

Atopic Dermatitis Visual Guide

First-of-its-kind online tool to elevate public visibility of atopic dermatitis (AD) across skin tones, and help healthcare professionals (HCPs) and patients of color with identification of AD to facilitate timely diagnosis and treatment

Why It Matters

AD is a type of eczema that can vary in appearance for many reasons including level of severity, affected part of the body and, notably, skin tone. It can be challenging to identify AD affecting people of color due to changes in pigmentation and redness from inflammation. While AD affects all races and ethnicities, Black and Latinx individuals in the US experience greater AD prevalence and persistence, increased disease severity, and poorer disease control.

AD diagnosis is made solely by visual clinical examination and patient history. Until recently, much of what is known about AD is based on studies of people with white skin. Multiple factors can contribute to receiving a timely diagnosis including the ability of HCPs to identify the clinical range of AD.

There is a large gap in awareness and information about the presentation and burden of AD for people of color which can contribute to delays in obtaining a diagnosis and inadequate care.

AD Prevalence by Race:

Asian or Pacific Islander: 13%
Black or African American: 10%
Native American: 13%
White: 11%



Solution

Create the largest publicly available database and searchable online tool containing real images of different presentations of eczema on diverse skin tones.

Guide enables users to see photos of eczema by selecting a skin tone(s) using a gradient scale and specific body part(s). Photo descriptions can be interpreted using an available glossary that translates clinical terminology into lay-friendly descriptions. Photos will continue to be added to the tool over time.

Impact

- 96 unique AD images represented in the Guide
- 826 eczema healthcare providers engaged with the Guide at medical meetings
- 300+ media interest in the Guide from a dedicated press release. Picked up by over 300 PR Newswire partner websites
- 700K+ people reached through public promotion of the Guide to NEA's network of 110,000 e-mails, 90,000 social media followers, and NEA website which sees an average of 500,000 monthly users

Positive HCP sentiment - examples collected from the NEA booth:

- HCP in Kansas City, KS uses the AD visual guide as both a diagnostic aid and educational tool for patients since she sees a lot of minorities
- HCP from University of Rochester, NY had been looking for more images of eczema on people of color and recognizes that the AD Visual Guide bridges a gap in information



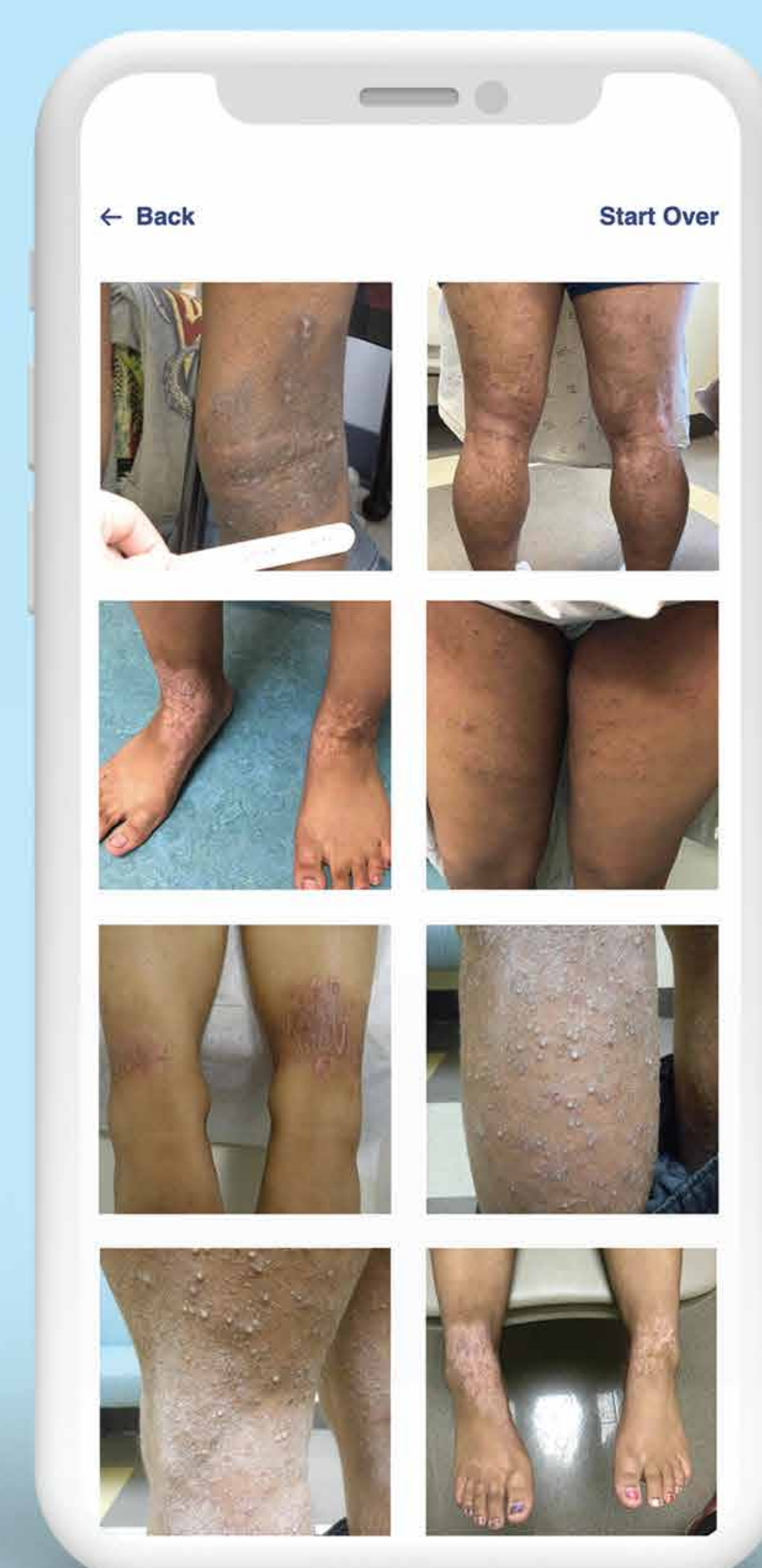
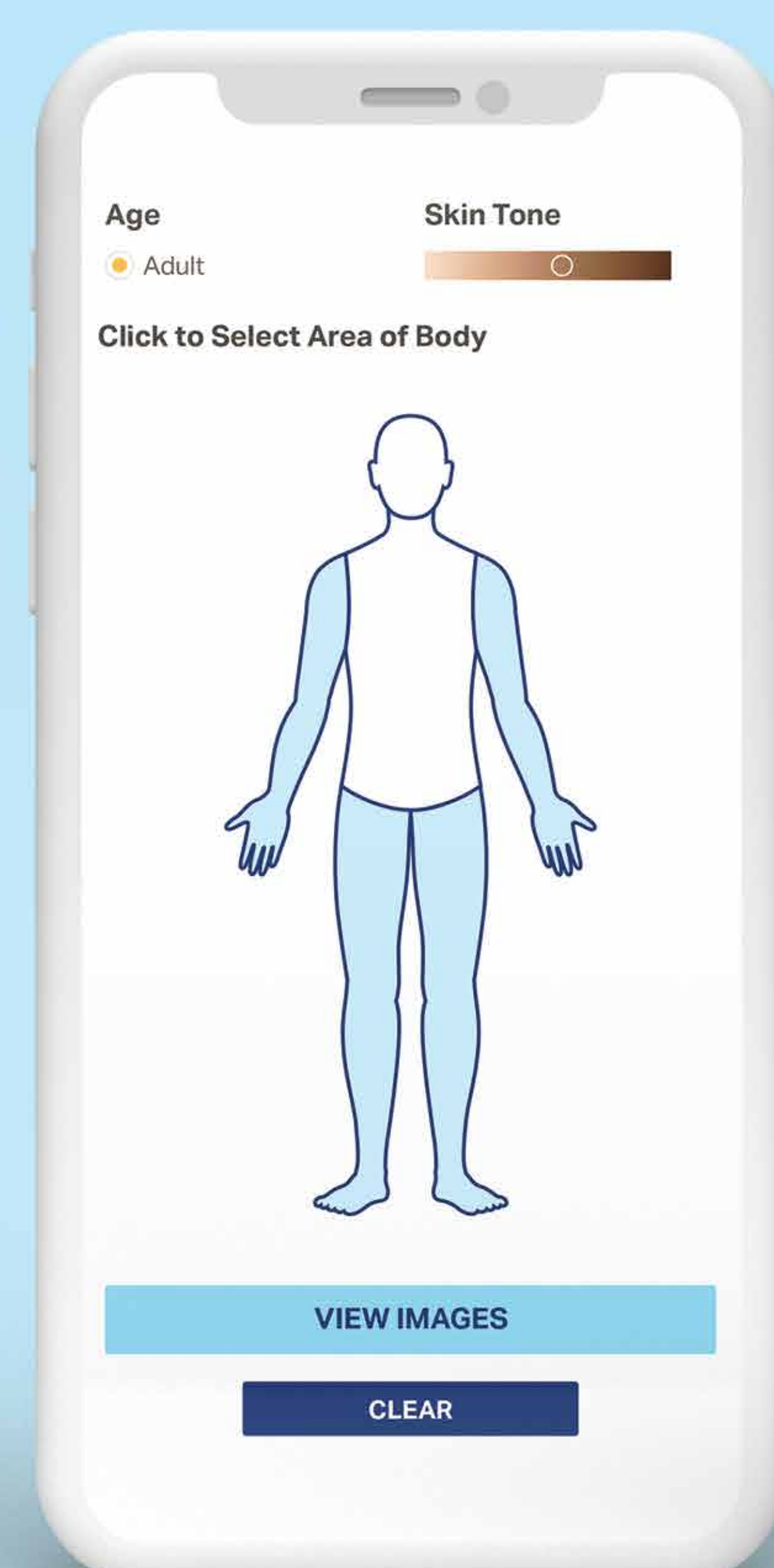
[learn more >](#)

Key Learnings

- Obtaining diverse, high-quality imagery for AD across skin tones is challenging but important to ensure visual representation of a disease and the varied clinical presentations of a highly prevalent condition.
- The ability of individuals affected by AD to 'see themselves' in a publicly available resource is a critical starting point to providing relevant, relatable support and education.

"This is *groundbreaking*."

"Much needed because eczema *looks different* on black skin."



"Thank you! This is *so needed* for patients with skin of color!"