



Ed Holloway- Executive Director of Services and Support MS Society

What is your role, and what does your organisation do?

The [MS Society](#) is the UK's largest charity dedicated to people affected by Multiple Sclerosis. We're a major funder of MS research, we empower the MS community to campaign on issues that matter to them, and we

provide a wealth of support to enable people affected by MS to live well with their condition. As Executive Director of Services and Support, I'm responsible for all of our services to people affected by MS across the UK. This includes our national services (our helpline, information and financial support) as well as the services provided by our network of volunteer-led groups in communities across the country.

What is your expertise you bring to the board

I've had a number of senior roles with responsibility for research, organisational strategy and impact and now service provision. I think this has given me a good grounding in how to lead organisations to achieve transformational impact for people living with health conditions, and how to make the most of scarce resources. I'm particularly interested in how digital approach can enhance the effectiveness of organisations, as well as the quality, reach and impact of their support to communities.

What do you value about National Voices

I'm a passionate advocate for person-centred care, and think that National Voices has huge value in bringing together such an incredible range of diverse organisations who share that view. By providing a forum for sharing learning, developing new approaches and a strong voice, National Voices can play a vital role in shaping health and social care for the better.

What do you hope we will achieve together in 2020

Whatever happens in the political environment over the coming weeks 2020 is destined to be another year of significant change, and I look forward to working together to ensure that decision-makers hear loud and clear the value that person-centred approaches can bring, and harnessing experience and knowledge from across the sector.

One thing about you that isn't about your job

My wife has MS, so I've seen close at hand the challenges that people can face in accessing services that treat them as individuals and truly meet their needs. We also have two young children who keep us extremely busy, and means that most of my time outside of work is focussed on entertaining two very energetic children.