



Using Social Media for Support

by NEWLIFEOUTLOOK TEAM

Social Media Use among Those with Psoriasis

Finding support with psoriasis can be difficult. You may be able to connect with your family and friends on an emotional level, which can help you greatly. Social media can be a great way to find others who can provide you with practical tips or to understand what you're going through. You might want to consider using a forum on a site that you trust. By reading through comments and seeing how other users interact, you can determine if a community site is what you're looking for. Social media and community sites might help you to establish better connections and can be great ways to feel less isolated with psoriasis.

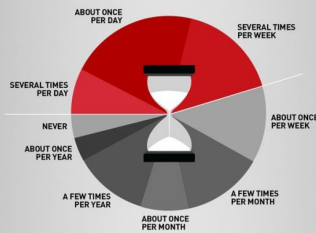
PSORIASIS Social Media Trends

A STUDY FROM INSPIRE AND MANHATTAN RESEARCH

Psoriasis is the most prevalent autoimmune disease in the United States, afflicting an estimated seven and a half million people. Depending on the severity and location of the disease, psoriasis can cause both extreme physical discomfort in patients as well as psychological issues, especially in social and dating scenarios. Healthcare market research and strategic advisory firm Manhattan Research, and online patient community network Inspire, partnered on a study to explore the role of social media in the lives of psoriasis patients. The study was conducted online among 317 psoriasis patients from the Inspire/National Psoriasis Foundation's TalkPsoriasis community (<http://www.inspire.com/groups/talk-psoriasis>) in Q2 2012.

OF PATIENTS HIGHLY ENGAGED IN PSORIASIS-RELATED SOCIAL MEDIA ON A REGULAR BASIS... **NEARLY HALF USE IT SEVERAL TIMES PER WEEK**

Among surveyed psoriasis patients from the TalkPsoriasis community



OVERALL This audience tends to rely on online communities for:

PRACTICAL ADVICE
OVER
EMOTIONAL SUPPORT

SOCIAL MEDIA RELIANCE VARIES BY SEVERITY OF THE DISEASE

Among surveyed psoriasis patients from the TalkPsoriasis community

of **MODERATE TO SEVERE** psoriasis patients belong to more than one online community

35%



of **MILD** psoriasis patients belong to more than one online community

15%



Additionally, **MODERATE TO SEVERE** psoriasis patients are more apt to rely on psoriasis user-generated content for emotional support than their counterparts suffering from **MILD** forms of psoriasis

LACK OF SUPPORT FROM FAMILY AND FRIENDS DRIVES USE OF SOCIAL MEDIA

Among surveyed psoriasis patients from the TalkPsoriasis community

PATIENTS WHO HAVE SUPPORT FROM FRIENDS AND FAMILY

%31

VS

PERCENTAGE OF PATIENTS WHO ARE LIKELY TO USE PSORIASIS ONLINE COMMUNITIES REGULARLY ON A LONG-TERM BASIS

PATIENTS WHO DO NOT HAVE SUPPORT FROM FRIENDS AND FAMILY

48%

“Psoriasis is a serious disease that impacts the individual physically, socially, financially, and psychologically. The more that people with psoriasis are able to connect with others and find support through platforms like social media, the less isolating the disease can be.”

CATIE COMAN
Vice President of Marketing Communications at the National Psoriasis Foundation

About Inspire

Princeton, NJ-based Inspire creates safe, moderated online communities, organized by medical condition, for patients to share information and to support each other. Inspire builds and manages these communities in partnership with more than 10 national patient advocacy and support organizations. Among the organizations are the National Osteoporosis Foundation, the Ovarian Cancer National Alliance, and the Asthma and Allergy Foundation of America. For more information, go to <http://corp.inspire.com> or call us at **800-945-5381**.

About Manhattan Research

Manhattan Research, a Decision Resources Group company, conducts annual research studies covering digital health trends among healthcare professionals and consumers in the Americas, Europe, and Asia. Topics covered in Manhattan Research's consumer studies include:

- Technology profile and digital behaviors
- Health touch points and resources mix, including pharmacists and retailers
- Influence of digital on health decisions
- Internet reliance throughout the patient journey
- Health-related social media and online health video
- Smartphone and tablet health activities
- Remote health monitoring and patient portals
- Online prescription drug information seeking
- Role of pharma at the point of care
- Demand for online pharma resources and support services

Consumer research can also be segmented to gain insights for key patient categories, such as diabetes, heart disease, cancer, arthritis, depression, and many more. For more information, please visit www.manhattanresearch.com or contact sales@manhattanresearch.com.

About Ignite Health

Ignite Health ranks among the top healthcare agencies and was a finalist in 2011 for Med Ad News' Agency of the Year. With offices in Irvine, Calif., and New York City, Ignite Health offers clients a broad range of fundamental best practices and digital excellence to create unstoppable momentum for brand success across the continuum of a brand's lifecycle. Ignite Health is an Invenio Health company. For more information, visit www.ignitehealth.com.

About Decision Resources Group

Decision Resources Group is a cohesive portfolio of companies that offer best-in-class, high-value information and insights on important sectors of the healthcare industry. Clients rely on this analysis and data to make informed decisions. Please visit Decision Resources Group at www.DecisionResourcesGroup.com.

© 2012 Manhattan Research

ignitehealth

Inspire

PSORIASIS

manhattanRESEARCH

A Decision Resources Group Company