

Scratching the burden of itch in atopic dermatitis

About **3.5%** of Canadians have atopic dermatitis (AD), a complex, chronic, flaring inflammatory skin disease. Up to **70%** suffer from moderate to severe AD.^{1,2}



Core symptom: itch

- Severe and persistent itch is the **most common and burdensome AD symptom**¹
- More than 90%** of AD patients suffer from itch,^{8,9} with the majority seeking freedom from itch^{10,11}



Itch affects sleep, health and productivity

Up to **90%** of AD patients¹² report **sleep disturbances**, associated with:

- poor quality of life, **work impairment** and daily activity impairment;¹³
- higher risk of **mental health** disorders such as anxiety and depression.¹⁴

Itch is perceived as one of the **largest contributors** to sleep disorders,^{12,15} and as itch improves, so do associated sleep disorders.^{16,17}

Impact of AD in the workplace

- Adults with AD are more likely to be on **short- or long-term disability** compared to adults without AD³
- Absenteeism** is more than 2x greater (9.9% vs 3.6%) in the employed AD population compared to the employees without AD⁴
- Patients with moderate and severe AD lost an average of 9.6 and 19 hours, respectively, of potential **work productivity** weekly due to their disease⁵
- Caregivers** experienced increased time spent on childcare, sleep disruptions and missed days of work^{6,7}

Need for better itch control

- Itch reduction should be a central focus of patient-centered AD care⁸
- Reducing sleep disturbances, itch and time to itch relief are the three most important treatment attributes for patients and physicians¹¹



- 75% of one treatment's impact on reducing work impairment was due to alleviating itch, leading to better sleep¹⁸
- While currently available AD treatments may improve some signs and symptoms, many patients do not respond optimally to approved therapies¹⁹



Why this matters for private payers

Enabling **access to therapies** that address itch more effectively can:

- support sustained patient and caregiver **well-being**;
- reduce long-term costs** from complications, lost productivity and disability claims; and
- align with employer and plan sponsor goals of **patient-centered care** and workforce health.

Itch is not just a symptom – it is a driver of disease burden. Better solutions are needed.

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