WEBINAR — OCTOBER 16
The Concept of “Cure” in the AD space. What does it mean, what do we know, and what will it take?

PATIENT FACT SHEETS
These fact sheets are designed to be quick reference sheets, downloadable and printable at home.

ECZEMA PROVIDER FINDER
You deserve a health care provider with experience and compassion. Start your search here.

Tips for Awareness Month Engagement
Each week will have specific areas of focus, hashtags, and calls to action—plan ahead with relevant content.

Learn
CARE CONSIDERATIONS
- Considerations in the Primary Care Setting
- What is Eczema and how is it treated?
- Adult AD: Coping
- Adult-onset Atopic Dermatitis
- Eczema Bleach Bath Therapy
- Eczema: Tips to Help Your Child Feel Better
- Keeping Your Child’s Winter Dry Skin in Check

ACCESS CHALLENGES
- Understanding Step Therapy
- Understanding Prior Authorization
- The Co-Pay Surprise

Share
Use the official 2019 Eczema Awareness Month hashtags to engage with your constituents and the broader eczema community.

#eczemamonth  #EAM2019  #unhideECZEMA  #theREALeczema  #eczemawarrior

More than 31.6 million people in the US have some form of eczema.

Nearly 5.9M workdays annually are lost due to eczema.

1 in 4 children and teens with AD have experienced bullying because of their disease.

More than 1/3 of people with AD say they “often” or “always” feel angry or embarrassed by their appearance due to the condition.

Children and adolescents with AD have higher rates of depression, anxiety and conduct disorder than children without AD.

People engaged in eczema research
If you feel as if you are out of options, clinical trials for eczema/atopic dermatitis may be a reasonable next step.

ECZEMA MATTERS
The latest information on eczema research and treatment, expert advice for living well with eczema, plus crowdsourced tips and patient stories.