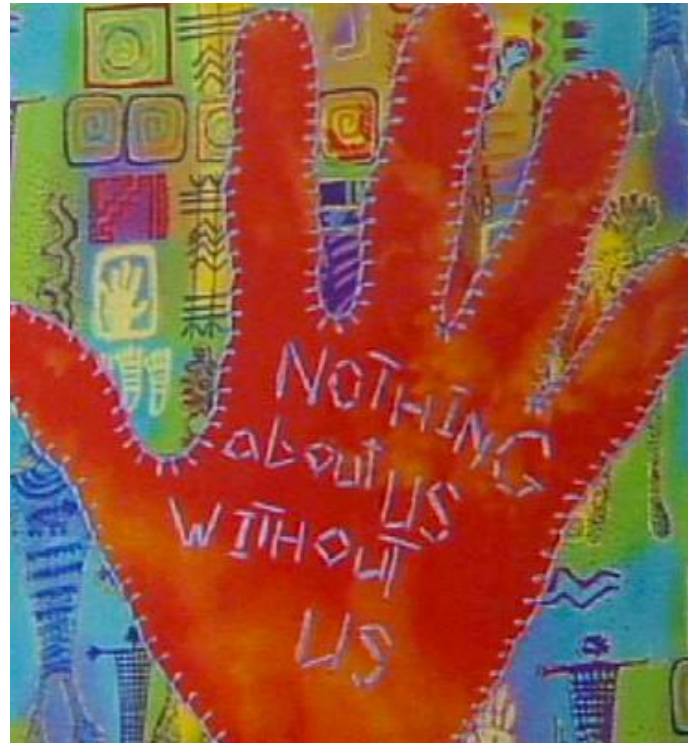




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**May 2017**

# Challenges for Dermatology Patients



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## Dispel Myths

- Dermatological diseases are largely considered to be of low impact. In a great many cases, this is simply false.



## Quantify Impact

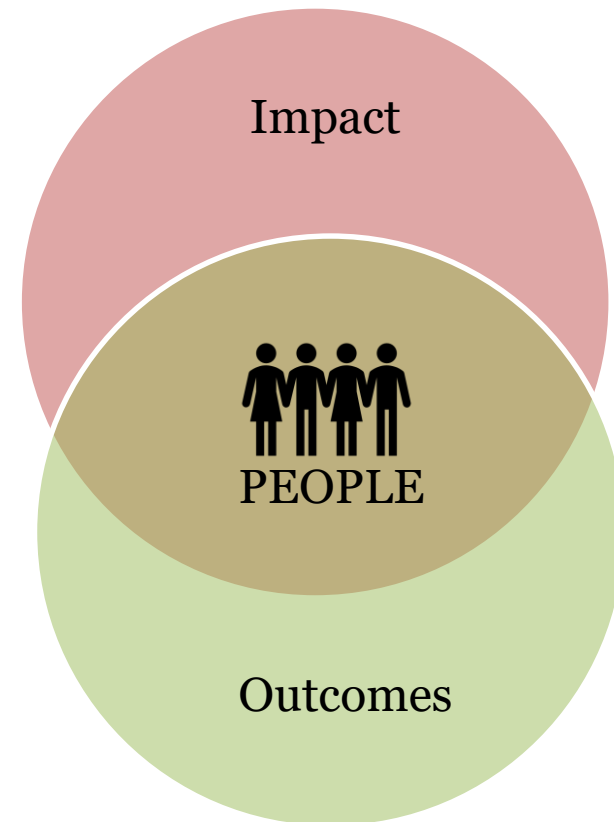
- Patient organizations are ill equipped...
- Qualitative information gathered by patient leaders doesn't fit quantitative decision-making rubric.



# Opportunities

## The unique opportunity at this moment in time:

- There is a growing movement worldwide to include “the patient voice” in healthcare policy decision-making.
- If people living with the disease can bring information to the table using the lexicon of decision-makers (i.e. data), then their perspective on the lived experience of the condition can inform healthcare decisions.

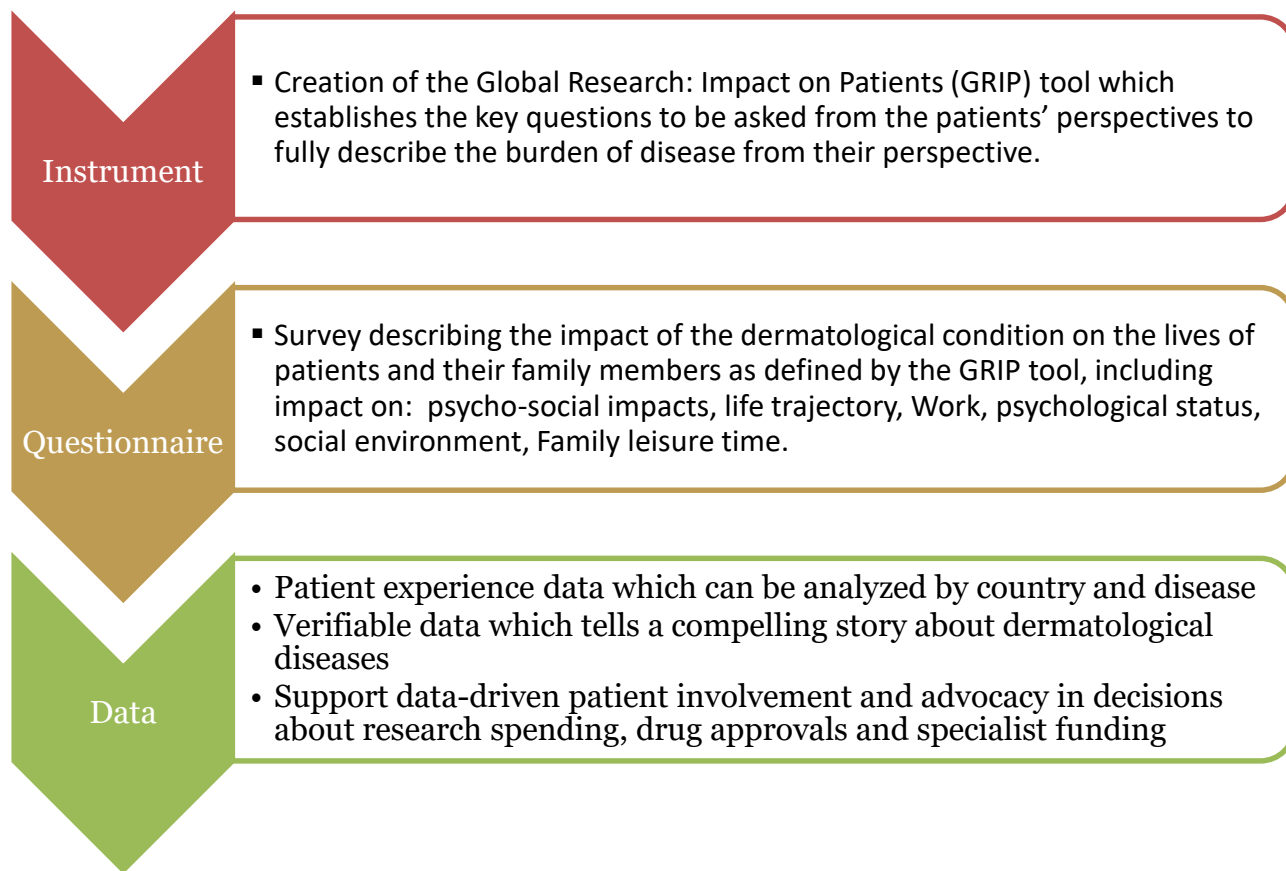


## Global Research on the Impact of Dermatological Diseases (GRIDD)

Objective: Capture the voice of the people and their experience living with the condition in their own skin and to bring those perspectives to the attention of those making decisions on our behalves.



## How GRIDD differs from existing research:



**GRIDD**  
*Global Research on the Impact  
of Dermatological Diseases*

# GRIDD: Outcomes



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- ✓ Greater **understanding** and **respect** for dermatological diseases
- ✓ Global Research of Impact on Patients (GRIP) tool allows patients living with dermatological diseases to **co-create** questions
- ✓ **Unique** measurement instrument
- ✓ Global Report on the Impact of Dermatological Diseases with a breakdown **by country, region and disease**
- ✓ Tools that **empower** dermatological patient leaders

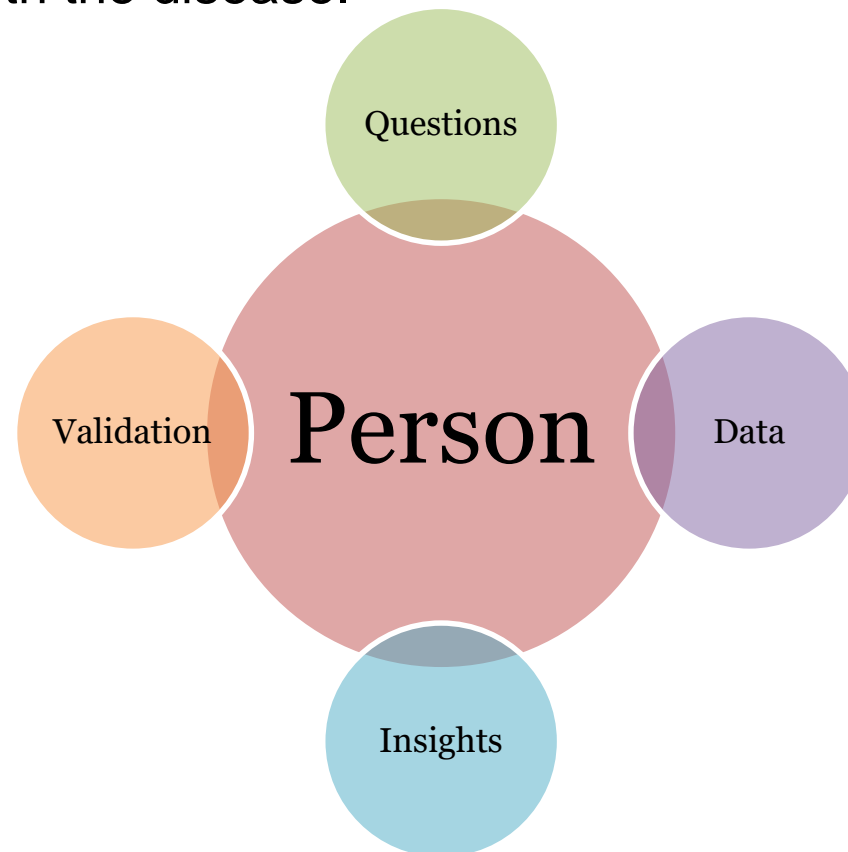


# Why this matters...



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Person-centred healthcare policy should be informed by information collected directly from the people living and grappling with the disease.



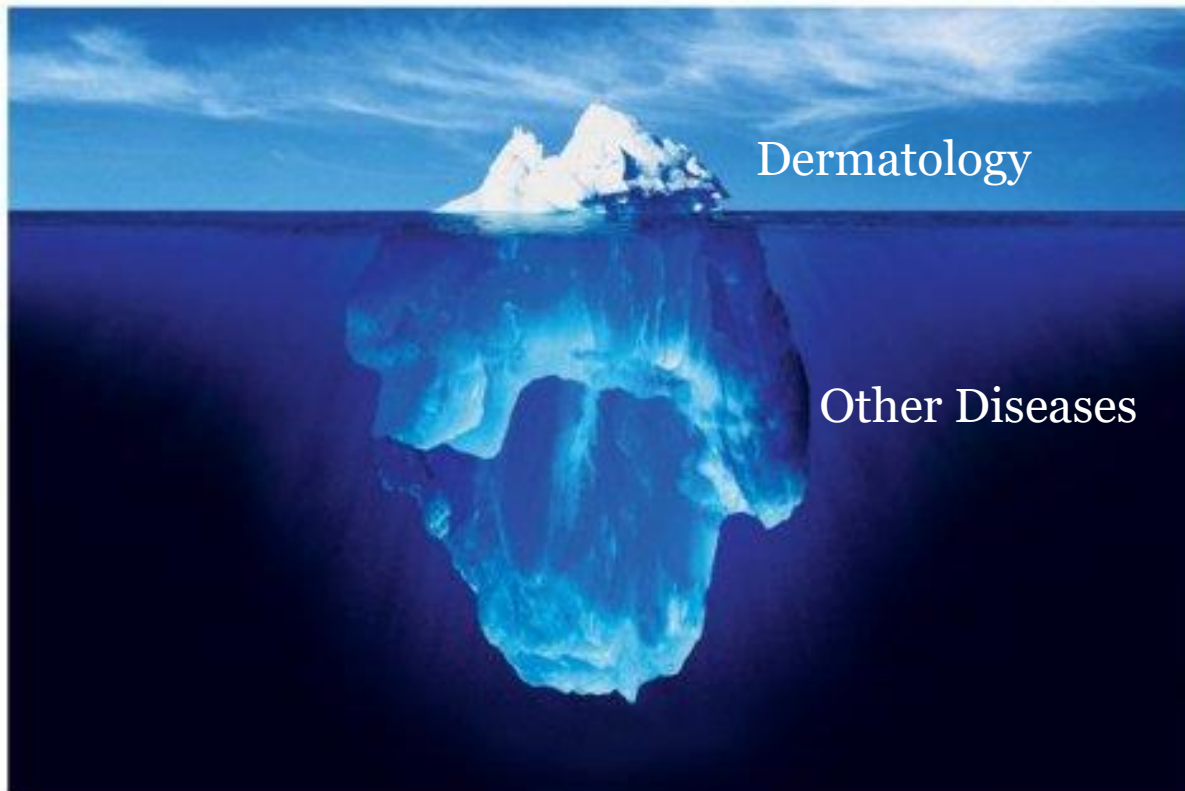


# Why this matters...



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*GRIDD sets the stage for other (overlooked) disease areas to use the same model and bring the patient/person-centric voice into decision-making about access to care and treatment, and funding for residency places, research and much more.*





# Thank you

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