



## Media Advisory

### THE SATISFACTION PROJECT CHALLENGES CANADIANS WITH PSORIASIS AND PSORIATIC ARTHRITIS TO TAKE CONTROL AND LIVE BETTER

*~Expert panel shares tips, encouraging patients to take a 360° approach to managing their disease and to not give up until they're satisfied~*

**TORONTO, June 18, 2014** – Psoriasis and psoriatic arthritis affect a person's everyday life, manifesting both physically and emotionally. A recent survey found the majority of people living with psoriasis (76 per cent) are not satisfied with their current psoriasis treatment.<sup>1</sup> Helping to address these everyday realities, The Satisfaction Project is a three-week challenge on *Living Well with Psoriasis* designed to inspire and encourage Canadians with psoriasis and psoriatic arthritis to take a deeper look into the barriers of these diseases, take action, and not stop until they're satisfied.

A Satisfaction Expert Panel is joining forces to discuss the best possible diagnosis, therapeutic treatment, and effective disease control. The panel includes Andrew Gosse, Canadian Psoriasis Network president, along with Ronald Vender, MD, FRCPC, Canadian dermatologist, and Kimberly Moffit, psychotherapist. These experts are available for interviews.

#### **The Satisfaction Project – Are You Up for the Challenge?**

##### **Challenge One with Andrew Gosse**

##### **Build Your Support Team: Be an Advocate and Become Satisfied**

"As a person living with psoriasis myself, I understand its devastating effects," said Andrew Gosse. "Regardless of where patients are on their journey, it's important for them to get informed and know they can always feel better and be more satisfied. One way is to build a support network, ask the right questions, reflect, and act – there are brighter days ahead."

##### **Challenge Tips:**

- You are not alone. Reach out to your local support group, use the resources available including the [Canadian Psoriasis Network](#) and [www.livingwellwithpsoriasis.com](http://www.livingwellwithpsoriasis.com), work with your support team, and **don't stop until you're satisfied**.
- Seek current and accurate information from a trusted source as part of an effective treatment plan.
- Be a support for others – help someone to be more satisfied too!

## **Challenge Two with Dr. Ronald Vender** **Don't Stop until You're Satisfied – Find a Treatment that Works for You**

“The most important takeaway from The Satisfaction Project is that Canadians living with psoriasis and psoriatic arthritis need to be appropriately assessed and seek medical treatment from their dermatologist, rheumatologist, or primary care physician,” said Dr. Vender. “It is never too early to seek help. Satisfied patients are more likely to adhere to and persist with therapy, resulting in better outcomes and quality of life.”

### **Challenge Tips:**

- It's important to take control of psoriasis and psoriatic arthritis, and to identify treatment options at an early stage. The severity of psoriasis varies with each person, and, therefore, the treatment goals for each person may differ.
- Identify treatment goals and expectations and share these goals and expectations at your next doctor visit.
- Have an informed discussion with your doctor about all available treatment options that may improve treatment satisfaction, including biologics and advanced therapies.

## **Challenge Three with Kimberly Moffit** **Satisfaction is Possible: Take Control and Regain Confidence**

“As a psychotherapist, I work with many Canadians living with psoriasis and psoriatic arthritis who often experience depression, anger, embarrassment, intimacy issues and low self-esteem,” said Kimberly Moffit. “The Satisfaction Project illustrates a unique perspective on what Canadians can do to stay motivated and not to give up in their efforts to get better, both physically and emotionally.”

### **Challenge Tips:**

- It's important for Canadians with psoriasis and psoriatic arthritis to recognize the emotional burden of their disease, believe in themselves, and find a treatment with which they are satisfied.
- Take control and challenge yourself to improve your emotional well-being by taking care of yourself. This is different for everyone: you can focus on eating well, exercising more, complimenting yourself, visiting a friend, or doing something you love.
- For additional support in coping with the emotional and mental effects of these diseases, seek help from a specialist in your area at [www.psychologytoday.com](http://www.psychologytoday.com).

## **What Does Being Satisfied Mean, What Can Be Done To Get There?**

Join The Satisfaction Project at [www.livingwellwithpsoriasis.com](http://www.livingwellwithpsoriasis.com), check out the tips and videos, take on the challenges, and **don't stop until you're satisfied**.

Canadians are also invited to check in on Facebook at [www.facebook.com/livingwellwithpsoriasis](http://www.facebook.com/livingwellwithpsoriasis) and share their experiences with others.

## About Psoriasis and Psoriatic Arthritis

Affecting approximately one million Canadians, psoriasis is a chronic inflammatory autoimmune whole-life disease that manifests mainly in the skin, joints, and associated co-morbidities.<sup>ii</sup> Signs and symptoms may include one or more of the following: red patches and plaques of skin covered with silvery scales; dry, cracked skin that may bleed; itching, burning or soreness; and thickened, pitted or ridged nails.<sup>iii</sup> Between 10 and 30 per cent of people with psoriasis will develop psoriatic arthritis,<sup>iv</sup> which affects nearly 300,000 people in Canada.<sup>v</sup> Psoriatic arthritis is a type of inflammatory arthritis and an autoimmune disease, where the joints are the target of the immune attack, causing swelling, pain and inflammation.<sup>vi</sup>

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*\*Dr. Vender was not compensated for any media work. He has been a paid consultant to Janssen Inc.*

## References:

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- <sup>ii</sup> Canadian Psoriasis Network. What is Psoriasis? Available at: <http://www.cpn-rcp.com/what-is-psoriasis>. Accessed May 15, 2014.
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