

Global Psoriasis Atlas

Industry Partnership Programme 2021/2022

The mission of the Global Psoriasis Atlas is to ensure that people with psoriasis have access to the best available care, wherever they live in the world.



Global Psoriasis Atlas



About the GPA

The GPA is a long-term project that seeks to drive continuous improvement in the understanding of psoriasis and to uncover how it affects both the individual and society.

The GPA is a collaboration between three leading international organisations in world dermatology: IFPA; the International League of Dermatological Societies (ILDS); and the International Psoriasis Council (IPC).

Despite the contribution of existing published epidemiological studies to the understanding of the occurrence of psoriasis, further international research is required to better define the global burden of the disease.

Phase I of the GPA focussed on the prevalence of psoriasis. During Phase II our epidemiological work continues alongside that on comorbidities, early diagnosis and the health economic impact of psoriasis.

We have conducted the largest systematic review¹ to date that examines global data on the epidemiology of psoriasis. This could not have been accomplished without the support of our industry partners.

Despite the contribution of existing published epidemiological studies to the understanding of the occurrence of psoriasis, further international research is required to better define the global burden of the disease.

Our work, so far, has provided us with robust prevalence data on 19% of countries. We have also conducted psoriasis healthcare surveys in 10 Latin American countries and have plans to do the same in Africa, Asia and Australia.

Our challenge now is to obtain the data for the missing 81% of countries and, in parallel, understand access to care and treatment options for people with psoriasis around the world.

The GPA work in 2021-2022 has been made possible thanks to grants and sponsorship from the LEO Foundation, Abbvie, Almirall, Amgen, Eli Lilly and Company, Janssen, Novartis Pharma AG and UCB

Lead supporter



Other supporters



¹ Parisi R, Iskandar IYK, Kontopantelis E, Augustin M, Griffiths CEM, Ashcroft DM. National, regional, and worldwide epidemiology of psoriasis: systematic analysis and modelling study. BMJ 2020; 28;369:m1590.

The Collaborating Organisations

IFPA

IFPA is a non-profit umbrella organisation uniting all people living with psoriatic disease – regardless of where they live, what type of psoriatic disease they have, or how it impacts their lives. IFPA was founded in 1971 and, together with international member associations, represents and advocates for over 60 million people around the world. Read more about IFPA, our members and our activities at www.ifpa-pso.org.

International League of Dermatological Societies (ILDS)

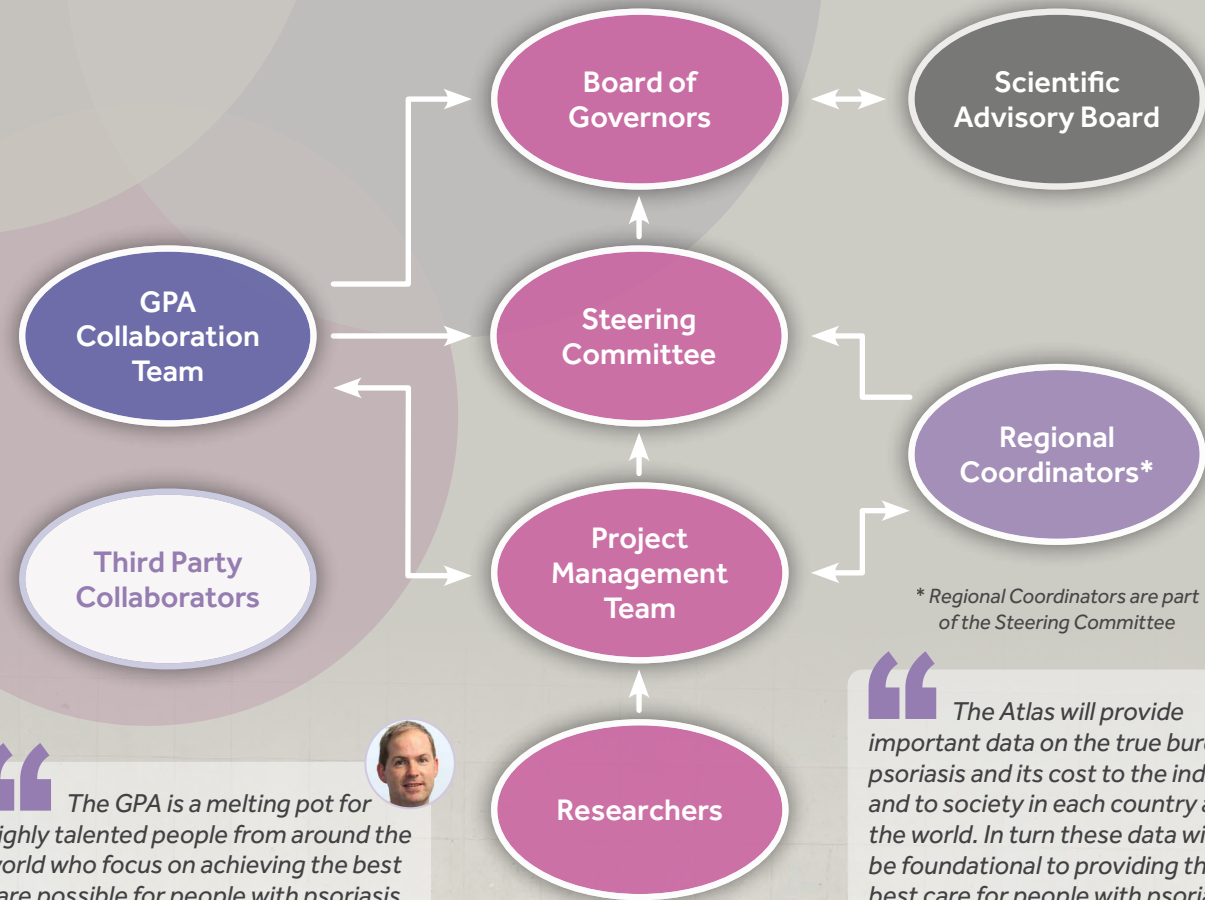
The International League of Dermatological Societies has been promoting skin health around the world for over 80 years. The ILDS represents dermatology at the highest level with 195 Member organisations from more than 90 countries they represent over 200,000 dermatologists. www.ilds.org

International Psoriasis Council (IPC)

The International Psoriasis Council is a dermatology-led, voluntary, global, non-profit organization with a network of more than 125 psoriasis experts, thought leaders, and professionals, dedicated to improving patient care around the globe. www.psoriasisCouncil.org

The ILDS facilitates the financial and contractual governance of the GPA.

Structure and Governance



“The GPA is a melting pot for highly talented people from around the world who focus on achieving the best care possible for people with psoriasis wherever they may live. In doing so, they contribute to a truly meaningful research programme.”

Professor Darren Ashcroft,
GPA Research Director

“The Atlas will provide important data on the true burden of psoriasis and its cost to the individual and to society in each country around the world. In turn these data will be foundational to providing the best care for people with psoriasis, wherever they live, by highlighting unmet needs to health authorities, governments, payers, and regulators.”

Professor Chris Griffiths,
GPA Director

Our Team

Our team is comprised of world-leading, compassionate, hardworking people. This wide-ranging group of experts share a commitment to uncover the epidemiology of psoriasis and access to care and treatment for people living with the disease around the world.

Research Team

 **Professor Chris Griffiths**
GPA Director
The University of Manchester

 **Professor Darren Ashcroft**
GPA Research Director
The University of Manchester

 **Rebekah Swan**
GPA Programme Manager
The University of Manchester

 **PD Dr Julia-Tatjana Maul**
GPA Medical Coordinator
University Hospital Zurich

 **Dr Alison Wright**
GPA Research Associate
The University of Manchester

 **Teng-Chou Chen**
GPA Research Associate
The University of Manchester

 **Jade Kelly**
GPA Administrator
The University of Manchester

PhD Students

 **Alex Trafford**
The University of Manchester

 **Maha Abo-Tabik**
The University of Manchester

 **Peslie Ng'ambi**
The University of Manchester

Collaborating Organisations

 **Arpita Bhose**
ILDS Executive Director

 **Caroline Bach**
ILDS Project Manager

 **Christy Langan**
IPC Chief Executive Officer

 **Frida Dunger Johnsson**
IFPA Executive Director

 **Sicily Mburu**
IFPA Scientific Officer

Our Global Specialist Network

Regional Coordinators



April Armstrong
USA



Chris Baker
Australia



Arnon Cohen
Israel



Claudia de La Cruz
Chile



Ncoza Dlova
South Africa



Nejib Doss
Tunisia



Alexander Egeberg
Denmark



Mahira El Sayed
Egypt



Hazel Oon
Singapore



Yves Poulin
Canada



Asja Prohic
Bosnia and Herzegovina



Murlidhar Rajagopalan
India



Ricardo Romiti
Brazil



Jacek Szepietowski
Poland



Colin Theng
Singapore



Vermen Verallo Rowell
Philippines



Xuejun Zhang
China



Min Zheng
China

National Coordinators



Mario Amaya Guerra
Mexico



Andre Carvalho
Brazil



Cristina Echeverria
Argentina



Benjamin Hidalgo-Matlock
Costa Rica



Cesar Gonzalez
Colombia



Farah Novoa Boza
Peru



Enrique Rivas
Guatemala



Fernando Valenzuela
Chile

Succeeding Together

Partnership is a crucial step towards achieving the ambition of the GPA which is to ensure that people around the world have access to the best available care and treatment for their psoriasis.

We recognise that innovative and strategic partnerships with organisations are key to delivering our milestones and achieving the aims of the Atlas.

“ Only by fully understanding the epidemiology of psoriasis will it be possible to improve access to treatment and alleviate the burden of disease for as many psoriasis patients in as many countries as possible. ”

**PD Dr Julia-Tatjana Maul,
GPA Medical Coordinator**

We know that we cannot achieve this alone! We recognise the importance of collaborating with industry and the pivotal role they have played in our success thus far.

We have demonstrated that we are able to bring influential stakeholders from around the world together. Consequently, our network is growing at a fast pace. Our plans are ambitious but we are confident that we can achieve them in partnership with you and would like to invite you to be a part of this journey. Establishing a high quality GPA requires the support of industry, organisations with relevant datasets, and collaboration across regions and countries. We encourage all current and prospective partners to support the GPA during Phase II of its development.

“ Whilst working as a dermatology research nurse I observed first-hand the devastating impact that psoriasis can have on people's lives... Our ultimate objective is to ensure that people with psoriasis have access to the best available care wherever they live in the world. ”

**Rebekah Swan,
GPA Programme Manager**



The GPA and the World Health Organization

In 2014, Member States recognized psoriasis as a serious non-communicable disease (NCD) in the World Health Assembly resolution WHA67.9

The resolution highlighted that many people in the world suffer needlessly from psoriasis due to incorrect or delayed diagnosis, social stigmatization, inadequate treatment options and insufficient access to care. The resolution requested that WHO publish a global report² on psoriasis, including the global incidence and prevalence, emphasizing the need for further research on psoriasis.



**Global report on
PSORIASIS**

² World Health Organization. (2016). Global report on psoriasis. World Health Organization. <https://apps.who.int/iris/handle/10665/204417>

Research Focus Phase II 2020-2023



Epidemiology of Psoriasis

Implement regular updates to our large international dataset.

Collaborate with the dermatology workstream of the Global Burden of Disease.

Provide recommendations on the core data to be included in future epidemiological studies of psoriasis.

Conduct new epidemiological studies in selected countries.



Understand and Characterise the Economic Impact of Psoriasis

Conduct extensive systematic review on the economic burden of psoriasis.

Develop data collection tools to determine the economic impact of psoriasis.

Conduct new studies to identify, and then quantify, the use of healthcare resources, and associated costs to the healthcare system.



Recognising the Comorbid Disease Burden of Psoriasis

Conduct new studies to improve knowledge about the comorbid disease burden of psoriasis with a particular focus on cancer incidence and associated mortality.



Improving the Early Diagnosis of Psoriasis

Conduct a case-control study to examine the extent of misdiagnosis of psoriasis.

Conduct validation studies of our recently developed clinical diagnostic criteria.

Development and feasibility testing of a training tool for psoriasis diagnosis.

Why Support the GPA?

You will

- Be part of a global network committed to psoriasis research.
- Support the collection of data on the global burden of psoriasis.
- Assist our endeavours to ensure early and accurate diagnosis of psoriasis around the world.
- Contribute to improving knowledge of access to care and treatment for psoriasis patients globally.
- Help us to achieve our aim of ensuring that patients receive the best available care wherever they live.

- Support a programme of research that aims to explore comorbid diseases and to uncover the health economic impact of psoriasis on the individual and society at large.

Becoming a Partner

- You will be recognised as an **official supporter** and will be named on all GPA publications.
- New supporters will be recognised with a thank you post on all GPA social media accounts.
- You will be able to attend invitation only GPA meetings, with an opportunity to meet the GPA Director and members of the GPA team.

- Will increase your visibility among the psoriasis healthcare community.
- You can work with us on joint press releases and media outreach on relevant dates, projects and events.
- We will highlight your commitment to the GPA in our newsletters, annual reports, website and through our social media outlets.
- You will receive regular updates on our initiatives, projects and progress.

Please find details in our GPA Partnership Programme Support Packages (page 11).

GPA Partnership Programme

Delivery of the GPA requires ongoing support from our industry partners.

This scheme is designed to outline the packages associated with different levels of financial support. This will enable you to select the appropriate level of support for your organisation. There is also the opportunity to commit to repeat annual funding. We are keen to collaborate in innovative and unique ways. Working with

us could provide your organisation with the ideal vehicle to realise your corporate social responsibility (CSR) agenda. For example, in 2019 we took a small team to the International Foundation for Dermatology (IFD) Regional Dermatology Training Centre in Moshi, Tanzania. The purpose of this expedition was to work with dermatology specialists from across the Sub-Saharan region to conduct a workshop and two pilot field surveys and to learn more about access to psoriasis healthcare in Tanzania. We are

grateful to Janssen UK who supported us with our work in Tanzania. Through their CSR programme a member of their staff travelled with us to provide assistance with the survey, logistics, photography, social media and digital communications. We intend to conduct further research of this kind in other low and middle income countries where data on the epidemiology of psoriasis are sparse. We would be delighted to collaborate with your organisation on some of our exciting new global research projects.

Support Packages

Recognition and Engagement	Global Supporter £100,000 and above	Regional Supporter £51,000-99,000	National Supporter Up to £50,000
The GPA Director, Research Director, Medical Coordinator and Programme Manager will meet with your organisation annually to present on progress. (Meeting duration = 2 hours)	✓		
The GPA Director, Research Director, Medical Coordinator and Programme Manager will meet with your organisation annually to present on progress. (Meeting duration = 1 hour)		✓	
Receive an open invitation for members of your organisation to attend the GPA Funders' briefing held twice a year..	✓	✓	✓
Work with us on joint press releases and media outreach on relevant dates for projects or events.	✓	✓	✓
Opportunities for 'in-kind' contribution and collaboration on GPA field research.	✓	✓	✓
Receive regular updates on our initiatives, projects and progress.	✓	✓	✓
Receive recognition on our newsletters, annual reports and publications.	✓	✓	✓
Logo recognition and corporate link present on the GPA website.	✓	✓	✓
New supporters will be recognised with a thank you post on all GPA social media platforms.	✓	✓	✓

Global Research Collaborations

Our global network is growing and requests for collaboration are increasing. We are currently working on a number of projects with colleagues from around the world. Here is an overview of some of our latest collaborations.

Myanmar

We have been working on plans for a small team from the GPA to visit Myanmar to run a workshop for local dermatologists and to facilitate discussions on a future large scale epidemiological skin disease survey in which the GPA would have a coordinating role.



Dr Su Lwin

Following the military coup on 1 February 2021, the humanitarian crisis in Myanmar has deepened, compounded by the COVID-19 pandemic. The primary objectives of the Burma Skincare Initiative-GPA collaboration are to hold the psoriasis webinar series (instead of the in-person workshop, owing to the travel restrictions and the unstable political state in Myanmar) and to conduct a survey on the management of psoriasis in the country. Since the coup, the BSI designed and delivered online education and training,

including diagnosis and management of psoriasis by Professor Chris Griffiths, specifically tailored to non-specialist healthcare workers in Myanmar; developed one-page clinical algorithms to guide the frontline healthcare workers; and is in the process of developing a teledermatology service and video lecture series for both specialist and non-specialist colleagues in the country.



Professor Chris Griffiths (9th from left) and Dr Su Lwin (10th from left) with Professor Zaw Wai Soe (8th from left) – Rector (Dean) of University of Medicine (UM1) 1 Yangon, Professor Khine Khine Zaw (11th from left) – Dermatology Lead and her team at UM1, photograph taken outside the UM1 building in December 2018.

Greenland

The GPA team are planning to conduct an epidemiological study on the prevalence of psoriasis in Eastern Greenland, in collaboration with Professors Thyssen and Zachariae from the University of Copenhagen.

UNIVERSITY OF COPENHAGEN



“Greenland is the world's largest island and is a self-governing entity within the constitutional monarchy of Denmark. There are about 56000 persons living in the country of which approximately 90% are of Inuit heritage¹. There are currently no studies that have examined the prevalence of psoriasis among Inuits and their descendants. In collaboration with the GPA, we plan to perform a cross-sectional study of Greenlandic adults from the general population to determine the prevalence of frequent dermatological conditions, including psoriasis, pustulosis palmoplantaris, atopic dermatitis and chronic hand eczema.”

Professor Jacob P. Thyssen and Associate Professor Claus Zachariae

¹ Moltke I, Fumagalli M, Korneliussen T, et al. Uncovering the Genetic History of the Present-Day Greenlandic Population. *Am J Hum Genet.* 2015;96(1):54-69. doi:10.1016/j.ajhg.2014.11.012.

Qatar

Working with Professor Martin Steinhoff the GPA team plan to:

- Carry out a validation study of demographic data already obtained in Qatar
- Advise on a cohort study of incidence and prevalence
- Engage in research on psoriasis and multi-morbidity



Professor Martin Steinhoff

Newfoundland

Working with Professor Wayne Gulliver and Professor Proton Rahman, using a rich dataset from the large cohort of psoriasis patients in Newfoundland, the GPA team will explore the following psoriasis research areas:

- Epidemiology
- Comorbidities
- Economic impact



Professor Wayne Gulliver



Professor Proton Rahman

TANZANIA 2019



Professor Griffiths, Rebekah Swan and the research team with some of the Maasai elders, women and children

“ The GPA is doing fantastic work and offers all of us who have this condition hope for a brighter and healthier future. ”
Russ, a patient in the UK

“ One disease – millions of individuals. Millions of stories of heartache, frustration, pain and dealing with a lack of understanding and access to adequate healthcare. The Global Psoriasis Atlas project provides the data and information needed to effect real change and has the potential to truly improve the health and quality of life for people with psoriasis. Not just in one place – all over the world. ”
Barbra, a patient in Sweden

TANZANIA 2019



Dr Kathryn Hampton, Janssen, skin health promotion in Maasai Land

BRAZIL 2020



PD Dr Maul with Dr Wagner Galvão in a psoriasis clinic at Hora-Cera Penha public hospital

TANZANIA 2019



Professor Griffiths, Professor Ncoza Dlova and Dr Daudi Mavura reviewing psoriasis patients at the RDTC

BRAZIL 2020



PD Dr Maul presenting on the GPA and psoriasis comorbidities at the University Hospital São Paulo, Brazil

Engagement


To learn more about the GPA and how you can get involved please contact:
GPA Programme Manager, Rebekah Swan:
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