

Dermato-Venereology in the Nordic Countries

EADV Master Class Educational Program to Improve Practical Treatment in Dermatology

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On behalf of the Adherence to Dermatological Therapy Study Group, Sweden^a

^a The term adherence has now replaced the traditional term compliance, i.e. the degree to which patients follow their treatment schedules

The Swedish Adherence to Dermatology Therapy Study Group was established in 2001 in Linköping. The group includes dermatologists, pharmacists and nurses from Uppsala University (Åsa Kettis Lindblad, Lena Ring), Göteborg University (Karin I. Kjellgren), Jönköping Hospital (Marianne Maroti, Eva Ulff) and Linköping University/Bispebjerg Hospital (Eva Niklasson, Johan Ahlner, Jørgen Serup, chairperson). The Departments of Dermatology and clinics in Örebro, Vesterås and Kalmar participated in the beginning. The group has produced 5 publications (1-5) in the field

of adherence in dermatology and promoted the theme at local, regional and international meetings such as the EADV congresses.

The EADV and the CME committee (chairman J. Serup) decided in 2004 to support the work of the Swedish study group and produce a series of films and other deliveries for the continuing education of clinical dermatologists throughout Europe, and for their patients. These deliveries, which were launched at a premier at EADV Rhodes 2006, are available for EADV members.



Andrew Y Finlay
Professor,
dermatologist



Susanne Vissing
Practising
dermatologist



Jørgen Serup
Professor,
dermatologist



Åsa Kettis Lindblad
Associate Professor,
pharmacist



Karin I Kjellgren
Associate Professor,
nurse



Marianne Maroti
Chief
dermatologist



Lena Ring
Associate Professor,
pharmacist



Eva Ulff
Chief nurse

Fig. 1. Members of the study group, and Masters of the first EADV MC film Improving Dermatological Therapy

The title Maser Class was chosen because the films should be at a high level and present educational clues presented by Masters of the specialty. The series shall only address themes, which are considered of major importance now and in the future and where a need and challenge is identified.

The theme of the first films is the challenge of poor self-treatment practices of our patients using the cumbersome local treatments. The Masters of this film was Professor Andrew Finlay of Cardiff, UK and Practising Dermatologist Susanne Vissing, Denmark, who joined the study group for this task (FIG 1). The executive producer of the film was Gun Skire of Skire Project KB supported by Thomas Möller, who did animations and all art work with images, and Roger Persson of Suntower Communications, who did the filming and the film editing. The production team is based in the Stockholm region.

It is estimated that out of 10 dermatology patients, 8 will take out the prescribed medicine from pharmacy, 4 will use it regularly, and 2 will apply it correctly on the skin and use a proper local dose. This results in a high percentage of treatment failures. The prescribing dermatologist holds a key position in correcting the situation. The WHO in a recent report stated that globally only 50% of medicines are taken regularly, and improvement of self-treatment and adherence can do much more good than any technical innovation in

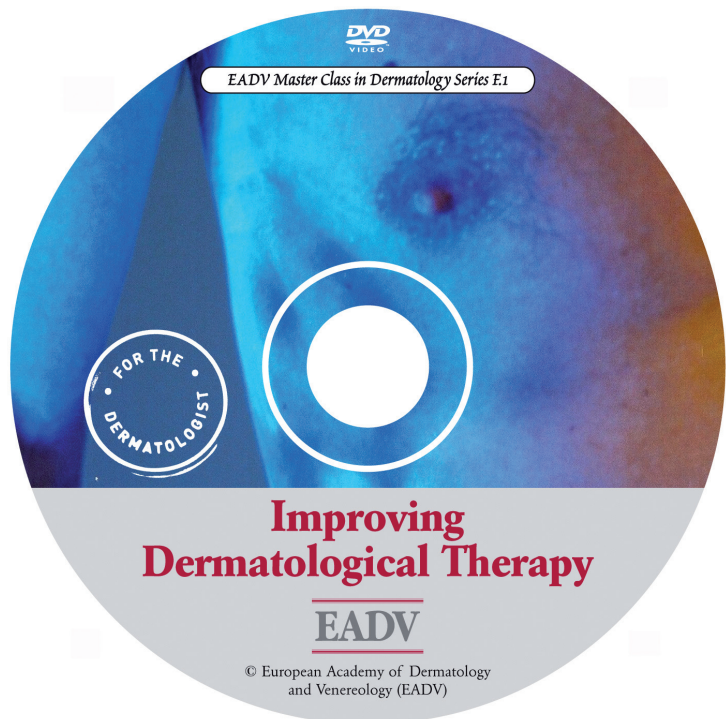


Fig. 2. DVD film for practicing dermatologists, Improving Dermatological Therapy



Fig. 3. DVD film for dermatology patients, Manage Your Skin Problems

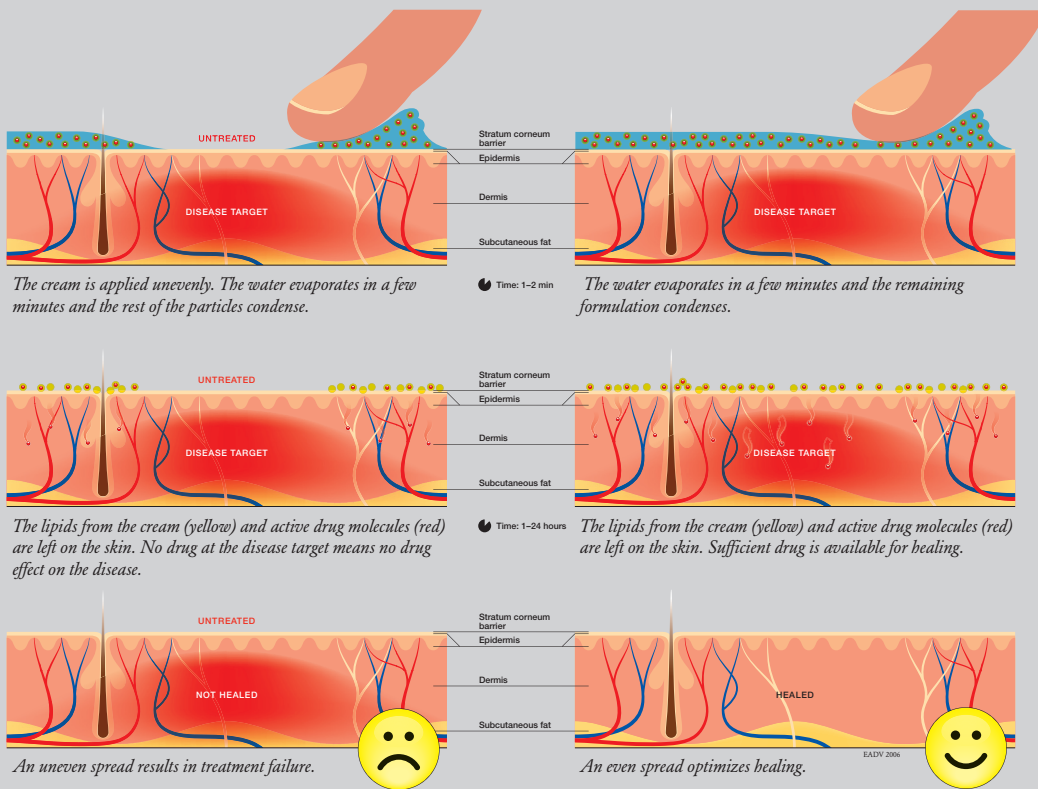
MANAGE YOUR SKIN PROBLEMS

HOW TO IMPROVE SELF-TREATMENT OF SKIN DISEASE

Creams and ointments used in dermatology are refined medicinal products which need to be used regularly and spread evenly if they are to be efficient and heal your skin.

Irregular use – uneven spread – not healed!

Regular use – even spread – healed!



Self-treatment with local medicine is difficult. Irregular use, uneven spread on the skin and drop out from treatment are all common causes of treatment failure. EADV has produced a patient booklet and film which address this issue.

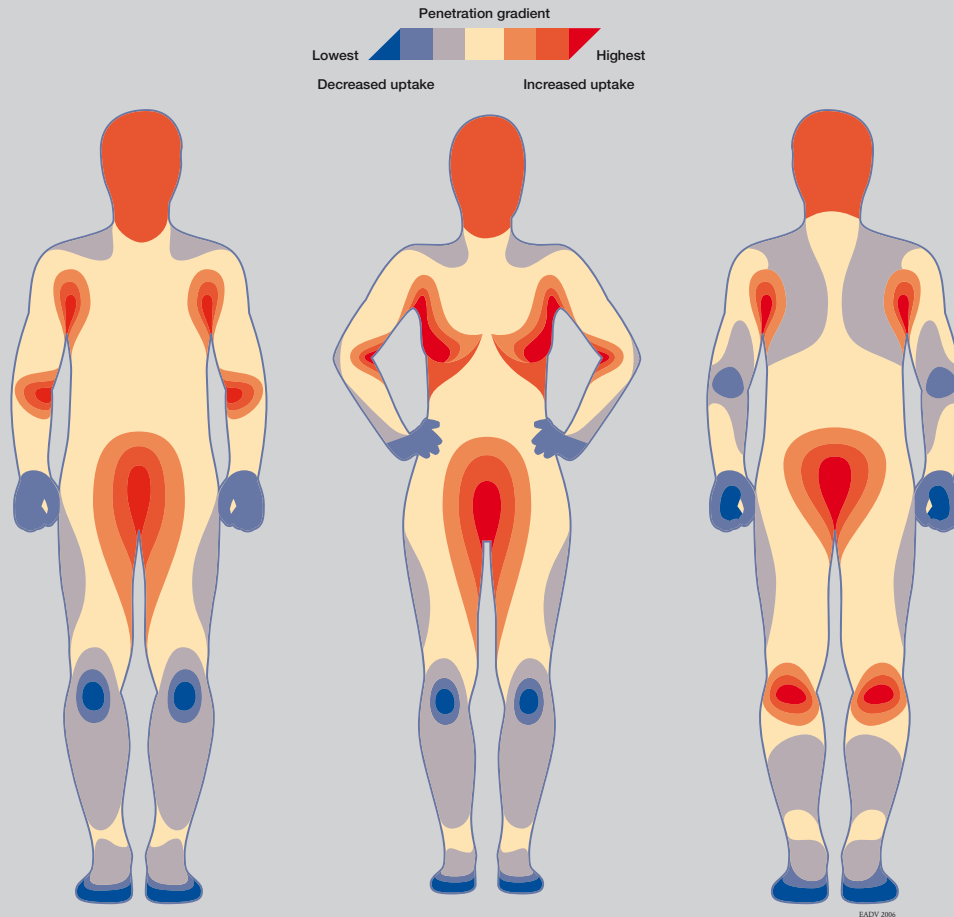


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Fig. 4. Poster How to Improve Self-treatment of Skin Disease showing vertical drug penetration relative to application on the skin

UPTAKE OF DRUG AT DIFFERENT ANATOMICAL SITES



The chart illustrates the uptake of corticoid creams in the skin. In some sites (blue) the surface barrier is difficult to pass and potent corticoids may be required. In other sites (red) uptake is high and a less potent steroid may suffice. Treatment of the face is risky. The use of corticoids is complex and highly individual. Consult with your dermatologist!

EADV has produced a patient film and booklet entitled "Manage your skin problems" which address this issue.

EADV

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Fig. 5. Poster Uptake of Drug at Different Anatomical Sites showing horizontal or regional uptake of topical drug through skin

medicine. The implications for health economy and treatment outcome in dermatology and any specialty is enormous.

The productions include

- DVD film titled IMPROVING DERMATOLOGICAL THERAPY, with booklet with the same title. This 30-min film is made for clinical dermatologists. It updates present knowledge on adherence and presents suggestions on how to change routine, interact and improve the situation. Professor Finlay introduces. A dialogue with Practicing Dermatologist Susanne Vissing, Denmark is included. The film can also be used to educate staffs of dermatology clinics.
- DVD film titled MANAGE YOUR SKIN PROBLEMS, with booklet with the same title. This 15 min film is made for dermatology patients. It is focused on an illustrative case where good self-treatment practice was rewarded with healing. It presents a number of suggestions to patients on how to manage their difficult situation with greater success. It can be shown directly in the clinic as a special session or in the waiting room. The booklet is prepared in a format and lay out making it useful as a patient brochure, independent of the film. It can be handed directly by the dermatologist to the patient for self-study.
- EADV posters for your clinic, one on HOW TO IMPROVE SELF-

TREATMENT OF SKIN DISEASE illustrating rationale and simple principles of product application to skin resulting in uniform spread, another on UPTAKE OF DRUG AT DIFFERENT ANATOMICAL SITES showing the complexity of body region and local application and pharmacological dose.

- Generic EADV PATIENT SELF-TREATMENT DIARY where patients can fill in when they apply their treatment. Is prepared to be dispensed by the dermatologist and help follow up of self-treatment and reinforcement.

The productions are made in English, the official language of EADV, however, they are prepared for translation into other languages. The films and booklets and a sample of the diary will be mailed to every EADV member, and in the future be given to new members. It is being prepared that the films may be send to all 30.000 dermatologists in Europe.

The production of the films and other materials took place during the period November 2005 to August 2006, as mentioned under the leadership of the study group, Gun Skire of Skire-Project and the EADV CME committee. It was a heavy working process for all study group members with development of list of issues and specifications, detailed manuscripts, language corrections, filming and interviews of patients, dermatologists and other experts at different sites and in different countries, and deve-

lopment of animation and illustrations for posters, by Thomas Möller. Contracting, permits and economic affairs took much time. Clipping it together mixing message, texts, films and sound was a major task of Roger Persson of Suntower Communications. In making such films maybe only 5% of the original film is used at the end. Last but not least, patients and staffs of the clinics, and the experts generously gave their time for the project without receiving any honorarium. This is appreciated and acknowledged very much. Last but certainly not least, the research group did a fantastic, enthusiastic and highly dedicated work from start to end, with no honorarium.

If you are an EADV member you will automatically receive the material. If you are not an EADV member you might consider becoming a new member, and receive it together with other benefits of membership.

Above all, the scientific group is hoping that the educational material by stimulating a change of mind of clinical dermatologists, a new deal, may become a significant contribution to improved therapy in dermatology simply by using the medicines we already have in a better way in better understanding with the patient. Improving adherence and therapeutic routines in dermatology can as a whole do much more benefit to patients than any technical innovation.

It is being planned in coming numbers of Forum for Nordic Dermatology to

DERMATOLOGICAL TREATMENT MONTHLY PATIENT DIARY

TICK THE APPROPRIATE SQUARES WHEN YOU APPLY YOUR MEDICINE.

| | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----------|-----------|-----------|------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|---|---|---|---|---|---|---|---|---|---|---|
| CALENDER MONTH/YEAR | | | | | | | | | | | | | | | | | | |
| PATIENT NAME/BIRTHDAY | | | | | | | | | | | | | | | | | | |
| MEDICINE, PRODUCT NAME/DOSE | | | | | | | | | | | | | | | | | | |
| MEDICINE, PRODUCT NAME/DOSE | | | | | | | | | | | | | | | | | | |
| MEDICINE, PRODUCT NAME/DOSE | | | | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | | | | | | | |
| DATE | | | | | | | | | | | | | | | | | | |
| MORNING | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| NIGHT | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| | 8 | 9 | 10 | 11 | 12 | 13 | 14 | | | | | | | | | | | |
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| MORNING | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| NIGHT | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| | 15 | 16 | 17 | 18 | 19 | 20 | 21 | | | | | | | | | | | |
| DATE | | | | | | | | | | | | | | | | | | |
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| | 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | | | | | | | | |
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| NIGHT | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C | A | B | C |
| | 29 | 30 | 31 | Please show this diary to your doctor on your next visit. Fill in your comments on your treatment on the back of this diary. | | | | | | | | | | | | | | |
| DATE | | | | | | | | | | | | | | | | | | |
| MORNING | A | B | C | | | | | A | B | C | A | B | C | | | | | |
| NIGHT | A | B | C | A | B | C | A | B | C | | | | | | | | | |

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Fig. 6. Generic EADV Patient Self-Treatment Diary for the patients own record of his daily treatment

bring small articles and highlight particular areas of importance such as skin pharmacology, practices of physical application of creams and ointments and their effectiveness etc.

The present article includes full page prints of the two posters showing horizontal uptake of local medicine and vertical drug penetration under even and uneven application to the skin surface. These can be cut out of this number of Forum, framed or sealed with a foil and directly used in your clinic. Please do so - make it your daily tool!

Acknowledgements

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port of dermatology patients and the institutions and clinical staffs behind. Gun Skire of Skire Project (Åkersberga, Sweden), Roger Persson of Suntower Communications (Täby, Sweden) and Thomas Möller of Thomas Möller & Co (Täby, Sweden) did a superb job. The project was exclusively sponsored by the EADV as a fulfilment of the ideal mission of this organisation and as a contribution to clinical dermatology in Europe.

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