877-447-3243. The MS community can also visit MS LifeLines

-Nurse Network: MS LifeLines nurses are MS-certified. They are trained in the specialty of MS and certified by the International Organization of Multiple Sclerosis Nurses. They are available to conduct in-home injection training across the United States.

-Reimbursement Specialists: These professionals can help the MS community in the United States understand their insurance benefits and assist eligible patients in getting access to Rebif® (interferon beta-1a).

-MS LifeLines Ambassadors: EMD Serono, Inc. and Pfizer Inc. recognize it can sometimes help to talk with someone about what it's like living with relapsing MS. MS LifeLines Ambassadors, sponsored by EMD Serono, Inc. and Pfizer Inc., are individuals living with relapsing MS who share their stories with others in the community.

-Local Patient Programs: Thousands of local patient programs are conducted each year around the country to help people impacted by MS stay informed and connected with the MS community in their area. These local events feature informative talks with health care professionals and inspiring stories from MS LifeLines Ambassadors.

-Talk MS: This online talk show series features a variety of guests, including healthcare professionals, nurses and people living with MS.

EMD Serono, Inc. and Pfizer Inc. continue to demonstrate a commitment to the multiple sclerosis community with MS LifeLines and other programs.

## **About Multiple Sclerosis**

Multiple sclerosis (MS) is a chronic, inflammatory condition of the central nervous system and is the most common, non-traumatic, disabling neurological disease in young adults. It is estimated that there are approximately 400,000 people in the United States living with MS. While symptoms can vary, the most common symptoms of MS include blurred vision, numbness or tingling in the limbs and problems with strength and coordination. The relapsing forms of MS are the most common.

occurrence of some of the physical disability that is common in people with MS. Rebif is not approved for treatment of chronic progressive MS. Rebif is available in 22 mcg and 44 mcg prefilled, preassembled syringes and a titration pack by prescription only.

Before beginning treatment, patients should discuss with their doctor the potential benefits and risks associated with Rebif. Let your doctor know if you have a history of depression, seizures, liver disease, thyroid problems, or blood cell count or bleeding problems, or if you have had previous allergic reactions to medications. Tell your doctor about all medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements. Rebif and other medicines may affect each other causing serious side effects. Talk to your doctor before you take any new medicines. Rebif is not recommended for women who are or plan to become pregnant.

Potential serious side effects of Rebif include depression and risk of suicide, liver problems, risk to pregnancy, injection-site problems, and severe allergic reactions. Allergic reactions are rare and may be associated with difficulty in breathing and loss of consciousness, which require immediate medical attention.

The most common side effects with Rebif are injection-site reactions, flu-like symptoms (fever, chills, muscle aches, tiredness), depression, abdominal pain, increased liver enzymes, and blood cell count decreases. Let your doctor know if you have any of these symptoms or feel sad, tired, hot or cold, or experience hives, rashes, bruising, yellowing of the skin, or a change in body weight (gain or loss).

This information is not intended to replace discussions with your doctor. For additional information about Rebif, please consult the Prescribing Information and Medication Guide at [www.emdserono.com](http://www.emdserono.com) and talk to your doctor. You can also visit [www.mslifelines.com](http://www.mslifelines.com) or call toll-free 1-877-44-REBIF (1-877-447-3243). Rebif is available by prescription only.

### **About EMD Serono, Inc.**

EMD Serono is the biopharmaceutical business of Merck KGaA, Darmstadt, Germany, in the U.S. and Canada - a leading science and technology company - focused exclusively on specialty care. For more than 40 years, the business has integrated cutting-edge science, innovative products and industry-leading patient support and access programs. EMD Serono has deep

business has 1,300 employees around the country with commercial, clinical and research operations based in the company's home state of Massachusetts. [www.emdserono.com](http://www.emdserono.com)

### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2016, Merck KGaA, Darmstadt, Germany, generated sales of €15.0 billion in 66 countries.

Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the "Merck" name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.

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# EMD Serono, Inc. Founding Donor of Newly Launched MGH Multiple Sclerosis Discovery Forum

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- ▶ **\$1.5M grant given to Massachusetts General Hospital (MGH) went toward funding the development of the Multiple Sclerosis Discovery Forum website**
- ▶ **EMD Serono is committed to investing in the understanding of neurological disorders**

Rockland, Massachusetts, April 17, 2012 – EMD Serono, Inc., a subsidiary of Merck KGaA, Darmstadt, Germany, is the founding donor of the newly launched Multiple Sclerosis (MS) Discovery Forum website (<http://www.msdiscovery.org>), a joint project of MassGeneral Institute for Neurodegenerative Disease (MIND), nonprofit organization Accelerated Cure Project for MS and the Max Planck Institute for Molecular Genetics. EMD Serono provided a grant of \$1.5M to MGH to develop and launch the site, which provides an interactive virtual environment for members of the MS research community to engage in on-line discussions and collaborations to speed the development of treatments. This grant reflects EMD Serono's ongoing commitment to investing in the understanding of neurological diseases.

spark innovation based on collaboration,” said Steve Arkininstall, PhD, Senior Vice President and Head of Global External Innovation and US Research for EMD Serono, Inc. “It is critical to leverage the connectivity that social media provides, to expand the knowledge base of MS and advance our understanding of the disease as we work toward discovering new treatment options in MS.”

The MS Discovery Forum is an impartial space that will afford the MS research community numerous benefits, including access to a custom drug-pipeline database and the MSGene database of MS genetic association studies, the ability to participate in peer-hosted discussion forums and webinars, the ability to share and receive feedback from other researchers on study findings and key learnings and the opportunity to learn about breakthrough findings through original articles by highly regarded science writers.

The Accelerated Cure Project for MS (ACP) creates the site’s content, the MassGeneral Institute for Neurodegenerative Disease (MIND) has developed and supports the site’s platform; and the Max Planck Institute for Molecular Genetics curates MSGene. The site is a free resource and is guided by a distinguished scientific advisory board representing various MS research institutions.

EMD Serono has a decade long commitment to serving the needs of those living with Multiple Sclerosis, providing an important treatment option for relapsing MS as well as devices and patient support services.

For more information about the site and to register as a member of the MSDF, please visit [www.msdiscovery.org](http://www.msdiscovery.org).

## About multiple sclerosis

Multiple sclerosis (MS) is a chronic, inflammatory condition of the central nervous system and is the most common, non-traumatic, disabling neurological disease in young adults. It is estimated that approximately two million people have MS worldwide. While symptoms can vary, the most common symptoms of MS include blurred vision, numbness or tingling in the limbs and problems with strength and coordination. The relapsing forms of MS are the most common.



Rebif is used to treat relapsing forms of MS to decrease the frequency of relapses and delay the occurrence of some of the physical disability that is common in people with MS. Rebif is not approved for treatment of chronic progressive MS. Rebif is available in 22 mcg and 44 mcg prefilled, preassembled syringes and a titration pack by prescription only. Before beginning treatment, patients should discuss with their doctor the potential benefits and risks associated with Rebif. Let your doctor know if you have a history of depression, seizures, liver disease, thyroid problems, or blood cell count or bleeding problems, or if you have had previous allergic reactions to medications. Tell your doctor about all medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements. Rebif and other medicines may affect each other causing serious side effects. Talk to your doctor before you take any new medicines. Rebif is not recommended for women who are or plan to become pregnant.

Potential serious side effects of Rebif include depression and risk of suicide, liver problems, risk to pregnancy, injection-site problems, and severe allergic reactions. Allergic reactions are rare and may be associated with difficulty in breathing and loss of consciousness, which require immediate medical attention.

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About EMD Serono, Inc.

EMD Serono, Inc., a subsidiary of Merck KGaA, Darmstadt, Germany, is a leader in the US biopharmaceutical arena, integrating cutting-edge science with unparalleled patient support systems to improve people's lives. The company has strong market positions in neurodegenerative diseases, with Rebif® (interferon beta-1a), as well as in endocrinology, with

health, with Gonal-f® (follitropin alfa for injection), Luveris® (lutropin alfa for injection) and Ovidrel® Prefilled Syringe (choriogonadotropin alfa injection). In addition, EMD Serono is growing its expertise and presence in the area of oncology, with more than 10 projects currently in development. With a clear focus on the patient and a leadership presence in the biopharmaceutical industry, EMD Serono's US footprint continues to grow, with more than 1,100 employees around the country and fully integrated commercial, clinical and research operations in the company's home state of Massachusetts.

For more information, please visit [www.emdserono.com](http://www.emdserono.com)

#### About Merck KGaA

Merck is a global pharmaceutical and chemical company with total revenues of € 10.3 billion in 2011, a history that began in 1668, and a future shaped by more than 40,000 employees in 67 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

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# EMD Serono to Present New Data on Multiple Sclerosis at the American Academy of Neurology's 64th Annual Meeting

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Rockland, Massachusetts, April 20, 2012 – EMD Serono, Inc., a subsidiary of Merck KGaA, Darmstadt, Germany, announced today that new data from the company's multiple sclerosis (MS) portfolio will be presented at the American Academy of Neurology's 64th Annual Meeting, taking place from April 21 to 28, in New Orleans, Louisiana. The data presented will focus on Rebif® (interferon beta-1a), an established therapy for relapsing forms of MS, and ONO-4641 (S1P receptor agonist), an investigational oral drug in Phase II for the treatment of relapsingremitting MS, for which Merck KGaA signed a collaboration agreement with Ono Pharmaceuticals in October 2011.

"Presentations to be made at the upcoming AAN meeting further improve our understanding of the clinical effects of Rebif® and show Phase II results on our new investigational drug ONO-4641," said Dr. Annalisa Jenkins, Head of Global Drug Development and Medical at Merck Serono, a division of Merck KGaA, Darmstadt, Germany. "We are committed to advancing

The following abstracts have been accepted for presentation at the 64th AAN Annual Meeting:

Rebif® (interferon beta-1a)

Data blitz1 presentation followed by a poster presentation

- Efficacy of two dosing frequencies of subcutaneous interferon beta-1a on the risk of conversion from a first demyelinating event to multiple sclerosis and on MRI measures of disease: 3-year results of Phase III, double-blind, multicentre trials (REFLEX and REFLEXION) (presentation #014, Wednesday, April 25, 2012, 6:24 PM)\*

\* The formulation used in these studies is currently not approved in the United States

Poster presentations

- Subcutaneous interferon  $\beta$ -1a in children and adolescents with multiple sclerosis: an international retrospective study of 307 patients (poster session P04.119, Wednesday, April 25, 2012)\*\*

- Disease characteristics, dosing, and outcomes of subcutaneous interferon  $\beta$ -1a treatment differ between children and adolescents with multiple sclerosis (poster P04.120, Wednesday, April 25, 2012)\*\*

\*\* This retrospective cohort study examines both Rebif and the serum-free formulation of Rebif. The serum-free formulation of Rebif is currently not approved in the United States.

- Association of Targeted Blood Biomarkers with Interferon Beta-1a Treatment Administration, Magnetic Resonance Imaging Activity, and Treatment Response (poster P02.089, Tuesday, April 24, 2012)

ONO-4641 (S1P receptor agonist)

- A double-blind, placebo-controlled, Phase II, 26-week DreaMS trial of a selective S1P receptor agonist ONO-4641 in patients with Relapsing-Remitting Multiple Sclerosis (presentation #013, Wednesday, April 25, 2012, 6:21 PM)

1 A "data blitz" presentation is a 3 minute oral presentation included in a 45 minutes oral session.

## About Multiple Sclerosis

Multiple sclerosis (MS) is a chronic, inflammatory condition of the central nervous system and is the most common, non-traumatic, disabling neurological disease in young adults. It is estimated that there are approximately 400,000 people in the United States living with MS.

While symptoms can vary, the most common symptoms of MS include blurred vision, numbness or tingling in the limbs and problems with strength and coordination. The relapsing forms of MS are the most common.

## About Rebif® (interferon beta-1a)

Rebif is used to treat relapsing forms of MS to decrease the frequency of relapses and delay the occurrence of some of the physical disability that is common in people with MS. Rebif is not approved for treatment of chronic progressive MS. Rebif is available in 22 mcg and 44 mcg prefilled, preassembled syringes and a titration pack by prescription only.

Before beginning treatment, patients should discuss with their doctor the potential benefits and risks associated with Rebif. Let your doctor know if you have a history of depression, seizures, liver disease, thyroid problems, or blood cell count or bleeding problems, or if you have had previous allergic reactions to medications. Tell your doctor about all medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements. Rebif and other medicines may affect each other causing serious side effects. Talk to your doctor before you take any new medicines. Rebif is not recommended for women who are or plan to become pregnant.

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For more information, please visit [www.emdserono.com](http://www.emdserono.com)

Merck is a global pharmaceutical and chemical company with total revenues of € 10.3 billion in 2011, a history that began in 1668, and a future shaped by more than 40,000 employees in 67 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

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# EMD Serono, Inc. Strengthens Leadership Teams with New Appointments

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▶ **Allene Diaz, Senior Vice President, Head of US Oncology**

▶ **Evan Lippman, Senior Vice President of Neurodegenerative Diseases and Rheumatology**

▶ **Rami Levin, Vice President of Marketing, Neurodegenerative Diseases and Rheumatology**

▶ **Craig Millian, Senior Vice President, Head of US Fertility, Metabolic Endocrinology and HIV**

Rockland, Massachusetts, June 12, 2012 – EMD Serono, Inc., a subsidiary of Merck KGaA, Darmstadt, Germany, announced today the appointments of Allene Diaz, Senior Vice President, Head of US Oncology; Evan Lippman, Senior Vice President of Neurodegenerative Diseases and Rheumatology; Rami Levin, Vice President of Marketing, Neurodegenerative Diseases and Rheumatology; and Craig Millian, Senior Vice President, Head of US Fertility, Metabolic Endocrinology and HIV.

“It brings me great pleasure to announce the appointments of Craig, Allene and Rami and to welcome Evan to our organization,” said James Hoyes, President of EMD Serono. “Their

recruiting top external talent and promoting great talent from within.”

Allene Diaz brings more than 25 years of both US-based and international industry experience to the newly created role of Senior Vice President, Head of US Oncology. She will be responsible for leading the commercial efforts for EMD Serono’s US Oncology business. Since 2008, Ms. Diaz has worked diligently to strengthen the oncology presence of EMD Serono in the US. From July 2010 through April 2011, she also served as Acting Head, Global Strategic Planning, defining and leading the 2011 strategic planning process for Merck Serono’s Oncology Business Unit.

Prior to joining EMD Serono, Ms. Diaz served in senior leadership roles in marketing, new product planning and portfolio management at Amylin Pharmaceuticals, CancerVax Corporation, Biogen Idec and Pfizer. She began her professional career with Parke-Davis Pharmaceuticals as a sales representative. She received a BS from Florida State University.

Evan Lippman joins EMD Serono as Senior Vice President of the Neurodegenerative Diseases and Rheumatology Franchise. He comes from AstraZeneca, where he most recently served as Executive Director of the company’s multi-billion dollar Crestor® (rosuvastatin calcium) brand, following a number of leadership roles, including Executive Director and Head of US Business Development.

Prior to AstraZeneca, Mr. Lippman held positions of increasing responsibility at Pfizer. He began his career in corporate finance and investment banking with such companies as Bank of America, Kurt Salmon Associates, Schroder & Co., Cohen & Steers Capital Advisors and the Bear Stearns Companies. He received a BA in Political Science from Bucknell University, a BA in Business from Georgia State University and an MBA from Cornell University.

Reporting to Mr. Lippman will be Rami Levin, who has been appointed Vice President of Marketing, Neurodegenerative Diseases and Rheumatology. Mr. Levin has been with Merck Serono since 1998, most recently as Chairman and Managing Director of Merck AB in Sweden and Iceland. Prior to that, he served as Global Marketing Director for Neurology at Merck Serono, Geneva, and as the Global Product Manager for Rebif.

Mr. Levin began his career as a Business Unit Manager in Neurology at Serono Israel. Before joining Merck Serono, he worked at Schering AG Israel as both a Product Manager and Sales

Craig Millian joins as Senior Vice President and Head of EMD Serono's US Fertility, Metabolic Endocrinology and HIV franchise after taking over this role on an ad-interim basis earlier this year. Prior to his new role, he led the marketing organization supporting brands across reproductive health, growth hormone deficiency and HIV-related metabolic disorders as Vice President of Endocrinology Marketing.

Mr. Millian previously served as Vice President, Commercial at Vertex Pharmaceuticals, held several marketing leadership roles at Pfizer Inc. and worked in roles of increasing responsibility within Marketing and Managed Care at Sanofi US. He received a BS in Finance from the University of Pennsylvania and an MBA from New York University.

Ms. Diaz, Mr. Lippman and Mr. Millian will serve as members of EMD Serono's Executive Committee.

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For more information, please visit [www.emdserono.com](http://www.emdserono.com)

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