



Strategic Plan 2019-2020

The National Eczema Association improves the health and quality of life for individuals with eczema through support, education, and research.

The National Eczema Association embraces the following core values:

Visionary:	we embrace the future and are passionate leaders
Authentic:	we are “all in” for the NEA community
Compassionate:	we have genuine heart and respect for individuals and relationships
Supportive:	we empower one another and seek collaboration
Responsive:	we are organizationally nimble and agile
Accountable:	we are honest, trustworthy and transparent
Transformative:	we think big, takes risks, and create innovative change

NEA continues to embrace the new era of eczema, leveraging scientific advancements and increased community engagement to improve the health and quality of life for people with eczema.

Our two-year strategic plan is driven by five transformational keys:

1. Promote a New Understanding of Eczema:

addresses the following challenges

- o The burden of eczema is misunderstood
- o Eczema is a highly prevalent, heterogeneous disease
- o Patients/Families/HCP’s need trustworthy help and support

2. Equip Health Care Professionals for the New Era of Care:

addresses the following challenges

- o Personalized, patient-centric care is on the horizon
- o No consistent standards of care are adopted across the health care system
- o Standards of care need to evolve as new therapies emerge

3. Support People with Eczema Outside the Medical Office:

addresses the following challenges

- o Eczema can be isolating
- o Eczema is a heterogeneous disease
- o People need accessible, trustworthy resources to manage eczema in the real world

4. Invest in High Value Impact Research:

addresses the following challenges

- o Limited federal/extramural funding for eczema research
- o Significant basic/clinical research gaps in eczema exist
- o Data is needed to inform research on the real world eczema experience

5. Advocate for Accessible Treatment and Care Options:

addresses the following challenges

- o The patient experience is undervalued in policy making
- o Patients and HCP’s face significant barriers to appropriate and timely care
- o Navigating the healthcare system is very complicated

**Eczema will be better understood as the serious disease it is –
driven by expanded research and the contributions of empowered community members.**

Patients will increasingly be active partners in their own care.

**People with eczema will be more connected to the community
and the support they need and deserve.**

NEA’s commitment to people living with eczema will improve lives.