Bringing psoriasis into the light
Geneva Pharma Forum 9 May 2014
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Psoriasis: A chronic, non-communicable disease affecting over 125 million people worldwide

Psoriasis appears on the skin, most often as thickened, red, scaly patches that often itch and may bleed. It is a non-contagious, chronic, inflammatory disease that can be both painful and disabling.

More people with psoriasis need better access to the medical care and appropriate solutions for either their psoriasis or for the psychosocial issues they may face as a result of their psoriasis.

People with psoriasis report feeling embarrassed and helpless due to their condition.

Burden of Disease
How psoriasis affects patients

- People with severe psoriasis **die four years younger**, on average, than people without the disease. iii
- As many as 30% of people with psoriasis will be diagnosed with psoriatic arthritis, a specific form of arthritis that is **painful and debilitating** and causes joint damage. ii
- Psoriasis **increases the risk of developing diabetes**, independent of factors such as weight, hypertension and high cholesterol. iv
- One study showed that psoriasis patients have a **44% increased risk of suicidal thoughts, suicide attempts or completed suicides** compared to the general population. v Another study showed that almost 10% of psoriasis patients surveyed reported a **wish to be dead.** vi

Psoriasis Pipeline Projects

Topicals

Phase 1

LP-001-09
LAILA Pharmaceuticals

Pc4
Case Western Reserve University

BYK-321084
Takeda Pharma

SHP-141
Shape Pharmaceuticals

ENN-01
Ennar Pharma

SOM-0606
Ennar Pharma

BCT194
Novartis

AN-2898
Anacor Pharmaceuticals

Phase 2

Aganirsen
Gene Signal

BFH-772
Novartis

AKVANO
Lipidor

Cyclosporine
Advancell

LAS-41004
Almirall

DKS-151
DermPsor

Valrubicin
Valderm

Tofacitinib
Pfizer

Cannabinoids
Novo Nordisk

Tacrolimus
Novoaliq

Tazarotene
Chongging Huapont Pharma

Methotrexate
MediQuest

Triamcinolone acetonide
Nuvo Research

Unknown formulation
Spray/Foam

Microemulsion
Lotion

Cream
Ointment

Gel

Phase 3

AN-2728
Anacor Pharmaceuticals

E-6201
Eisai

Apo805K1
ApoPharma

CT-327
Creabilis

Clobetasol propionate
Foamix

PH 10
IMCOR

Nia-114
Niadyne Pharma

DLX-105
Delenex Therapeutics

Nia-114
Niadyne Pharma

AS-101
BioMas

Ruxolitinib
Incype Corp

DD 25
Fortuderm

DFD01
Promius Pharma

Ulobetasol Therapeutics

Benvitimod
Stiefel

Pefcalcitol
Maruh

Tazarotene +
betamethasone
Chongging Huapont Pharma

1 year to market
2 - 4 years to market
4 - 6 years to market

*Source: Cortellis and ADIS
Psoriasis Pipeline Projects
Biologics

*Source: Cortellis and ADIS*
Patient support programmes

Giving patients control of their disease

“A strong programmatic and multidisciplinary approach to disease management that includes the coordination of care with specialists and other health care professionals, as well as consideration of patients’ needs and preferences are central to the management of all non-communicable diseases including psoriasis.”

- WHO Psoriasis Report, 2013
We go beyond products to offer complete care solutions

- Patient support services empowers people to take control of their skin condition
- Our care offerings aim to deliver precise and personalised information to patients – across all therapy areas
Data collection

What gaps do we need to fill?

Example of interactive disease atlas

Comparative prevalence (%) of diabetes (20-79 years), 2013

Top countries for prevalence (%)

<table>
<thead>
<tr>
<th>Country/territory</th>
<th>Prevalence (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokelau</td>
<td>37.49</td>
</tr>
<tr>
<td>Federated States of Micronesia</td>
<td>35.03</td>
</tr>
<tr>
<td>Marshall Islands</td>
<td>34.89</td>
</tr>
<tr>
<td>Kiribati</td>
<td>28.77</td>
</tr>
<tr>
<td>Cook Islands</td>
<td>25.66</td>
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<tr>
<td>Vanuatu</td>
<td>23.97</td>
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<td>Kuwait</td>
<td>23.09</td>
</tr>
<tr>
<td>Qatar</td>
<td>22.87</td>
</tr>
<tr>
<td>French Polynesia</td>
<td>22.41</td>
</tr>
</tbody>
</table>

About Tableau maps: [www.tableausoftware.com/mapdata](http://www.tableausoftware.com/mapdata)
WHO Psoriasis Resolution

The goal of getting the WHO psoriasis resolution adopted is a necessary challenge that must be met in order to create a better environment for psoriasis patients to lessen the stigma and discrimination they endure.