

Importance of engaging with psoriasis-related social media influencers and bloggers for patients with psoriasis under treatment. ALL results



Bruno Halioua¹, Marketa Saint Aroman², Christelle Le Roux Villet³, Catherine Baissac², Yaron Benhayoun⁴, Charles Taieb⁵, Charbel Skayem⁶

¹Dermatologist, Paris, France, ²Pierre Fabre, Patient Centricity, Toulouse, France, ³APHP - Hôpital Avicenne, Department of Dermatology, Bobigny, France,

⁴European Market Maintenance Assessment, Data Scientist, Tel Aviv, Israel, ⁵European Market Maintenance Assessment, Patients Priority, Paris, France,

⁶APHP - Hôpital Ambroise Paré, Department of Dermatology, Boulogne Billancourt, France

RATIONAL

Social networks have emerged as crucial platforms for accessing dermatological and therapeutic information. Social media influencers now wield significant influence in disseminating health-related content and shaping health behaviors.

Particularly noteworthy is the impact of interacting with social media figures, such as influencers and bloggers, during periods of heightened susceptibility to influence. However, there is limited understanding of the significance of engaging with psoriasis-related social media influencers (PSMIs) among patients undergoing treatment for psoriasis.

Thus, this study aimed to evaluate the prevalence of PSMI engagement among psoriasis patients, analyze the effects of PSMIs on patient concerns and treatment adherence, and assess patient satisfaction with dermatological care.

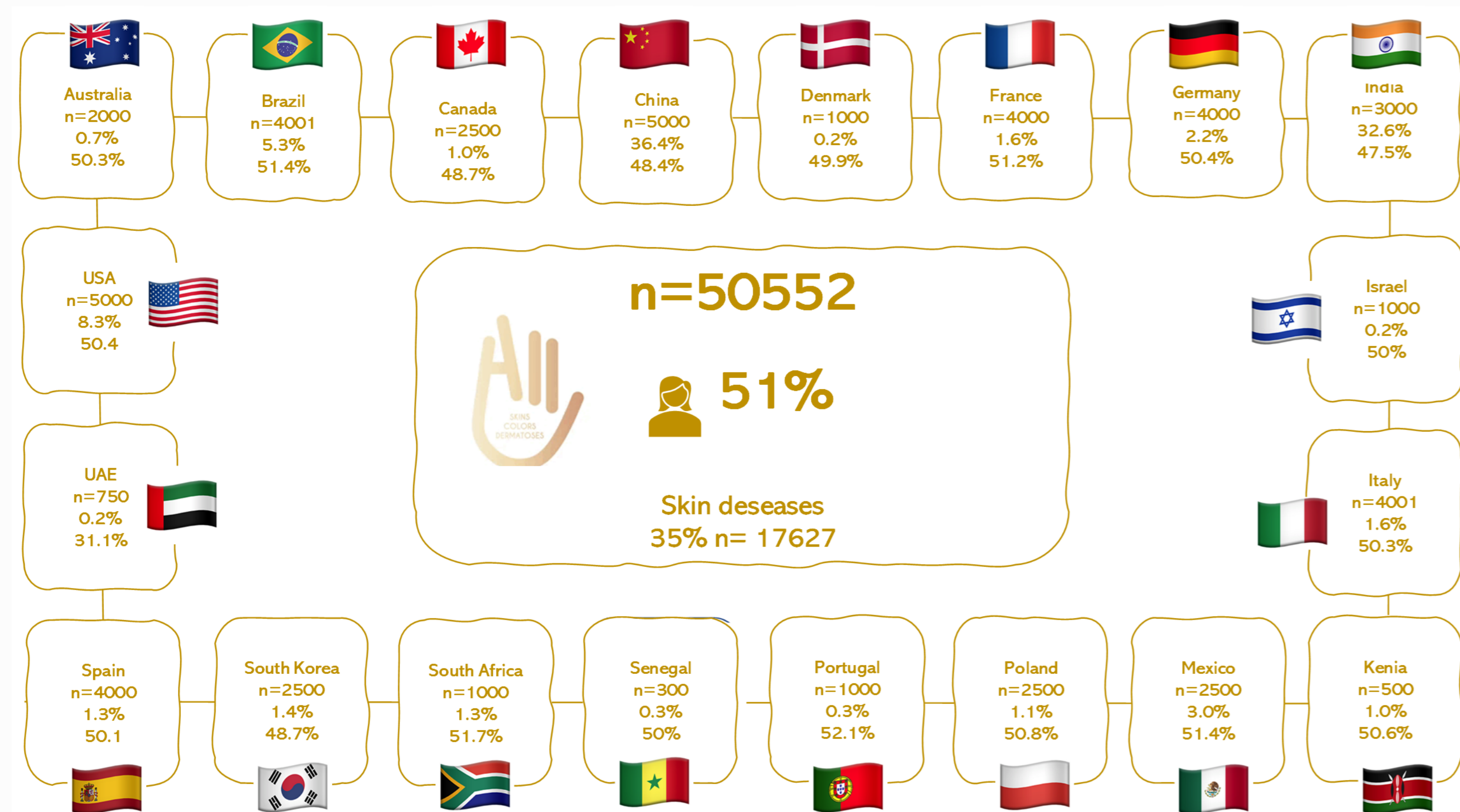
METHODOLOGY

The ALL PROJECT is a large-scale study of individuals representative of the adult population in 20 countries on five continents:

Europe [France, Italy, Germany, Poland, Portugal, Spain, Denmark; n=17500], Latin America [LA] [Brazil, Mexico; n=6501], Asia [China, India, South Korea; n=10500], North America [NA] [Canada, USA; n= 7500]; Middle East [ME] [Israel, United Arab Emirates; n=2750], Australia [Australia; n=2000] and Africa [Kenya, South Africa, Senegal; n=1800].

In each of the 20 countries surveyed, representative and extrapolable samples of the general population aged 16 and over were interviewed.

The questionnaire was developed in partnership with patient organisations and continues to focus on the patient's experience. A comparison was made between those who did and did not use the Internet to obtain information or discuss their condition with PSMI to assess predictors of engagement with PSMI such as socio-demographic and clinical characteristics, type of treatment, fear of side effects, feelings of discouragement to continue treatment and satisfaction with the treating physician.



RESULTS

A population of 721 patients with psoriasis receiving conventional treatment was selected, including 395 (54.8%) men and 326 (45.2%) women (mean age 48.5+/- 15.2. min 16-85 years). 73 (10.1%) were receiving injectable medications, 200 (27.7%) were receiving oral medications and 619 (85.9%) were receiving topical medications administered by a healthcare professional [HCP].

52 (7.2%) of the 721 respondents who had received conventional treatment were PSMI users: 8 (11%) with injectable treatment, 25 (12.5%) with oral medication and 44 (7.1%) with topical medication.

PSMI users were younger (40.58 vs 49.1%, p ≤ 0.05).

There was no male predominance (59.6% vs 54.4%, p NS). PSMI users were more likely to report concerns about adverse effects (63.5% vs 43.5%, p ≤ 0.05), 57.5% of PSMI users with injectable treatment, 56% with oral treatment and 40.4% with topical treatment.

SMI users were not more likely to experience treatment fatigue (59.6% vs 51.3%, p NS). PSMI users were no less likely to think that the time spent by the health professional was insufficient (36.5% vs 27.9%, p NS), that the explanations given were unsatisfactory (34.6% vs 28.1%, p NS) and that the treatment proposed was satisfactory (69.2% vs 67.9%, p= NS).

GENDER			
	No PSMI Users N = 669	PSMI Users N = 52	p-Value
Man	364 (54.41%)	31 (59.62%)	0.561
Woman	305 (45.59%)	21 (40.38%)	

Prescribed treatment and management			
Variable	No PSMI Users N = 669	PSMI Users N = 52	p-Value
Injectable treatment	65 (9.72%)	8 (15.38%)	0.227
Oral medication (to be swallowed)	175 (26.16%)	25 (48.08%)	0.001
A cream or ointment prescribed by a doctor (to be applied to the skin)	575 (85.95%)	44 (84.62%)	0.836
Another NON-medicated oral treatment (to be swallowed)	18 (2.69%)	4 (7.69%)	0.067
One or more dermocosmetics (products to be applied to the skin and available in pharmacies without prescription)	85 (12.71%)	8 (15.38%)	0.524
Supplements	31 (4.63%)	9 (17.31%)	0.001

Perception of the last consultation with the doctor			
Variable	No PSMI Users N = 669	PSMI Users N = 52	p-Value
The time spent by the healthcare professional was sufficient	482 (84.86%)	33 (70.21%)	0.013
He was satisfied with the explanations given by the healthcare professional	481 (84.68%)	34 (72.34%)	0.038
The treatment offered by the healthcare professional was satisfactory	454 (79.93%)	36 (76.6%)	0.721

Perceived impact of psoriasis			
Variable	No PSMI Users N = 669	PSMI Users N = 52	p-Value
Psoriasis has an impact on her personal life	296 (44.25%)	34 (65.38%)	0.005
Psoriasis has an impact on her professional life	4 (0.62%)	0 (0.0%)	0.001

Stigma and burden of the disease			
Variable	No PSMI Users N = 669	PSMI Users N = 52	p-Value
Patients feel left out or rejected by others!	135 (20.18%)	15 (28.85%)	0.192
Patients feel that people look at them with disgust	134 (20.03%)	12 (23.08%)	0.728
Patients feel that people avoid touching them	119 (17.79%)	16 (30.77%)	0.033
Patients feel that people avoid approaching them	106 (15.84%)	13 (25.0%)	0.118

DISCUSSION

This study marks the inaugural exploration of engagement with PSMIs among patients receiving treatment for psoriasis.

Our findings reveal heightened levels of concern among psoriasis patients who engage with PSMIs. However, we did not observe any correlation between interaction with psoriasis-related social media influencers, including bloggers, and satisfaction with HCPs.

It is noteworthy that influencers possess a unique capacity to influence the emotions, thoughts, and behaviors of their followers, both knowingly and unknowingly.