WE WILL GET:
People with moderate to severe psoriatic disease who are not treating or undertreating

TO:
Treat appropriately based on the severity of their disease

BY:
Letting them know it is a treatable illness. (And not to give up exploring their many treatment options until they find themselves clear of symptoms.)

WHAT PROBLEM DO WE WANT TO SOLVE?

Psoriatic disease (which includes psoriasis and/or psoriatic arthritis) is poorly understood even by many who have it. Far beyond itchy, dry skin, psoriatic disease is an autoimmune disease with severe health risks. The disease challenges those with the condition logistically, financially, and emotionally, and is often accompanied by comorbidities including heart disease, depression, pregnancy complications, and diabetes. Fortunately, there is hope as effective treatments do exist. The challenge for many with psoriatic disease is being hopeful enough to seek treatment—or a better treatment—and there are a number of barriers in the way.

Based on NPF’s focus groups in early 2018, many people who should take biologics do not because they fear possible side effects. Some people also mistakenly believe their disease is under control, do not appreciate the systemic nature of their disease, and do not think their disease is “severe enough” that biologics are necessary. Others have given up hope that their skin, health and overall lives will improve—and crave better physical and mental health.

To save and improve lives, NPF is tackling the treatment barriers of people challenged by moderate to severe psoriatic disease who are not “treating to clear.”

Barriers include:

- Mistakenly believing their condition is under control,
- Not understanding the risks of not treating or undertreating,
- Trying a treatment or two (that didn’t work) and then giving up,
- The high cost of medication,
- Not being prescribed the appropriate medicine,
- Difficulties working with insurance companies to get a medicine covered, and
- A fear of side effects and/or long-term effects of treatment.

WHAT’S THE INSIGHT THAT WILL SPARK THEIR INTEREST?

Every patient has their own journey with psoriatic disease and, though there is no silver bullet for treatment, there are many very effective treatments. A holistic approach (e.g., social supports, different therapies, etc.) and—for many—treatment with biologics will increase patients’ quality of life, and overall physical and mental health.

Stemming from conversations with the NPF Marketing Task force and Board of Directors this spring, there was a shared desire for a much greater focus on raising awareness of comorbidities through compelling,
memorable messaging that changes behavior among patients with moderate to severe psoriatic disease who can be reticent to take biologics. For many within this group, biologics offer a solution whose benefits greatly outweigh the risks. By mobilizing this audience to be their own best health advocate, NPF can empower them to utilize existing resources and to seek out a treatment that gets them to “clear.”

WHAT’S THE SIMPLEST WAY TO SUM UP OUR ARGUMENT?

If you have moderate to severe psoriatic disease, there is a safe and effective treatment for you.

WHAT CREATIVE MATERIALS ARE WE PRODUCING?

Two to three campaign platforms with sample creative for NPF to develop in the next phase of work.

In addition to (most likely) a highly-targeted digital buy—either national in scope or reaching one or more pilot markets—the campaign platforms should utilize NPF’s many existing outreach channels that are highly developed and that reach hundreds of thousands of people who are connected to psoriatic disease (e.g., patients, family members, providers, researchers, policymakers, etc.). These NPF channels include:

- Events/fundraisers across the country,
- Numerous designed materials,
- Email listservs,
- Online support communities, etc.

EXAMPLES OF POSSIBLE MESSAGING TO PEOPLE WITH MODERATE TO SEVERE PSORIATIC DISEASE WHO ARE EITHER NOT TREATING OR UNDERTREATING:

- Raising awareness of the high risks (i.e., comorbidities such as diabetes and heart disease) of not treating or undertreating,
- Dispelling the myth that the possible side effects of biologics are more harmful than undertreating psoriatic disease,
- Connecting people to support online or through in-person communities/resources as an avenue to appropriate treatment,
- Giving this audience hope that their condition IS treatable and these drugs are safe and effective; work,
- Resources exist that could make medication more affordable, and/or
- Proof-points as to the effectiveness of biologics.