

## A TALE OF TWO PSORIASIS PATIENTS

At least 125 million people worldwide have psoriasis,  
and no two stories are the same.

Follow two different patients with psoriasis and see the world  
of difference that appropriate management plans, empowerment and  
education can make on the journey to clear skin.

BEGIN

United States (English)  
Deutschland (Deutsch)  
France (Français)  
México (Español)

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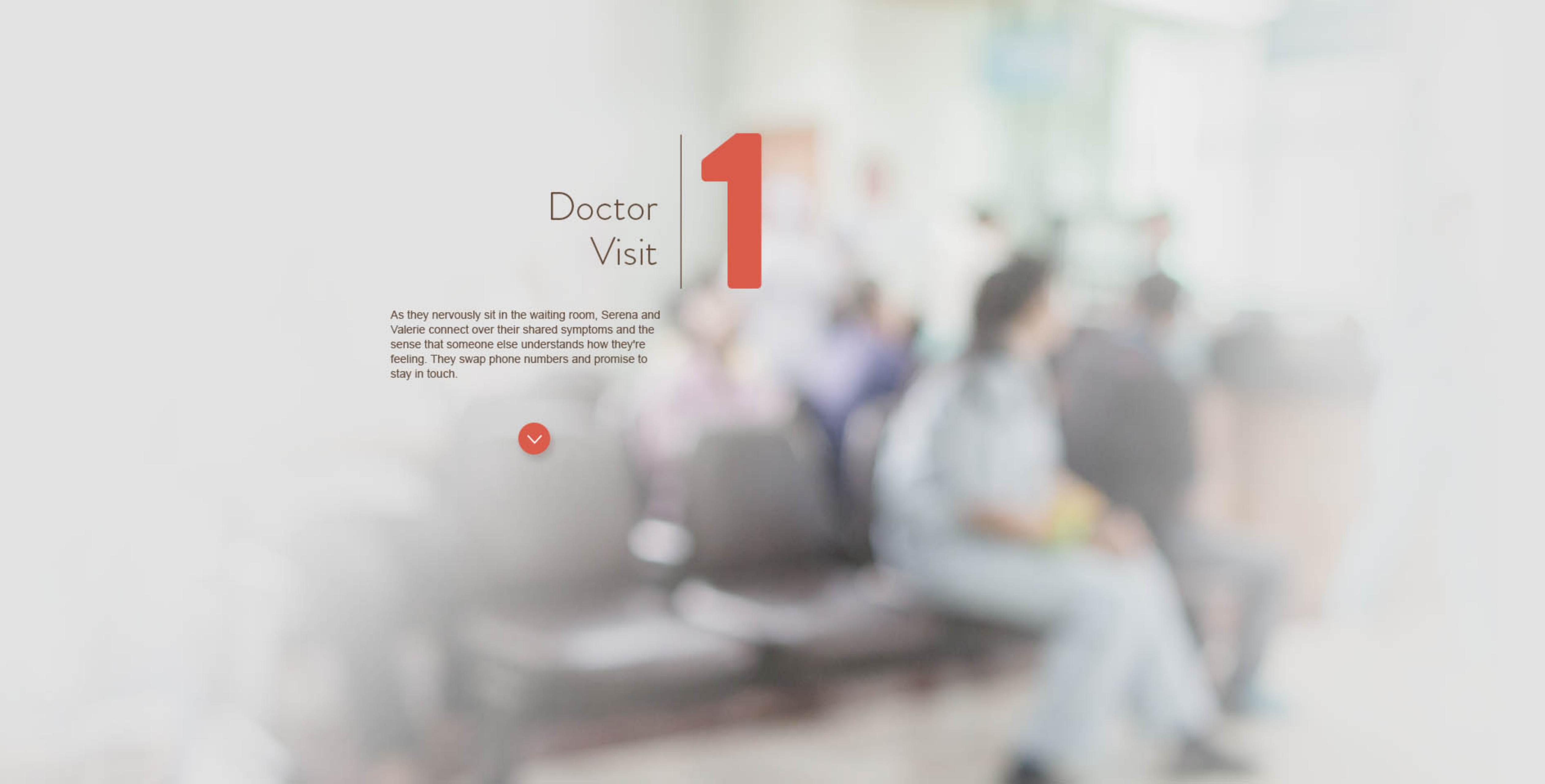


## Self Diagnosis

The appearance of an itchy, flaky rash on their skin that wasn't there before sends two people, Serena and Valerie, running to the internet to ask, *WHAT is happening to my skin?*

The answers they find range from bad to worse. Allergy? Dermatitis? Psoriasis? Skin cancer? The rash was spreading, the itch becoming unbearable, and no drug-store lotion was working. It was time to go see the doctor.



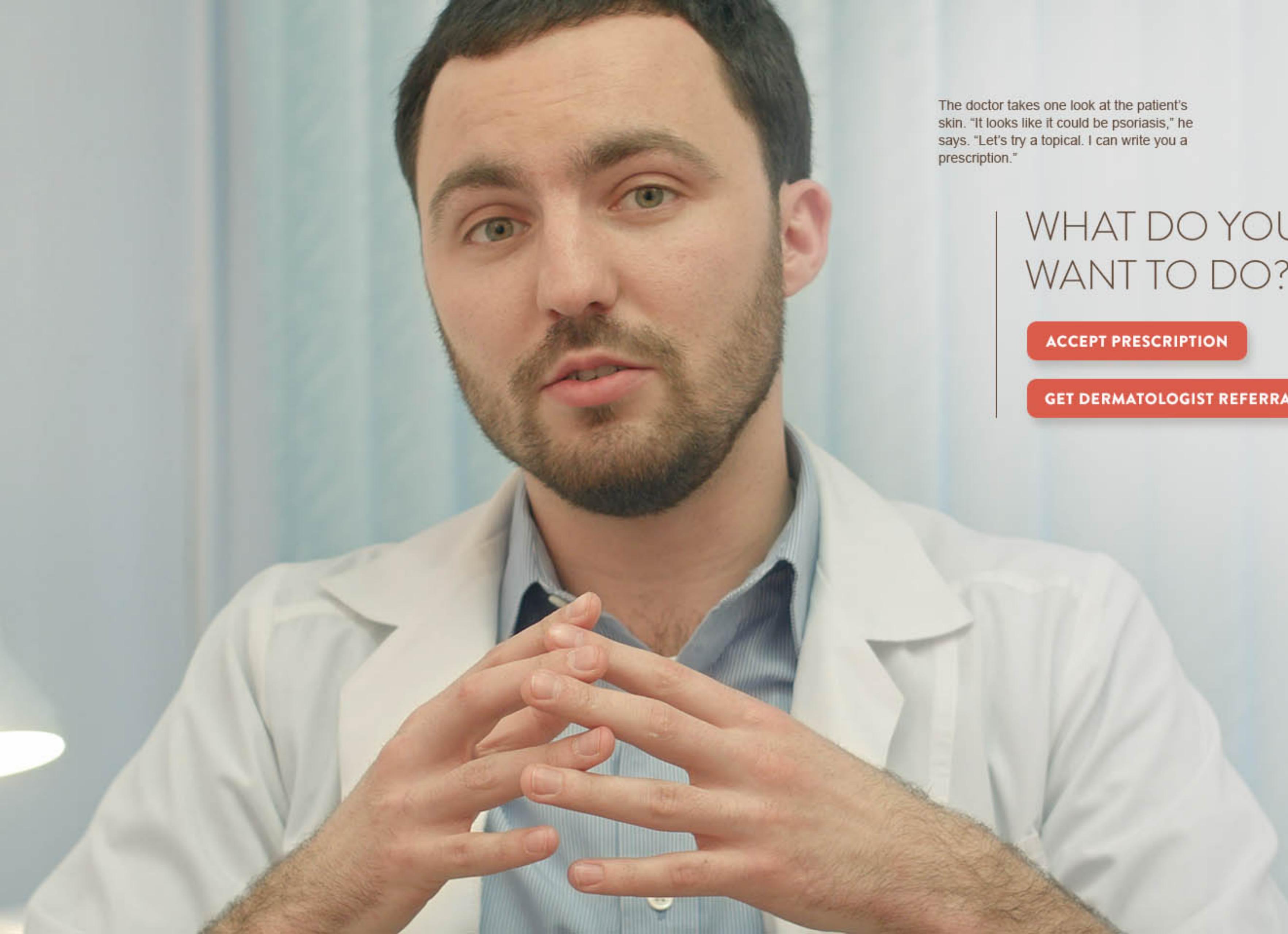


## Doctor Visit

# 1

As they nervously sit in the waiting room, Serena and Valerie connect over their shared symptoms and the sense that someone else understands how they're feeling. They swap phone numbers and promise to stay in touch.





The doctor takes one look at the patient's skin. "It looks like it could be psoriasis," he says. "Let's try a topical. I can write you a prescription."

## WHAT DO YOU WANT TO DO?

[ACCEPT PRESCRIPTION](#)

[GET DERMATOLOGIST REFERRAL](#)



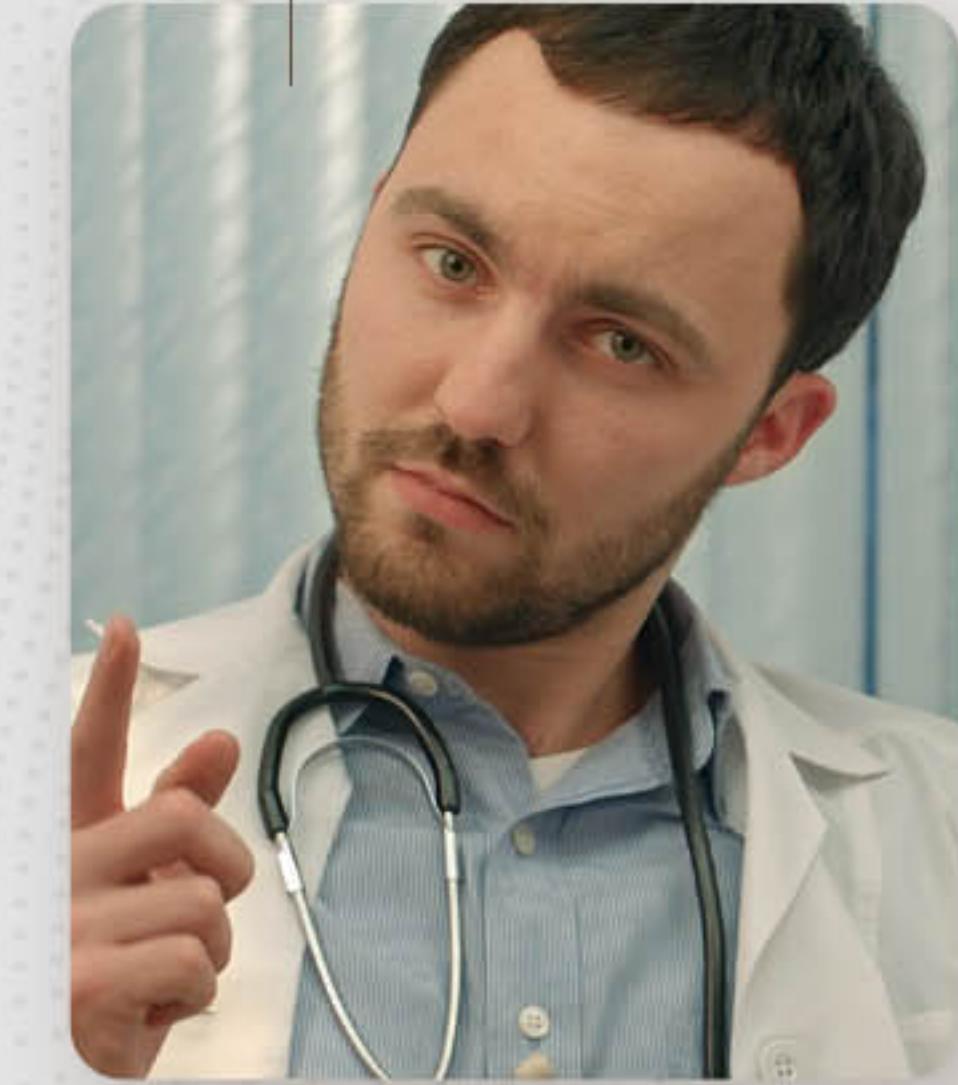
*A topical? Is that really effective? He didn't ask me any questions and came to that conclusion too fast, Serena thinks as she itched her arm. Maybe it would be better to see a specialist to tell her more about her psoriasis and all available options.*





*A topical? Is that really effective? He didn't ask me any questions and came to that conclusion too fast, Serena thinks as she itched her arm. Maybe it would be better to see a specialist to tell her more about her psoriasis and all available options.*

"I understand," her doctor said.  
"I know a dermatologist taking  
new patients."





It was so nice to meet you today!



same! how did your appt go?



it went ok... the doctor didn't seem  
confident in my diagnosis. he gave me  
a prescription cream to use



honestly, I asked for a dermatologist  
referral. I want to see a skin expert!  
you should, too!



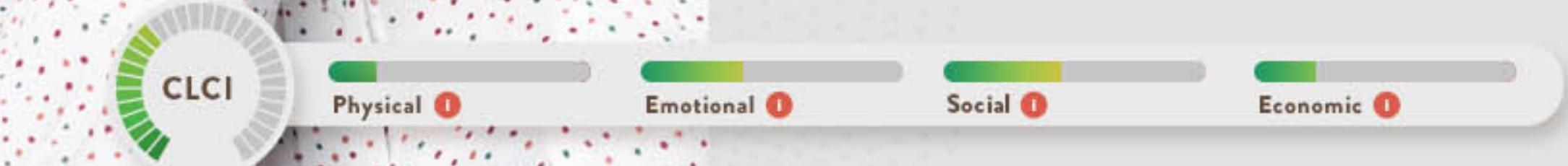


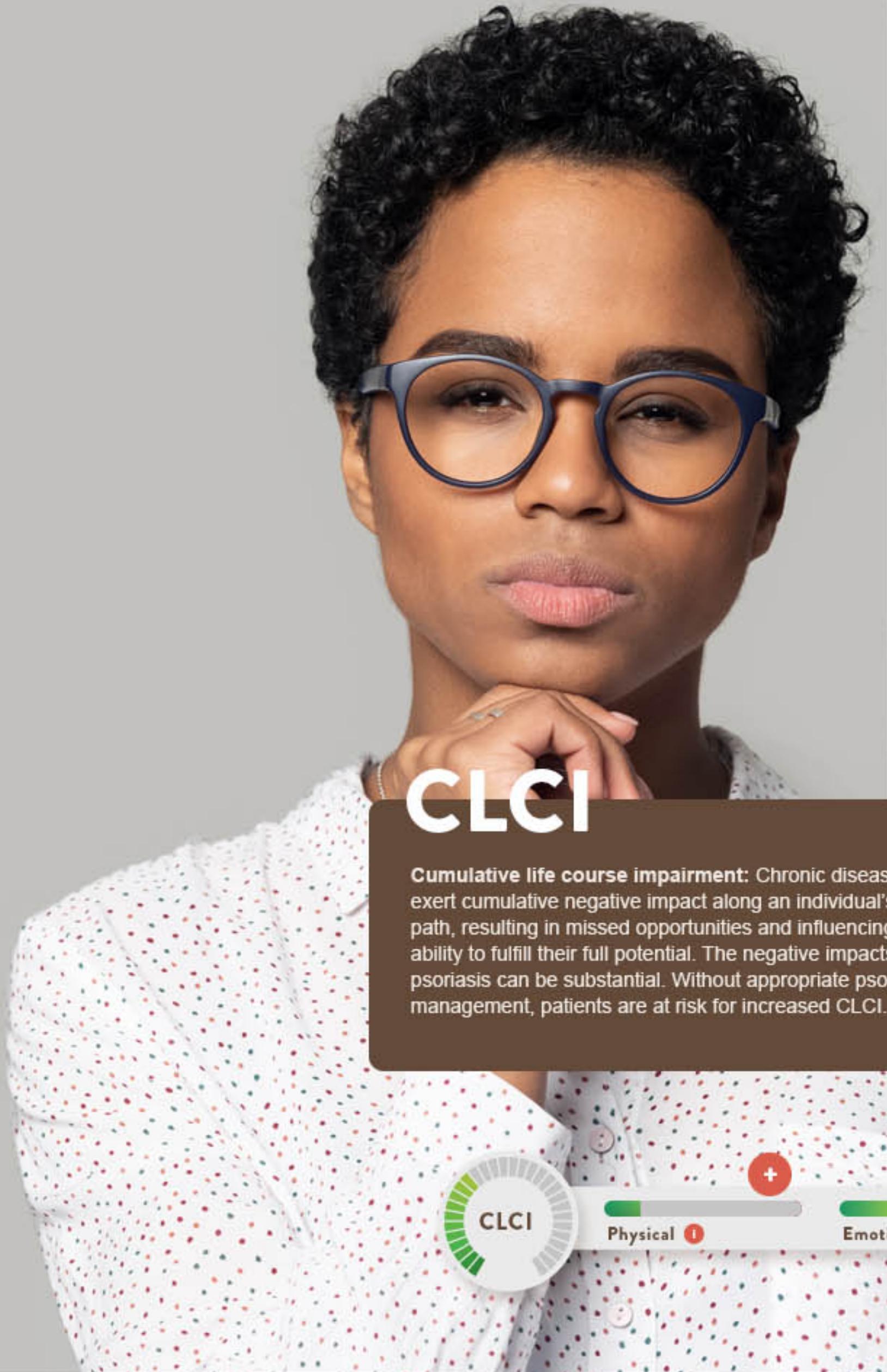
## How's Serena



With her appointment with a dermatologist coming up, Serena focuses on learning about psoriasis and all the options out there so she has a productive appointment.

She likes it because it helps distract from the fact she has to vacuum her skin flakes several times a day. But that is far from the biggest impact psoriasis will have on Serena's life.





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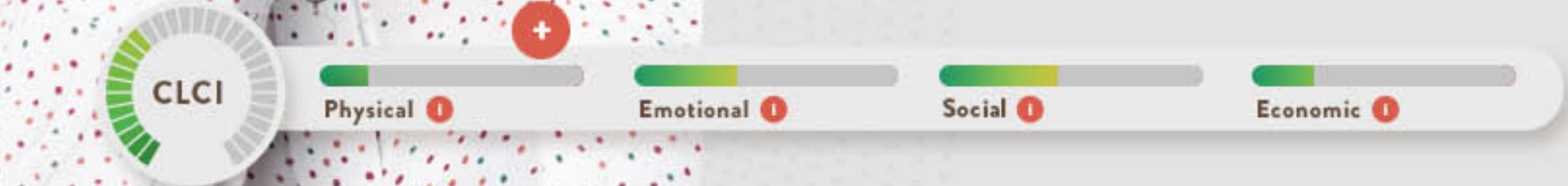


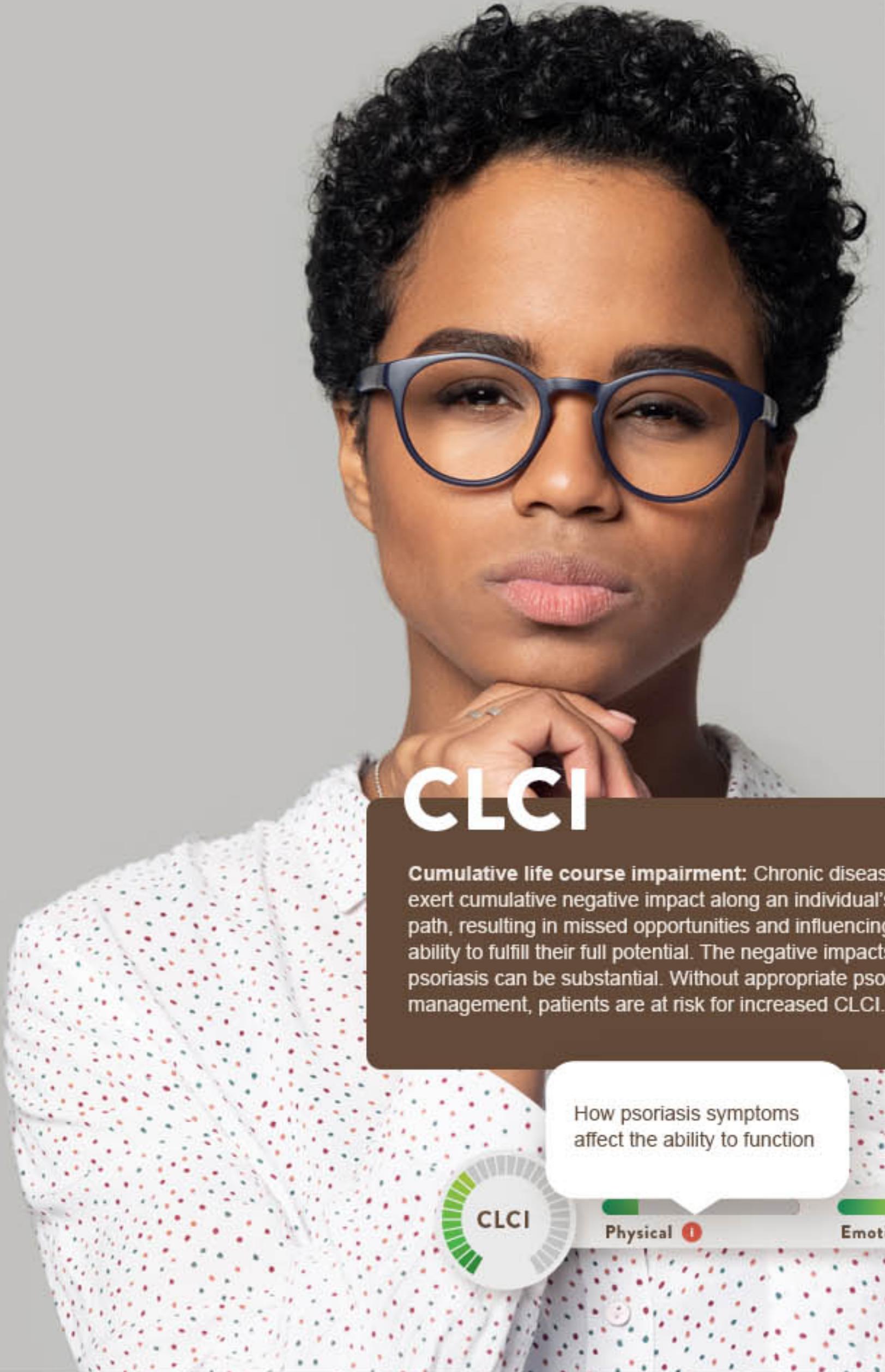
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CLC

**Cumulative life course impairment:** Chronic diseases can exert cumulative negative impact along an individual's life path, resulting in missed opportunities and influencing their ability to fulfill their full potential. The negative impacts of psoriasis can be substantial. Without appropriate psoriasis management, patients are at risk for increased CLCI.

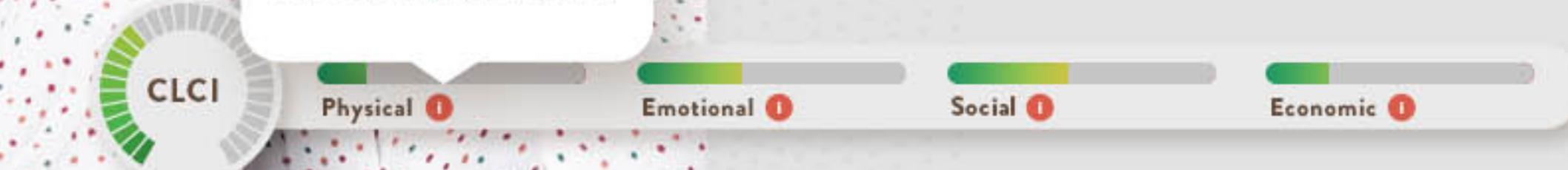




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How psoriasis symptoms affect the ability to function

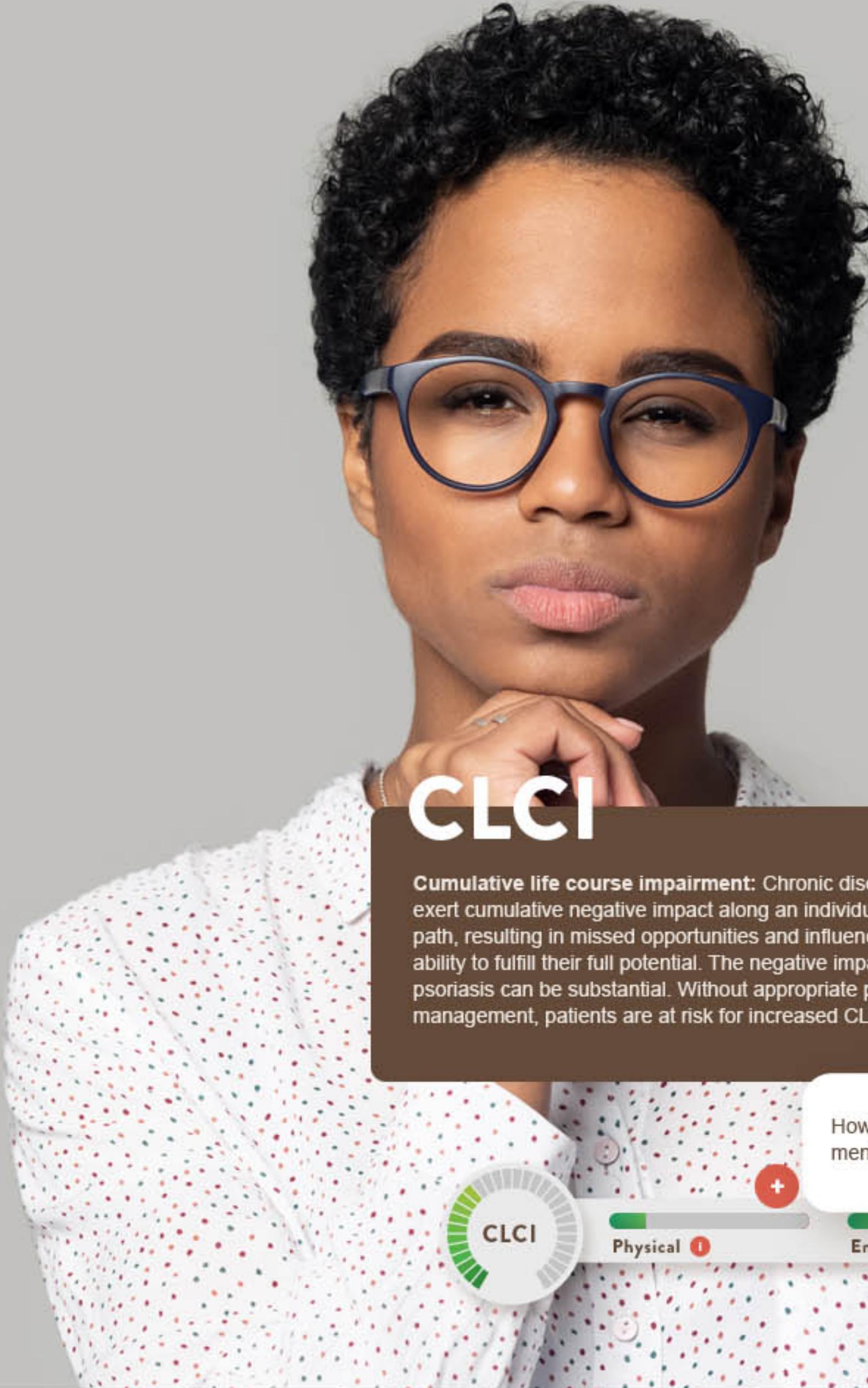


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+

Physical

Emotional

Social

Economic

How psoriasis affects  
mental health

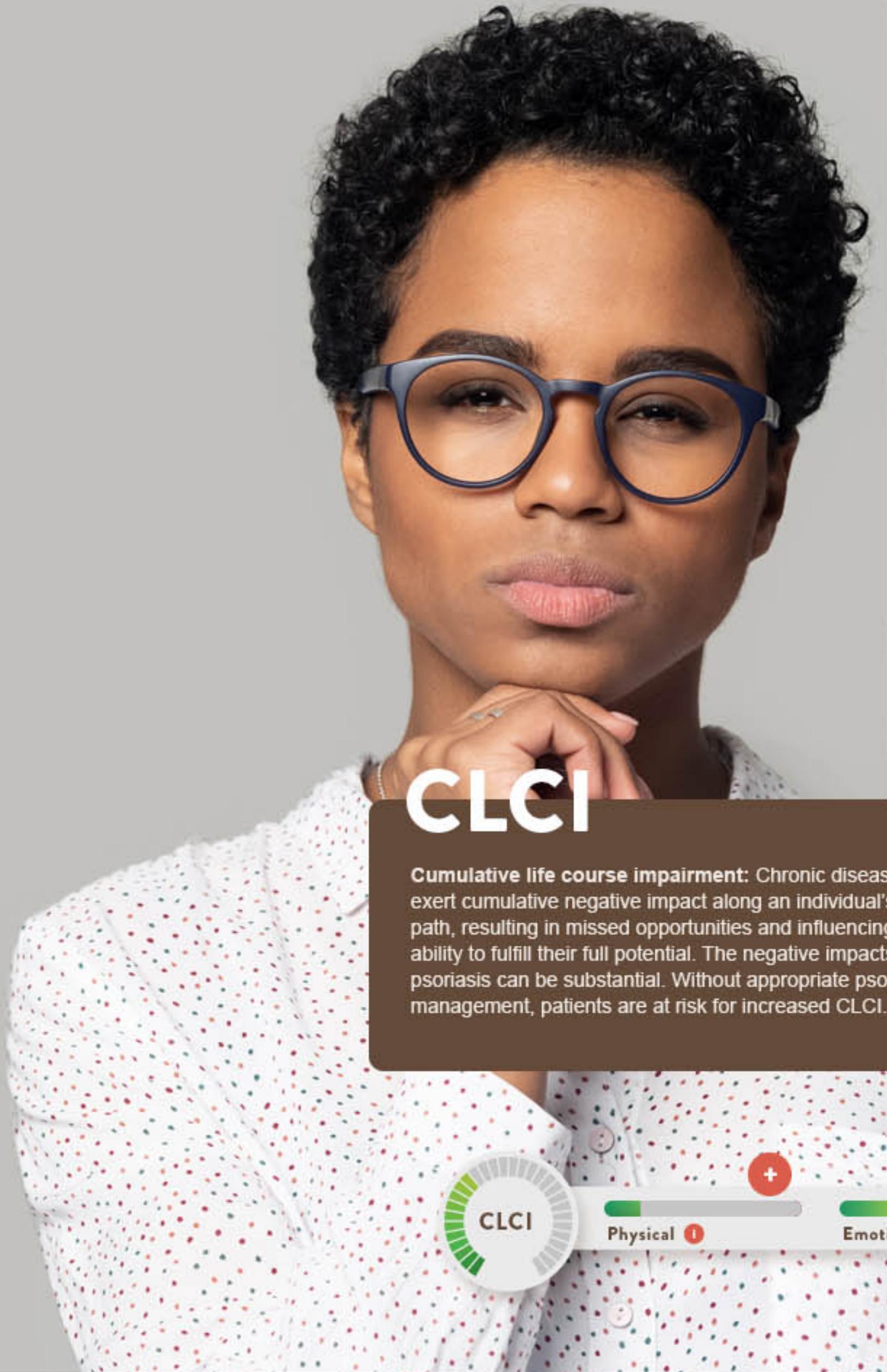


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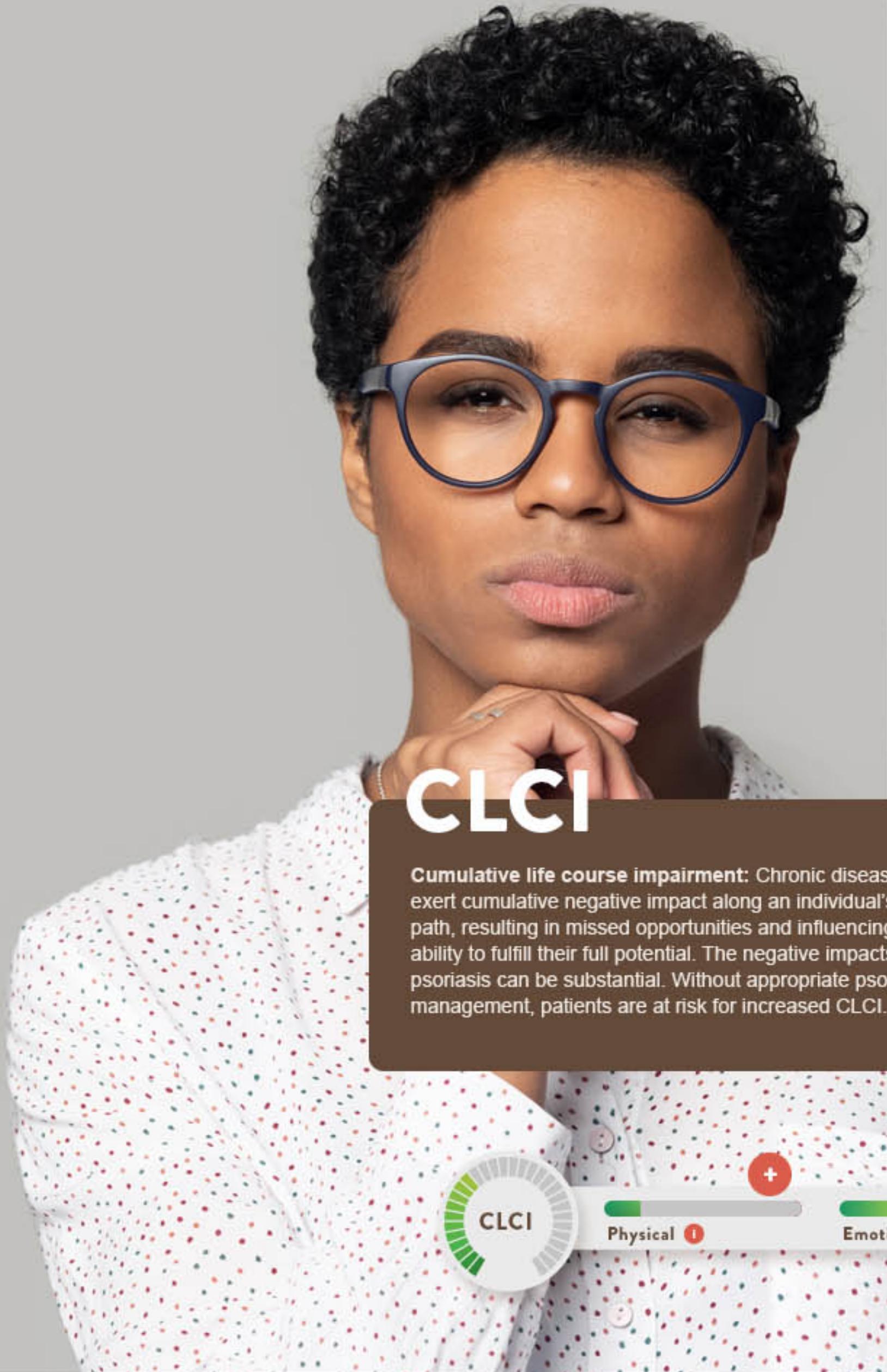
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## How psoriasis affects relationships





# How's Serena

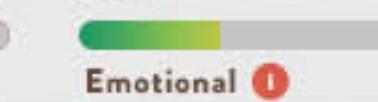


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## How psoriasis affects work productivity and financial well-being



# CLCI

Cumulative life course index. mychronicdiseasess.com

exert cumulative negative influence on the path, resulting in missed opportunities and the inability to fulfill their full potential. While psoriasis can be subclinical, with proper management, patients can lead fulfilling lives.

## Physical

Psoriasis can appear anywhere, but like many people Serena is affected primarily the outside of the elbows, knees and scalp. Symptoms like itchiness, burning, flaking and stinging lead to physical pain and discomfort.



CLCI

1

Physical

Emotional

Social

Economic

+

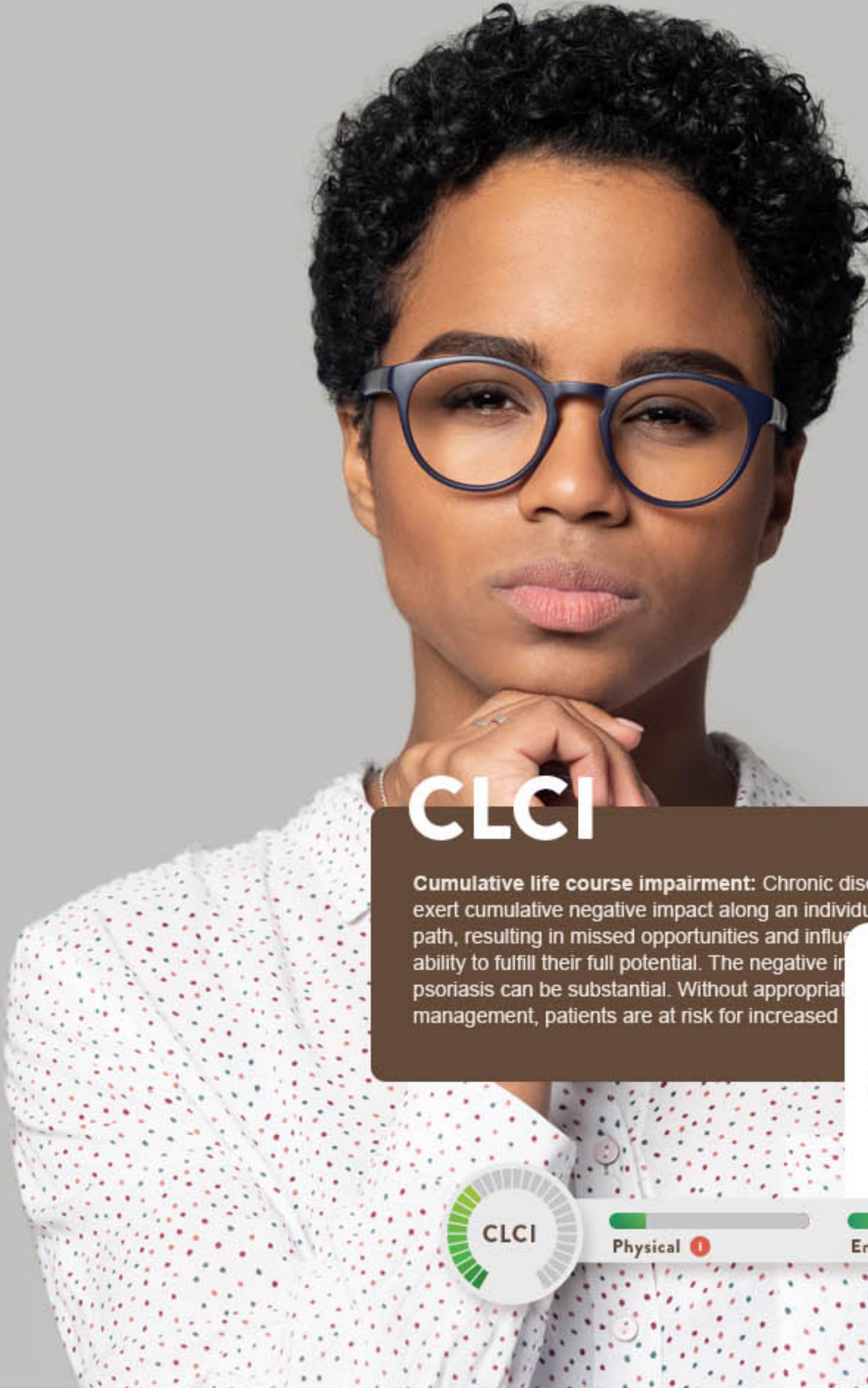
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1

Physical

1

Emotional

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Social

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Economic



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## CLCI

**Cumulative life course impairment:** Chronic diseases can exert cumulative negative impact along an individual's life path, resulting in missed opportunities to fulfill their full potential. The negative impact of psoriasis can be substantial. Without appropriate management, patients are at risk for impairment across all areas of life.



1

Physical

1

Emotional

1

Social

1

Economic



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# Dermatologist Visit

# 1

After getting more information online and from a local patient advocacy organization, Serena is more than prepared for her dermatologist appointment, bringing pictures, a list of her symptoms, and, above all, an image of herself with the clear skin she believes is possible.



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Her dermatologist is impressed. She takes the time to explain her moderate to severe psoriasis diagnosis and why she thinks her best first step was a systemic oral therapy. Serena leaves feeling like they were on the same team.





## How's Serena



At first, Serena is feeling better. Even on her new treatment plan, she is experiencing flares that made her self-conscious. She wears sweatshirts all summer and calls in sick to work so she wouldn't have to face her colleagues.

*Is this what it was supposed to be like?*  
She wishes she could just reach her goal already—feeling comfortable in her own skin. But like with many other psoriasis patients, her first treatment wouldn't be her last.





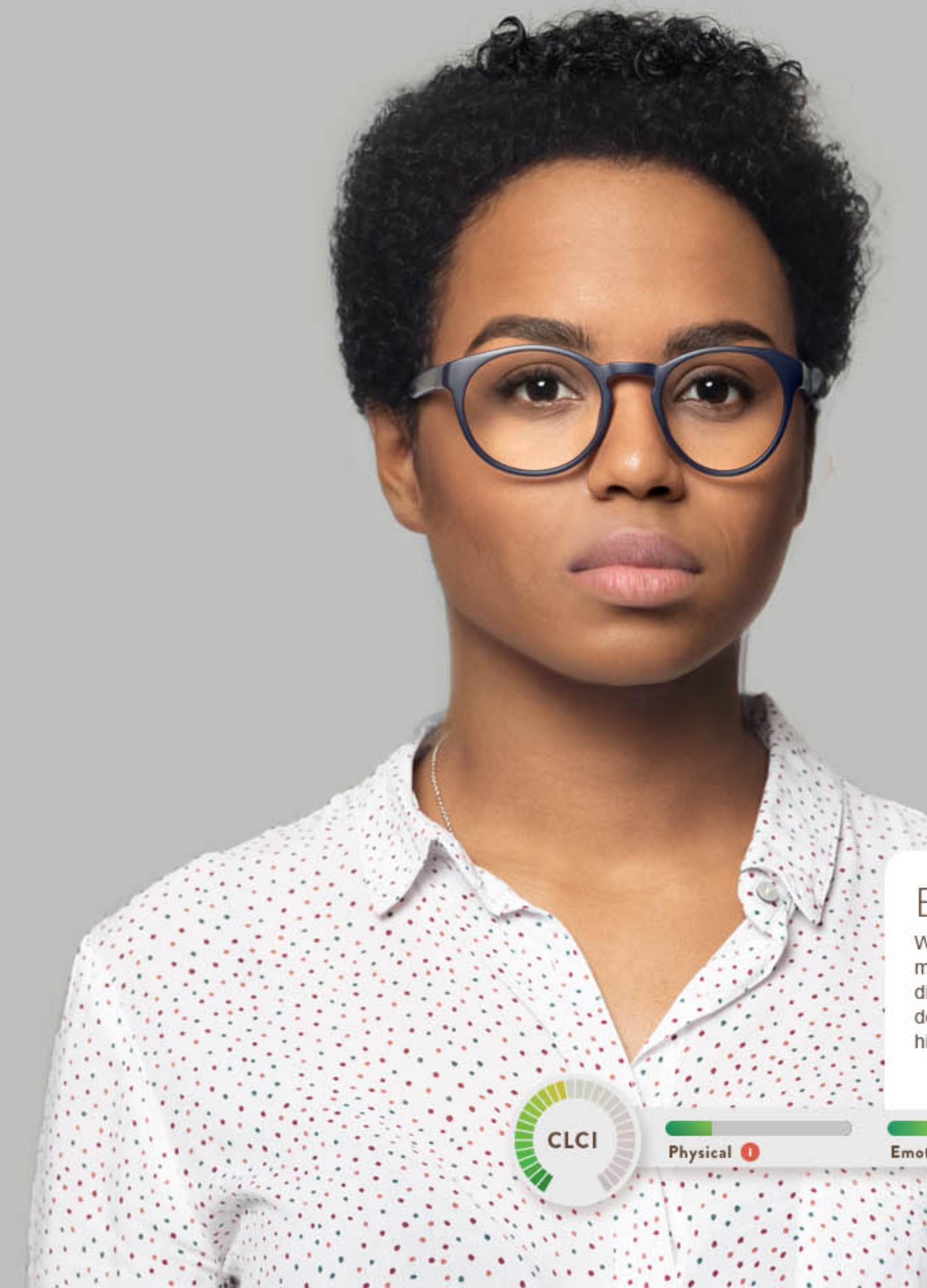
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### Emotional

When physicians take the time to provide information about psoriasis and the rationale for disease management plans, as Serena's doctors does, it improves the relationship and results in high levels of adherence and improved outcomes.





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### Social

Having visible symptoms makes Serena feel self-conscious. Patients frequently feel stigmatized and report being excluded from normal social environments, including schools, workplaces and swimming pools. They often pre-empt social stigma (self-stigma), and cope by avoiding social situations or situations where their skin might be exposed.



CLCI

Physical

1





## How's Serena



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### Economic

Around 30% of patients with psoriasis report loss of work productivity. How could Serena's potential career be harmed by this?



“

Placeholder for patient quote:  
Include patient quote on  
how flares impact mental  
health/well-being.



## Dermatologist Visit

# 2

At a follow-up appointment with her dermatologist, Serena decides to speak up. "I'm not happy," she admits. "I've been on this treatment for a while now and my psoriasis is still keeping me from doing the things I want to do. What else can we do to help me reach my goals?"

The dermatologist says, she would put her on an injectable therapy, or a biologic. She explains how it works and why she think this would be a good next option.

i

I'M NOT  
HAPPY



## Dermatologist Visit

# 2

At a follow-up appointment with her dermatologist, Serena decides to speak up. "I'm not happy," she admits. "I've been on this treatment for a while now and my psoriasis is still keeping me from doing the things I want to do. How long will I have to stay on this treatment to reach my goals?"

The dermatologist replies, "It's common for patients to remain on advanced therapies for 27 months even if it provides a suboptimal response. There are other treatments available, such as biologics or topical creams, which may work better for you."



I'M NOT  
HAPPY





hey! long time no talk



hiiiiii how're you? how was the derm?



he gave me a pill to take. haven't seen  
much improvement



i'm reading up on other options to  
manage my psoriasis

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 like lemon juice?

 omg no!

 i finally made it to a derm! still not feeling optimistic, though



## How's Serena



It doesn't happen overnight, but over time Serena begins to notice more time between her noticeably-smaller flares. Her physical symptoms like itching and flaking begin to slow, too.

*Is this it?* For the first time in a long time, Serena can imagine a different path ahead of her. She wants to tell the whole world about her journey. Maybe she could start a blog? Good thing she has great Wi-Fi.



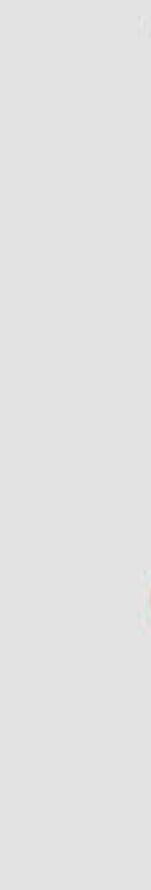


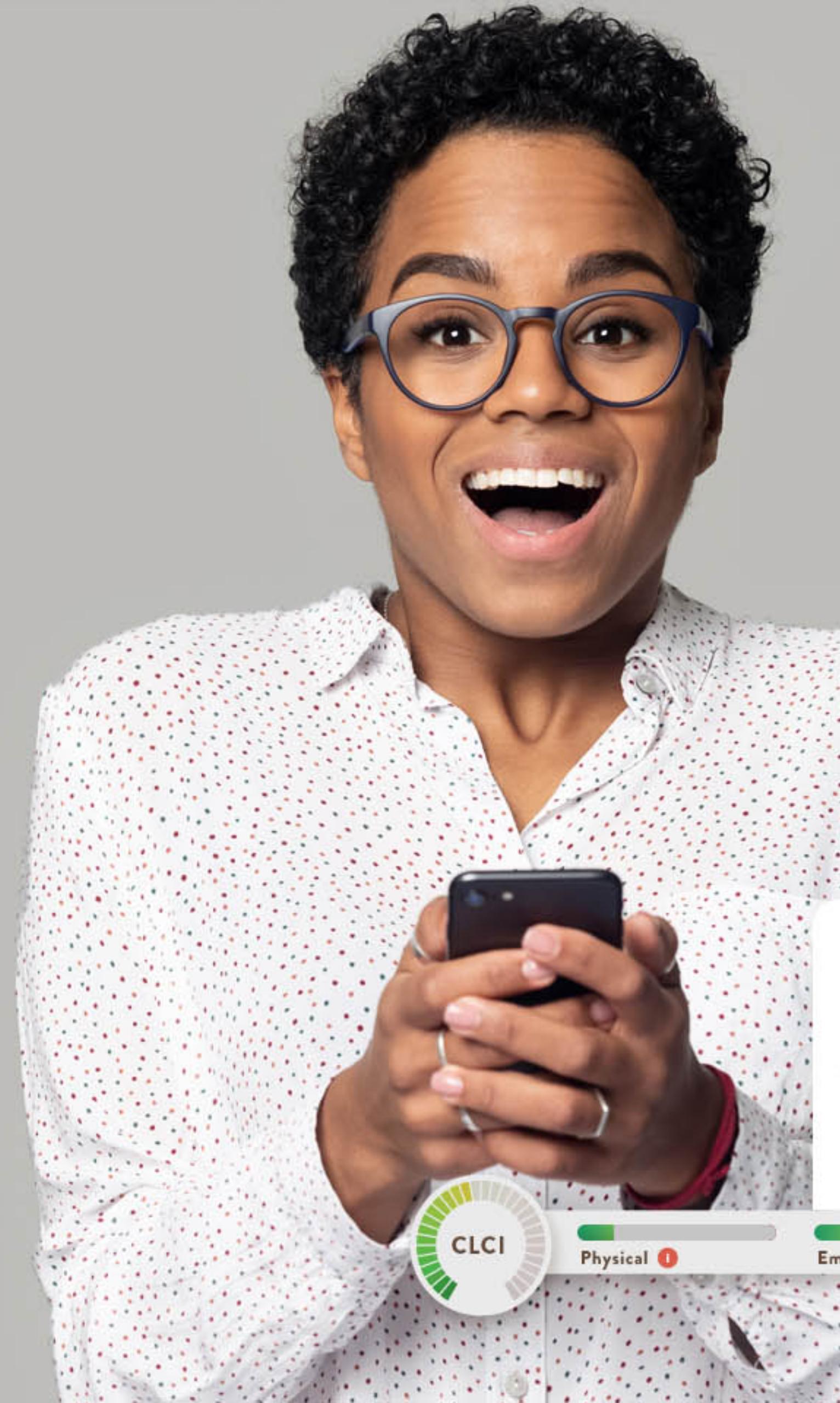
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### Emotional

Patients with good knowledge of their psoriasis, like Serena, more frequently reported complete satisfaction with care compared with patients with poor knowledge.



Dermatologist  
Visit

3



"Look at my skin!" Serena is beaming at  
her next appointment.



## Dermatologist Visit

# 3



"Look at my skin!" Serena is beaming at her next appointment.



"You've responded really well," the dermatologist says. "I'm glad we aligned on your goals from the beginning and stayed on the path."

"Now, I think a patient support program will help you get personalized care to stay clear." She adds, "You could also mentor someone who is still struggling."



“

Patient quote placeholder:  
About how having a dermatologist  
who specializes in psoriasis and aligns on  
treatment goals is beneficial to patient





## How's Serena



Inspired by her journey, Serena creates a psoriasis social media account and meets new friends in the psoriasis community, helping those starting out.

She wants everyone to know that clear skin is possible. Serena has learned psoriasis is a disease that came from within—and that the confidence to demand clear skin needed to come from within, too.





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### Physical

More patients, like Serena, who achieve higher levels of complete skin clearance (PASI 90–100) within 3–4 months of initiating an advanced therapy maintain a higher quality of life after one year, versus patients achieving partial skin clearance (PASI 75–89).





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### Emotional

Timely and successful collaborative management of psoriasis may help limit an individual's risk for CLCI, to improve their life path.



CLCI

Physical

1

Emotional

1

Social

1

Economic

1





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### Social

As Serena experienced, social media can also have a positive impact on chronic disease. Using social media platforms to provide emotional support and build community can help improve patient care.



CLCI

Physical

1

Emotional

1

Social

1

Economic

1

+





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### Economic

Joining a patient support program will help save Serena money—one study showed 23% lower 12-month medical costs than did those of patients not in the support group.



Physical

1

Emotional

1

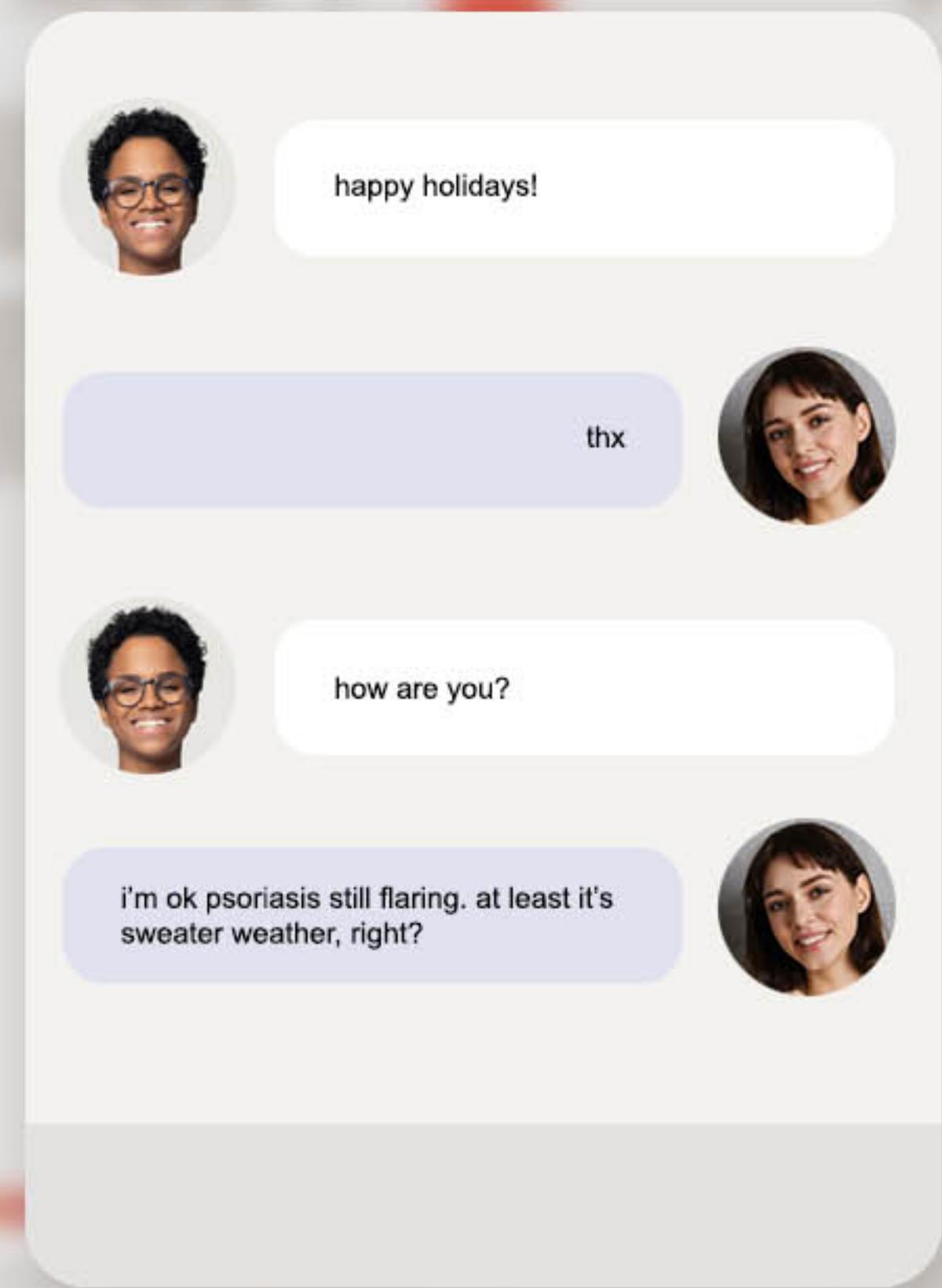
Social

1

Economic

1





happy holidays!



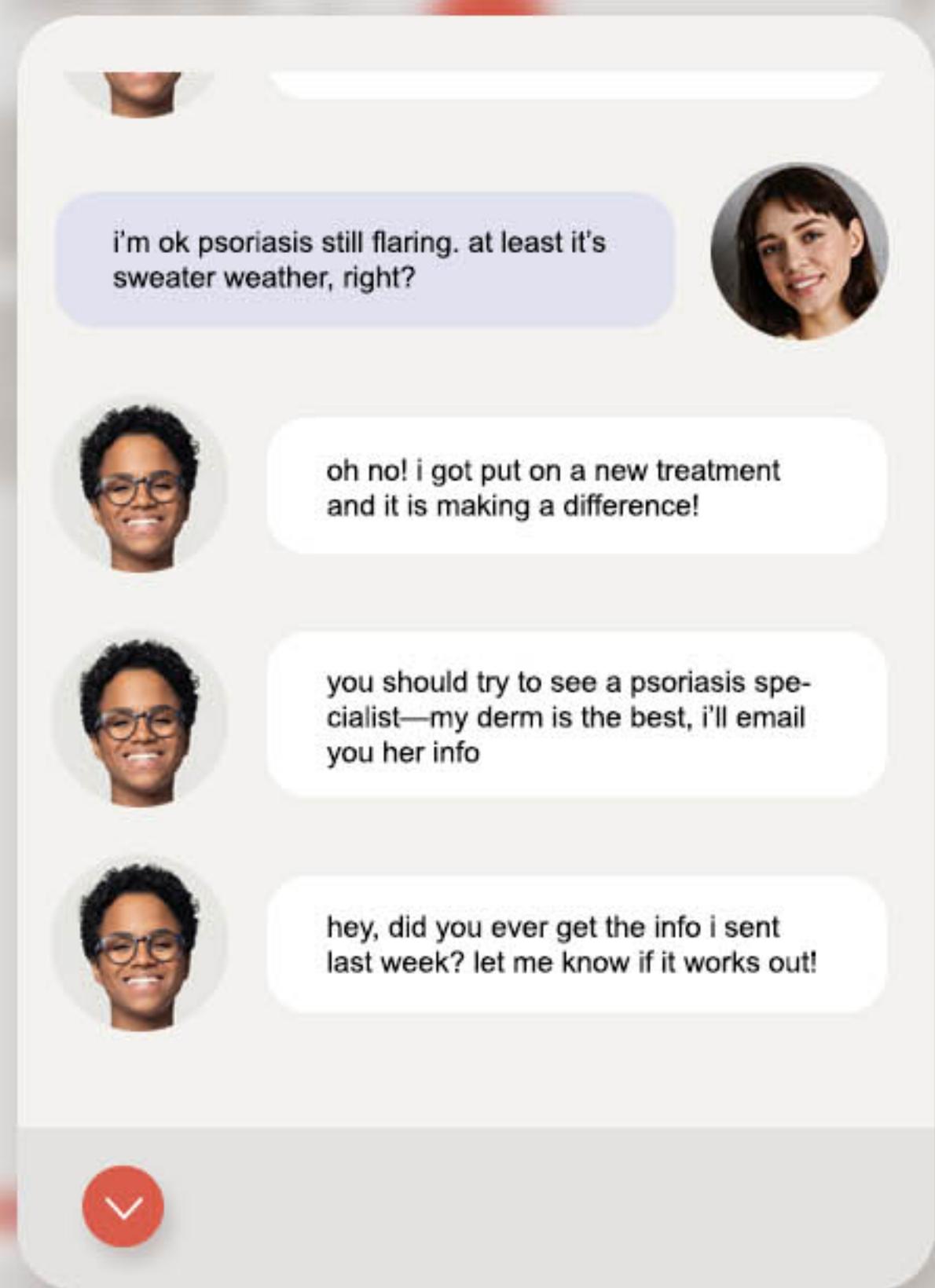
thx



how are you?



i'm ok psoriasis still flaring. at least it's sweater weather, right?



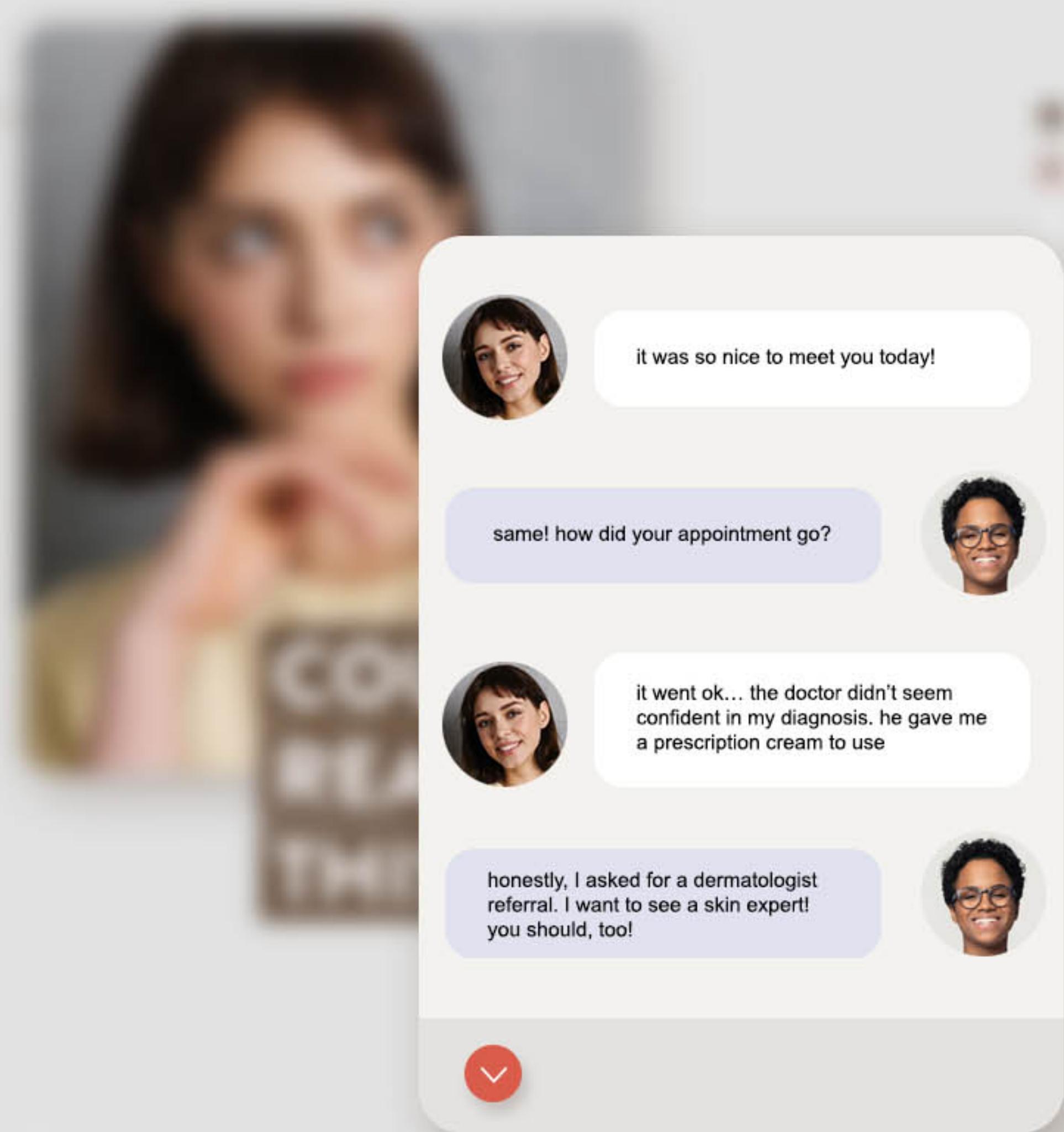
*Doctors know best, Valerie thought.  
“The prescription lotion sounds good.”*

Could it really be this easy? Valerie  
could only hope.



**COULD IT  
REALLY BE  
THIS EASY?**





it was so nice to meet you today!



same! how did your appointment go?

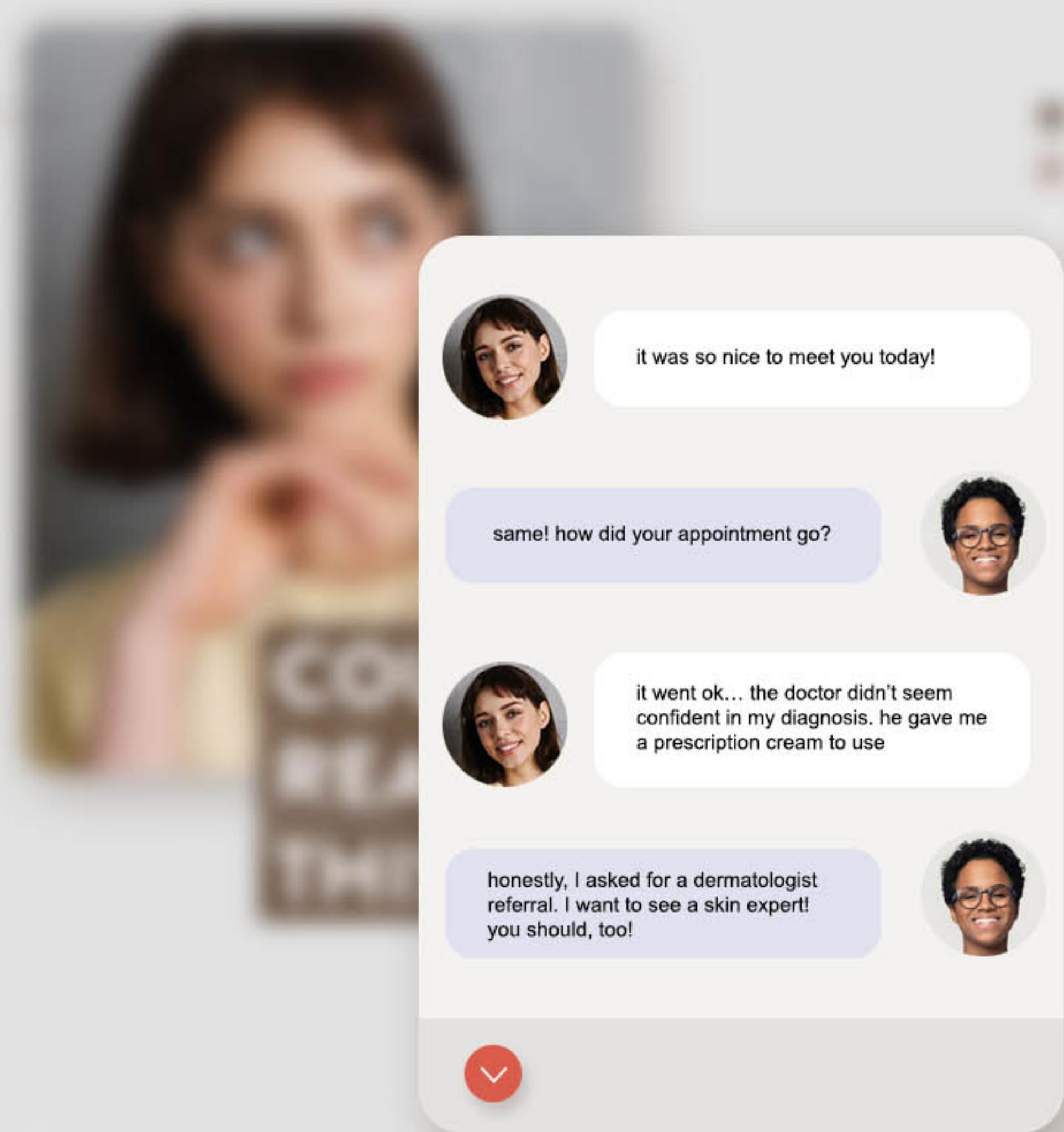


it went ok... the doctor didn't seem  
confident in my diagnosis. he gave me  
a prescription cream to use



honestly, I asked for a dermatologist  
referral. I want to see a skin expert!  
you should, too!





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CLCI

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Physical

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1

Physical

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1

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1

## How's Valerie

Valerie is devastated to be diagnosed with psoriasis. *Will it last forever?* she wonders. It might be, since she didn't think the lotion was working at all. Embarrassed by her skin, Valerie begins to cancel plans and stay home. She doesn't want her friends or coworkers to see her like this.

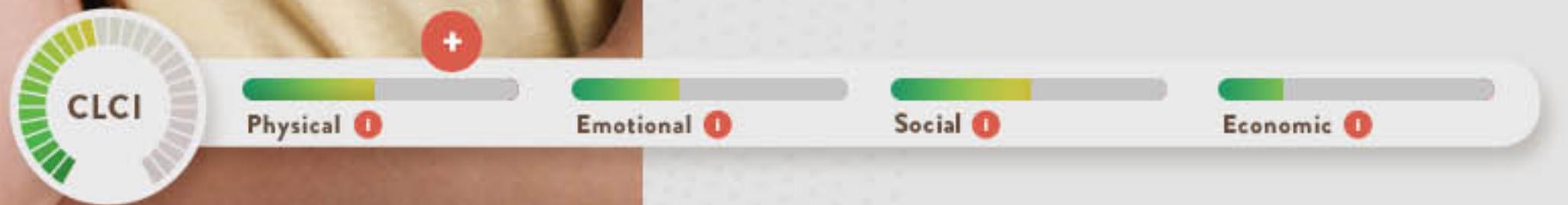
*I just want this to all go away,* Valerie thinks.





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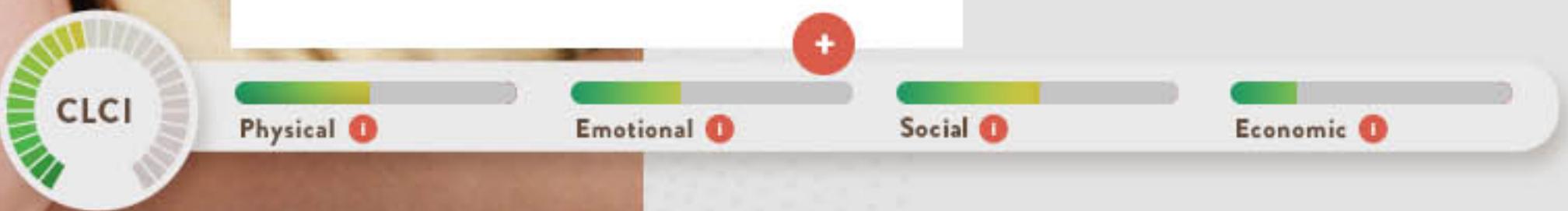
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CLCI

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## Physical

Valerie has found her symptoms interfering with her sleep. More than 38% of psoriasis patients report their psoriasis impacts their sleep.





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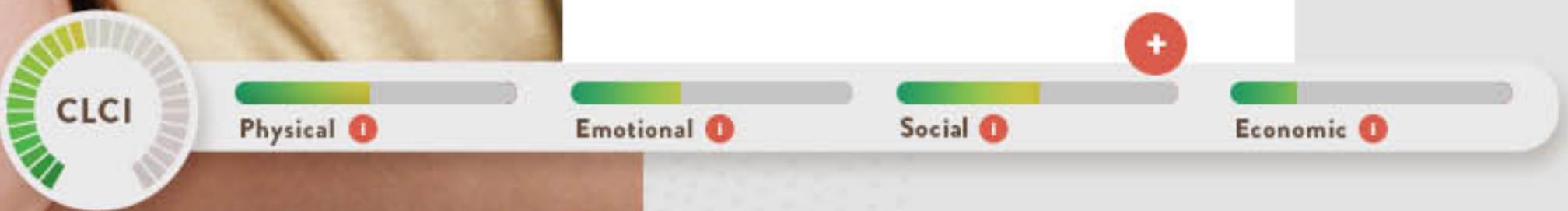
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## Emotional

For Valerie, hearing she had a life-long chronic condition was not easy. The prevalence of depression, anxiety and suicidality is significantly greater in patients with psoriasis than the general population.





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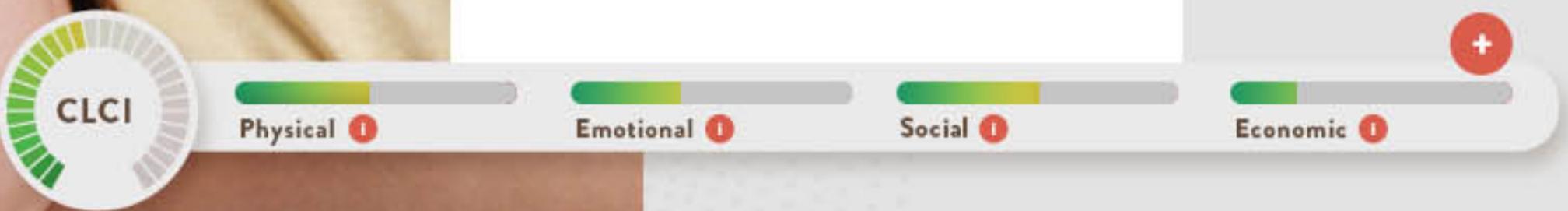
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Social

Patients are frequently stigmatized and excluded from normal social environments, including schools, workplaces and swimming pools (the last place Valerie wants to be right now). Many commonly report experiencing loneliness, isolation, feelings of being unattractive and frustration.





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### Economic

60% of psoriasis patients report missing an average of 26 days a year of work due to their psoriasis. How could Valerie's potential career be affected?





Doctor  
Visit

2

Valerie is back at the doctor's, and she is not happy. She explains she is experiencing more flares along with new symptoms like itching and scalp flakes. "This is keeping me from living my life," she tells him.



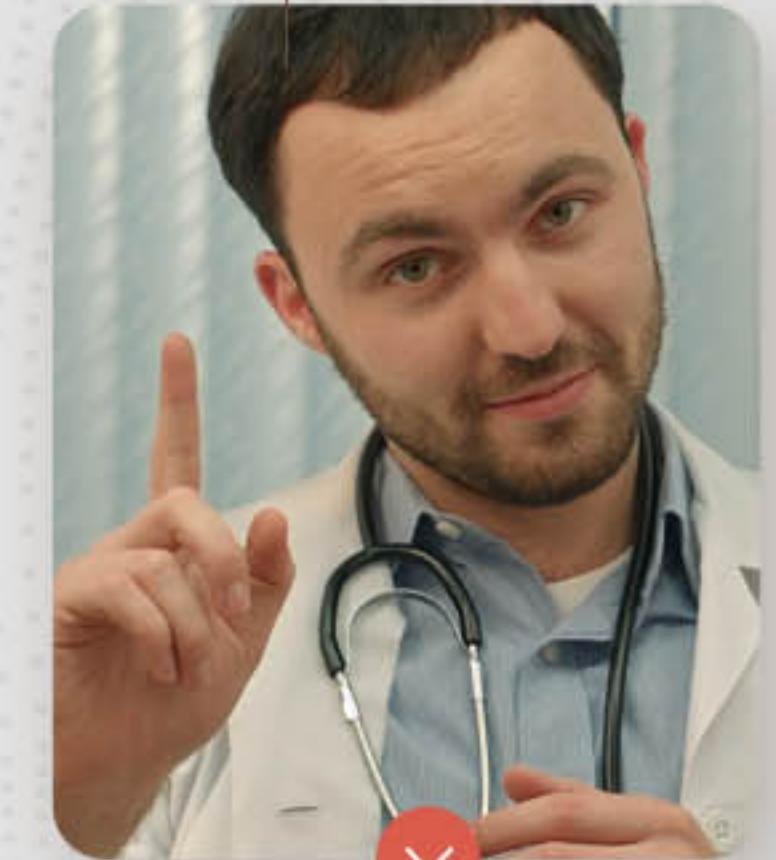


Valerie is back at the doctor's, and she is not happy. She explains she is experiencing more flares along with new symptoms like itching and scalp flakes. "This is keeping me from living my life," she tells him.

## Doctor Visit

# 2

"Your case might be more severe than I thought. I think you should see a dermatologist," her doctor replies.



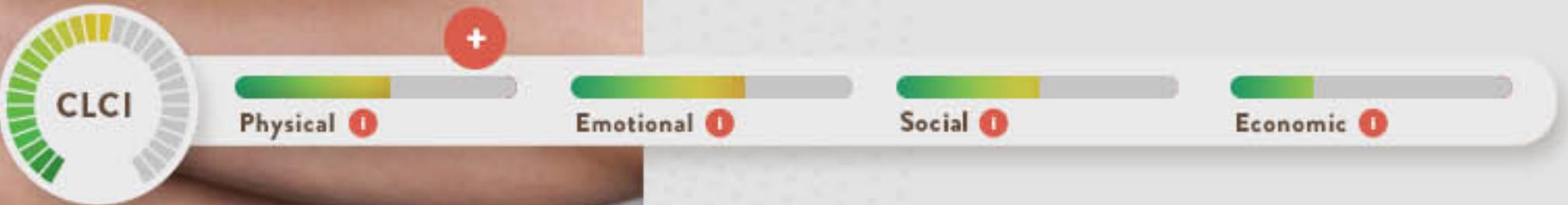


## How's Valerie



Valerie is upset—how much time had she wasted not seeing a specialist from the beginning? How many pounds had she gained avoiding the gym and staying isolated (and sedentary) at home?

*I wish I could go back in time and request that referral earlier, she thinks. Then maybe I'd have a clue what I was doing and how I can clear my skin.*





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### Emotional

For Valerie, psoriasis is more than skin deep. More than 90% of patients say their psoriasis impacts their emotional and social life.



Physical

1

Emotional

1

Social

1

Economic

1

+





Physical



Emotional



Social



Economic



## How's Valerie



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### Economic

Valerie's sense of feeling held back from her career is common. People with uncontrolled psoriasis experience significantly more work-related impairments compared to those with higher rates of skin clearance (as measured by PASI).





## Dermatologist Visit

# 1

The dermatologist diagnoses Valerie with psoriasis. (*I already knew that, Valerie thinks*). "It looks like it could be a moderate case," he says. "Would you want to try a stronger topical?"

Stronger sounded better to Valerie, so she accepts. But why doesn't she feel more confident?





hey! long time no talk

hiiiiii how're you? how was the derm?

he gave me a pill to take. haven't seen  
much improvement

i'm reading up on other options to  
manage my psoriasis



▼



## How's Valerie



Months go by no improvement, and Valerie's self-esteem drops into depression. Her boyfriend breaks up with her after she cancels their vacation—the truth is, she didn't want him to see the skin flakes in the bed she would shed overnight.

Valerie thinks once or twice about reaching out to her dermatologist. But the more time that goes by, the less she wants to. *This is just something I need to deal with myself*, she thinks.





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### Physical

Valerie is frustrated with her current topical. More than 80% of patients with moderate to severe disease are treated only with topical therapy or are not treated at all.



CLCI

1

Physical

+

Emotional

1

Social

1

Economic

1





## How's Valerie

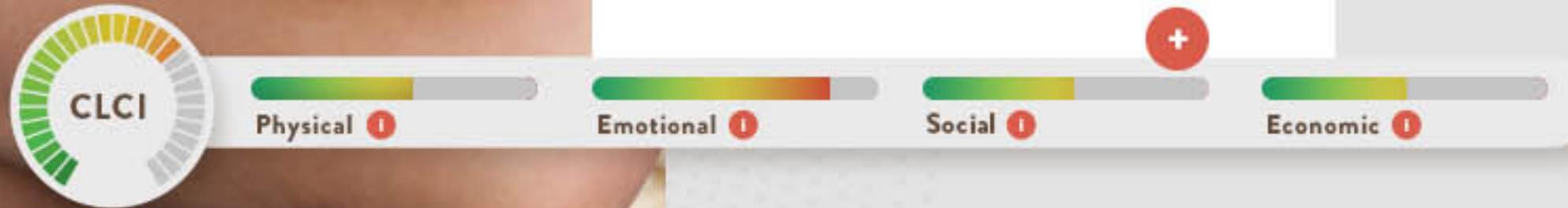


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### Emotional

It's common for people like Valerie to feel embarrassed or ashamed of their bodies. They have an increased risk for anger, frustration, helplessness and low self-esteem.





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### Social

Stigma can have long-lasting psychosocial consequences, including stress, fear of rejection, social isolation, school/work absenteeism and failed relationships, like Valerie's latest one.



Physical

1

Emotional

1

Social

1

Economic

1

+





## How's Valerie



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### Economic

Psoriasis is associated with high healthcare resource use and economic burden that increases with disease severity. The longer Valerie takes to get on the right option, the higher the cost.



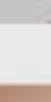
CLCI



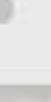
Physical



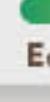
Emotional



Social



Economic



Dermatologist  
Visit

2



"I tried to reach out to your office, but I never heard back," Valerie begins. After explaining the lack of improvement in her physical symptoms, she shares she was lonely and scared.



## Dermatologist Visit

# 2



"I tried to reach out to your office, but I never heard back," Valerie begins. After explaining the lack of improvement in her physical symptoms, she shares she was lonely and scared.



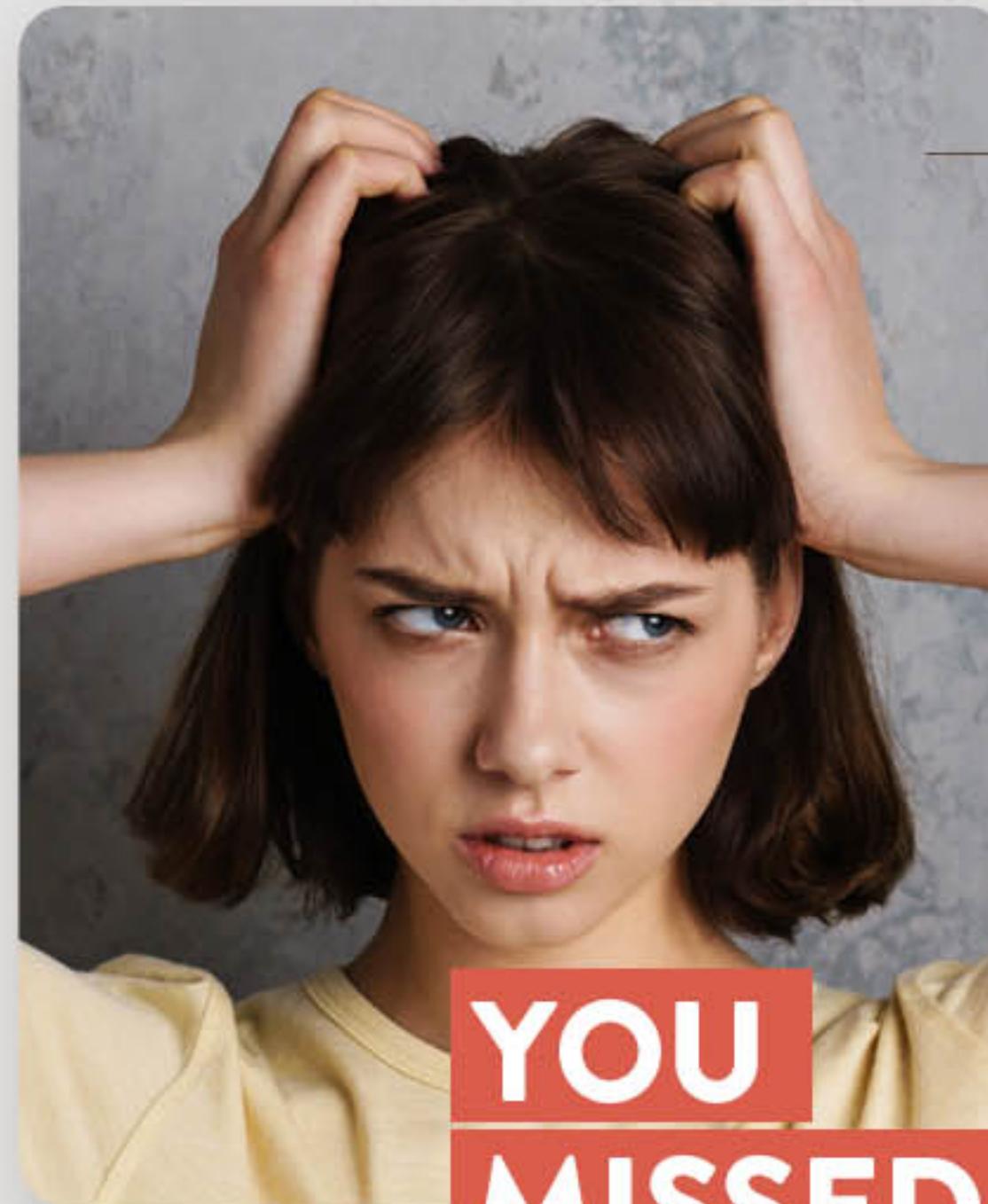
The dermatologist nods, and said there was another option she could try, one better suited for Valerie's moderate to severe disease.



“

What frustrates me most when interacting with my dermatologist about psoriasis is not being told about new options sooner...because if I was told sooner, I would not have to wait and suffer in the process.

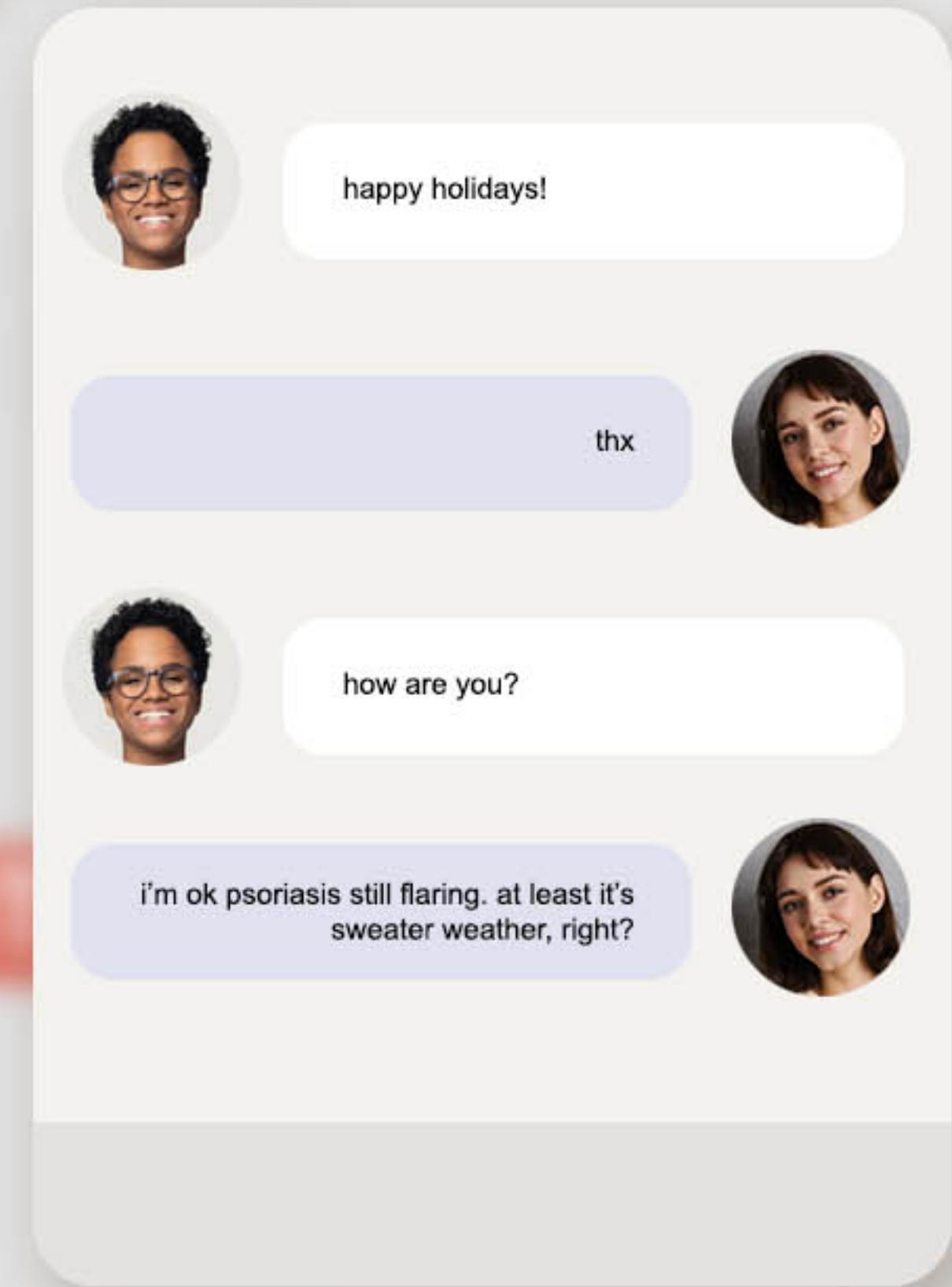
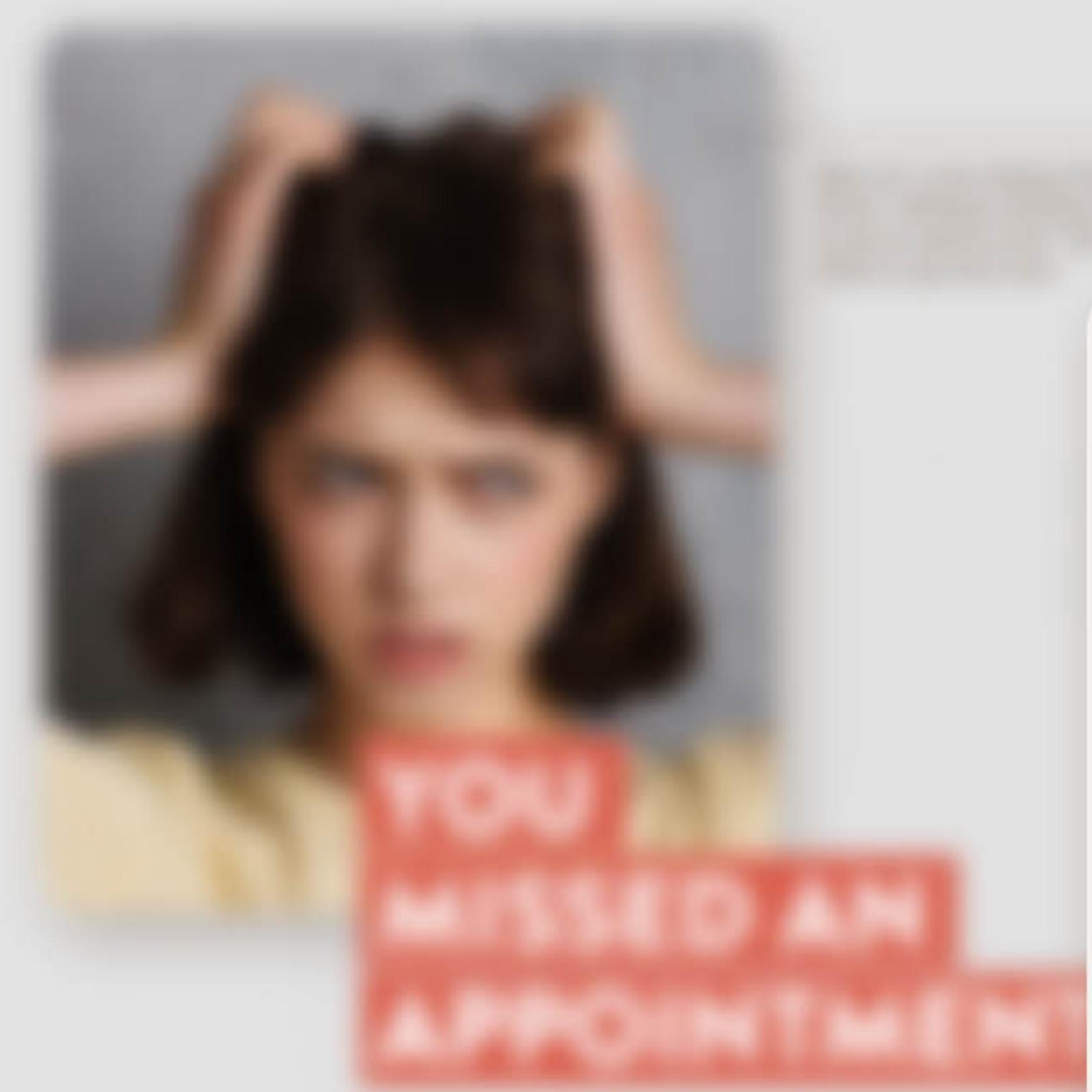


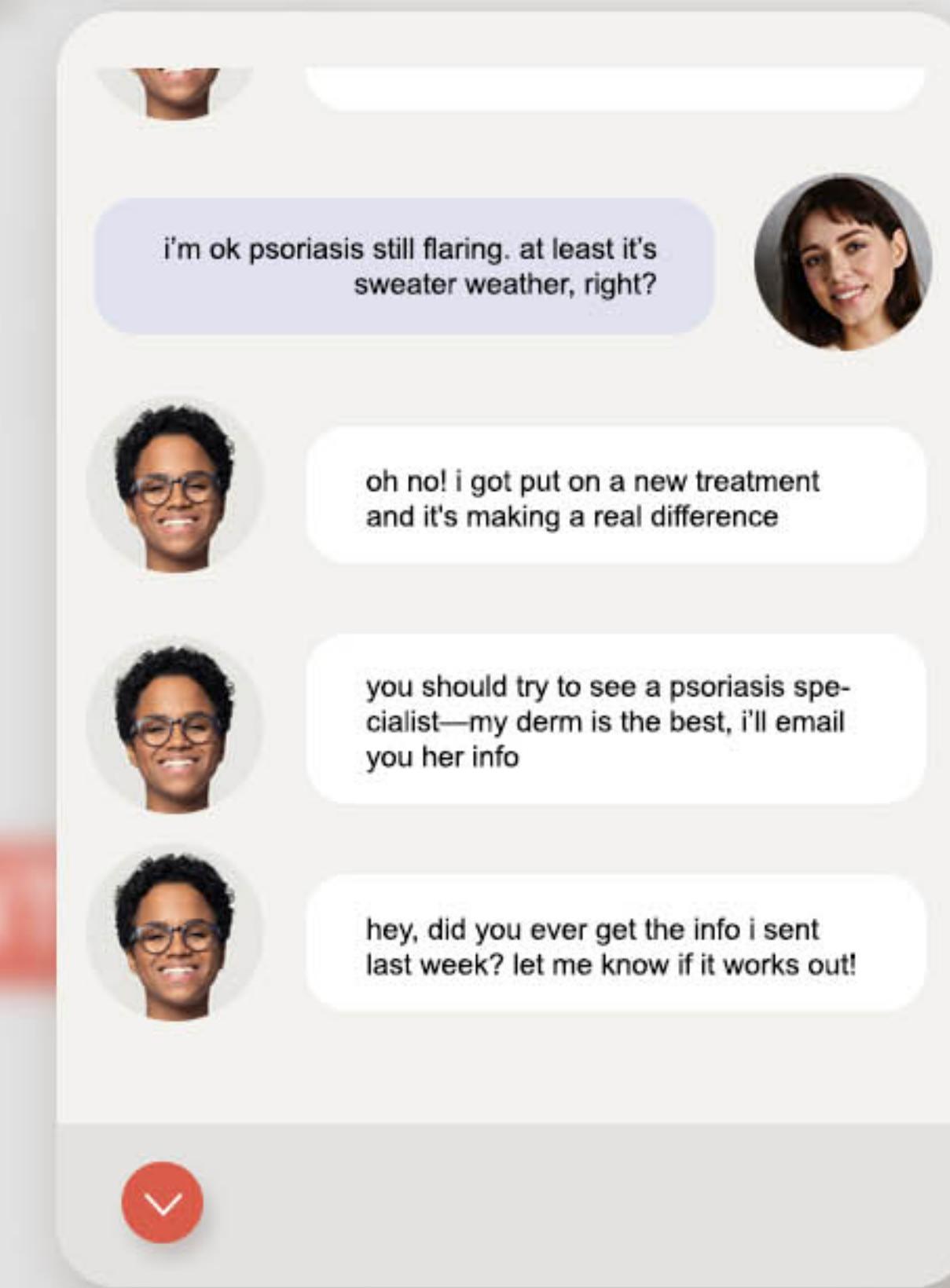
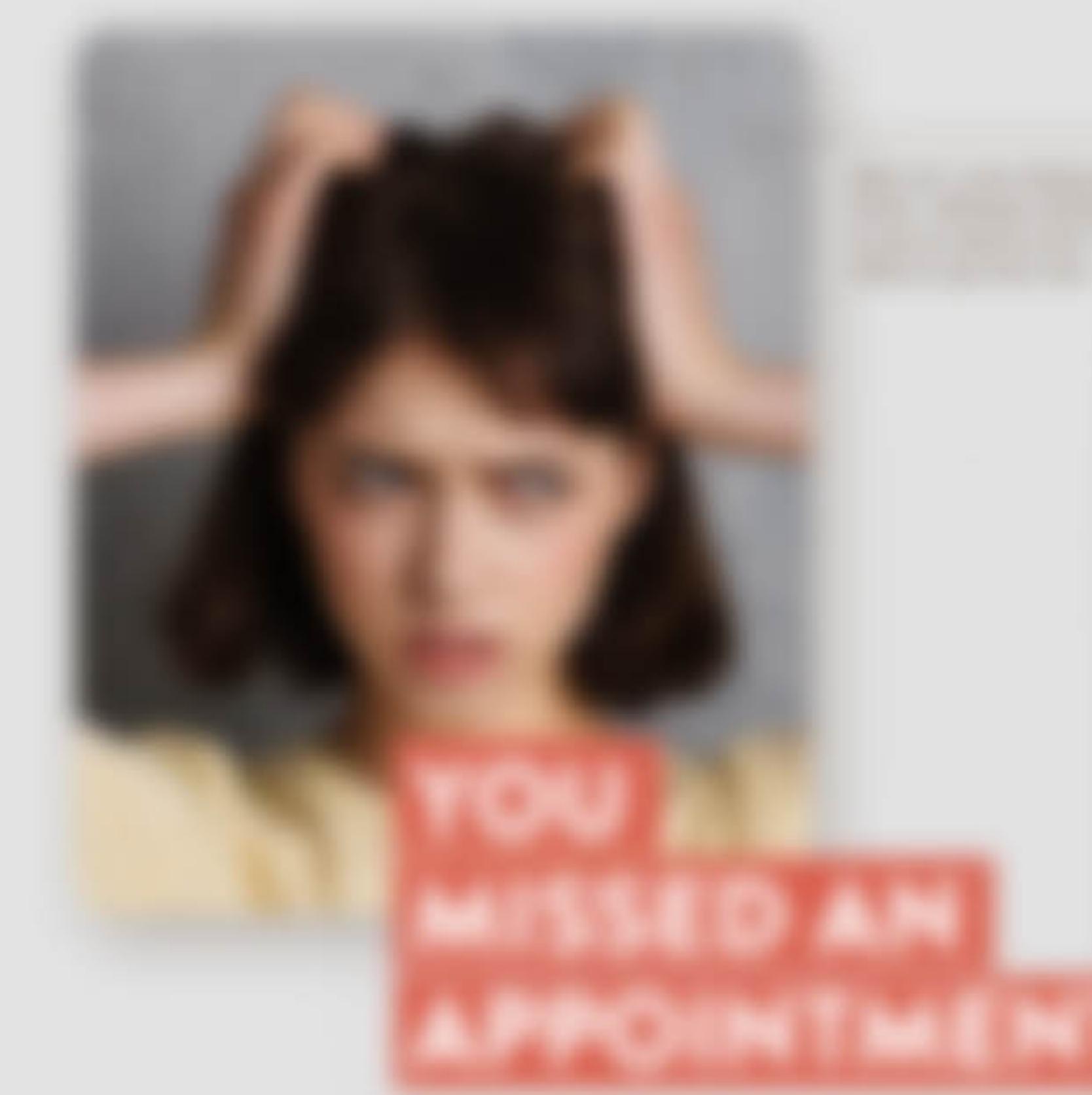


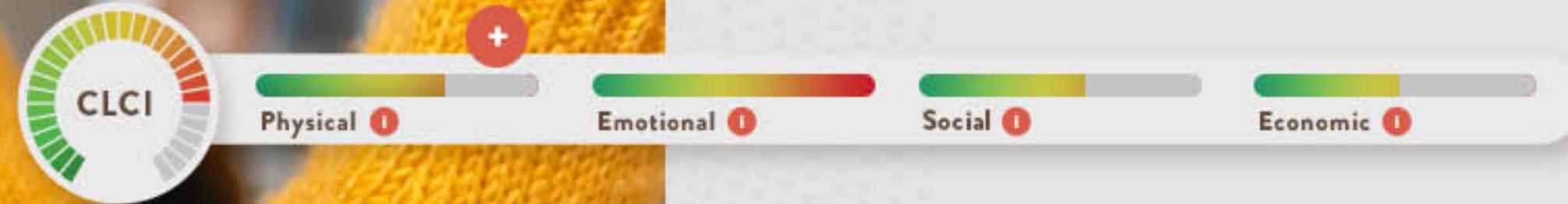
**YOU  
MISSSED AN  
APPOINTMENT!**

*Why am I even doing all this? Valerie thinks. Nothing's working. My psoriasis is just as bad as ever! I don't know where to go from here.*









## How's Valerie



After months of withdrawal, Valerie finally makes a public appearance at her family's annual New Year's dinner. Her cousin pulls her aside. "Valerie, I see you struggling. My friend with psoriasis has been seeing a dermatologist who specializes in psoriasis and says nothing but great things. She will listen to you, please go."

More unsolicited advice was the last thing Valerie wants. She has her doubts, but she trusts her cousin.





## Physical

Valerie has found herself drinking more often, alone. The burdens of psoriasis can lead to maladaptive coping mechanisms, including increased alcohol consumption, smoking and treatment discontinuation. In turn, this can worsen the impact of psoriasis.



Physical  
1

Emotional  
1

Social  
1

Economic  
1

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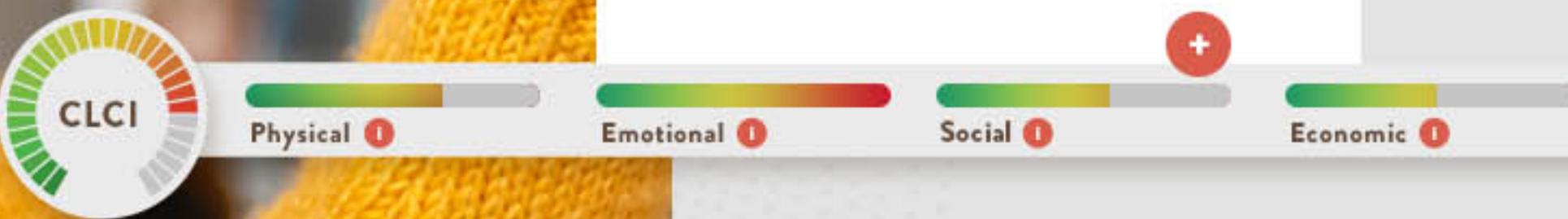


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### Emotional

Valerie's cousin recognizes her depression. The prevalence of depression, anxiety and suicidality is significantly greater in patients with psoriasis, and patients with psoriasis score lower in mental health than those with many other chronic conditions, including diabetes, arthritis and hypertension.





## How's Valerie



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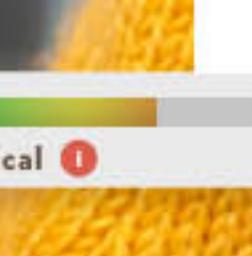
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### Social

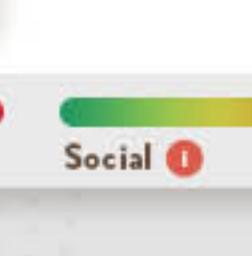
Social exclusion, discrimination and stigma can be psychologically devastating for individuals suffering from psoriasis. 70% of psoriasis patients say their disease impacts their family life—like skipping out on family gathering, like Valerie has been.



Physical



Emotional



Social



Economic



## Dermatologist Visit (again)

1



Itch. Itch. Scratch. Valerie is fidgeting in the exam room. "I see you're itching quite a bit," the dermatologist says. "How are your physical symptoms impacting your life?"

Valerie had never been asked that before. It was the beginning of a good conversation in which she finally says out loud that she wants clear skin. On her way out, she realizes that she finally feels heard.





## How's Valerie



"Psoriasis is all I think about," she says tearfully to the dermatologist on the phone. "I am still getting flares. I'm distracted at work, wondering if my coworkers are judging me. I'm judging me. I feel like a failure."

Her dermatologist says it was good she reached out and that Valerie should come in as soon as possible to discuss her goals. Something about this time feels different to Valerie—in a good way.





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### Physical

For Valerie, almost clear skin isn't enough. Although patients with almost clear skin (PASI 75 or a sPGA score of 0 or 1) are often considered treatment responders, they may continue to experience the negative impact of residual disease.



CLCI

Physical

1



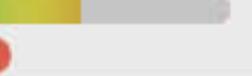
Emotional

1



Social

1



Economic

1





## How's Valerie

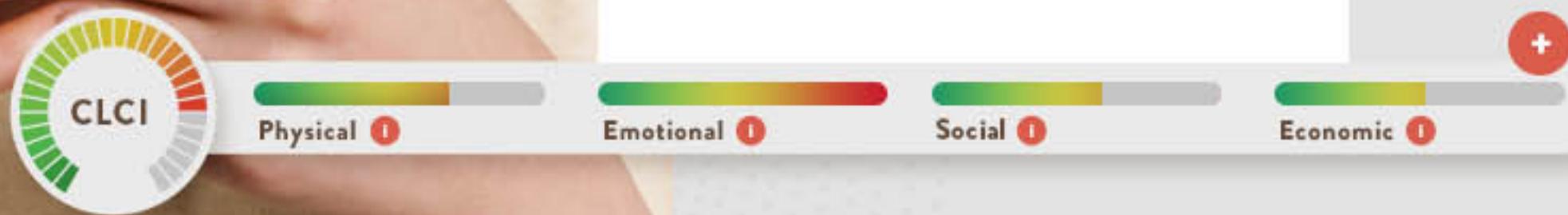


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### Emotional

Valerie was brave here, but many patients struggle to communicate the true impact that psoriasis has on their daily life to their dermatologist. More than 50% of psoriasis patients report being dissatisfied with their treatment.





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### Economic

Valerie's job has been the last thing on her mind lately. If the cumulative burden of psoriasis is managed inadequately, long-term effects include difficulty improving work prospects, reduced working capability/productivity, and limited earning potential.



## Dermatologist Visit

# 2

"Let's talk about you," her dermatologist begins. And Valerie knew she made the right choice in speaking up. They speak about the impact of psoriasis on Valerie's life and how important clear skin is to her to, working together to develop goals.

The dermatologist takes the time to explain different options and recommends one that could both help Valerie achieve her goal of completely clear skin and work with her lifestyle. He enrolls Valerie in a patient support program to get her continued, personalized care.

i

## LET'S TALK ABOUT YOU



## Dermatologist Visit

# 2

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Treatment goals for psoriasis recommend achievement of clear or almost clear skin as standard of care. In clinical practice, treatment goals establish therapeutic expectations and encourage healthcare providers to treat to target.

**LET'S TALK  
ABOUT YOU**





hey lady!



hi!! sorry i never responded. it's been  
really tough



but I finally have a great derm who  
listens



that's so cool! i'm so happy for you

but i finally have a great dermat who  
listens



that's so cool! i'm so happy for you



i'm still clear. i started a psoriasis ins-  
tagram account haha



and i'm working as a patient ambassa-  
dor to help others!



love it! look at us





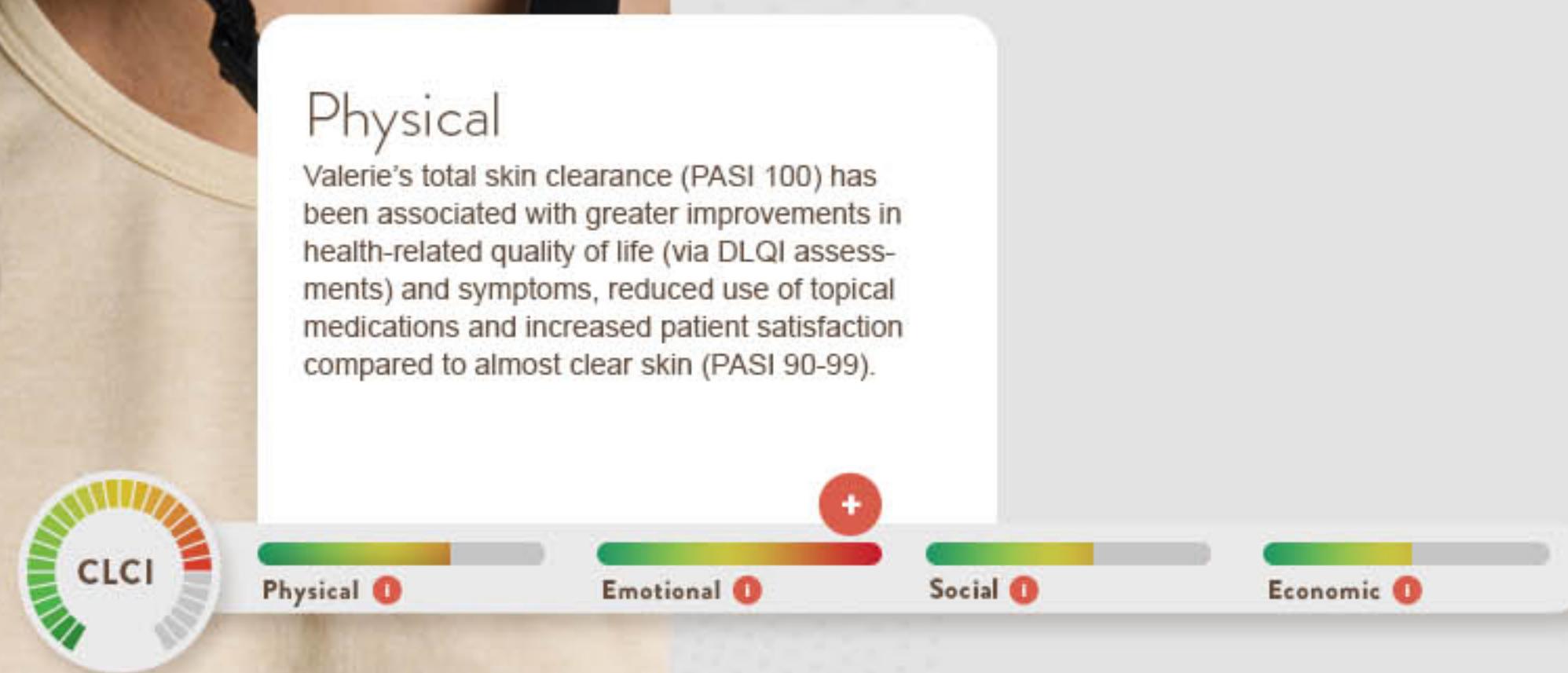
## How's Valerie



As her skin clears, Valerie is beyond happy she had found a good dermatologist who took the time to speak about her goals.

And even though Valerie now sees clear skin when she looks at her reflection, she would always remember what it felt like to want to hide away from the world with worry about the next time a plaque would flare. What opportunities did psoriasis take from her? She'd never know—she can only move forward.



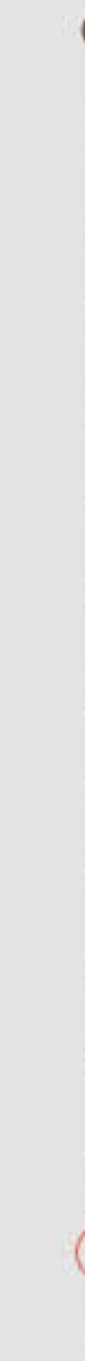


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### Emotional

Valerie's fear of losing her clear skin has a higher psychological burden now that she's experienced it. Going from completely clear skin (PASI 100) to clear skin (PASI 90) makes a patient more anxious than going from clear skin (PASI 90) to almost clear skin (PASI 75).





## How's Valerie

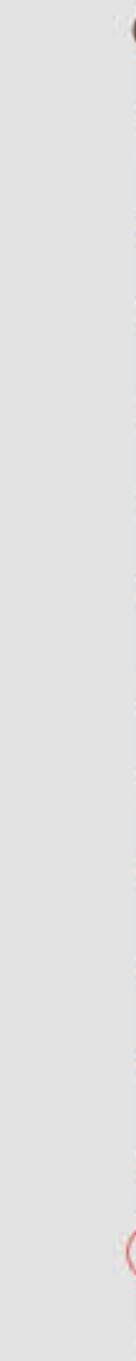


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### Social

Achieving completely clear skin (PASI 100) has been associated with greater improvements in psychosocial effects Valerie experiences, including skin-related embarrassment, problems with partners, close friends or relatives and sexual difficulties.





## How's Valerie



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### Economic

Joining a patient support program will help save Valerie money—one study showed 23% lower 12-month medical costs than did those of patients not in the support group.





"So happy you're coming to the beach this weekend," says Serena. "Don't forget your sunscreen!"



"So happy you're coming to the beach this weekend," says Serena. "Don't forget your sunscreen!"



"Never!" Valerie replies. "We love our skin!!"

# No two patients with psoriasis have the same tale.

The impact of someone's individual psoriasis experience can impact all areas of their life—for their entire life. Clear skin could lead to an improved life path for patients with psoriasis, but timely and successful collaborative management is needed to help limit an individual's risk for an increased CLCI, and help them live their life to the clearest.



Take a deeper dive into the cumulative life course impact (CLCI) of psoriasis >

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## Serena's Tale

Serena was clear about what she wanted from the start—clear skin. She did her research and spoke up about seeing a psoriasis specialist. While the first option her dermatologist put her on wasn't a fit, she and her doctor continued to discuss her goals of achieving clear skin. Those open conversations meant Serena was able to get on a therapy that worked for her, faster. Now clear, Serena is committed to helping other people feel empowered to speak up.

[EXPERIENCE FULL JOURNEY](#)



## Valerie's Tale

Doubt and low confidence plagued Valerie from her diagnosis. The emotional and psychological effects of untreated psoriasis grew larger as Valerie wanted to get smaller and hide from the world. She bounced between doctors and therapies before she was recommended a psoriasis specialist who took the time to ask Valerie about her treatment goals. Newly empowered, Valerie was finally able to find a disease management option that made a difference—but the years and burdens it took to get there have a cost.



**EXPERIENCE FULL JOURNEY**



You are now leaving the  
Tale of Two Psoriasis  
Patients website.

[CONTINUE TO SITE](#)

[CANCEL](#)



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