

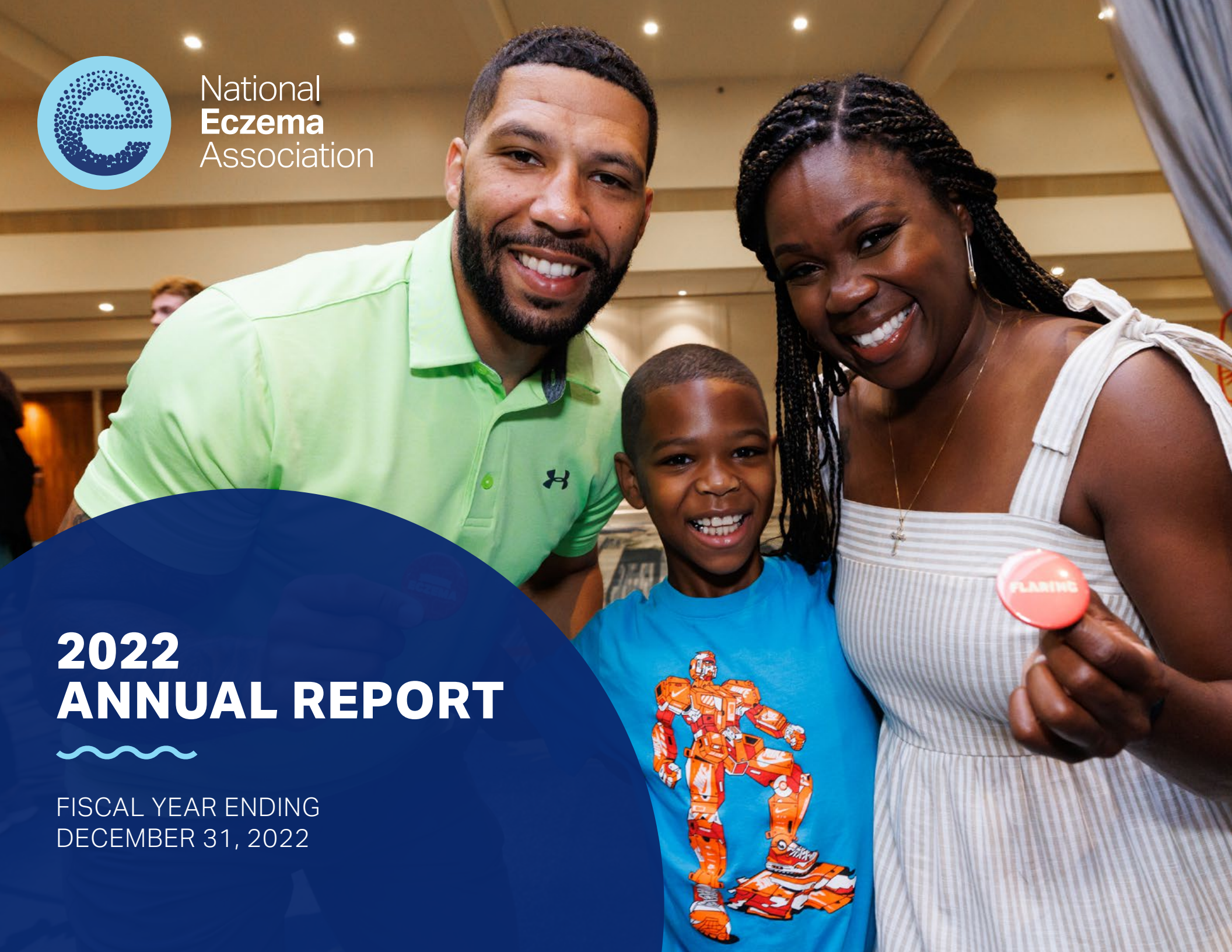


National
Eczema
Association

2022 ANNUAL REPORT



FISCAL YEAR ENDING
DECEMBER 31, 2022





LETTER FROM OUR CEO

Dear NEA Community,

Another year in the books for the National Eczema Association!

2022 felt like a reemergence in many ways – after two years of seeing each other mostly through screens, we were finally able to gather in-person for Eczema Expo in Seattle. It was wonderful to be back together with our patients, caregivers, healthcare providers, supporters, sponsors and partners, the many and mighty stakeholders that comprise our community.

This year marks the midway point of Blueprint 2025, and we remain committed to this ambitious (audacious?) strategic plan. These days the opportunities before us are endless, and we must be nimble and discerning as we continue to raise the bar for the eczema community.

It is with great pride and gratitude that I share NEA's major updates and accomplishments from the last year.

You move us closer to our vision of a world without eczema, and we couldn't do it without you!

Yours with gratitude,

A handwritten signature in black ink, reading "Julie Block".

Julie Block — President & CEO



STRATEGIC VISION



"Blueprint 2025: Charting a path to progress with the eczema community" is the 2021–2025 strategic plan of the National Eczema Association (NEA). Our planning process began by describing the long-range purpose and core beliefs that will guide NEA's decisions and interactions for the next decade and beyond.

OUR VISION

A world without eczema

OUR MISSION

NEA is the driving force for an eczema community fueled by knowledge, strengthened through collective action and propelled by the promise for a better future.

OUR VALUES

- ➔ **Transformative:** We embrace the future, think big and are passionate leaders of innovative change.
- ➔ **Patient-centered:** We embody the true lived experience of all people affected by eczema, elevate their voices and address their needs.
- ➔ **Collaborative:** We will empower one another and work with all those who share our vision for a better future for all those affected by eczema.
- ➔ **Truth-seeking:** We rely on science, evidence and reason to inform our evolving understanding of eczema.
- ➔ **Accountable:** We are honest, trustworthy, credible and transparent.

Blueprint 2025

Charting a path to progress
with the eczema community

The following five overarching Principles and three Pillars of programmatic focus provide further definition to our plans for meeting the needs and opportunities at this pivotal time (2021–2025) for all those affected by eczema. For more details the full plan can be found on NEA's website.

OUR PRINCIPLES

- ➔ NEA endeavors to reach people affected by eczema with accurate, up-to-date information relevant to their needs and interests.
- ➔ NEA commits to fully partner with community members of diverse backgrounds and experiences to create meaningful change for all.
- ➔ NEA empowers people affected by eczema to contribute data from their lived experience that will spark novel insights, enhance understanding of eczema and improve lives.
- ➔ NEA shares its key learnings, focused on experience in the U.S., with the global eczema community to collectively advance the vision of "a world without eczema."
- ➔ NEA's Board, staff and volunteers work together to attract greater commitment to and investment in the organization's mission.

OUR PILLARS

Community: Reach individuals earlier in their care journey, connect them to professionals and peers and inspire them to participate in the mission.

Knowledge: Generate and promote information, research and resources that affirm the chronic, serious and heterogeneous nature of eczema and the burdens it imposes, and improve treatment and management of eczema across the lifespan.

Collective Action: Mobilize community expertise and evidence to raise awareness, spur development of new treatments, enhance affordability and access to care and treatment, optimize care outcomes and improve quality of life.

The term "eczema community" in our mission statement and throughout the strategic plan refers to people directly affected by eczema (patients, caregivers, care partners, parents, family members), healthcare professionals who provide care to eczema patients, researchers studying eczema, people who work for companies developing and/or marketing products designed to relieve eczema and other allies inspired by NEA's vision of a world without eczema. The phrase "diverse backgrounds and experiences" is used to reflect NEA's intention to engage an eczema community inclusive of all forms of eczema, types of symptom expression and degrees of severity and people of different age, racial, ethnic and cultural groups as well as people of all socioeconomic and education levels.



Pillar: **Community**

Reach individuals earlier in their care journey, connect them to professionals and peers and inspire them to participate in the mission.

ACCOMPLISHMENTS

1. Increase reach to those affected by eczema, as it occurs alone or in combination with related conditions

- Implemented SEO strategies to ensure NEA appears as high as possible in organic Google search results rankings for all relevant search terms. In Q4 of 2022 we saw **19% more organic traffic** than Q4 of 2021.
- Implemented new technology solutions, Marketing Cloud and Mixpanel, to support segmentation initiative and marketing to and analytics for all audiences.
- Launched new EczemaWise email welcome journey to better guide users through the app functionality and strike a more friendly/less formal tone. New journey resulted in a **50% increase in active new users** since May 2022.
- Reached nearly 10,000 registered users with EczemaWise (n=9,906) representing a **45% increase** over 2021.

2. Provide space for eczema warriors of all ages and backgrounds to connect, share lived experiences and support one another

- After two years of virtual Expo, we welcomed the community with a hybrid format with 579 registrants including over 400 in-person. **10 of 10 respondents said they would recommend Expo to others.**
- Launched the Mental Health Survey, furthering research based on low use of mental health services found in the Out-of-Pocket Expenses survey.

3. Collaborate with eczema-informed HCPs to foster referrals from and to NEA

- Developed a new strategic plan for HCP Awareness and Engagement to begin implementation in 2024.
- Showcased NEA and NEA resources at 7 clinical/ research in-person and virtual meetings resulting in **240 new HCP 'leads'** interested in NEA information. Developed new assets (such as tear pad) for HCPs to distribute to their patients.
- Collaborated with The Dermatologist to reach HCPs treating AD patients via multiple channels. Newly developed assets included **11 website content pieces, 13 AD-specific e-newsletters, 2 quizzes, 3 videos, 4 podcasts and 3 print articles** launched in the first half of 2022.

4. Cultivate community leaders and expand opportunities for them to engage and build their skills

- Recruited **116 new Ambassadors** increasing NEA Ambassadors by **61%**.
- Achieved **111 total Ambassador activations/ engagements.**
- Engaged over 20 community members across demographics to participate in high-touch opportunities including multiple video shoots and EAM photoshoot, to share their image and their story.



Pillar: **Knowledge**

Generate and promote information, research and resources, serious and heterogeneous nature of eczema and the burdens it imposes and improve treatment and management of eczema across the lifespan.

ACCOMPLISHMENTS



1. Equip people and families affected by eczema with relatable information and resources to help them navigate the complex, fast-changing care landscape

- ➔ Facilitated the recruitment of pilot testers for all Research We Do NEA Surveys.
- ➔ Held first Eczema Awareness Month legislative panel for Ambassadors for skill development and to strengthen relationships with Congressional Staff.

- ➔ Convened first Open Enrollment webinar and blog post.
- ➔ Launched comprehensive campaign to educate patients and caregivers about new drug approvals, including new categories and age indications, with focused content on the blog and in podcasts, webinars and Expo sessions.

2. Accelerate innovative research

- ➔ Supported by a PCORI Capacity Building Engagement Award, launched Eczema Counts, a new gamified learning platform to support pediatric patient-centered outcomes research. Games 1 and 2 engaged **151 total participants**.
- ➔ Promoted NEA's real-world data program with **6 new peer-reviewed publications, 12 scientific abstracts and oral presentations, and 7 manuscripts** in development or submitted based on NEA research surveys.
- ➔ Awarded **\$730,000** in Research Grants to **13 recipients**, a 42% increase in grant funding over 2021. Awards included a new category, the Spotlight Award, focused on broadening NEA's research funding to include other forms of eczema.

3. Advance a new understanding of the racial diversity of eczema and associated impacts

- ➔ Launched the AD Visual Guide, a first of its kind tool to highlight the variation in appearance of eczema across skin tones.

- ➔ NEA's real world data efforts consistently examine racial/ethnic differences in the eczema lived experience.
- ➔ Provided perspectives on behalf of the eczema community as an invited participant for a Racial Disparities in Atopic Dermatitis and Food Allergy Roundtable held by ACAAI.

4. Support a greater number of HCPs to become more capable and confident in managing eczema patients

- ➔ Reached **1,583 eczema healthcare provider learners** with 9 CUBE-C continuing medical education activities on the topics of management of moderate – severe AD for adults, adolescents and children, emerging and investigational therapies, patient QoL and psychosocial issues, patients with skin of color, stepwise therapy in AD management and comorbid conditions.
- ➔ Published NEA's first article from the Shared Decision Making survey in JAMA Dermatology, which was the **#3 'most talked about' article** from the journal during 2022.
- ➔ Invited speaker at the Revolutionizing Atopic Dermatitis meeting. Provided presentations on NEA's Out-of-Pocket Expenses survey findings and the Patient Perspective on Itch.



Pillar: **Community Action**

Mobilize community expertise and evidence to raise awareness, spur development of new treatments, enhance affordability and access to care and treatment, optimize care outcomes and improve quality of life.

ACCOMPLISHMENTS

1. Amplify the lived experience of individuals affected by eczema

- Created and launched Eczema Unscripted, a new video series featuring four groups within the eczema community (moms, young adults, kids, couples) as they share with each other about the role of eczema in their lives.
- Created "Focus on Eczema" campaign for EAM 2022 showcasing members of the NEA community and inviting viewers to zoom in on eczema and not look away. The campaign resulted in **250K impressions, 20K engagements** and a net gain of **1500 followers** across social media platforms.
- Implemented new Advocacy platform, Phone2Action, to help our community advocate for treatment and representation.
- Presented the eczema lived experience at the BIO Patient Advocacy Summit in Washington DC.

2. Transform disease management and decision-making in clinical care settings

- Received **2 top Platinum eHealthcare Leadership Awards** for EczemaWise: Best Care/Disease Management App and Best Mobile App.
- Served as a patient advocacy participant for the development of the forthcoming AAAAI clinical guidelines for AD.
- Participated as a key member of an advisory group for the Digital Medicine Society's effort to advance

a new tool for the assessment of nocturnal scratch, including presentation at a Critical Pathway Innovation Meeting (CPIM) with the FDA.

- Launched a new survey on the use of action plans in eczema care for both patients and healthcare providers.

3. Establish and advance a state and federal policy agenda to address patients' unmet needs

- Published in Journal for Managed Care Professionals: ICER Review Is In.
- Hosted first Virtual Hill Day.
- Secured **6 new cosponsors of the Safe Step Act** (directly related back to Ambassador Meetings and Virtual Hill Day).
- Lobbied in person on Capitol Hill, **10 meetings with AAD, 7 with CSD** Hill Days.
- Signed on to **60 state and federal legislative** letters.
- Held over **100 meetings with Members of Congress**.
- Secured a federal extension of remarks for Eczema Awareness Month.

4. Expedite and improve patients' access to quality care and treatment

- Presented at the AD Symposium of American Managed Care Professionals Annual Meeting.

- Involved in state coalitions that surrounded issues such as step therapy reform & copay accumulators, resulting in:

- Step therapy reform signed into law: FL, KY, MA, PA, TN
- Copay Accumulator signed into law: Washington, Maine, Delaware
- Out-of-Pocket signed into law: Colorado and Minnesota.

- Presented interim findings from the Access to Care survey at the American Academy of Dermatology Annual Meeting and the Revolutionizing Atopic Dermatitis Meetings.

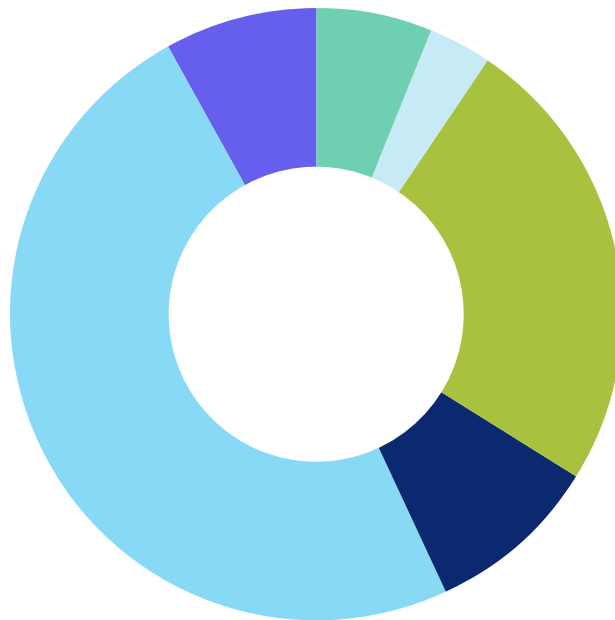
5. Build a diversified and sustainable revenue pipeline

- Developed a procedurally enhanced and scientifically robust framework for the Seal of Acceptance and an ongoing business plan to support a January 2023 relaunch.
- Increased Eczema Awareness Month sponsorships from **9 to 14** this year, increasing revenue by **\$133,500**.
- Increased Expo sponsors and exhibitors from **11 to 19 total sponsors and exhibitors**, increasing revenue by **\$26,350**.
- Increased **Ad sales 745% to \$514,874**.
- Increased IFAC and Peer to Peer fundraising 306% over 2021 for a total of **\$59,000** in 2022.

FINANCIALS

Statement of Activities | Fiscal Year Ending December 31, 2022

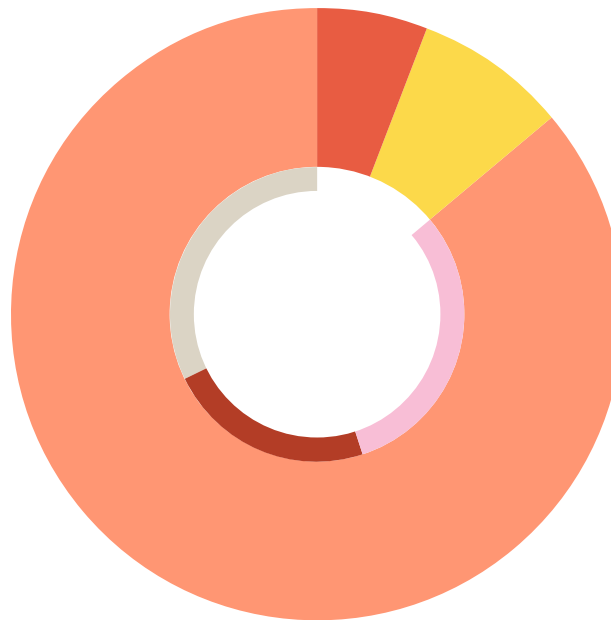
INCOME



Individual Contributions	449,999
Grants	240,422
Service Program	1,721,962
Awareness Events	1,177
Live Events/Conferences	653,991
Corporate Sponsorships	3,470,510
Publications & Brochures	556,112

TOTAL \$7,094,173

EXPENSES



Administration	392,744	6.0%
Fundraising	529,908	8.1%
Programming	5,637,686	85.9%
Support & Education - 30.9%		
Awareness - 22.8%		
Research - 32.2%		

TOTAL \$6,560,338

ASSETS

Current assets:

Cash and cash equivalents	1,877,922
Investments	4,662,254
Accounts receivable	810,776
Prepaid expenses & other current assets	11,724

TOTAL CURRENT ASSETS \$7,362,676

Non-current assets:

Fixed assets, net of accumulated depreciation	1,379,584
Operating lease, right-of-use asset	366,020

TOTAL NON-CURRENT ASSETS \$1,745,604

TOTAL ASSETS \$9,108,280

LIABILITIES & NET ASSETS

Current liabilities:

Accounts payable	15,722
Accrued vacation payable	0
Deferred revenue	200,000
Operating lease liability, current portion	124,997

TOTAL CURRENT LIABILITIES \$340,719

Long-term liabilities:

Operating lease liability, net of current portion	265,026
Total long-term liabilities	265,026

TOTAL LONG-TERM LIABILITIES \$605,745

TOTAL NET ASSETS \$8,502,535

TOTAL LIABILITIES & NET ASSETS \$9,108,280

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