

Empowering People of Color (POC) with Moderate to Severe Atopic Dermatitis to Advocate for Multidisciplinary Care



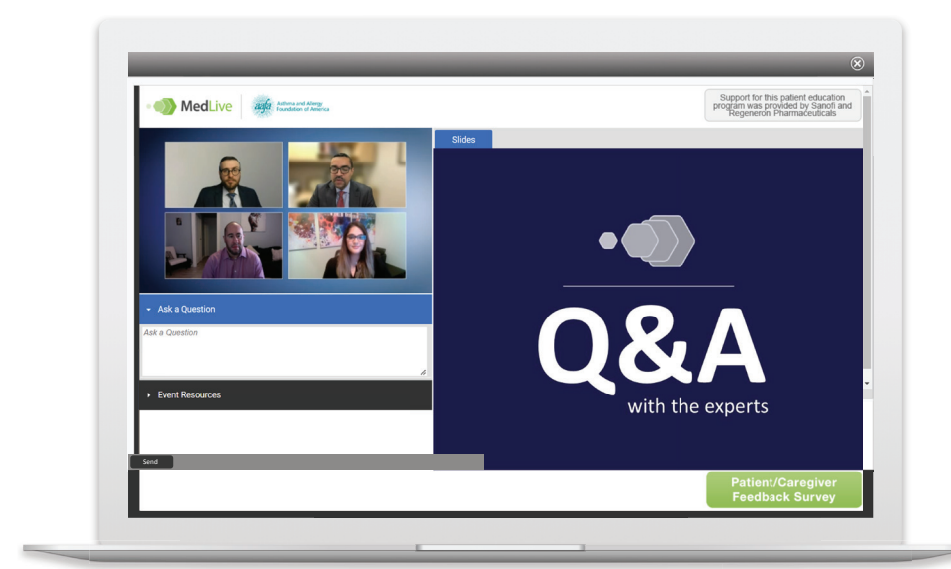
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INTRODUCTION

The American College of Allergy, Asthma and Immunology reported that clinicians treating atopic dermatitis (AD) are unprepared to care for people with darker skin (POC), while these patients face barriers to specialty care. We evaluated the impact of patient and caregiver (P/C) education on recognition of the systemic effects of AD and readiness to seek multidisciplinary care.



METHODOLOGY

Educational Program



Partners

Advocacy groups: Asthma and Allergy Foundation of America (AAFA), BlackDoctor.org (BDO)

Education: PlatformQ Health Education



Interventions

One live session followed by four 15-minute modules launched online in August 2022 and were available for one year. Segments of the education were also posted on social media via Facebook/Instagram to reinforce important teaching points.

Faculty

Jonathan Silverberg, MD, PhD, MPH
 Professor, Director of Clinical Research, Director of Patch Testing
 George Washington University
 School of Medicine and Health Sciences

Andrew F. Alexis, MD, MPH
 Professor of Clinical Dermatology
 Vice-Chair of Diversity and Inclusion
 Weill Cornell Medicine
 Department of Dermatology

Sanaz Eftekhari
 Chief of Business Development and Vice President of Research
 Asthma and Allergy Foundation of America

Patient Panelists

Lynell Doyle
 Parent of child with eczema

Christopher Aviles
 Adult with severe eczema

Sanaz Eftekhari
 Chief of Business Development and Vice President of Research
 Asthma and Allergy Foundation of America

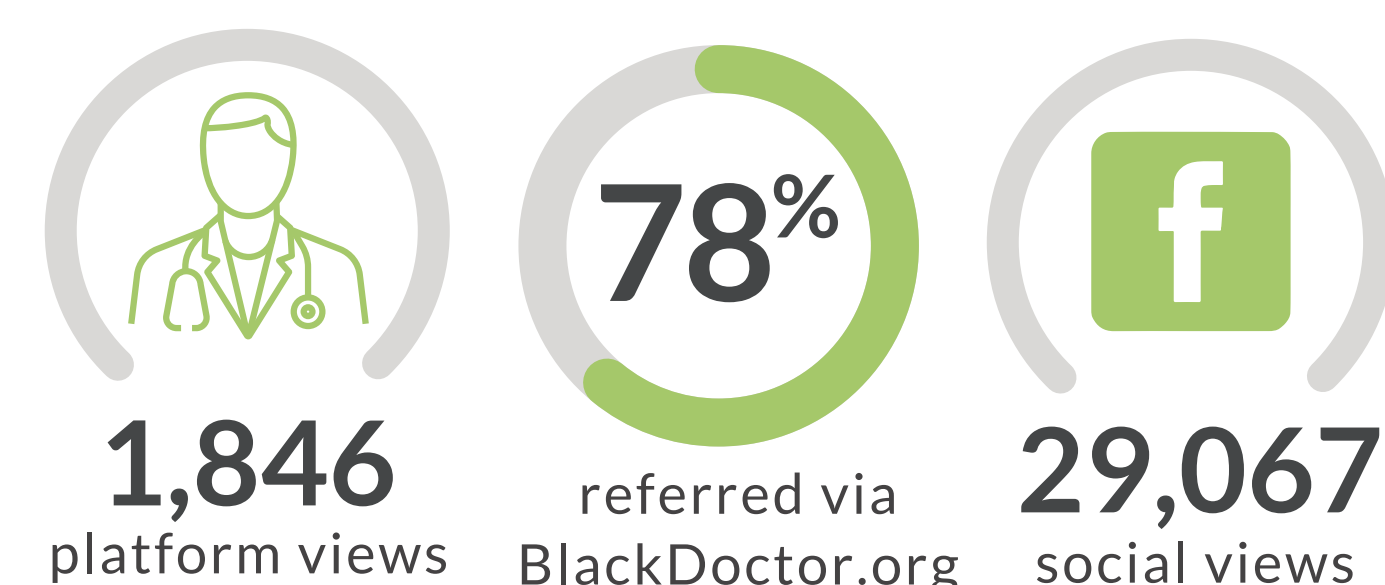


Measurements

- Engagement (platform views, social-media views).
- eSurvey sent to: 1) On-platform participants; 2) AAFA and BDO memberships with a reported diagnosis of AD; and 3) PlatformQ Health data base of participants in prior AD education.
- Post activity survey and in-depth interviews. Patients had the ability to refuse to respond to the survey or participate in an interview.

RESULTS

Engagement in the education:



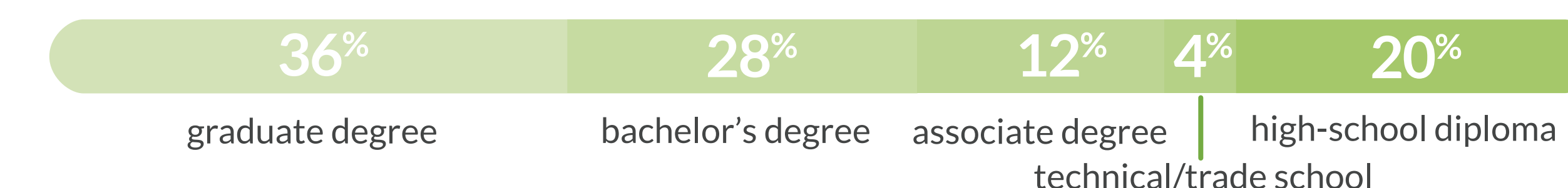
Race/ethnicity:

RACE/ETHNICITY	PERCENTAGE
White, non-Hispanic	40%
Black or African American	29%
Asian	13%
Mixed race/ethnicity	7%
Native Hawaiian or other Pacific Islander	3%
Hispanic or Latino	2%
Other	6%

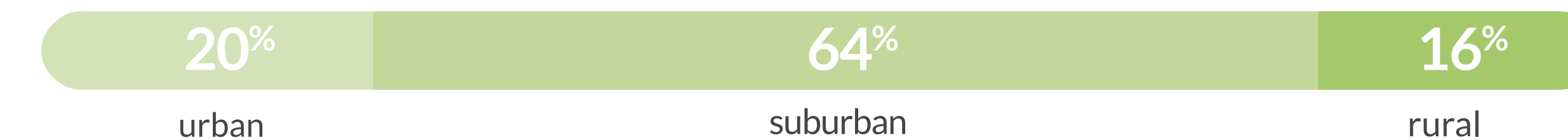
eSurvey Results:



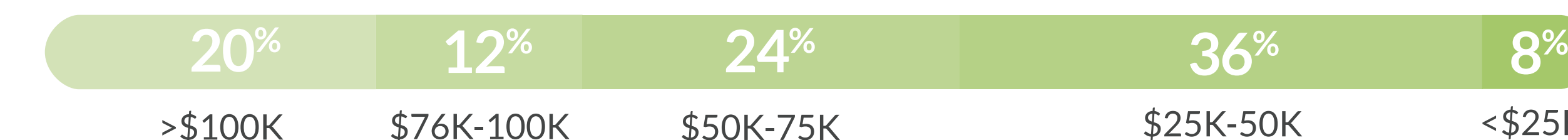
Education:



Community:



Annual Household Income:



Interview Excerpts by Theme:

Experience with AD treatment

"So, I am a mother of a child with severe atopic dermatitis. He was diagnosed around six months... He's currently enrolled in the open label portion... (of a clinical) trial."

"I ended up doing a round of steroids for the last incidence that was a problem."

"We tried everything from topical steroids to non-topical steroids. We tried a compound medication, and we would get relief, you know, intermittently off and on. But nothing was helping him."

Experience with side effects

"Side effects of meds are important when deciding about medication."

"The most important for me would be the risk, because I want to know what would happen to me next."

Experience with HCPs

"Your biggest challenge in managing eczema is distance from your specialist. The primary care Doctor will try to assist. And they don't always know a whole lot, to be honest."

Affording AD management

"The ease of being able to afford the medication. The medication can be wonderful. It can work wonderfully. If you can't afford it, it won't do anything."

"Ensuring that the benefits of the medication outweigh any risks or side effects. Duration. The costs. Of course, you know the modality."

"[Is] this medication going to work, because especially if you have eczema, places you can't cover up, you feel. Not ashamed, but you feel self-conscious. I have good insurance, but the co-pays, you know, go into the doctor paying \$40 every visit and you have to go repeatedly."

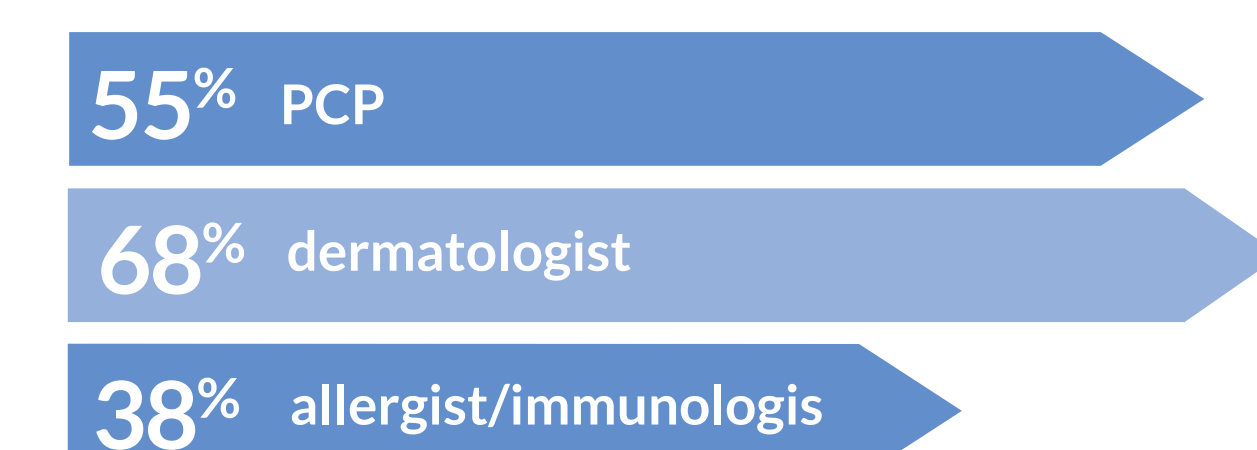
What have you learned from this program/what will you do as a result?

"I have learned that AD and asthma go together. I want medication that attacks the root of the problem. And I will have my daughter evaluated for other conditions."

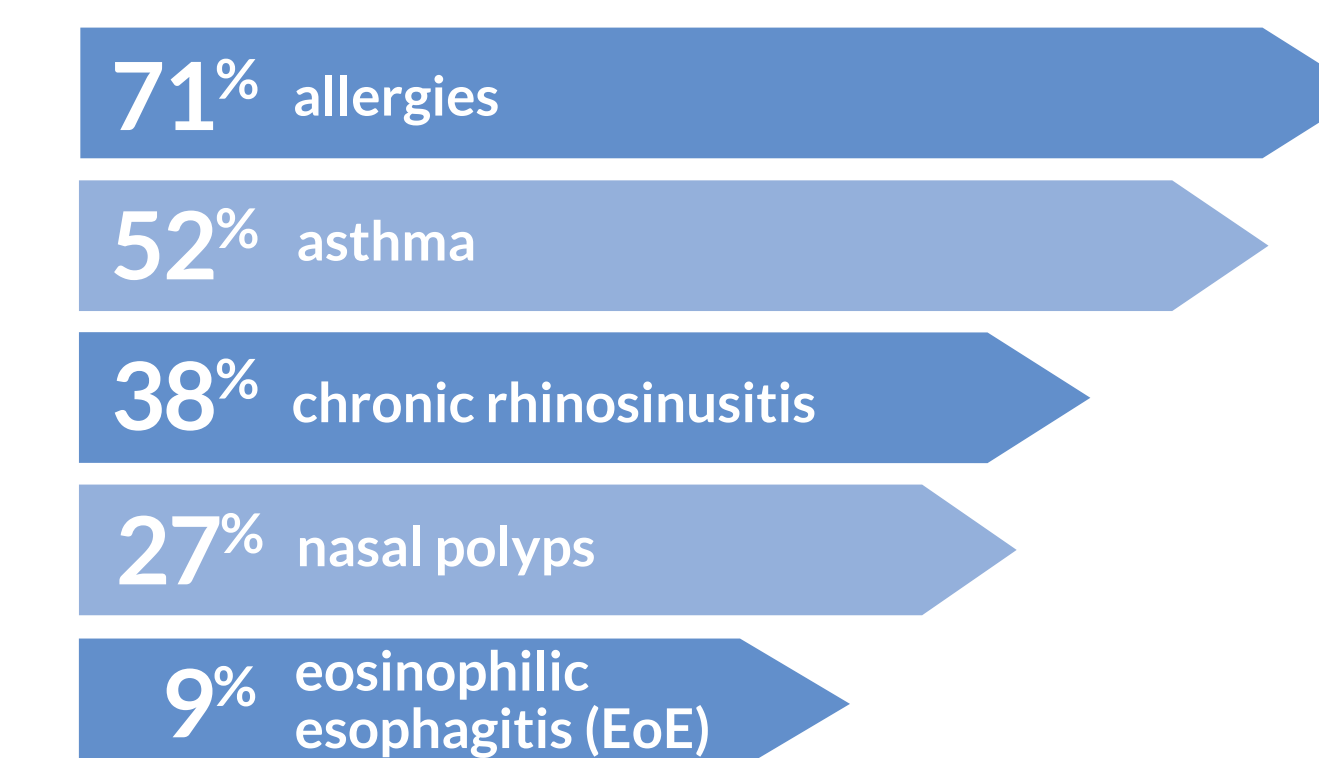
"I think biologics are the way. I just think steroids are kind of like an older generation med at this point, and that's for short-term duration."

"I like the new information about the biologics. I've been noticing they are being given to people with asthma. Oh, wow, you mean to tell me now there's some for someone like me; that would be great if there was a medication that would help me with two issues!"

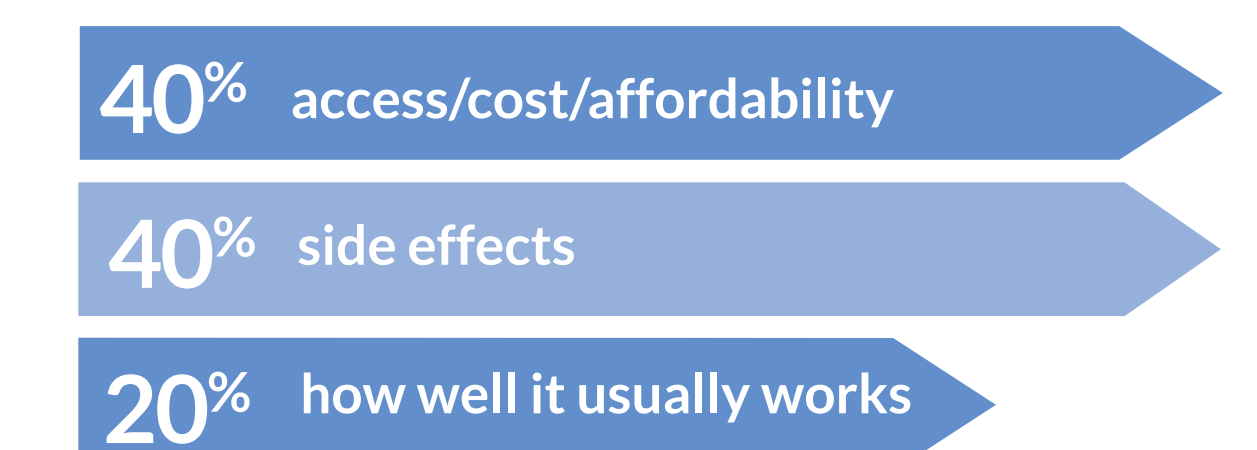
Provider seen for AD management (select all that apply):



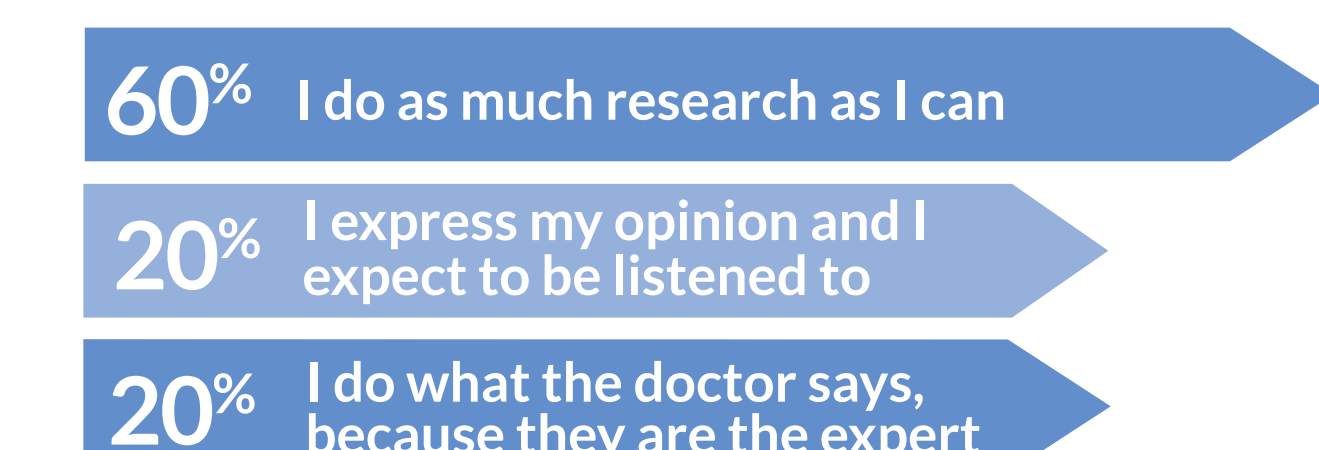
Comorbidities (select all that apply):



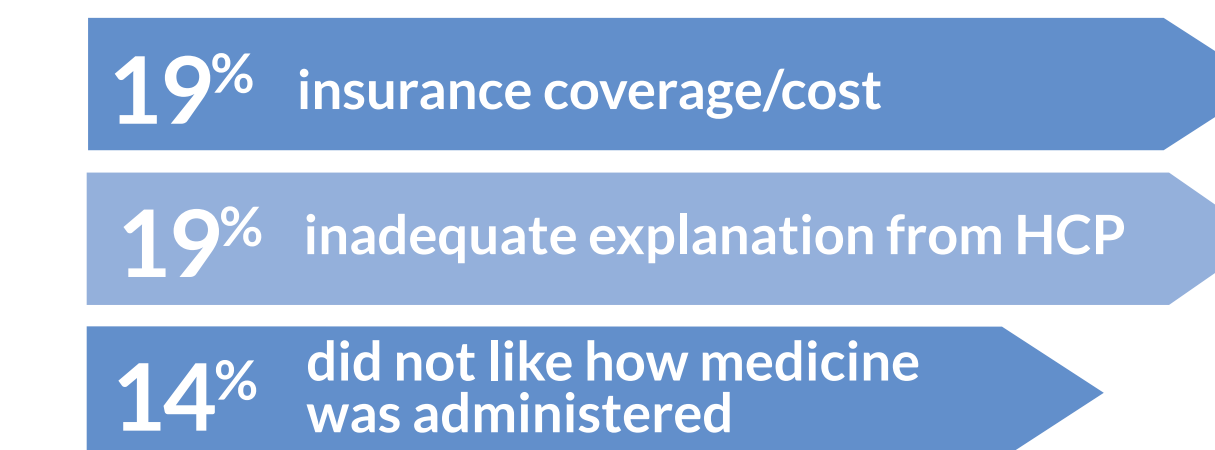
Most important discussion when making treatment selection:



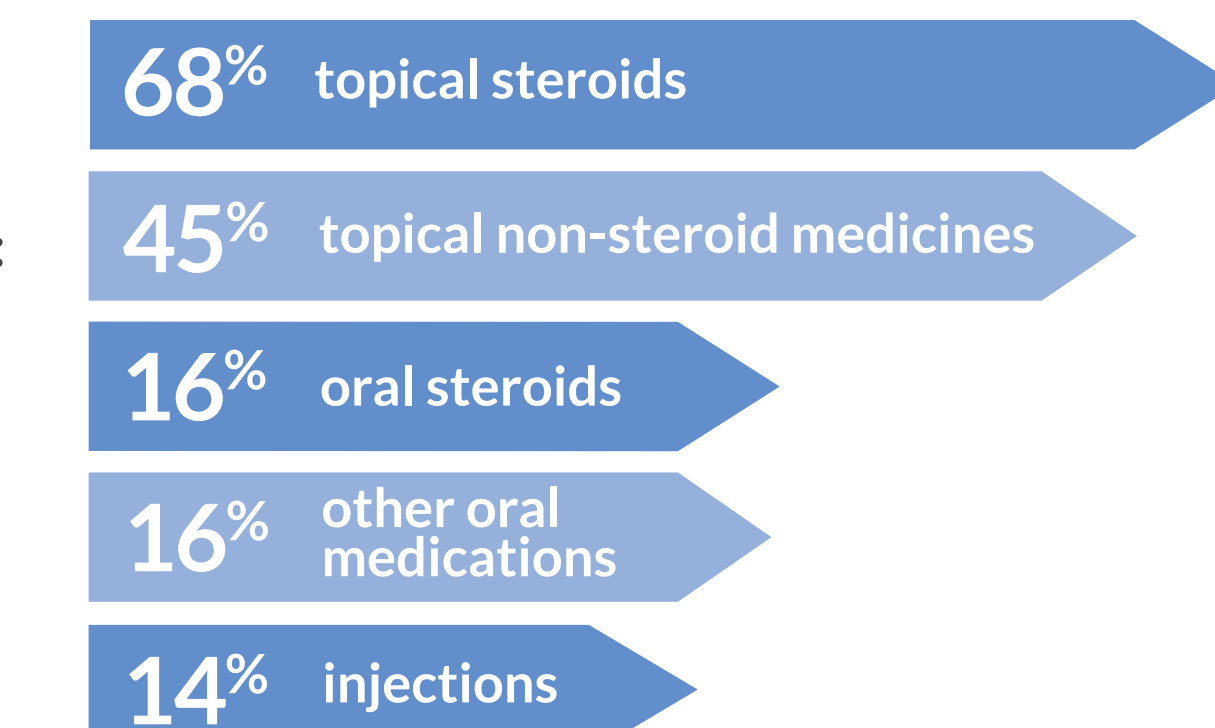
Current role in making treatment decisions about AD:



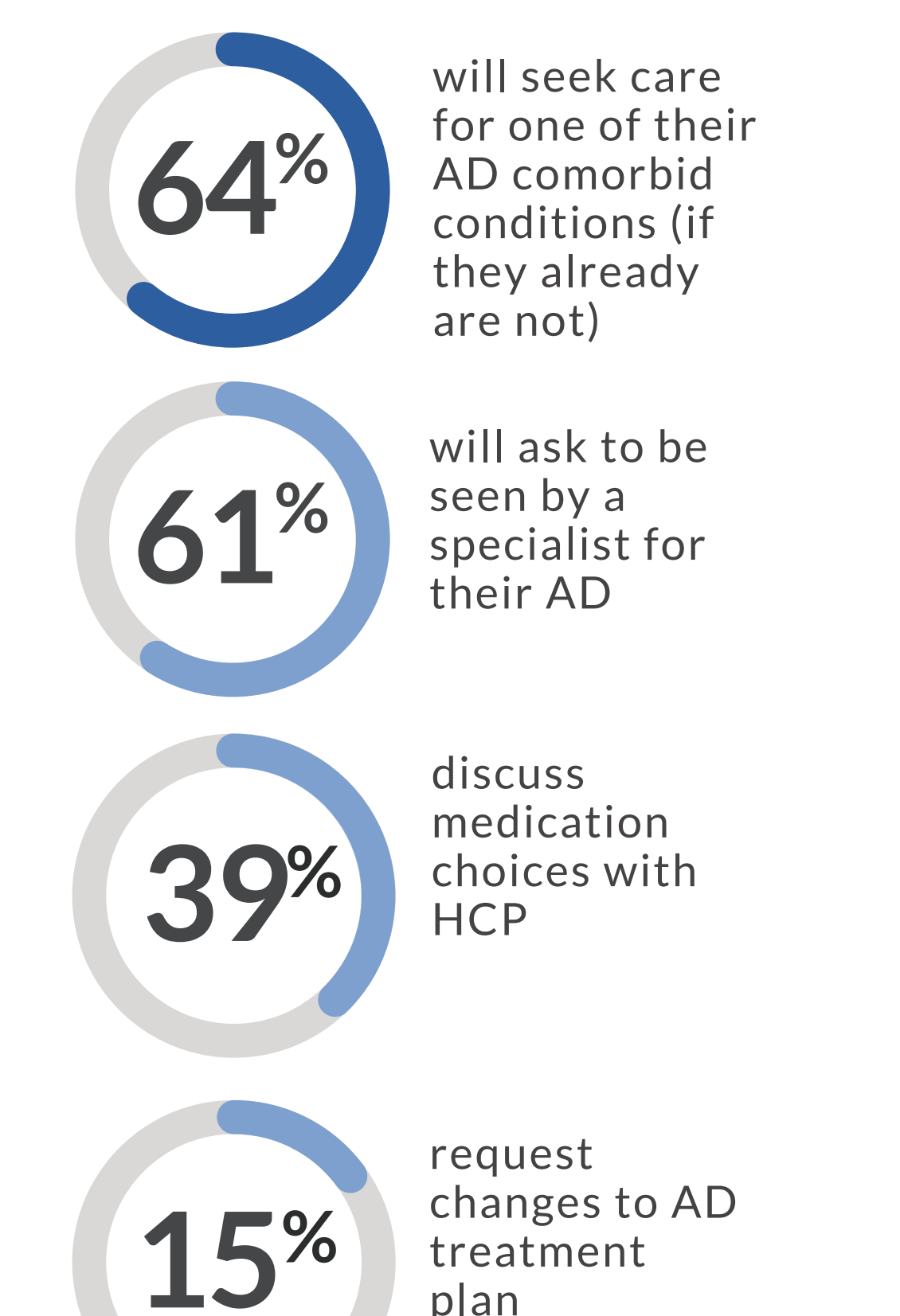
Medication barriers:



Medications to manage AD (select all that apply):



Intended action within next two months



CONCLUSION

While the sample size was small, data suggested education helps empower people of color to seek care for AD and comorbidities. Data also revealed communication gaps between POC and AD care providers.

