

Interviewee: Rick DeLeo (rleroy@rochester.rr.com) (suffers with Stage 2 MS- possibly secondary progressive)

Interviewer: John Robinson

Purpose: Market Research

How would you describe the symptoms that result from the increase of temperature?

"Heat is my enemy"

The most prevalent symptoms resulting from heat are difficulty to walk and fatigue. One morning I woke up and struggled to get out of bed, I was rushed to the hospital with a temperature of 102 and had pneumonia.

I also have found that I walk better in higher elevations

Have you ever used a device to lower your body temperature, as a way of reducing your MS symptoms?

• **If Yes**

◦ **Was the product effective?**

I have used used a neck pad before. It was actually given to me by my neighbor, who has MS. However, I did not find that it was very effective as it was only cooling one area

If you could design body cooling clothes to look like anything, what would it look like and why?

The big thing I would like the product to do would be to give me the ability to adjust the temperature. Also, it would be neat if there was an organic lotion that could be applied to cool the skin, like sunscreen lotion. Additionally, if the product could be worn in the shower that would be helpful as warm water and humidity can aggravate the symptoms.

If a type of clothing existed that was slim, discreet, and helped reduce your MS symptoms in warm environments, how much would you expect it to cost?

\$100-\$150

\$150-\$200

\$200-\$250

\$250+ (well above \$250)

If the clothing worked as well as imaginable (significantly reduced worsening of symptoms) how discreet would it still need to be?

Discretion is not as important for me personally. I currently use an L300 which my doctor gave me for \$8,000 (but only costed around \$5,000) that helps me move my foot (note: although the device is attached to his foot, he feels that footpads would work with the device). That device is fairly noticeable so most people know that I have some disease because of that. Also, I'm not really ashamed that I have MS, so discretion is not as important.

Are you a member of a local MS Society or other similar group?

Yes although I am not really involved with the MS society as much. Definitely look into working with them as they have a lot of resources which can help.

Would you be willing to answer additional questions from us in the future as we continue to work on this product?

Definitely, I think what your team is doing is something really great.

Additional information learned:

Rick used to run 25 mile races before he was diagnosed.

He really liked the concept behind the phase change material

