



www.psoriasis.org

Innovative Strategies to Meet Emerging Needs/Opportunities

National Health Council Volunteer Leadership Conference

February 13, 2014

Dr. Colby Evans, Chair-Elect, National Psoriasis Foundation Board of Trustees
Randy Beranek, NPF President and CEO



www.psoriasis.org

NPF Mission

To find a cure to psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education



www.psoriasis.org

NPF Community

- 7.5 million in the U.S., 125 million worldwide
- Dermatologist, Rheumatologists, Allied Health, General Practice
 - Volunteers
 - Policy Makers
 - Industry



www.psoriasis.org

Needs

- Access
 - Data
- Bench Strength
 - Work force



www.psoriasis.org

Opportunities

- NPF unique relationship with patients and providers
 - Large and growing market
 - Content experts
 - Many gaps to be filled
 - Robust pipeline



www.psoriasis.org

Access

- Effective tools
 - Cost
- Coverage challenges
- 40% of moderate-severe don't treat



www.psoriasis.org

Data

- No national patient registry
- Burden of disease not well documented
 - Co-morbidity impact significant



www.psoriasis.org

Bench Strength

- Federal research funding on decline
- One-third of dermatologists practice medical dermatology
 - 7 minute visits
- Allied health and general practice providing more care



www.psoriasis.org

Work force

- Graduation rate = Retirement rate
 - Centered in urban areas
- 50% of psoriasis patients don't see Rheumatologist
 - Significant gap in treatment



www.psoriasis.org

Strategic Plan

- Current plan expires in FY14
- New plan addresses needs and opportunities
- Focused on clinical and research outcomes
 - Accelerate discovery
 - Reduce time to diagnosis
 - Mitigate co-morbid risk



www.psoriasis.org

Strategies - Access

- Psoriasis Certification for Allied health and general practice
 - Practicum fellowship
- Sharper focus-co-morbidity - research, advocacy and outreach
 - Payors Roundtable



www.psoriasis.org

Strategies - Data

- * CORRONA/NPF Registry
 - Patient Powered Research Network
- Significant publishing, messaging and commercial outcomes
 - Partner with payors for better outcomes



www.psoriasis.org

Strategies - Bench Strength

- NPF/NACCME Partnership
 - Content, delivery and commercialization
- Dermatology, Rheumatology, General Practice, Pharmacy



www.psoriasis.org

Strategies - Work Force

- Clinical fellowships in Derm/Rheum
- Partnering on telemedicine research
 - CME demand increasing rapidly
 - Sales from \$12B to \$18B by 2017