

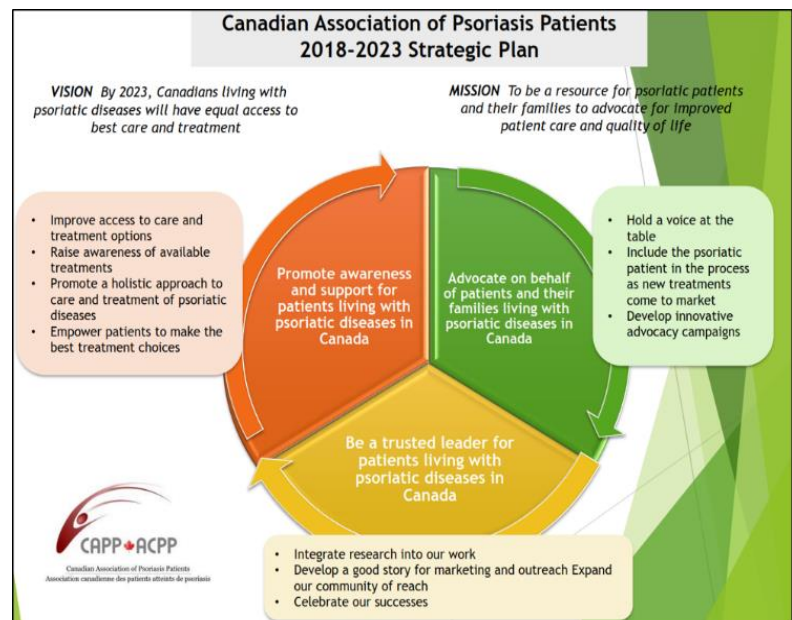


Canadian Association of Psoriasis Patients Annual Report July 1, 2017 – June 30, 2018

The Canadian Association of Psoriasis Patients (CAPP) had our eyes opened wide in September 2017 when we attended the University Health Network’s Patient Forum on Psoriatic Diseases. Patients living with psoriatic arthritis told us that “you have no information for us” and “we fall through the cracks of the health care system.” This was a wake call for CAPP to focus efforts on developing tools and resources for these patients. In this fiscal year, we added a new section to the CAPP website specifically on psoriatic arthritis and started several projects to ensure that we meet the needs of patients living with all psoriatic diseases, including the approval of the very first National Psoriatic Arthritis Day on Health Canada’s awareness calendar.

The organization spent a significant amount of time this year updating the CAPP Strategic Plan and clarifying our strategic priorities. This process was instrumental in providing CAPP clear direction and focus for the next five years. The three strategic priorities are the headings listed below with the highlights from this fiscal year.

We are proud of what we have accomplished this year, including representing Canada at the International Federation of Psoriasis Patients (IFPA), celebrating World Psoriasis Day 2017 with our partners using the theme “Pso Many Sides” and supporting many patients through social media campaigns and on an individual basis.



Sincerely,

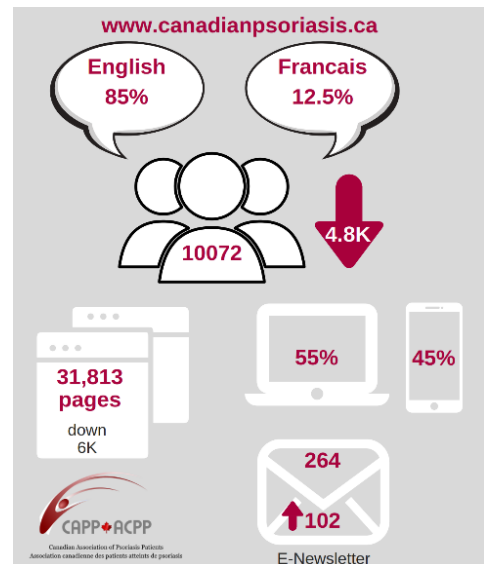
Dr. Morris Manolson
Co-Chair
Canadian Ass’n of Psoriasis Patients

Kathryn Andrews-Clay
Executive Director
Canadian Ass’n of Psoriasis Patients

Strategic Priority: Promote awareness and support for patient living with psoriatic diseases in Canada

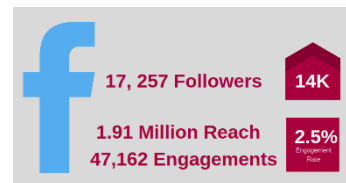
Highlights for 2017-18:

- We added a new section to the CAPP website specifically on treatments available for patients living with psoriatic diseases including topicals, systemics and biologics. The site has an explanation of each type of treatment, potential side effects and what treatments are available on public formularies across Canada.
- A new section on psoriatic arthritis was also added to the website and promoted on social media. The focus is to provide an overview of the disease, the link to psoriasis and treatment options.
- Although the number of visitors to our website decreased, these new additions were not added until late in the fiscal year so the numbers will be reflected in the next fiscal year.



- Four bilingual newsletters were developed and distributed to our subscriber list and at a variety of conferences and events. Topics includes pediatric psoriasis, preparing for your appointment with your dermatologist and psoriasis & pregnancy.

- We successfully integrated the CAPP Facebook page with the Living Well with Psoriasis Facebook page. This project resulted in a significant increase in followers and engagement rates and has streamlined our efforts on this platform.



- CAPP developed an innovative social media campaign called “Pso Did You Know” highlighting a variety of data sets that were released during the previous year. This campaign helped to significantly increase our twitter followers and engagement rates.



- CAPP was the proud recipient of an in-kind donation of comic books for children living with psoriasis. This bilingual publication was distributed at a variety of conferences including the World Congress of Pediatric Dermatology held in Chicago in July 2017. They have also been sent to pediatric dermatology clinics across the country.

“Many thanks for the advice, the link and for just replying. It means a lot when there is support available. Your website is wonderful and, for me, very helpful. Keep up the great work. It is so important to patients.”

Psoriasis Patient

Strategic Priority: Advocate on behalf of patients and their families living with psoriatic diseases in Canada

Highlights for 2017-18:

- We completed several patient submissions for three new biologic drugs approved in Canada for the treatment of psoriasis and/or psoriatic arthritis for the Common Drug Review, the “INESSS” and BC Pharmacare “Your Voice.”
- Research and interviews were started this year in anticipation of an updated report on the care and treatment for psoriasis patients in Canada. This document will be released on World Psoriasis Day 2018.
- Working with the International Federation of Psoriasis Associations, we promoted a variety of advocacy campaigns to link psoriatic diseases to an increased link to non-communicable diseases like diabetes, cardiovascular disease etc. This priority included a meeting with representatives of the Public Health Agency of Canada to promote the importance of surveillance data in Canada for psoriasis patients and the link to other non-communicable diseases.

Strategic Priority: Be a trusted leader for patients living with psoriatic diseases in Canada

Highlights for 2017-18:

- CAPP managed the second year of the Studentships in Psoriatic Disease Research and funded five more students, working in partnership with the Canadian Institutes of Health Research, Institute of Musculoskeletal Health and Arthritis and Janssen Canada. Topics included a wide variety of areas including “Psoriatic arthritis and the risk of joint replacement surgery” and “Mortality Studies in Psoriasis and Psoriatic Arthritis.” Students from last year are starting to publish the results of their research in academic journals and present at National and International conferences, including the American Academy of Dermatology.
- CAPP were pleased to introduce two new Board members this fiscal year. Welcome Simon and Christian!
- We were the proud recipients of another in-kind donation from IDS Canada who distributed some of our educational materials throughout its healthcare waiting rooms networks.
- CAPP worked closely with the Leo Innovation Lab on a new project called “PsoHappy.” The objective of this project was to assess the impact of living with psoriasis impacts people’s quality of life across a wide spectrum of subjective well-



being indicators. When people report severe symptoms, they also report lower levels of happiness. CAPP helped to promote the survey and worked with the project leads to position the survey results for Canada.

- In partnership with the Canadian Psoriasis Network, we worked on a report that focused on the patient journey towards achieving skin clearance and stability in their disease and treatment.
- To highlight our commitment to increase awareness of psoriatic arthritis, we hosted an information table at the Canadian Rheumatology Association.

With Sincere Appreciation!

CAPP would like to thank our partners for their commitment to psoriatic patients in Canada and for helping us achieve our goals!

BAUSCH Health

