Abstracts for EADV

296 words

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Title: Patient preference for topical psoriasis formulations

Aims: Gain insight into patients’ immediate reaction to a gel, a cream and an ointment when tested on the skin.

Methods: Psoriasis patients tested placebo formulations of a cream, an ointment and a non-alcohol gel. Phase 1 consisted of 6 qualitative duo-interviews (1 hour each) in Denmark (N=11*). Phase 2 consisted of 150 quantitative interviews (15-20 minutes each) in Germany, Spain and the UK (50 patients per country) (N=150).

Results: Phase 1 and Phase 2 showed similar trends. In Phase 2 the patients preferred the gel and cream formulations to the ointment in all criteria. 93% of the patients found the gel easy to apply, significantly more than the cream (85%) and the ointment (84%). The gel was considered the least visible on the skin (gel 76%, cream 64%, ointment 59%) and required the least effort to apply (gel 72%, cream 71%, ointment 56%). It was considered faster to the cream for time to apply (gel 76%, cream 72%, ointment 51%). The patients ranked the cream first and the gel second in all other criteria: least greasy (cream 78%, gel 69%, ointment 53%), fast absorption (cream 75%, gel 69%, ointment 56%), speed of resuming daily life after applying (cream 77%, gel 70%, ointment 53%), and overall usage (cream 75%, gel 72%, ointment 53%). 75% of those who applied the gel to the affected skin were extremely likely or likely to ask for the gel and 95% found it extremely easy or easy to apply.

Conclusions: Psoriasis patients prefer gel and cream formulations over ointments for ease of use and cosmetic acceptability. Patient preference for formulations needs to be considered when prescribing topical treatments for psoriasis to drive up compliance and improve clinical outcomes.

*One person did not attend