

CASE STUDY

Industry

Consumer health

Therapy area

Dermatology

Project

Customer Intel

RETROSPECTIVE

PROSPECTIVE

STAKEHOLDER
ENGAGEMENT



PATIENT VOICE

**STAKEHOLDER
NEEDS ANALYSIS**

MARKETING CLAIMS

The challenge: It is well known that dry skin conditions have not only a physical impact, but also dramatically impact mental health. What is difficult to determine is how this plays out in the real-world, and how clinicians can better support patients.

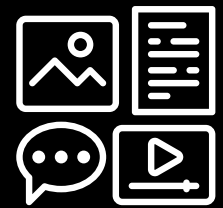
The ask: To develop a digital study exploring the impact of psoriasis & eczema on mental health; using data collected from social media. With the findings presented at the annual British dermatological nurses group conference.

The ROAR approach: We identified every mention of eczema or psoriasis posted within several social media platforms and upwards of 300 forums over a three year period, segmenting these into several themes, including how dry skin conditions affect life choices, relationships, family life, and what impact these conditions have on sleep, mood and quality-of-life.

We segmented opinions, experiences and beliefs reported within social media and forums by several audiences, including (1) GPs, (2) pharmacists, (3) nurses, (4) dermatologists, and (5) patients.



Industry: Pharma
Therapy area: Dermatology
Project: Customer Intel



What we did

We identified over 3.5 million digital conversations concerning eczema and psoriasis. With a 252% growth in conversation since 2020, we identified 5,223 posts authored every day. Patient's and caregiver's vivid accounts of the day to day struggles of living with these conditions dominated the content.



What we found

There was widespread agreement that the mental health impact of both dry skin conditions “lying in wait” and “mid flare” did not receive enough attention. Patients reported that healthcare providers would often remark that “it is just eczema” and “you will grow out of it”, while concerns around topical steroid withdrawal dominated the questions asked by patients, and was the cause of much anxiety.



What we delivered

A detailed report was delivered which was presented during the British Dermatological Nurses Group (BDNG) annual conference, presented by two KOLs and a patient representative. The symposia was the most well attended session during the event, drawing in other one-third of all delegates, and is now being prepared for publication.