

# Atopic Eczema Community at ISAD 2025

Event Report



International Alliance of  
Dermatology Patient  
Organizations

[GLOBALSKIN.ORG](http://GLOBALSKIN.ORG)



**15th Georg RAJKA  
International Symposium on Atopic Dermatitis  
24-26 OCT 2025 AUSTRALIA**

*Memory, History and Retelling*

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International Alliance of  
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# ISAD 2025

## Summary

The 15<sup>th</sup> Georg RAJKA International Symposium on Atopic Dermatitis (ISAD) 2025, held in Melbourne, Australia, brought together dermatologists, researchers, patients, and industry partners from around the world to share knowledge and strengthen collaboration in atopic eczema.

For our **Atopic Eczema Community members**, the event was an opportunity to represent the global patient voice, showcase co-created resources, and build stronger partnerships across the dermatology and patient advocacy community.

## Objectives



**Amplify the patient perspective** in scientific and clinical discussions.



**Strengthen collaboration** among healthcare professionals, researchers, and patient organizations.



**Highlight new educational and advocacy resources** developed for the eczema community.



**Build global connections** across the eczema and dermatology network.



**Increase awareness** and visibility of patient-led efforts worldwide.



# GlobalSkin

## Delegation and Membership

Our **Atopic Eczema Community Advisory Committee** was actively involved throughout the symposium, contributing in pre-meetings, poster presentations, President's Dinners and more. We were proud to have strong global representation, with members joining us from Canada, Australia, the United States, Slovenia, France, and beyond. Their engagement added great value to the discussions and outcomes of the event.

### Advisory Committee



**Tammi Shipowick**  
GlobalSkin, Canada



**Špela Novak**  
Društvo Atopijski  
Dermatitis, Slovenia



**Kelly Barta**  
ITSAN, USA



**Melanie Funk**  
Eczema Support Australia



**Tina Mesarič**  
Institute Atopika, Slovenia



**Kristin Belleson**  
National Eczema  
Association, USA



**Angelika Thew**  
Eczema Association of  
Australasia, Australia



**Dana Gies**  
Canadian Skin Patient  
Alliance, Canada

### Members



**Patricia Carmelo**  
Organización En Tu Piel  
Chile



**Amanda Cresswell**  
Eczema Society of Canada



**Abdul Manan Mustafa**  
Helping Hands Foundation, Pakistan



**Fanny Sentenac**  
Eczéma France

# Atopic Eczema Community Contributions at ISAD

## Thursday 23 October 2025

### “Beyond Hospital Walls” Pre-Meeting

Our members **Melenie Funk, Amanda Cresswell and Fanny Sentenac** took part in this global workshop uniting experts to explore innovative community-based approaches to improve care for people living with atopic dermatitis.

### WHO & ISAD Pre-Meeting

This meeting highlighted both the clinical and health-system considerations needed to advance equitable care globally. **Tina Mesarič and Melanie Funk** played an integral role in shaping and contributing to this vital program.

### WHO Reception

Our Advisory Members were honoured to be invited this Reception, joining the ISAD Board and key global leaders for an evening of connection and collaboration. An opportunity to engage across sectors in support of patients worldwide.



## Friday 24 October 2025

### Patient-Centered Care in Atopic Dermatitis (PaCeCAD)

**Kelly Barta, Kristen Bellesen, Fanny Sentenac, Amanda Cresswell, Melanie Funk and Tina Mesarič** all participated as presenters, facilitators and panelists in a series of impactful sessions, sharing patient-driven insights that enriched the scientific dialogue and grounded discussions in real-world needs.

### Welcome Reception

All our Members were pleased to join this important evening of connection, which set the stage for days of collaboration, learning, and shared commitment to advancing Atopic Eczema care worldwide.



## Saturday 25 October 2025

### Skin Matters Reception

Co-hosted by GlobalSkin & Global Atopic Dermatitis Atlas (GADA)

A celebration of the adoption of the World Health Assembly Resolution on Skin Diseases and showing GlobalSkin. Prof. Carsten Flohr presented GADA's latest community work. Members, **Tina Mesarič and Kelly Barta**, also gave presentations on the value of the Skin Diseases Resolution in their own work.

### President's Dinner

This distinguished evening brought together symposium leadership, invited guests, and key stakeholders, providing a valuable opportunity for informal connection, reflection, and relationship-building.



## Oral Poster Presentations

Atopic Eczema Community alongside HCPs, published **a journal article** on the importance of the patient voice in creating Atopic Eczema guidelines. **Melanie Funk**, a co-author, presented the poster on the findings– **The patient voice in atopic eczema guidelines: how do we make it standard practice?**

Examining the GRIDD Study data for the Atopic Eczema Community, correlations were made regarding the mental health dimension. **Tammi Shipowick** presented the findings– **Psychiatric comorbidities in patients with atopic dermatitis: the importance of the multidimensional impact of the disease.**



## GlobalSkin Booth

### Showcasing Our Efforts

GlobalSkin Atopic Eczema Community hosted a booth showcasing the initiatives, stories, and meaningful impact our patient community has driven over the past year. Our delegation enjoyed engaging with everyone who stopped by.



# Collaterals

At ISAD 2025, we aimed to **highlight the incredible value that emerges when different stakeholders collaborate toward a shared goal.** To showcase this, we developed a set of visual materials — including a flyer and a display banner — that celebrated Health Care Professional and Patient Organization partnerships, the collective expertise, and the power of working together to drive meaningful change. These visuals helped reinforce our objectives throughout the symposium and sparked thoughtful conversations among attendees.

A banner highlighting the value that partnering with patient organizations brings to healthcare providers and researchers, and directing them to our member network for meaningful collaboration.



## PARTNERING WITH PATIENT ORGANIZATIONS

Demonstrating how collaboration drives better science, stronger care, and real-world impact.

A flyer titled "Topical Steroid Withdrawal: A Quick Guide for Doctors" by ITSAN. It includes a QR code and a quote from Peter Liu, MD: "There is much we still do not know when it comes to health and disease, and humility is required before learning can happen. TSW represents a real challenge to dermatology: identification, diagnosis, treatment, and prevention. I remain optimistic that with concerted effort, we will find answers together." The flyer also has a call to action: "Find and partner with a skin patient organization near you!"

A flyer for the "akADemy" program by InSTITUTE ATOPIKA | SLOVENIA | ATOPIKA.ORG. It describes a program for individuals with atopic dermatitis and their families, providing education, support, and tools for better disease management. It includes a QR code and a quote from Prof. Dr. Vita Postuvan: "Collaboration with Zavod Atopika brought patient voices into professional discussions, creating a program that bridges medical expertise with real-life challenges." The flyer also has a call to action: "Find and partner with a skin patient organization near you!"

A flyer for "The QUM Alliance Eczema Program" by ECZEMA SUPPORT AUSTRALIA | AUSTRALIA | ECZEMASUPPORT.ORG.AU. It describes a national initiative to improve eczema care in primary settings through education, shared decision-making, and point-of-care tools. It includes a QR code and a quote from Dr. Li-Chuen Wong, Dermatologist: "Congratulations Melanie! It was so amazing to be part of such a session, with such wonderful speakers, I'm in awe!" The flyer also has a call to action: "Find and partner with a skin patient organization near you!"



## THE POWER OF PARTNERSHIP

Partner with patient organizations to:

- BETTER UNDERSTAND PATIENT PREFERENCES
- ATTRACT AND RETAIN MORE PATIENTS FOR RESEARCH STUDIES
- DEVELOP TOOLS & RESOURCES THAT SUPPORT PATIENTS

Collaboration drives better science, stronger care and real-world impact.

Find a local skin patient organization near you! Scan the QR code to explore our global network of members.

WWW.GLOBALSKIN.ORG

A compelling flyer showcasing effective ways our members have collaborated with various stakeholders.

# Thank You To Our Sponsors



*Participating in the ISAD Symposium has strengthened my advocacy work and enhanced my professional development. **It provides a unique global platform for patients and healthcare professionals to collaborate, ensuring research, policy, and treatment strategies are truly patient-centered.** Engaging with international experts also allows me to bring new insights and best practices back to our community, advancing outcomes and amplifying the impact of patient engagement worldwide. Thank you so much for this opportunity!*

*– Dana Gies, Executive Director of the Canadian Skin Patient Alliance*

We have received overwhelmingly positive feedback from our Atopic Community patient leaders who attended the ISAD 2025 Symposium.

As reflected in the testimonial above, this experience has had a meaningful and lasting impact — strengthening advocacy capacity, deepening collaboration, and reinforcing the value of patient voices in research and care!

**We extend our sincere gratitude for your support in making this opportunity possible and for your continued commitment to patient-centered progress.**

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