September 2024

Extraction date: September 16th, 2024
Topics/keywords: 'psoriasis'
Data types: posts, comments, likes, polls
Geographical segment: global physicians, physicians by region

Analyzed data points: 3,473
Specialties: Dermatology; Rheumatology
Countries analyzed: 55
Reach: 61,259

1. Main Concerns of G-Med Physicians on the Topic of Psoriasis:

- **Quality of life** (18% of physician discussions): A recurring theme is the impact of psoriasis and treatment on patients' overall quality of life, especially in cases with severe or systemic symptoms.
- **Side effects of treatments** (9%) **and long-term management** (17%): Discussions often highlight the challenges of managing side effects such as infections, particularly with systemic treatments such as biologics. Many physicians emphasize the need for sustained monitoring and adjusting treatment regimens over time to maintain efficacy and manage side effects.
- **Treatment resistance** (9%): Physicians frequently express concern over cases where patients do not respond adequately to biologic therapies, especially in severe cases of psoriasis.

2. Main Points Concerning Psoriasis Diagnosis, Treatment, and Follow-Up

Diagnosis (15% of physician discussions)

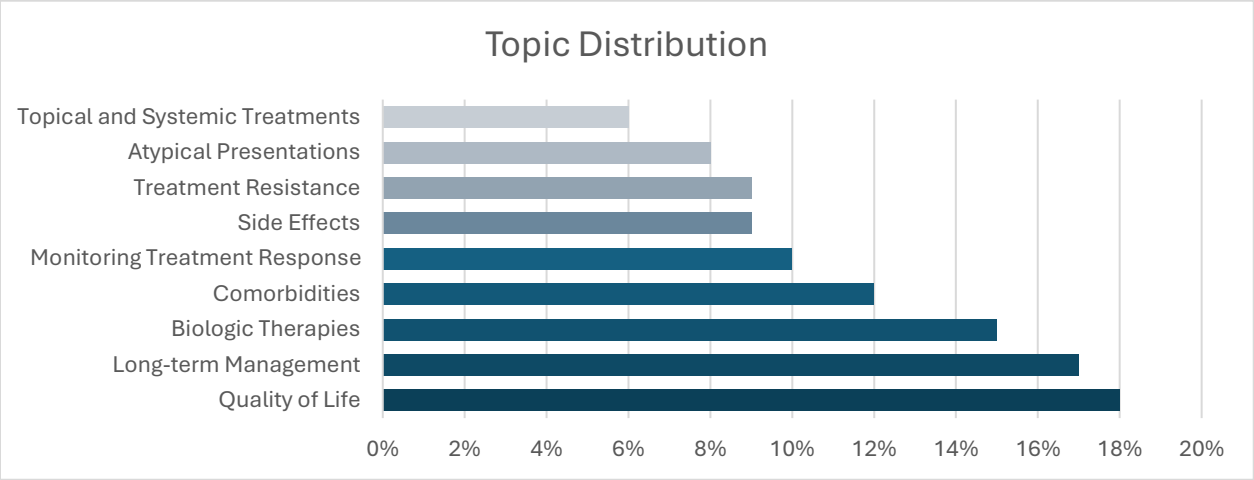
- **Atypical Presentations** (8%): Some posts mention difficulty in identifying psoriasis when it presents with non-typical symptoms or alongside other autoimmune disorders (4%).

Treatment (32% of physician discussions)

- **Biologic Therapies** (15%): The most commonly discussed treatments involve biologic therapies. Physicians frequently share experiences and concerns about the efficacy of different biologics, such as TNF inhibitors or IL-17 inhibitors, especially in cases where initial treatments fail. There are specific concerns about the efficacy of biologics in patients with comorbidities, history of malignancies, and other complicating factors.
- **Managing Resistant Cases** (9%): A recurring topic is how to manage patients who do not respond to first-line biologic therapies. Physicians exchange recommendations on switching between biologics or adding adjunctive therapies such as methotrexate, lifestyle changes, and phototherapy.
- **Topical and Systemic Treatments** (6%): Although less frequently discussed than biologics, some physicians mention the use of topical treatments, particularly for mild cases, and systemic treatments like methotrexate for more severe or resistant cases.

Follow-Up (15% of physician discussions)

- **Monitoring Treatment Response** (10%): Physicians discuss the importance of regularly monitoring patients to evaluate the effectiveness of biologic and systemic treatments, adjusting dosages as needed based on symptom progression or improvement.
- **Long-Term Safety** (11%): Concerns about the long-term safety of biologic therapies, especially in relation to immune suppression and potential side effects (8%), are often raised, making follow-up a critical aspect of patient management.



3. Geographical Differences in Physicians' Psoriasis Concerns by Region

- **North America:** Physicians focus on treatment resistance and the need to manage side effects of biologic therapies, especially concerning long-term safety.
- **Europe:** Discussions center around the long-term management of biologics, including adjusting treatments to avoid side effects, and the use of combination therapies in resistant cases.
- **Asia:** Physicians express concerns about the early diagnosis of psoriasis and highlight challenges with access to advanced biologic treatments, often relying more on traditional therapies.
- **South America:** The main concern is the limited access to newer biologic treatments, with a focus on managing severe cases using more affordable and accessible systemic therapies.
- **Middle East:** Physicians emphasize the need for standardized treatment protocols for psoriasis and discuss the complexities of managing comorbidities, such as psoriatic arthritis, alongside psoriasis.

Engagement Recommendations:

- Based on the insights gathered from physicians' discussions on G-Med, many of the discussions surround different methods of treating psoriasis and the side effects of its treatments. This indicates that traffic-driving campaigns leading to a brand or product page could be an effective strategy.
- G-Med's Traffic-Driving Package could be a good fit here.

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