

From the patient perspective :

1/ Accept the condition :

The patient needs to accept that the skin condition is a specific illness and need to be addressed as such (*Not just a rash, not just an allergy, not just a dryness...*)

2 / Accept the diagnosis :

The patient needs to accept that A.D is a chronic condition, and that it doesn't mean that they will only live through flares... But that they will have to manage it long term. Their skin have a specific fragility.

3/ Understand the condition :

The patient needs to understand their condition and be able to treat symptoms, identify aggravating factors and prevent flares.

4 / Their own role:

The patient needs to accept that the doctor and the medication alone will not solve the problem, they have their own part to play on long term management

No change in condition despite efficient medication is often due to a lack of understanding of the condition

Expectations VS Reality

PATIENT EXPECTATIONS

- Complete and definitive cure by a simple action or short term medication. The patient has a passive role.
- Find THE root cause and get rid of it
- Medication, simple of use, without any side effects
- Find the perfect natural equivalent product

REALITY

- Chronical condition needs long term management and partnership between the patient and the doctor to get the disease under control. The patient have an active role to play.
- The causes are genetics, the patient has to make the difference between what they call « causes » and what we call « aggravating factors »
- Adress the fear of side effects and help the patient to identify the risks and the benefits, explain the exact use, especially for creams !
- « natural » or « bio » products are not completely inoffensive, it all depends on how, why (what for) and when you use it

No change in condition despite efficient medication

Therapeutic failure in Atopic Dermatitis: multiple origins

Minimize the
pain and impact
of the condition

Co
morbidity

Minimize the
pain and impact
of the condition

**Poor condition
and treatment
Exponations**

Patients related obstacles

The patient

- Exhausted by the treatment :
 - too long
 - too complicated
 - too demanding
- Poor compliance for local treatment ...*skin care refusal from the kids. Lack of explanations from the doctors to the parents, and from the parents to the kids...*
- Afraid of side effects from local treatment, impression that skincare is a lot of effort for no results... No more hope to get better.
- Need to get a bigger picture of everything that is necessary to improve the condition to feel empowered : food, sleep, allergies, emotions....
- Unavailability of doctors and lack of listening, cannot be joined during crisis or for further questions, the waiting between consults are too long, lack of support



Doctor related obstacles



- **Availability:** *time is missing...*
- **Poor listening**
- Prescription: **too complicated** or without references to patients beliefs
- **Poor local treatment explanation or demonstration**

« When the Doctor does not consider patient preferences the risks of treatment failure increases »



**Perceived
safety**

Why do patients with atopic dermatitis refuse to apply topical steroids?

Corticophobia: Reticence due to exaggerated fears :
inefficacy, short term effect, side effects, lack of
confidence

A major cause of bad compliance in atopic patient, from 60
to 72 %

Afraid of « rebound effect »...

Charman CR, *Br J Dermatol* 2000;142:931-6

Hon KL, *Steroids fears in children with eczema, Acta
Paediatr*,2006