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ASIA EDITION

Leo launches psoriasis education program

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LEO Pharma makes effort to improve psoriasis treatment



Singapore:Ã?Â Leo Pharma launched Psoriasis Coach All-Round Education (PsorCARE) program in Singapore on January 26, 2013. Developed by LEO Pharma Asia and PsorAsia, PsorCARE's goal is to enhance the counseling skills of healthcare practitioners for optimal patient-healthcare provider relationship leading to better treatment outcomes for those who suffer from the skin condition psoriasis.

Mr Ng Choon-Peng, CEO, LEO Pharma Asia, said that, "LEO Pharma is committed to bringing this program to Asia because we are aware of the challenges that patients with psoriasis face in their everyday lives. We want patients with psoriasis to know that trained support is available and that it is possible for them to live life as normally as possible. Our ultimate aim is to give these patients hope and help improve the quality of their lives."

Treatment adherence has been shown to be poor for many psoriasis patients. It is defined by the World Health Organization (WHO) as "the extent to which a person's behaviour, taking medication, following a diet, and/or executing lifestyle changes, corresponds with agreed recommendations from a health care provider".

Psoriasis patients find it challenging to adhere to their treatment modality because the application of their medicine requires discipline and patience, and this impacts their lifestyle. More significantly, the lack of apparent results dampens their morale, which in turn affects the follow-through with recommended treatment negatively.

Dr Colin Theng, senior consultant and chief of the psoriasis unit, National Skin Center (NSC), and president, Psoriasis Association of Singapore (PAS), said that, "The nurse's role is extremely important, not just in terms of administering care. Nurses are in a unique position to provide support and strength through empathy and personalized care. Most importantly, they are able to manage patients' expectations of the treatment and encourage them to adhere to it, because typical Psoriasis treatment requires long-term commitment to topical medicines that present numerous application challenges."