

Change ▲ D

NOW YOU'RE TALKING



A doctor discussion guide
For adults living with atopic dermatitis

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CHANGE YOUR OUTLOOK.
CHANGE YOUR MINDSET.
CHANGE YOUR GOALS.
CHANGE AD.

YOU HAVE THE POWER TO CHANGE AD.

This guide is here to help you on your way.

With this discussion guide, you'll learn more about atopic dermatitis (AD), a type of eczema, and the true impact that it might be having on your life, as well as finding new ways to make the most out of every appointment with your doctor or dermatologist. Now that treatment options are changing, your dermatologist has more tools and information to help you better manage your AD in the long term.

Imagine life with less limitations from AD. Working with your dermatologist, you could make it a reality.





WHEN YOU
CHANGE THE WAY
YOU UNDERSTAND
YOUR CONDITION,
YOU CAN **CHANGE**
THE WAY YOU TALK
ABOUT IT.

UNDERSTANDING ATOPIC DERMATITIS

It's likely that you've made changes to your life to avoid flares. Whether it's finding and avoiding triggers, or changing what you wear and even eat. But there's far more to AD than the way you live your life.

In order to feel confident and clear in discussions with your dermatologist, it helps to understand the way your condition works. Let's break down the science.



Inside the body

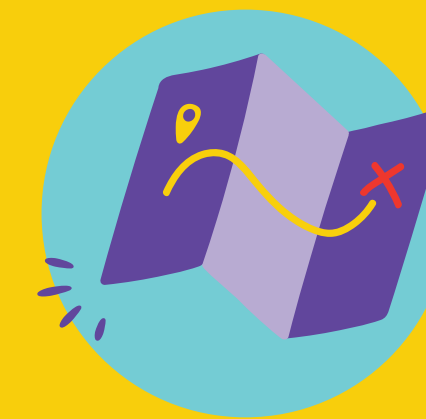
The immune system plays a large role in AD, and it's a certain imbalance within it that causes persistent inflammation throughout the body.¹ This means that even though your skin may appear clear, there is still inflammation underneath the surface.^{1,2} This may not be apparent to you all the time, so even if you are having a good day, week or month with your AD, it can still be there even when you can't see it.



Outside the body

Environmental factors also play a part in the way AD affects your life.^{1,3,4} It varies for everyone, but you're likely to have tried multiple ways to control your environment to improve your AD, like avoiding fragrances, certain fabrics, or even steering clear of hot baths.

While avoiding certain triggers may feel helpful, changing your lifestyle around AD doesn't fully address the underlying causes, and won't necessarily help you find long-term control.^{1,3}



Where this leaves you

The good news is the landscape is changing. New treatment options are becoming available for AD that have been shown to improve patient quality of life. Also we now understand more about the underlying cause of AD. Together with your dermatologist, you could find the long-term control you deserve.

RECOGNISING THE TRUE BURDEN

After living with AD for such a long time, you can grow used to the burden that comes with it. Your doctor may not realise how your condition is affecting your life, from the small everyday activities, to the larger, deeper implications.

If you aren't talking about the full burden of your AD, your doctor may not see a need to refer you to a dermatologist, who can help you break free from it.



But how can you know if your AD is uncontrolled?⁵

Here are the things to look out for:

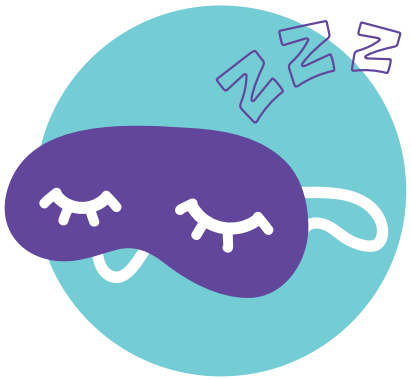
- ▶ Your treatment doesn't seem to be improving your skin or itch
- ▶ Your flares may be more regular, with less time where your skin feels 'fine'



WHAT ARE YOU MISSING OUT ON?

Though some of the signs and symptoms of AD may be hard to ignore, like the dry, red rashes and itchy skin, some of the other impacts may be passing you, and your doctor, by.¹

Some things you may miss out on if your AD is uncontrolled:⁶



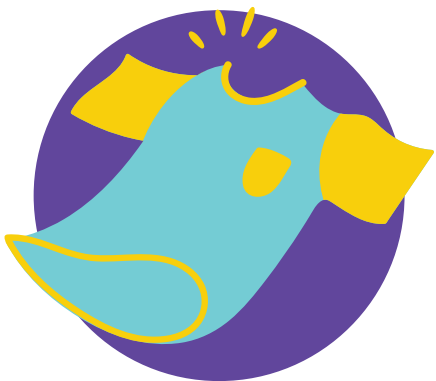
A good night's sleep



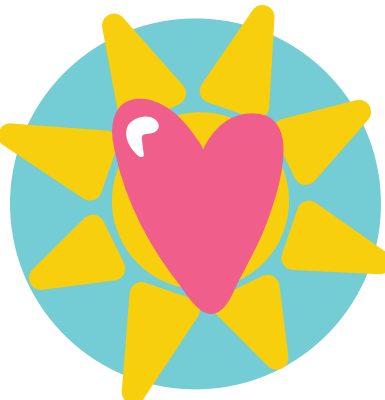
Taking time to exercise



Meeting with friends on the spur of the moment



Wearing whatever you want



Feeling confident and content in your own skin



Living freely, without planning your life around AD



They're simple things, but you deserve to experience them. You deserve a life with less constraints from AD. Your doctor might not understand the full impact that AD has on your life, but when you discuss the burden in depth, they can help you reach your goals.



**NOW IS THE TIME
TO GAIN LONG-TERM
CONTROL.**

WHAT TO **ASK** YOUR DOCTOR

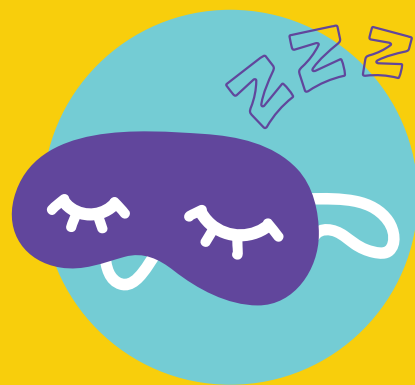
No question is silly to ask during your appointment. Your doctor is there to help you, so make the most out of your time together by being completely open. Here are the kinds of questions that you might want to ask them, so that they can help you reach your goals:



Never be afraid to ask a question, it could help you reach long-term control.



Can you tell me more about the underlying cause of AD and how I can manage that?



How can I stop AD affecting my sleep so much?



I keep on having flares, is there any way we can prevent them long-term?

Don't be afraid to ask your doctor about different treatment plans, it helps to know what options are out there.



Do I need to be referred to a dermatologist?

If you have only seen a GP about your AD, or haven't seen a dermatologist in some time, asking for a referral may help you find freedom from uncontrolled AD.

MAKING THE **MOST** OF YOUR APPOINTMENT

So, you've learned more about your condition, you've reflected on the burden of your AD, and you've started to track your AD in a way that suits you, now what? Even though you're armed with the right tools, your dermatologist is best placed to help you achieve long-term control.

To help make the most of your time with them, we've added a tick list of important points to remember for your appointment:



Be open, be curious

Allow yourself to honestly discuss your AD, to look closer at the ways it affects you, to reflect on how you live with your condition. With the right approach, you can Change AD.

Make an objective for your appointment

Bring notes

Whether it's your answers to the ADCT questionnaire, notes from your journal or EZTrack. They'll be a useful prompt for questions, and it'll give your dermatologist a clear picture of how your AD is affecting your quality of life.

Bring photo evidence

Show evidence of how your AD has changed since your last appointment. You might not be having a flare when you see your dermatologist, so it's useful to show them the full picture of how your skin has been doing over time.

Know your treatment

Have a read through our treatment guide to learn more about what your treatment does. It'll help spark better conversations with your dermatologist.

WORK WITH YOUR DERMATOLOGIST TO **CHANGE** AD.

Now is the time to feel confident going into an appointment, to feel knowledgeable about your condition, and to feel hopeful about your future.

For more great tips, tools and advice, visit **ChangeAD.com**

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