



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](#)



EN



United States (English)

Deutschland (Deutsch)

France (Français)

México (Español)

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BEGIN



Patient

1

Serena

Patient

2

Valerie



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 drugstore lotion was working. It was time to go see the doctor.



1

Doctor Visit

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!



X





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.



Cumulative life course impairment:



How's Serena

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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 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.





Economic i

Social i

Emotional i



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.

Physical i





Economic 

Social 



Emotional

Serena felt empowered to ask questions and to see a dermatologist. For some people, it can take more than two years to get a dermatologist referral.

Emotional 

Physical 





Economic 

Social

Could vacuuming just be an excuse for Serena to stay home and clean? 94% of patients say their psoriasis impacts their social life.



Social 

Emotional 

Physical 





How psoriasis affects work productivity and financial well-being

Economic 1

Social

Could vacuuming just be an excuse for Serena to stay home and clean? 94% of patients say "vacuuming" affects their social life.

How psoriasis affects relationships



How psoriasis affects mental health

How psoriasis symptoms affect the ability to function

Physical 1





1

Dermatologist Visit

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.



Dermatologist Visit



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.



Her dermatologist is impressed. He takes the time to explain her moderate to severe psoriasis diagnosis and why he 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. With many other psoriasis patients, first treatment wouldn't be





How's Serena



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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.





Economic ⓘ

Social ⓘ

Emotional ⓘ



Physical

Approximately 20-50% of patients with psoriasis have moderate to severe disease, like Serena.

Physical ⓘ





Economic i

Social i



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.

Emotional i

Physical i





Economic

Social

Havitng 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.

Social

Emotional

Physical





Economic

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



Economic 1

Social 1

Emotional 1

Physical 1





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





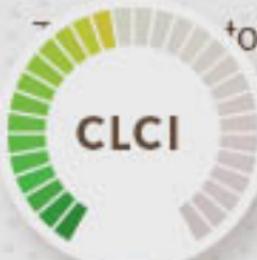
Dermatologist Visit

2



**I'M NOT
HAPPY**

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?"



*ologist says, she would put her on an
rapy, or a biologic. She exp ! how it
y she think this would be a g

Visit



I'M NOT HAPPY

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

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 things reach i The de injecta works option.

ng the help me

Patients typically remain on advanced therapies for 27 months even if it provides suboptimal response.

n an s how it od next

i





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



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 ? Good thing she has great





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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.





Economic

Social

Emotional



Physical

Serena isn't imagining feeling better. An increase in skin clearance (PASI 75 to PASI 90) can lead to 50% increase in likelihood of achieving an improved quality of life.

Physical

CLCI





Economic

Social

Emotional

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



Emotional

Physical





Dermatologist Visit

3



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





"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.





Economic i

Social i

Emotional i



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).

Physical i





Economic

Social

Emotional

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

Emotional

Physical





Economic i

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.

Social i

Emotional i

Physical i





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.

Economic !

Social !

Emotional !

Physical !





happy holidays!

thx



how are you?

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



omg no!



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



how are you?



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



omg no!



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



oh no! i got put on a new treatment and it is making a difference!



you should try to see a psoriasis specialist—my derm is the best, i'll email you her info



hey, did you ever get the info i sent last week? let me know if it works out!





COULD IT REALLY BE THIS EASY?



Doctors know best, Valerie thought. "The prescription lotion sounds good."

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





It was so nice to meet you today!



same! how did your appt go?



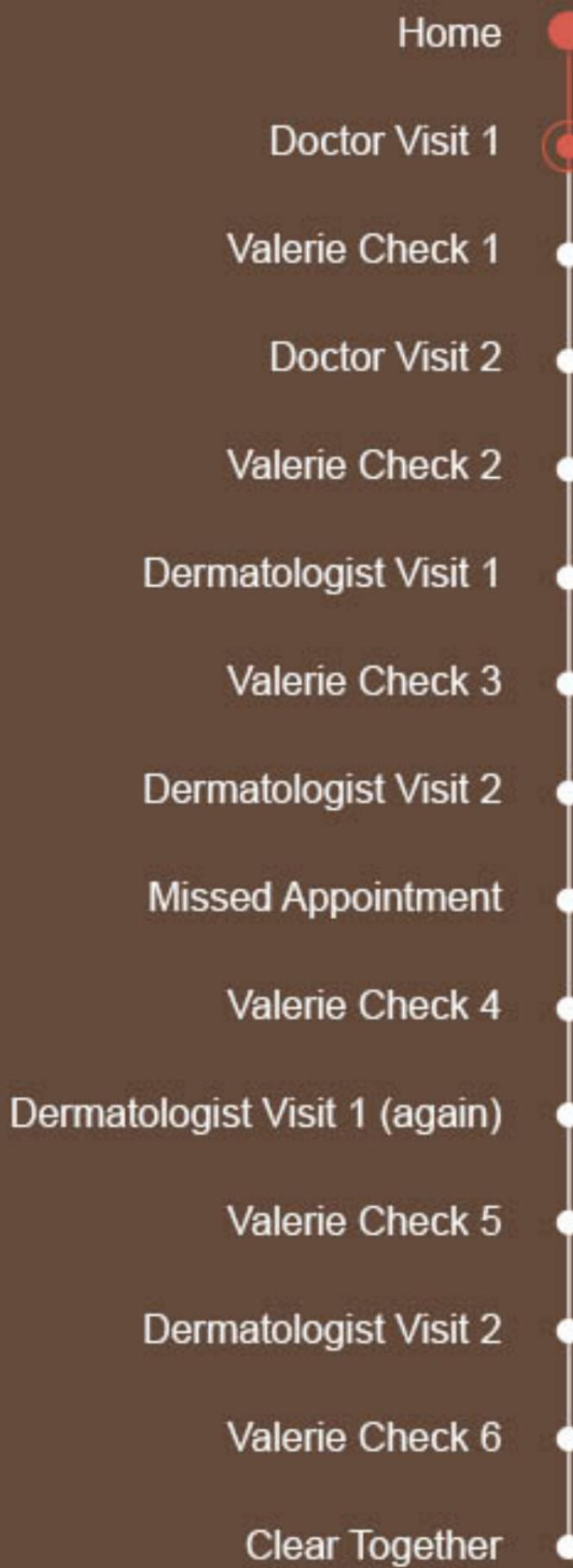
it went ok... the doctor didn't seem confident in my diagnosis. he gave me a prescription cream to use



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



X





“

The most memorable moment for me was one with my family doctor when I found out that I had psoriasis and there was no cure. It felt like I was getting a life sentence.





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,

she thinks.



Cumulative life course impairment:



How's Valerie

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Economic i

Social i

Emotional i



Physical

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

Physical i





Economic ⓘ



Social ⓘ

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.

Emotional ⓘ

Physical ⓘ





Economic



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.

Social

Emotional

Physical





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?



Economic i

Social i

Emotional i

Physical i

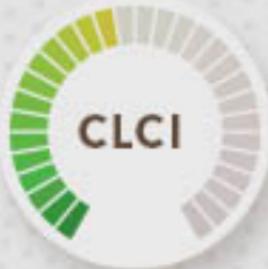


Doctor Visit

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.



"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.





Physical

Valerie's weight gain could indicate a bigger issue. 71% of psoriasis patients report at least one comorbidity, and 47% report more than one. These include obesity, cardiovascular disease, diabetes, and depression.

Physical





Economic

Social

Emotional

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

Emotional

Physical





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).



Economic i

Social i

Emotional i

Physical i



1

Dermatologist Visit

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



like lemon juice?



omg no!



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





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 something I need to deal with
Valerie thinks.





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.





Economic i

Social i

Emotional i



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.

Physical i





Economic ⓘ

Social ⓘ



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.

Emotional ⓘ

Physical ⓘ





Economic i

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.

Social i

Emotional i

Physical i





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.



Economic

Social

Emotional

Physical



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.





"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 MISSED 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.





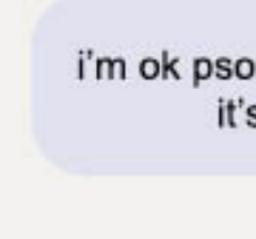
happy holidays!



thx



how are you?



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



oh no! i got put on a new treatment and it's making a real difference



you should try to see a psoriasis specialist—my derm is the best, i'll email you her info



hey, did you ever get the info i sent last week? let me know if it works out!





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 wanted. She has her doubts, but she listens to her cousin.





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.





Economic 1

Social 1

Emotional 1



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





Economic ⓘ

Social ⓘ



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.

Emotional ⓘ

Physical ⓘ





Economic

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.



Social

Emotional

Physical



1

Dermatologist Visit (again)



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 for Valerie—in a good way.





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.





Economic

Social

Emotional



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.

Physical





Economic



Social

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.

Emotional

Physical





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.



Economic 1

Social 1

Emotional 1

Physical 1





Dermatologist Visit

2



LET'S TALK ABOUT YOU

"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 treatments and recommends one that will help Valerie achieve her goal of clear skin and work with her like a partner to enroll Valerie in a patient support program to get her continued, personalized care.



Dermatologist
Visit



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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.



Dermatologist
Visit



LET'S TALK ABOUT YOU

"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 imp to g

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pe.

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.





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



i'm still clear. i started a psoriasis instagram account haha



and I'm working as a patient ambassador 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 fl?

* opportunities did psoriasis ? She'd never know—she forward.





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.





Economic

Social

Emotional



Physical

Valerie's total skin clearance (PASI 100) has been associated with greater improvements in health-related quality of life (via DLQI assessments) and symptoms, reduced use of topical medications and increased patient satisfaction compared to almost clear skin (PASI 90-99).

Physical





Economic

Social



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).

Emotional

Physical





Economic

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.

Social

Emotional

Physical





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.



Economic

Social

Emotional

Physical





"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.



CLCI

CLCI



CLCI

CLCI

[VIEW SERENA'S SUMMARY](#)

[VIEW VALERIE'S SUMMARY](#)

Take a deeper dive into the cumulative

them live their life to the clearest.



CLCI



CLCI



**VIEW SERENA'S
SUMMARY**



**VIEW VALERIE'S
SUMMARY**

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

Share



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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

X

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

CONTINUE TO SITE

CANCEL



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