



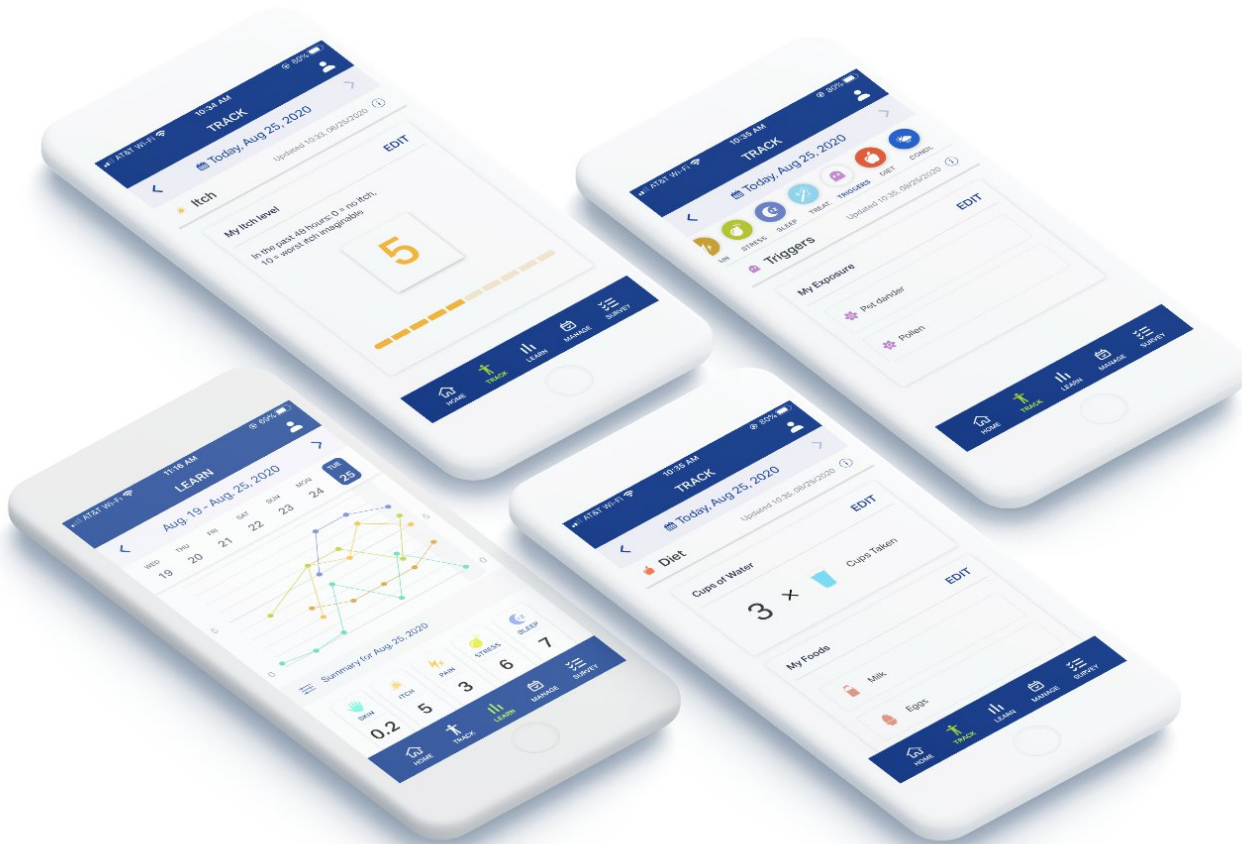
National
Eczema
Association

EczemaWise: Harnessing the Patient Journey

Advancing Eczema Care & Research
Through Patient-Powered Real-World Data

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EczemaWise - Turning 'Whys' Into WISE



A **NEW APP** from the National Eczema Association

EczemaWise Vision:

- **Activate** patients and caregivers in their eczema care
- **Enhance** shared decision making (SDM) between patients and healthcare providers (HCP)
- **Advance** eczema research through novel real-world data

Atopic Dermatitis Is Common Yet Unique



- **Highly prevalent** skin disease with hallmark symptoms
- **Experience and burden of disease** varies between individuals and with the same individual over time
 - Severity
 - Symptom Intensity/Frequency
 - Triggers
 - Quality of Life (psychological, social, work/school)
 - Treatment history
 - Healthcare System and Provider Engagement
 - Patient versus Caregiver

Patient Experience is Key to AD Care

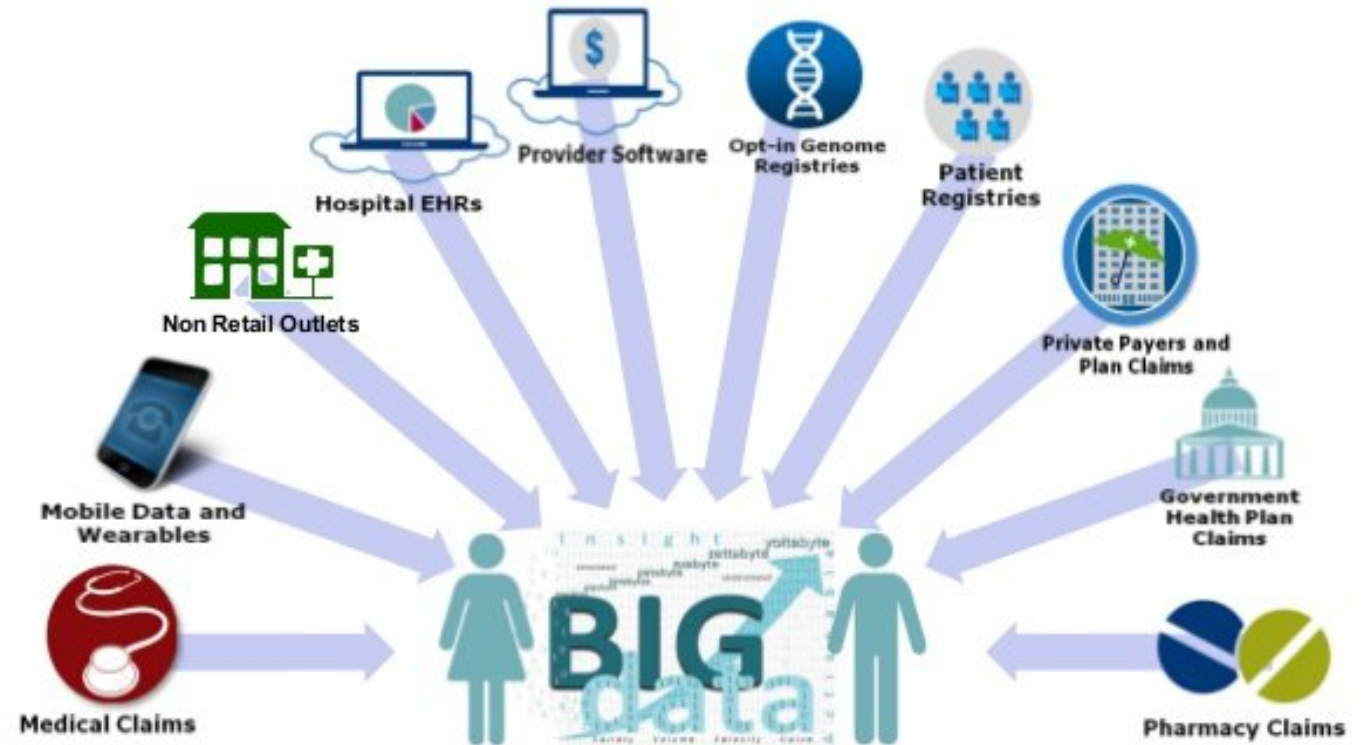


- Management of AD includes both **self-care** and **therapeutics**
 - Bathing and moisturizing
 - Trigger avoidance
 - Rx, OTC, CAM approaches
- Treatment regimens based on **assessments of disease impact** and **patient-HCP agreement**
 - Many dimensions to assess burden; varying use in clinical practice
 - Not easy to document and recall information between HCP visits
 - Treatment options are expanding
 - Shared decision-making can enhance outcomes

Real-World Data Can Unlock New AD Insights






- AD management largely occurs outside the HCP visit, yet **available data primarily tied to clinical settings**
- Lots of data inputs yet **limited patient-reported** and **patient-centric information**
- **Filling the data gap** can foster new understandings in treatment effectiveness and limitations in a diverse AD population



Source: *Big Data Analytics for Intelligent Healthcare Management* (2019)

EczemaWise TRACK-Learn-Manage Framework

- 9 trackers
 - Upload photos of affected areas
- Areas important to patients and HCPs
- Validated Tools:
 - PO-SCORAD
 - NRS – Itch
 - NRS-Pain

	Diet		Skin*		Treatments
	Itch*		Sleep*		Triggers
	Pain*		Stress		Weather

**Indicates validated measures*

Track-LEARN-Manage

- Weekly or monthly trends
- Expanded details to identify possible associations or other insights



Track-Learn-MANAGE (Shared Decision Making)

- Appointment details
- Find Focus
- Quality of Life Impact
 - Skin-Dex Mini
- Treatment Decision Aid
- Treatment Preferences
- Graph of LEARN data
- Easily printed for sharing with HCP

Get Ready for Your Appointment

Get the most out of your next visit with an EczemaWise provider report. We'll walk you step-by-step through the process to build your custom, downloadable report that includes:

- Your reason for the appointment
- Your preferences for eczema treatment
- The impact of your eczema on your everyday life
- Your list of medications to discuss with your provider during the appointment
- A graph of your symptoms over the past 90 days

GET STARTED

Robust, Novel Data Source for Research



- Backend is **REAL**, real-world data
 - Trackers plus periodic supplemental surveys
- Inputs from diverse patients and caregivers with varied journeys
- Turn anecdotal evidence into quantifiable, validated evidence



Bringing the Lived Experience to the Forefront



- **Recognizing** patient and caregiver expertise and experience
- **Emphasizing** the unique journey and perspectives for individual care
- **Leveraging** aggregate insights for the benefit of all



eczemawise.org



Thank you!
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