



National Psoriasis Foundation

The Impact of Psoriasis on Personal Relationships

Funded by Galderma Laboratories, LP





National Psoriasis Foundation

- The National Psoriasis Foundation (NPF) is the largest charitable funder of psoriatic disease research and psoriasis patient advocacy worldwide
- Our mission is to *find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education*
- We engage thousands of volunteers around the country in activities that will lead to a cure. Every voice counts

for information, visit www.psoriasis.org





Presentation Objectives

- Review results of 2010 National Psoriasis Foundation patient survey, “Impact of Psoriasis on Personal Relationships”
- Review tips for more effective communication with your psoriasis patients





About the Survey

- Survey Goal: gain insights into the perceptions of patients with psoriasis regarding the impact of the disease on their personal relationships
- Galderma-sponsored survey of 1520 psoriasis patients (July 2010)
- Statistics represent the percentage of respondents who answered a specific question (not always 1520 respondents)





Survey Demographics

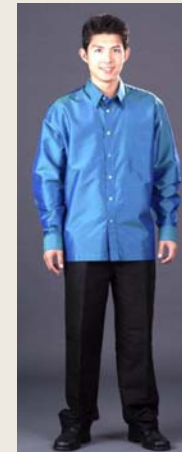
- Among those who took the survey:
 - **98.2%** have been diagnosed with psoriasis by a doctor
 - **69%** diagnosed with **plaque** psoriasis
 - **41%** diagnosed with moderate severity plaque psoriasis
 - **30%** diagnosed with severe plaque psoriasis
 - **47%** are younger than 45 years old
 - **66%** are female
 - **51%** were diagnosed more than 15 years ago

All stats in presentation: Survey Monkey. "The Impact of Psoriasis on Personal Relationships." Accessed July 23, 2010:
http://www.surveymonkey.com/MySurvey_Responses.aspx?sm=mFYIOxxTzuikKOnbo%2fqmOJv2GIw8jXAIoyFhagZBg4Y%3d



How Psoriasis Affects Social Relationships

- **70%** of respondents think psoriasis has an impact on social relationships
- **44%** said they would change their plans at the last minute due to a flare-up
- **72%** of respondents are concerned that new people they meet who notice their psoriasis will think of them less favorably
- **80%** of respondents usually wear clothing that covers up their psoriasis





Impact of Psoriasis on Dating and Intimacy

- Of single respondents:
 - Nearly 80% of single respondents believe that they date less than their peers because of their psoriasis
 - 58% feel less physically attractive to the opposite sex
 - 52% shy away from intimacy because of their psoriasis
 - 41% are less outgoing when having flare-ups
- Of patients married or in committed relationships:
 - 61% worry that their partner will be turned off from physical intimacy by their psoriasis
 - 62% feel uncomfortable exposing skin to their partner when having a flare-up
 - 15% feel that a relationship has ended because of their psoriasis





Successful Treatment Helps!

Nearly 60% of respondents whose psoriasis has been successfully treated said there has been a positive impact on their personal relationships



I am more confident when I meet new people (60%)

I am less concerned with what other people think of me (57%)

I participate in more social activities (46%)

I have more fulfilling relationships with family and/or friends (32%)





Tips for Promoting Successful Coping and Treatment

- **Have patients “check the facts”** and ask patients to remind themselves that everyone has insecurities regarding their appearance, that this is normal, and that no person is “perfect”
- **Encourage positive statements** to replace personal criticisms
- **Encourage patients to keep written documentation** of flares (time of year, duration) **and take photos of flares**, since by the time patients see their doctor, symptoms may have improved
- **Remind patients there is no cure for psoriasis**, and the disease does not go away when flares resolve





Where and When to Refer Patients for Additional Support

- Remember to ask patients about their emotional health during follow-up visits
- **Refer patients for counseling with a psychiatrist or psychologist for additional support, if needed**
- Provide information about NPF Local and Regional Support Groups





Thank You

Original Presenters:

Fran Cook-Bolden, MD

Board-certified dermatologist practicing in New York City
Director of the Skin Specialty Group and the Ethnic Skin Specialty Group
Assistant Clinical Professor at Columbia University
Co-author of *Beautiful Skin of Color*

Diana Kirschner, PhD

Psychologist and relationship expert
Author of best-selling book *Love in 90 Days*, the basis for her one-woman
PBS special *Finding Your Own True Love*
Frequent guest on *The Today Show*, widely quoted in outlets such as
The New York Times, *USA Today*, and *People*

Learn

Act

Connect

Cure

>>> www.psoriasis.org