

PBS listing of Sotyktu™ (deucravacitinib) for  
adults living with severe chronic plaque psoriasis news media outcomes

Launched Sunday, October 1 (medical) &  
Monday, October 9, 2023 (consumer)

**Commercial in confidence**

# Campaign overview

## Situation

- Bristol Myers Squibb (BMS) engaged VIVA! Communications to co-ordinate a national medical & consumer news media campaign to announce the **Sunday, October 1, 2023, Pharmaceutical Benefits Scheme (PBS) listing of Sotyktu™ (deucravacitinib)** for adults living with severe chronic plaque psoriasis
- In early September 2023 we learned we would face direct media competition from the then pending October 1, 2023 PBS listing of another biologic *Bimzelx*
- In consultation with the Federal Health Minister's office, we therefore, chose to negotiate the release of our medical news media materials under embargo on the morning of **Friday, September 29, 2023, just in advance of the October 1 PBS listing**
- We were however, placed under Ministerial embargo to announce the Sotyktu PBS listing to consumer news media, due to a number of competing items on the national agenda – x2 footy grand finals, public holidays, hosting of the Australian World Cup cricket final
- Our Sotyktu consumer news media launch was subsequently delayed until **October 9**
- The Federal Health Minister eventually chose not to issue a news media announcement regarding the PBS listing of Sotyktu due to a high workload & multiple, competing deadlines

# Campaign overview

## Communications objectives

- To announce the PBS listing of Sotyktu for those living with severe chronic plaque psoriasis, to healthcare professionals (HCP) & consumer audiences, to inform them about the availability of Sotyktu as a novel therapeutic option
- To generate patient/consumer awareness & understanding of severe chronic plaque psoriasis & treatment options available
- To further consolidate BMS's external reputation with key stakeholders & signal the diversification & expansion of their corporate product portfolio



# Campaign overview

## Communications strategy

1. Identify, engage, & brief key opinion leaders (KOLs) & Australians living with severe chronic plaque psoriasis
2. Develop medical & consumer news media launch materials
3. Coordinate target national medical & consumer news media launch

## Target audience

1. Medical/HCP & industry (Dermatologists, General Practitioners, Pharmacists & Pharmaceutical industry)
2. Australians with lived experience of severe chronic plaque psoriasis, their families & loved ones, + members of the community with low awareness & understanding of the disease & available treatments



# Campaign overview

## Implementation

- Identify, secure & profile x8 leading Australian KOLs & 2x patient advocacy group (PAGs) representatives across key Australian States to act as medical & consumer news launch campaign spokespeople
- Identify, secure & profile x8 patients with lived experience, for consumer news media campaign leverage
- Develop a suite of **medical media assets** comprising:
  - Medical media release
  - 150-word medical media summary
  - Expert profile – A/Prof Peter Foley, **MELBOURNE**
  - PI
  - Supporting imagery

# Campaign overview

## Implementation cont'd...

**Develop a suite of consumer media materials** comprising:

- NTL consumer media alert
- NTL, WA, ACT, QLD, VIC consumer media release
- Radio media release (containing links to audio grabs)
- Disease backgrounder
- x7 expert profiles
- x2 patient advocacy group (PAGs) profiles
- x8 patient case studies
- Video News Release (VNR) – x3 talent – x1 expert & x1 patient in **SYDNEY**; x1 patient interview in **MELBOURNE**
- Audio News Release (ANR) – x3 talent – x1 expert & x1 patient in **SYDNEY**; x1 patient interview in **MELBOURNE**
- x3 Pieces To Camera (PTC) – x1 expert & x1 patient in **SYDNEY**; x1 patient interview in **MELBOURNE**
- Digital media kit
- Supporting imagery + additional vision

# Campaign overview

## Implementation cont'd...

- Construct a consumer digital media kit to house all consumer campaign collateral, for ease of journalist access:

[www.psoriasismediakit.com.au](http://www.psoriasismediakit.com.au)

- Coordinate **medical news media launch** coinciding with the **Sunday, October 1, 2023, So!kytu PBS listing**
- Pre-pitch story to key **consumer news media outlets**, issuing x2 media alerts prior to launch & x1 media release on launch day – Monday, October 9, 2023
- Coordinate a national consumer news media launch on **October 9**, working with all participating (& remaining) talent, AUS-wide
- Organise interviews with campaign spokespeople, upon media request
- Produce a comprehensive summary of campaign outcomes



# Campaign overview

## Campaign challenges

- The Health Minister's (The Hon. Mark Butler, MP) office was initially non-committal with regard to confirming a date to announce the PBS listing of Sotyktu
- Following ongoing consultation with the Minister's office, we provided a doctor & patient for interview
- The Minister's adviser eventually elected to give **Channel 7 Canberra a national TV "exclusive" on Sotyktu**, & provided our media materials, incl. ACT doctor & patient profiles, to the news outlet, with a view to the outlet running the story later the following week, to avoid the x2 football grand finals & public holidays/long weekends in most States/Territories
- We subsequently coordinated interviews for Channel 7 Canberra with the Doctor & patient on **Wednesday, October 4, 2023** & continued to liaise with Channel 7 to determine the timing of their story release
- On **Sunday, October 8**, we reached out to the Channel 7 Canberra Chief of Staff again, to confirm when the story would run. Unfortunately, the media outlet had been so preoccupied with covering bushfires & other breaking news that week, that they had failed to pull the full story package together!
- In response, later that evening we chose to reach out to, & secure approval from the Health Minister's media adviser & the Channel 7 Canberra Chief of Staff, to issue our story to all news media outlets AUS-wide, the following day – **Monday, October 9, 2023**, to maintain some newsworthiness
- **The Minister elected not to issue an official media release announcing the PBS listing of Sotyktu**
- **Moreover, Channel 7 Canberra eventually chose not to run the story at all!**
- The ongoing postponement of our PBS listing consumer news media announcement led to uncertainty, confusion, created additional rounds of liaison with campaign KOLs, PAGs & patients, & ultimately led to talent pulling out

# Campaign overview

## Campaign challenges

### October 9, 2023 news media competition

- On October 9, 2023, we met with substantial, stiff, & competing breaking news, incl. **Israel formally declaring war on Hamas (1,000 people killed)**, Referendum voting (only 34% of Aussie's were planning to vote 'yes'), Australia Cup Final 2023 results, bushfires, first game of World Cup cricket, with Australia losing to India, Tarryn Stokes crowned winner of The Voice, Australia, etc

### Patient case study challenges

- Predominantly older patients provided – we struggled to identify younger patients & a diverse patient population
- Difficulty retaining patients – we lost x4 patients after interviewing them & writing up their case studies, incl. the male concreter on the morning of our VNR launch, whom we were due to film!
- Some patients pulled out of our campaign due to the potential embarrassment of having to reflect on their condition, which required us to reach out to doctors yet again, to secure additional, suitable patients for our announcement, some of whom were not on Sotyktu
- Lack of national patient representation – no talent in SA, TAS or NT

### Talent availability on consumer launch day

- Minimal windows of talent availability on launch day,
- Three KOLs dropping out of campaign due to attendance at a European dermatology conference

# Medical & consumer news media outcomes overview

## CAMPAIGN SENTIMENT

- Our campaign generated 100% positive sentiment in both medical & consumer news media

## PARTICIPATING TALENT INTERVIEWED OR QUOTED/FEATURED IN MEDICAL & CONSUMER NEWS MEDIA STORIES

- 7 out of 8 KOLs [Dr Rodrigues unable to fulfil interview request]; both PAGs; & 7 out of 8 patients quoted/featured in stories published

	Medical + Industry	TV	Online	Radio	Print	Social media	Total
Number of stories	11	17	13	53	3	8	105
Impressions	3,024,700	20,112,689	19,827,535	4,085,445	89,000	5,704	<b><u>47,145,073</u></b>



# Medical & consumer news media outcomes overview

Key message penetration	Medical media	Consumer media	Overall
A new treatment for eligible patients living with severe chronic plaque psoriasis is now listed on the Pharmaceutical Benefits Scheme (PBS)	100%	100%	100%
SOTYKTU is a new medicine (tablet) for severe chronic plaque psoriasis that helps to reduce the signs & symptoms of the common, inflammatory skin disease	100%	100%	100%
The availability of an additional reimbursed treatment may also help to minimise the physical, mental, & financial toll of the disease	78%	96%	87%
TOTAL	<b><u>93%</u></b>	<b><u>99%</u></b>	<b><u>96%</u></b>

# Regional & rural + health equity stories

## Regional & rural + health equity stories



### ABC News Online (NTL, incl. embedded TV story) – [Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden](#)

- *“The north Queensland man would make the almost five-hour round trip from his home near Cardwell to Cairns for light therapy two-to-three times a week. It is a journey he repeated for 13 years”.*
- *“Mr Flood-Warren would spend hours driving each week to receive medicated light treatment for his psoriasis”.*
- *Dr Boyce said access to treatment could often be more challenging for regional Australians because of a shortage of dermatologist.*
- *“A lot of dermatologists preferentially work in major capital cities and we need more dermatologists in regional areas,” he said.*
- *‘We’re working really hard to make sure that that happens but it’s slow progress – training up a dermatologist takes five years.*
- *“Hopefully, in time, it’s going to be easier & easier for our communities to be able to see a dermatologist, to benefit from the advice, & then access these new medications”.*

# Regional & rural + health equity stories

**9NEWS**

Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

## Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

ABC North Qld / By Lily Nothing

Posted Mon 23 Oct 2023 at 9:48am



Don Flood-Warren says his struggles with psoriasis took a serious toll on his mental health. (ABC North Qld: Chloe Chomicki)

Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

ABC North Qld  
Audience: 4,861,430  
October 23, 2023



# Regional & rural + health equity stories

Don Flood-Warren long avoided picking up his grandkids because they didn't like his "scaly bits".

The disability pensioner, 69, has struggled with psoriasis for 15 years and says the skin condition contributed to his depression.

"I was very conscious of it and embarrassed of it. I didn't go out much," he said.

What started as small, itchy patches of red skin eventually spread across his body.

"I'd have to trim my nails every couple of days or wear gloves to bed so I didn't scratch, because I'd wake up the next morning and there'd be blood," he said.

"I was uncomfortable even sitting because it was on the lower back and on the backs of my legs."

Psoriasis is a chronic inflammatory skin condition that affects an estimated 2 to 4 per cent of the Australian population.

Mr Flood-Warren is among the almost 20,000 Australians with a severe form of the disease.

The north Queensland man would make the almost five-hour round trip from his home near Cardwell to Cairns for light therapy two to three times a week.

It is a journey he repeated for 13 years.

"It kept it at bay but it never really cured it," Mr Flood-Warren said.



Psoriasis is a common skin condition but can be debilitating. (Supplied)



Mr Flood-Warren would spend hours driving each week to receive medicated light treatment for his psoriasis. (ABC North Qld: Chloe Chomicki)

**Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden**

ABC North Qld

Audience: 4,861,430

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# Regional & rural + health equity stories

## More than skin deep

Townsville University Hospital dermatologist Aaron Boyce said psoriasis could be triggered by infection, stress and sometimes medication.

"It doesn't take a lot of scratching below the surface to realise that the impact of skin disease is more than just disease of the skin," Dr Boyce said.

"Simple things that most people would take for granted – like being able to go down to the swimming pool, or having children climb on your lap – people that suffer with skin problems find those simple things sometimes stressful, and sometimes they start to avoid them as well.

"Unless you've got personal experience, or if you've seen someone who suffered with a skin disease, [the impact] is often grossly underestimated."



Aaron Boyce says psoriasis can be triggered by infection, stress and medication. (Supplied)



# Regional & rural + health equity stories

North Queensland woman Gail Frew, 75, has been dealing with psoriasis for two decades and said she was often embarrassed to leave the house.

"It puts a bit of a block on your life," she said.

"People look at you like you're germy ... you can tell by the look on their face."

## New drug offering hope

There is no cure for psoriasis, but there is a range of treatment options – including topical creams and lotions, medicated light treatment and oral or injected medications.

A new drug – deucravacitinib, sold under the name Sotyktu – was listed on the Pharmaceutical Benefits Scheme this month for people with severe forms of the disease.

A small group of north Queensland patients have been trialling the drug for the past few months as part of an early access program.

Both Ms Frew and Mr Flood-Warren have reported a dramatic improvement in their condition.

"I'm so happy that something has come along which has actually showed some results," Ms Frew said.

Mr Flood said the difference had been life-changing.

"I just feel normal again," he said.



Gail Frew has struggled with psoriasis for two decades. (Supplied)

# Regional & rural + health equity stories

Dr Boyce said access to treatment could often be more challenging for regional Australians because of a shortage of dermatologists.

"A lot of dermatologists preferentially work in major capital cities and we need more dermatologists in regional areas," he said.

"We're working really hard to make sure that that happens but it's slow progress – training up a dermatologist takes five years.

"Hopefully, in time, it's going to be easier and easier and easier for our communities to be able to see a dermatologist, to benefit from the advice, and then access these new medications."



A new drug to treat psoriasis was listed on the PBS this month. (ABC North Qld: Chloe Chomicki)



The chronic inflammatory skin disease affects an estimated 2 to 4 per cent of Australians. (Supplied)

Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

ABC North Qld  
Audience: 4,861,430  
October 23, 2023

# Regional & rural + health equity stories

## 5AA, Adelaide, 06:34am, October 10, 2023

- Audience: 22,286
- Duration: 00:38
- Audio grab from Dr Michael Freeman

**A new PBS listed medicine treating thousands of Australians struggling with psoriasis.**

**Sotyktu is a once-a-day tablet which helps reduce the signs and symptoms of the disease by targeting the process of inflammation. Psoriasis usually features red, violet or grey raised plaques. Dermatologist, Michael Freeman, says it's a game-changer.**

*"We know that approximately 70 per cent of people who take this tablet will be functionally clear of psoriasis, and up to 50 per cent will be practically, completely clear. In terms of interactions, it doesn't interact with any other drug. So it has an excellent safety profile."*

**Story syndicated to 1 regional radio station:**

- 5CC Port Lincoln







Medical media collateral



# Medical media release



MEDICAL MEDIA RELEASE

EMBARGOED: 12:01AM, SUNDAY, OCTOBER 1, 2023

## **Bristol Myers Squibb secures reimbursement of first-in-class therapy for adults living with severe chronic plaque psoriasis** ***SOTYKTU™ (deucravacitinib) represents Australia's only approved tyrosine kinase 2 (TYK2) inhibitor for this patient group***

**(AUSTRALIA, Melbourne, DAY, MONTH DATE 2023) Australia's first once-daily oral therapy with a new mechanism of action for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy,<sup>1,2</sup> has been listed on the Pharmaceutical Benefits Scheme (PBS) today (Sunday, October 1, 2023).**

The reimbursement of SOTYKTU™ (deucravacitinib) follows two pivotal, Phase 3 clinical trials (POETYK PSO-1 and POETYK PSO-2), which demonstrated superior efficacy of once-daily SOTYKTU compared to placebo, and twice-daily apremilast, in 1,684 patients aged 18 years and older living with severe chronic plaque psoriasis.<sup>1</sup> This heightened efficacy was evident at both 16 and 24 weeks, with patients remaining responsive to treatment through 52 weeks.<sup>1</sup>



MEDICAL MEDIA RELEASE

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According to Head of Dermatology Research at St Vincent's Hospital, Melbourne, and Director of Research at Skin Health Institute, Melbourne, Associate Professor Peter Foley, today's listing represents a new way of treating this chronic, immune-mediated disease.

"Plaque psoriasis is characterised by periods of relapse and remission, with patients often requiring long term (potentially lifelong) treatment to maintain symptom control and prevent flares.<sup>3</sup> Furthermore, individuals exhibit variability in their response to different medications, highlighting the importance of tailoring treatment to patient-specific needs.

"Unfortunately, plaque psoriasis can be under-treated, and even untreated.<sup>4,5</sup> A significant portion of patients may not be presenting to their GPs because they are not aware of new therapy options," said A/Prof Foley.

"The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients."

Clinical Associate Professor at the University of Sydney (USYD), Sydney Medical School (Northern), and Senior Staff Specialist at the Royal North Shore Hospital (RNSH), Stephen Shumack, OAM, Sydney, explained "psoriasis is a systemic, autoimmune disease afflicting around 1.6 million Australians, that chronically impacts the physical health and wellbeing of those diagnosed.<sup>6</sup>

"Severe forms of the disease are associated with increased risk of comorbidities, including inflammatory bowel disease (IBD) and cardiovascular disease,<sup>7</sup> and may lead to the development of joint inflammation, and subsequent psoriatic arthritis.<sup>8</sup>

# Medical media release

"Plaque psoriasis is the most common form of psoriasis, accounting for approximately 90 per cent of all psoriasis cases,"<sup>18,9</sup> A/Prof Shumack said.

Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne, said improving patient access to affordable treatment options is paramount to overcoming the widespread impact of severe chronic plaque psoriasis.

"Psoriasis is a chronic, lifelong disease imposing a substantial physical and mental burden on patients. Severe plaque psoriasis can significantly reduce overall quality of life, and can compromise relationships, career, social activities, and emotional wellbeing."<sup>10</sup>

"Bristol Myers Squibb Australia is proud to deliver a novel oral therapy for severe chronic plaque psoriasis. Today's reimbursement of SOTYKTU is a positive step toward improving affordable treatment access for Australians living with this disease," said Dr Munns.

## About plaque psoriasis

A major hallmark of plaque psoriasis is the development of oval, or irregularly shaped, raised plaques, often covered in flaky, silvery-white scales.<sup>8,9</sup> Scales can vary in size and severity and may become itchy and painful.<sup>9</sup> Around 19,000 Australians may currently be living with chronic plaque psoriasis.<sup>11</sup> Moderate-to-severe plaque psoriasis can substantially impair a person's overall quality of life, and impose a significant physical and mental toll on all aspects of an individual's wellbeing.<sup>10,12</sup>

## About POETYK PSO-1 and POETYK PSO-2

Program to Evaluate the efficacy and safety of deucravacitinib, a selective TYK2 inhibitor (POETYK) PSO-1 (NCT03624127) and POETYK PSO-2 (NCT03611751) were global Phase 3 studies designed to evaluate the safety and efficacy of SOTYKTU (deucravacitinib) (6 mg once daily) compared to placebo and Otezla<sup>®</sup> (apremilast) (30 mg twice daily) in patients living with moderate-to-severe plaque psoriasis. Both POETYK PSO-1, which enrolled 666 patients, and POETYK PSO-2, which enrolled 1,020 patients, were multi-centre, randomised, double-blind trials. POETYK PSO-2 included a randomised withdrawal and re-treatment period after Week 24.<sup>13,14</sup>

The co-primary endpoints of both POETYK PSO-1 and POETYK PSO-2 were the percentage of patients who achieved Psoriasis Area and Severity Index (PASI) 75 response, and those who achieved a static Physician's Global Assessment (sPGA) score of 0 or 1 at Week 16 versus placebo. Key secondary endpoints of the trials included the percentage of patients who achieved PASI 75 and sPGA 0/1 compared to Otezla at Week 16, and other measures evaluating SOTYKTU versus placebo and Otezla.<sup>13,14</sup>

## About SOTYKTU<sup>™</sup> (deucravacitinib)

SOTYKTU<sup>™</sup> (deucravacitinib) is an oral, selective allosteric tyrosine kinase 2 (TYK2) inhibitor used to treat plaque psoriasis, by reducing the overactive immune response responsible for excessive skin cell production.<sup>1,8</sup> With a unique mechanism of action, SOTYKTU is designed to selectively target TYK2, inhibiting the signaling of key cytokines involved in the pathogenesis of psoriasis, and other immune-mediated diseases.<sup>1</sup>

Further information about SOTYKTU<sup>™</sup> can be found in the Product Information [here](#).

## Disclosure

Bristol Myers Squibb supports disclosure and transparency on interactions between the healthcare industry and healthcare professionals to ensure public trust and confidence. No expert spokespeople have been offered compensation for their involvement in this medical media campaign. All expert spokespeople have been briefed on the approved use of this product and their obligations with regard to promotion to the medical profession.

## About Bristol Myers Squibb<sup>™</sup>

Bristol Myers Squibb<sup>™</sup> is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. For more information about Bristol Myers Squibb<sup>™</sup>, visit us at [BMS.com/au](https://BMS.com/au) or follow us on [LinkedIn](#), [Twitter](#), [YouTube](#), [Facebook](#) and [Instagram](#).

**Bristol Myers Squibb: Pioneering Paths Forward in Immunology to Transform Patients' Lives**  
Bristol Myers Squibb is inspired by a single vision - transforming patients' lives through science. For people living with immune-mediated diseases, the debilitating reality of enduring chronic symptoms and disease progression can take a toll on their physical, emotional, and social well-being, making simple tasks and daily life a challenge. Driven by our deep understanding of the immune system that spans over 20 years of experience, and our passion to help patients, the company continues to pursue pathbreaking science with the goal of delivering meaningful solutions that address unmet needs in dermatology, rheumatology, gastroenterology, and multiple sclerosis.

## ends#

## MEDIA ENQUIRIES

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## AUSTRALIAN MINIMUM PRODUCT INFORMATION:

**Indications:** Treatment of adult patients with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. **Contraindications:** Hypersensitivity to the active substance or to any of the excipients. **Precautions:** Hypersensitivity; Infections including viral reactivation; Pre-treatment Evaluation for Tuberculosis; Malignancies; Immunisations; Potential risks for JAK inhibition; Laboratory abnormalities including Elevated CPK and rhabdomyolysis, Triglyceride Elevations and Liver Enzyme Elevations; Use in Elderly; Paediatric Use. Pregnancy: Category B1. Refer to the Product Information (PI) for further details of the Precautions. **Interactions:** Deucravacitinib is eliminated via multiple pathways with no single pathway predominantly responsible for elimination, major drug interactions via inhibition or induction of a pathway are not anticipated. **Adverse Effects:** Common (≥1 to <10%): Nasopharyngitis; Upper respiratory tract infection; Headache; Diarrhoea; Blood creatine phosphokinase increased; Arthralgia; Hypertension; Psoriasis; Nausea; Back pain. **Dosage and administration:** 6 mg once daily taken orally, with or without food. Do not crush, cut, or chew the tablet. **▼** This medicinal product is subject to additional monitoring in Australia. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse events at <https://www.tga.gov.au/reporting-problems>.

**PBS INFORMATION: Authority Required (STREAMLINED).** Refer to PBS Schedule for full authority information.

Before prescribing, please refer to the approved SOTYKTU<sup>™</sup> product information (available at <https://apps.medicines.org.au/files/bqpsotytk.pdf>).

The Product Information is also available upon request from BMS Medical Information Department: 1800 067 567. Please refer to the approved Product Information for [SOTYKTU](#) for a full list of adverse events and further details.

Streamlined Authority items listed on the PBS do not require telephone or written approval prior to prescription by a healthcare practitioner. To prescribe quantities and/or additional repeats above those specified in the PBS schedule, the item will be treated as an Authority Required item.

SOTYKTU<sup>™</sup> (deucravacitinib) is a trademark of Bristol-Myers Squibb. Bristol-Myers Squibb Australia Pty Ltd, ABN 33 004 333 322. 4 Nexus Court, Mulgrave, VIC 3170. Date of preparation: September 2023. 1787-AU-2300180

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# 150-word summary



150 WORD SUMMARY

EMBARGOED: 12:01AM, SUNDAY, OCTOBER 1, 2023

## **BMS secures reimbursement of first-in-class therapy for adults living with severe chronic plaque psoriasis**

**SOTYKTU™ (deucravacitinib) is now listed on the PBS for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy.<sup>1</sup>**

**SOTYKTU's reimbursement is based on the outcomes of two pivotal, Phase 3 clinical trials (POETYK PSO-1 and POETYK PSO-2), which demonstrated superior efficacy of once-daily SOTYKTU compared to placebo, and twice-daily apremilast, in 1,684 patients aged 18 years and older living with severe chronic plaque psoriasis.<sup>1,2</sup>**

Plaque psoriasis can significantly reduce overall quality of life, by compromising relationships, emotional wellbeing, and career.<sup>3</sup>

"BMS is proud to deliver a novel oral therapy for severe chronic plaque psoriasis. Today's reimbursement of SOTYKTU is a positive step toward improving affordable treatment access for Australians living with this disease," said BMS Australia and New Zealand Medical Director, Dr Melinda Munns.

For more information on SOTYKTU, please discuss treatment options with your HCP.

***ends#***



# 150-word summary



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## BMS secures reimbursement of first-in-class therapy for adults living with severe chronic plaque psoriasis

SOTYKTU™ (deucravacitinib) is now listed on the PBS for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy.<sup>1</sup>

SOTYKTU's reimbursement is based on the outcomes of two pivotal, Phase 3 clinical trials (POETYK PSO-1 and POETYK PSO-2), which demonstrated superior efficacy of once-daily SOTYKTU compared to placebo, and twice-daily apremilast, in 1,684 patients aged 18 years and older living with severe chronic plaque psoriasis.<sup>1,2</sup>

Plaque psoriasis can significantly reduce overall quality of life, by compromising relationships, emotional wellbeing, and career.<sup>3</sup>

"BMS is proud to deliver a novel oral therapy for severe chronic plaque psoriasis. Today's reimbursement of SOTYKTU is a positive step toward improving affordable treatment access for Australians living with this disease," said BMS Australia and New Zealand Medical Director, Dr Melinda Munns.

For more information on SOTYKTU, please discuss treatment options with your HCP.

**ends#**

Word count = 144 (excl title)

### MEDIA ENQUIRIES

Ali Melville, Bristol-Myers Squibb™

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0401 717 566 | 0422 654 404 | 02 9968 3741

### AUSTRALIAN MINIMUM PRODUCT INFORMATION:

**Indications:** Treatment of adult patients with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. **Contraindications:** Hypersensitivity to the active substance or to any of the excipients. **Precautions:** Hypersensitivity; Infections including viral reactivation; Pre-treatment Evaluation for Tuberculosis; Malignancies; Immunisations; Potential risks for JAK inhibition; Laboratory abnormalities including Elevated CPK and rhabdomyolysis, Triglyceride Elevations and Liver Enzyme Elevations; Use in Elderly; Paediatric Use. **Pregnancy:** Category B1. Refer to the Product Information (PI) for further details of the Precautions. **Interactions:** Deucravacitinib is eliminated via multiple pathways with no single pathway predominantly

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responsible for elimination, major drug interactions via inhibition or induction of a pathway are not anticipated.

**Adverse Effects:** Common ( $\geq 1$  to  $<10\%$ ): Nasopharyngitis; Upper respiratory tract infection; Headache; Diarrhoea; Blood creatine phosphokinase increased; Arthralgia; Hypertension; Psoriasis; Nausea; Back pain. **Dosage and administration:** 6 mg once daily taken orally, with or without food. Do not crush, cut, or chew the tablet.

▼ This medicinal product is subject to additional monitoring in Australia. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse events at <https://www.tga.gov.au/reporting-problems>.

**PBS INFORMATION: Authority Required (STREAMLINED). Refer to PBS Schedule for full authority information.**

Before prescribing, please refer to the approved SOTYKTU™ product information (available at <https://apps.medicines.org.au/files/bqpsotytk.pdf>).

Streamlined Authority items listed on the PBS do not require telephone or written approval prior to prescription by a healthcare practitioner. To prescribe quantities and/or additional repeats above those specified in the PBS schedule, the item will be treated as an Authority Required item.

**The Product Information is also available upon request from BMS Medical Information Department: 1800 067 567.**

Please refer to the approved product information for [SOTYKTU](#) for a full list of adverse events and further details. SOTYKTU™ (deucravacitinib) is a registered trademark of Bristol-Myers Squibb. Bristol-Myers Squibb Australia Pty Ltd, ABN 33 004 333 322. 4 Nexus Court, Mulgrave, VIC 3170. Date of preparation: September 2023. 1787-AU-2300176

### REFERENCES

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2. Chimalakonda A, et al. Selectivity profile of the tyrosine kinase 2 inhibitor deucravacitinib compared with janus kinase 1/2/3 inhibitors. *Dermatol Ther (Heidelb)* 2021;11(5):1763-76.
3. Kimball AB, et al. Psoriasis: is the impairment to a patient's life cumulative? *J Eur Acad Dermatol Venereol.* 2010;24(9):989-1004.

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# Product information

Attachment AusPAR - Sotyktu - Deucravacitinib - Bristol-Myers Squibb Australia Pty Ltd - PM-2021-04758-1-1 - FINAL 30 August 2023. This is the Product Information that was approved with the submission described in this AusPAR. It may have been superseded. For the most recent PI, please refer to the TGA website at <https://www.tga.gov.au/product-information-pi>

▼ This medicinal product is subject to additional monitoring in Australia. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse events at <https://www.tga.gov.au/reporting-problems>.

## AUSTRALIAN PRODUCT INFORMATION

### SOTYKTU™ (DEUCRAVACITINIB)

#### 1 NAME OF THE MEDICINE

Deucravacitinib

#### 2 QUALITATIVE AND QUANTITATIVE COMPOSITION

Each film-coated tablet contains 6 mg of deucravacitinib.

##### Excipient with known effect

Lactose

For the full list of excipients, see Section 6.1 List of Excipients.

#### 3 PHARMACEUTICAL FORM

Film-coated tablet

Pink, round, biconvex, film-coated tablet laser printed with "BMS 895 6 mg" on one side in two lines and no content on the other side.

#### 4 CLINICAL PARTICULARS

##### 4.1 THERAPEUTIC INDICATIONS

SOTYKTU is indicated for the treatment of adult patients with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy.

##### 4.2 DOSE AND METHOD OF ADMINISTRATION

###### Dosage

The recommended dose of SOTYKTU is 6 mg once daily taken orally, with or without food. Do not crush, cut, or chew the tablet.

###### Dosage Adjustment

###### Renal impairment

No dose adjustment is required in patients with renal impairment, including end stage renal disease (ESRD) on dialysis (see Section 5.2 Pharmacokinetic Properties).

###### Hepatic impairment

AU\_PI\_SOTYKTU\_V1.0

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Attachment AusPAR - Sotyktu - Deucravacitinib - Bristol-Myers Squibb Australia Pty Ltd - PM-2021-04758-1-1 - FINAL 30 August 2023. This is the Product Information that was approved with the submission described in this AusPAR. It may have been superseded. For the most recent PI, please refer to the TGA website at <https://www.tga.gov.au/product-information-pi>

No dose adjustment is required in patients with mild or moderate hepatic impairment. SOTYKTU is not recommended in patients with severe hepatic impairment (Child-Pugh Class C) (see Section 5.2 Pharmacokinetic Properties).

##### Paediatric population

The safety and efficacy of SOTYKTU in paediatric patients less than 18 years of age have not been established.

##### Elderly population

No dose adjustment required in patients aged 65 years and older. There is limited information in patients aged  $\geq 75$  years old.

#### 4.3 CONTRAINDICATIONS

- Hypersensitivity to the active substance or to any of the excipients listed in Section 6.1 List of Excipients.

#### 4.4 SPECIAL WARNINGS AND PRECAUTIONS FOR USE

##### Hypersensitivity

Hypersensitivity reactions have been reported in clinical trials with SOTYKTU, although causality is not established. If a clinically significant hypersensitivity reaction occurs, institute appropriate therapy and discontinue SOTYKTU.

##### Infections

Serious infections have been reported in clinical trials with SOTYKTU (see Section 4.8 Adverse Effects [Undesirable Effects]).

Treatment with SOTYKTU should not be initiated in patients with any clinically important active infection until the infection resolves or is adequately treated. In patients with a chronic infection or a history of recurrent infection, deucravacitinib should be used with caution.

Patients treated with SOTYKTU should be instructed to seek medical advice if signs or symptoms of clinically important infection occur. If a patient develops such an infection or is not responding to standard therapy, the patient should be monitored closely and SOTYKTU discontinued until the infection resolves.

##### Viral Reactivation

Herpes virus reactivation (e.g. herpes zoster, herpes simplex) was reported in clinical trials with SOTYKTU (see Section 4.8 Adverse Effects [Undesirable Effects]).

The impact of SOTYKTU on chronic viral hepatitis reactivation is unknown. Patients with positive screening tests for hepatitis B or C, or chronic hepatitis B, or untreated hepatitis C were excluded from clinical trials. Consider viral hepatitis screening and monitoring for reactivation in accordance with clinical guidelines before starting therapy and during therapy with SOTYKTU.

##### Pre-treatment Evaluation for Tuberculosis

Prior to initiating treatment with SOTYKTU, patients should be evaluated for tuberculosis (TB) infection. Do not administer SOTYKTU to patients with active TB.

AU\_PI\_SOTYKTU\_V1.0

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# Expert profile

PROFILE

EMBARGOED: SUNDAY, OCTOBER 1, 2023

## Associate Professor Peter Foley MBBS, BMedSc, MD, FACD

Associate Professor Peter Foley is a clinical dermatologist with a wealth of experience in dermatology, particularly the treatment of psoriasis.

He is an Associate Professor in the Department of Medicine (Dermatology) at The University of Melbourne, Director of Research at the Skin Health Institute, Head of Dermatology Research at St Vincent's Hospital Melbourne, and a Visiting Medical Officer (VMO) at two institutions: the Photobiology, Dermatology Biologics, and Dermatology Investigation clinics at St Vincent's Hospital Melbourne, and the Phototherapy, Atopic Dermatitis, and Psoriasis Advanced Targeted Therapies clinics at the Skin Health Institute.



A/Prof. Foley is Australia's only Councillor on the International Psoriasis Council. He is also a former steering committee member of the Group for Research and Assessment of Psoriasis and Psoriatic Arthritis (GRAPPA), a part of the My Psoriatic Arthritis Expert Advisory Group, and is a member of the International Dermatology Outcome Measures (IDEOM) Psoriatic Arthritis Musculo-Skeletal Symptoms workgroup. In addition, he is a founding member of the Australasian Psoriasis Collaboration, co-convenor of the Australasian Psoriasis Registry and the Australian Psoriasis Treatment Goals, and steering committee chair for the Pillars of Dermatology Practice symposium.

A/Prof Foley has more than 160 published manuscripts, and has been an Investigator in over 160 clinical trials. He is a world-renowned expert on psoriasis, and has been invited to speak at many national and international meetings throughout his distinguished career.

*ends#*

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To coordinate an interview with Associate Professor Peter Foley, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.





Consumer media collateral



# Digital media kit – [www.psoriasismediakit.com.au](http://www.psoriasismediakit.com.au)

**Plaque psoriasis consumer media kit**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**NATIONAL MEDIA ALERT**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**Now treatment reimbursed for Aussie adults living with common inflammatory skin disease – psoriasis**

An estimated 18,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis. Eligible patients will now have access to a new treatment for the disease on the Pharmaceutical Benefits Scheme (PBS).

Research reveals the global burden of psoriasis has risen over the past 30 years due to genetic and environmental factors, despite efforts to improve its diagnosis and treatment. Timely and tailored treatment of the disease is, therefore, a major public health priority.

Working on over-20 years of skin care, triggered by environmental, lifestyle, or medical stressors, psoriasis is usually diagnosed in young adults, but can present at any age.

Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. These affected are at higher risk of developing other health problems, such as heart and blood vessel diseases. In addition, the disease affects a person's mental health, causes difficulty sleeping, and can contribute to obesity and stigma. **More than five per cent of those living with the most severe form of the disease also suffer depression or suicidal thoughts.**

Usually requiring long-term, sometimes life-long management, the treatment of severe chronic plaque psoriasis can prove expensive, with those affected spending up to thousands of dollars on treatments each year. The reimbursement of a new treatment for adults living with severe chronic plaque psoriasis now, therefore, helps to reduce the clinical, mental and financial toll of the disease.

**Plaque psoriasis consumer media kit**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**EXPERT PROFILES**

- Dr John Frew,** Staff Specialist Dermatologist, Liverpool Hospital & Conjoint Senior Lecturer, UNSW, SYDNEY
- Dr Michelle Rodrigues,** Dermatologist & Founder, Chroma Dermatology, expert in skin-of-colour dermatology, MELBOURNE
- Dr Ryan De Cruz,** Specialist Dermatologist & Founder, Southern Dermatology, MELBOURNE
- Dr Jason Wu,** Director of Clinical Services Dermatology & Consultant Dermatologist, Princess Alexandra Hospital, BRISBANE
- Dr Michael Freeman,** Director of Dermatology, Gold Coast Hospital, & Adjunct Associate Professor of Dermatology, Bond University & Griffith University, GOLD COAST
- Dr Aaron Boyce,** Dermatologist, Townsville Hospital & Health Service, TOWNSVILLE

**Plaque psoriasis consumer media kit**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**BACKGROUND**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**About plaque psoriasis**

**What is psoriasis?**

- Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.
- The exact cause of psoriasis is unknown, but it is thought that psoriasis is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.
- This leads to accelerated patches of skin which are red, itchy, or grey depending on the patient's skin tone, that may be sore or itchy.
- Psoriasis tends to flare and subside over time, which means people may need lifelong treatment.
- Psoriasis can be inherited from family members, but it can also develop on its own.
- Psoriasis can present at any age, with the disorder reported at birth and in older patients.
- Psoriasis is most often diagnosed in young adults, with 75 per cent of those affected developing the disease before 45 years of age.
- There are many forms of psoriasis. The disease can be categorised as mild, moderate, or severe depending on the percentage of the affected body surface and effect of the condition on the patient's quality of life.

**Plaque psoriasis consumer media kit**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**NATIONAL MEDIA RELEASE**  
EMBARGOED: Monday, October 9, 2023

**Now reimbursed treatment for Aussie adults living with common inflammatory skin disease – psoriasis**

An estimated 18,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis. Eligible patients can now access a new treatment for the disease on the Pharmaceutical Benefits Scheme (PBS).

**Media kit contents:**

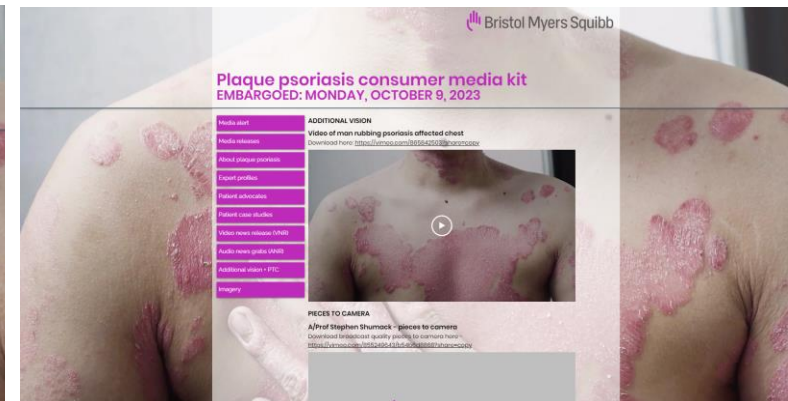
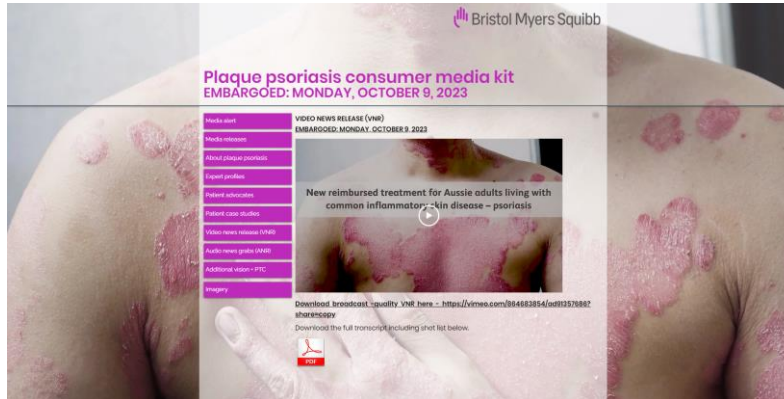
- NTL media release
- VIC media release
- ACT media release
- QLD media release
- WA media release
- Radio media release

**Plaque psoriasis consumer media kit**  
EMBARGOED: MONDAY, OCTOBER 9, 2023

**EXPERT PROFILES**

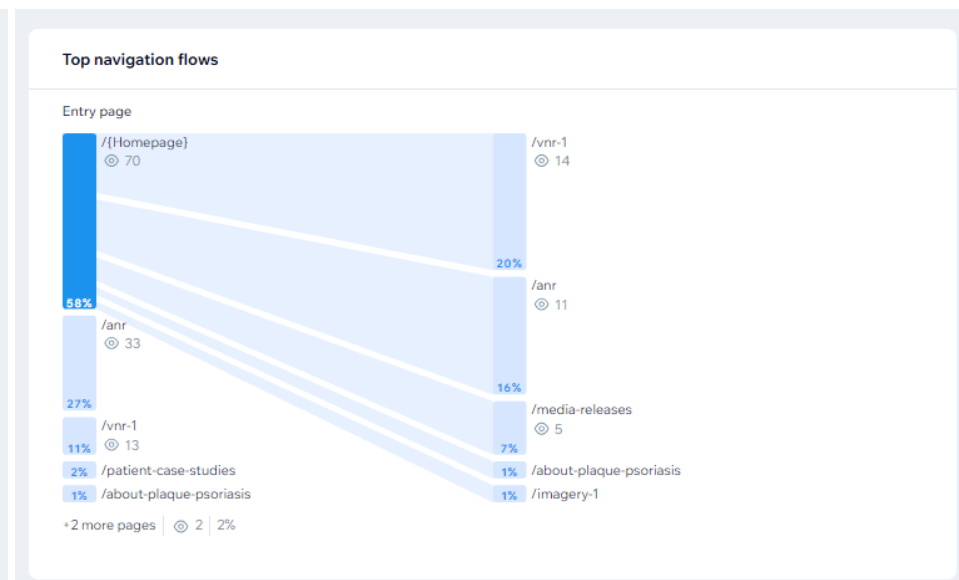
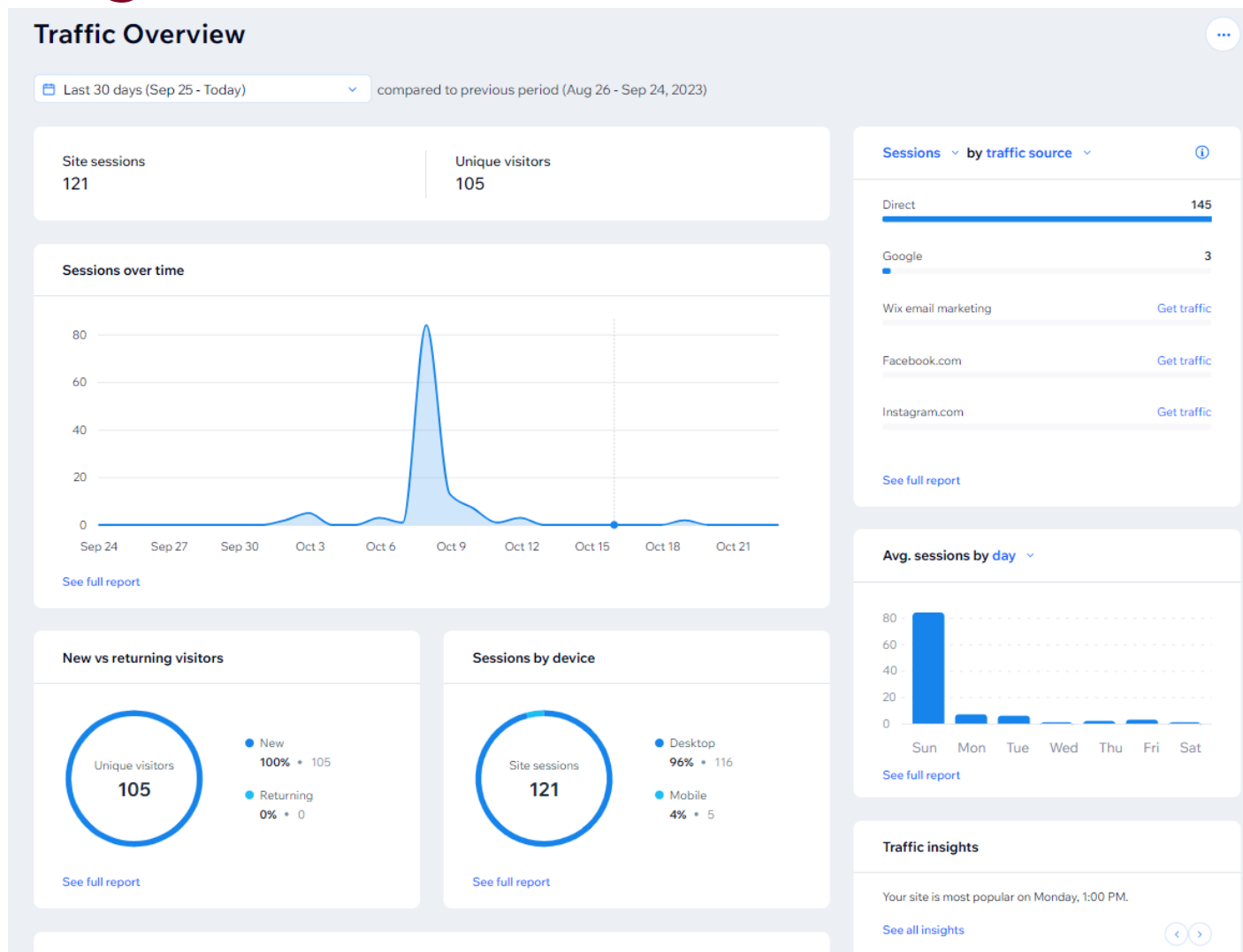
- Murray Turner,** CEO Psoriasis Australia, MELBOURNE
- Noami Creek,** Creaky Joints, TASMANIA

# Digital media kit – [www.psoriasismediakit.com.au](http://www.psoriasismediakit.com.au)





# Digital media kit – analytics



## Digital media kit analytics

- Our digital media kit had a total of 105 unique visitors & 121 site sessions between October 3 & October 12
- Visitors spent an average of 4:54 minutes on site
- Site most visited on October 8, 2023 – a day prior to our consumer news media announcement
- From the homepage, 20% of site visitors accessed our VNR; 16% our ANR; & 7% our 'Media releases' page

# National media alert

## MEDIA ALERT

**MONDAY, OCTOBER 9, 2023**  
**FOR IMMEDIATE USE**

### New treatment reimbursed for Aussie adults living with common inflammatory skin disease – psoriasis

An estimated 19,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients now have access to a new treatment for the disease on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>



Research reveals the global burden of psoriasis has risen over the past 30 years due to genetic and environmental factors, despite efforts to improve its diagnosis and treatment.<sup>3</sup> Timely and tailored treatment of the disease is, therefore, a major public health priority.<sup>3,4</sup>

Involving an over-growth of skin cells triggered by environmental, lifestyle, or medical stressors, psoriasis is usually diagnosed in young adults, but can present at any age.<sup>5,6</sup>

Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases.<sup>4</sup> Those affected are at higher risk of developing other health problems, such as heart and blood vessel disorders.<sup>7</sup> In addition, the disease affects a person's mental health, causes difficulty sleeping,<sup>8</sup> and can contribute to shame and stigma.<sup>9</sup> More than five per cent of those living with the most severe form of the disease also exhibit depression or suicidal thoughts.<sup>10</sup>

Usually requiring long-term, and sometimes life-long management,<sup>6</sup> the treatment of severe chronic plaque psoriasis can prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>11</sup> The reimbursement of a new treatment for adults living with severe chronic plaque psoriasis may, therefore, help to reduce the physical, mental, and financial toll of the disease.

To learn more about the new PBS listed treatment for severe chronic plaque psoriasis, & the inflammatory skin disease, tee up an interview with a spokesperson/s overleaf.

## AVAILABLE FOR INTERVIEW

EXPERTS	
Dr John Frew	Staff Specialist Dermatologist, Liverpool Hospital & Conjoint Senior Lecturer, UNSW, <b>SYDNEY</b>
Dr Ryan De Cruz	Specialist Dermatologist & Founder, Southern Dermatology, <b>MELBOURNE</b>
Dr Michelle Rodrigues	Dermatologist & Founder, Chroma Dermatology, & expert in skin-of-colour dermatology, <b>MELBOURNE</b>
Dr Jason Wu	Director of Clinical Services Dermatology & Consultant Dermatologist, Princess Alexandra Hospital (PAH), <b>BRISBANE</b>
Dr Michael Freeman	Director of Dermatology, Gold Coast Hospital, & Adjunct Associate Professor of Dermatology, Bond University & Griffith University, <b>GOLD COAST</b>
Dr Aaron Boyce	Dermatologist, Townsville Hospital & Health Service, <b>TOWNSVILLE</b>
Dr Ernest Tan	Consultant Dermatologist, Sir Charles Gairdner Hospital, <b>PERTH</b>
PATIENT ADVOCATES	
Murray Turner	Chief Executive Officer, Psoriasis Australia, <b>MELBOURNE</b>
Naomi Creek	National Coordinator, Global Healthy Living Foundation Australia, <b>TASMANIA</b>
AUSTRALIANS LIVING WITH SEVERE CHRONIC PLAQUE PSORIASIS	
Emma, 44	Hair-&-makeup artist living with severe chronic plaque psoriasis for more than 25 years, <b>SYDNEY</b>
Brian, 57	Award-winning singer-songwriter living with severe chronic plaque psoriasis for more than 30 years, <b>MELBOURNE (VISITING PERTH)</b>
Guy, 67	Professional photographer & environmentalist living with severe chronic plaque psoriasis for more than three decades, Gooram, <b>CENTRAL VICTORIA</b>
Jane, 72	Grandmother who battled symptoms of severe chronic plaque psoriasis for more than 50 years, <b>CANBERRA</b>
Lester, 67	Former sportsman & father-to-two whose severe chronic plaque psoriasis significantly compromised his life for more than two decades, <b>GOLD COAST</b>
Donald, 69	Father-to-three & grandfather-to-three whose severe chronic plaque psoriasis triggered depression, <b>CARDWELL</b>
Gail, 75	Mum & grandmother who battled to control her severe chronic plaque psoriasis for more than 20 years, <b>BOWEN</b>
Minh, 43	Father-to-three who battled severe chronic plaque psoriasis for more than 20 years, <b>PERTH</b>
DIGITAL MEDIA KIT	<a href="http://www.psoriasismediakit.com.au">www.psoriasismediakit.com.au</a>
VIDEO NEWS RELEASE	<a href="https://vimeo.com/864683854/ad91357686?share=copy">vimeo.com/864683854/ad91357686?share=copy</a>
AUDIO NEWS GRABS	<a href="http://www.psoriasismediakit.com.au/anr">www.psoriasismediakit.com.au/anr</a>
MEDIA CONTACTS	Kirsten Bruce & Sam Jacobs, VIVA! Communications T 02 9968 3741 / 02 9968 1604 M 0401 717 566 / 0422 654 404 E <a href="mailto:kirstenbruce@vivacomcommunications.com.au">kirstenbruce@vivacomcommunications.com.au</a> / <a href="mailto:sam@vivacomcommunications.com.au">sam@vivacomcommunications.com.au</a>

Prepared: September 2023. 1787-AU-2300177

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# National media release



NTL CONSUMER MEDIA RELEASE

MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## New reimbursed treatment for Aussie adults living with common inflammatory skin disease – psoriasis

An estimated 19,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ [soh-tik-tu] (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.”<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9,10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Dermatologist and founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

“The availability of an additional, reimbursed treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Rodrigues said.

Hair-and-makeup artist, Emma, 44, Sydney, has been living with severe chronic plaque psoriasis for more than 25 years. She first noticed “dry, red, flaky patches of skin” all over her back, at 17 years of age.

Emma visited her GP and was subsequently diagnosed with plaque psoriasis. Within 10 days of her diagnosis, Emma’s body was “covered in skin plaques” that spread from her upper to lower back, to her stomach, and down her legs and arms.

“I end up shedding skin plaques all over my clothes and people who I meet,” said Emma.

The disease has since imposed a heavy toll on Emma’s physical, mental, social, and professional health, and wellbeing. It has also significantly compromised her romantic relationships.

“My skin plaques start on my upper back, and then move to my lower back, my stomach, down my legs, and down my arms. My flare-ups are really severe. One spot can become 2,000 spots within 10 days!” Emma said.

“The disease has affected my relationships and altered my personality. I’ve had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.

“It has kept me from being in long-term romantic relationships, and has made me feel insecure in my relationships,” said Emma.

“I just feel different to other people. If I have good skin one day, then meet someone, and then the following day I’m covered from head-to-toe in red, itchy, scaly skin plaques, I feel like that person will judge me.

“People also tend to be mistakenly concerned about catching my disease, and are therefore, hesitant to make physical contact with me,” Emma said.

After trialling a plethora of “creams, lotions and potions” to help control her severe chronic plaque psoriasis over the past 27 years, Emma has only recently, found relief, although her disease still continues to “fluctuate, and occasionally flare”.

Emma therefore welcomes the Federal Government’s PBS listing of a new treatment for severe chronic plaque psoriasis.

“The availability of another treatment designed to effectively manage disease flare-ups, is great news for our patient community,” said Emma.

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Murray said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

### About SOTYKTU™ (deucravacitinib)

SOTYKTU™ is a once-daily prescription tablet for the treatment of adults living with severe chronic plaque psoriasis<sup>2</sup> — a skin disease where the body’s immune system is overactive and leads to the skin cells growing faster than they can shed.<sup>7,16</sup> This leads to red, violet or grey, scaly plaques on the skin, which can appear anywhere on the body, but most commonly present on the elbows, knees, scalp, and lower back.<sup>7,17</sup> SOTYKTU helps to control, and relieve these symptoms, by binding to a protein involved in the inflammatory signalling pathway, to prevent its activation, and normalise skin cell production.<sup>2</sup>

SOTYKTU is now available on the PBS, for the treatment of severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.<sup>2</sup>

SOTYKTU is only available on a doctor’s prescription. For adults, one 6 milligram oral dose is taken each day, with, or without food.<sup>2</sup>

For more information, refer to the SOTYKTU™ Product Information (PI) [here](#), and the Consumer Medicine Information (CMI) [here](#), or speak to your dermatologist, GP or pharmacist.

### Disclosure

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### About Bristol Myers Squibb™

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### Bristol Myers Squibb: Pioneering Paths Forward in Immunology to Transform Patients’ Lives

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Further information is available on request from Bristol Myers Squibb Australia Pty Ltd, ABN 33 004 333 322, Level 2, 4 Nexus Court, Mulgrave, VIC, 3170. \*Registered Trademark. Prepared: September 2023. 1787-AU-2300174

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# ACT media release



ACT MEDIA RELEASE

**MONDAY, OCTOBER 9, 2023**  
FOR IMMEDIATE USE

## New reimbursed treatment for Canberran adults living with common inflammatory skin disease – psoriasis

Thousands of Canberran adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ [soh-tik-tu] (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>3,4</sup>

An estimated 19,000 Australians are living with severe chronic plaque psoriasis. Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9,10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Dermatology Specialist, Woden Dermatology, Dr Diana Rubel, Canberra, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

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“The availability of an additional, reimbursed treatment for Canberran adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Rubel said.

Retired mother-to-four and grandmother-to-nine, Jane, 72, Canberra, battled with symptoms of severe chronic plaque psoriasis for more than 50 years. During her early twenties, Jane developed flaky, red, painful, and itchy plaques that gradually spread throughout her entire body. Over time, her skin plaques became increasingly difficult to manage. The associated pain began to pervade all aspects of her life – from a physical, mental, social, and professional perspective. Intensely embarrassed by, and self-conscious of her “angry skin patches”, Jane subsequently lost confidence, which led to her self-isolation.

Eventually, in 2013, Jane was diagnosed with severe chronic plaque psoriasis – a disease with which she eventually learned, her late father had also contended.

“I’ve lived with psoriasis throughout my entire adult life. At one particular point, it was awful. I had it from top-to-toe. My legs, face, and underneath my fingernails were particularly bad. My fingernails used to stick out backwards.

“I used to scratch my skin until it bled, although I did try to stop scratching to prevent people from looking at me and wondering what was wrong,” said Jane.

“My disease was extremely debilitating. People routinely turned their noses up at me, and then backed away, suspecting I was contagious. I was so embarrassed. Instead of asking how they could help me, people would just stare at me in disgust. That affected me mentally.”

Given her extensive first-hand experience with the inflammatory skin condition, Jane welcomes the Federal Government’s PBS listing of a new treatment for severe chronic plaque psoriasis.

“The PBS listing of a new medicine (tablet) for severe chronic plaque psoriasis is so important, because it increases treatment affordability and access,” Jane said.

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Mr Turner said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

### About SOTYKTU™ (deucravacitinib)

SOTYKTU™ is a once-daily prescription tablet for the treatment of adults living with severe chronic plaque psoriasis<sup>2</sup> – a skin disease where the body’s immune system is overactive and leads to the skin cells growing faster than they can shed.<sup>7,16</sup> This leads to red, violet or grey, scaly plaques on the skin, which can appear anywhere on the body, but most commonly present on the elbows, knees, scalp, and lower back.<sup>7,17</sup>

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SOTYKTU helps to control, and relieve these symptoms, by binding to a protein involved in the inflammatory signalling pathway, to prevent its activation, and normalise skin cell production.<sup>2</sup>

SOTYKTU is now available on the PBS, for the treatment of severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.<sup>2</sup>

SOTYKTU is only available on a doctor’s prescription. For adults, one 6 milligram oral dose is taken each day, with, or without food.<sup>2</sup>

For more information, refer to the SOTYKTU™ Product Information (PI) [here](#), and the Consumer Medicine Information (CMI) [here](#), or speak to your dermatologist, GP or pharmacist.

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3

# VIC media release



VIC CONSUMER MEDIA RELEASE

MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## New reimbursed treatment for Aussie adults living with common inflammatory skin disease – psoriasis

An estimated 19,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ (soh-tik-tu) (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9, 10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Dermatologist and founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

“The availability of an additional, reimbursed treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Rodrigues said.

Award-winning singer-songwriter, Brian, 57, Melbourne, began to develop severe chronic plaque psoriasis at 26 years of age – just one year after marrying the love of his life, Jenny. Following his diagnosis in 1994, Brian quickly spiralled

into depression, especially when learning there was no cure for his life-long disease. Struggling with his body image, Brian cloaked himself in clothes and hats to conceal his heavily psoriasis-affected scalp.

“My psoriasis patches grew slowly and steadily. At first, I peeled big chunks of skin off my body, which quickly turned into a plaque build-up, to the point at which I was constantly shedding skin from all parts of my body. Everywhere I went, I left traces of myself.

“For years my psoriasis never seemed to get better, only worse. I spiralled into depression. It affected every single part of my life, from the fear of being exposed, to my desire to be social,” Brian said.

“I started giggling less, significantly reduced my professional singing appearances, and gained a lot of weight. It was a very emotionally draining experience.”

Over time, Brian began to limit his social interactions with others, as he wrestled with his body image and the sting of heavy criticism from others.

“I felt heavily rejected, especially by adults when they passed judgment on me. So, I chose to be self-employed, to avoid working with psoriasis in an office setting, or having to be constantly surrounded by people,” said Brian.

It wasn’t until Brian chose to change his perspective on his severe chronic plaque psoriasis – to arm himself with a good support network, laughter, and to set goals – that his life began to improve.

After eventually finding a treatment that worked for him, Brian shed substantial weight, which helped to improve his physical and mental wellbeing.

“Although devastating, the disease has been a huge learning experience – a journey into the self for which I am most grateful,” Brian said.

Brian therefore welcomes the Federal Government’s PBS listing of a new treatment for severe chronic plaque psoriasis, as “it provides patients with access, and choice.”

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Murray said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

### About SOTYKTU™ (deucravacitinib)

SOTYKTU™ is a once-daily prescription tablet for the treatment of adults living with severe chronic plaque psoriasis<sup>2</sup> – a skin disease where the body’s immune system is overactive and leads to the skin cells growing faster than they can shed.<sup>7,16</sup> This leads to red, violet or grey, scaly plaques on the skin, which can appear anywhere on the body, but most commonly present on the elbows, knees, scalp, and lower back.<sup>7,17</sup> SOTYKTU helps to control, and relieve these symptoms, by binding to a protein involved in the inflammatory signalling pathway, to prevent its activation, and normalise skin cell production.<sup>2</sup>

SOTYKTU is now available on the PBS, for the treatment of severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.<sup>2</sup>

SOTYKTU is only available on a doctor’s prescription. For adults, one 6 milligram oral dose is taken each day, with, or without food.<sup>2</sup>

For more information, refer to the SOTYKTU™ Product Information (PI) [here](#), and the Consumer Medicine Information (CMI) [here](#), or speak to your dermatologist, GP or pharmacist.

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# QLD media release



QLD MEDIA RELEASE

MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## New reimbursed treatment for Queensland adults living with common inflammatory skin disease – psoriasis

Thousands of Queensland adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ [soh-tik-tu] (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

An estimated 19,000 Australians are living with severe chronic plaque psoriasis. Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9,10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Director of Clinical Services Dermatology and Consultant Dermatologist, Princess Alexandra Hospital (PAH), Dr Jason Wu, Brisbane, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

“The availability of an additional, reimbursed treatment for Queensland adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Wu said.

Former sportsman, father-to-two, and grandfather-to-one, Lester, 67, Gold Coast, has bravely battled severe chronic plaque psoriasis for more than 20 years. Lester led a carefree and active life prior to his diagnosis in 1998. An avid sportsman, he represented New Zealand as a junior in rugby, tennis, and golf. After visiting Australia for his honeymoon, both he and his wife fell in love with the country, and in 1995, chose to relocate to the Gold Coast to build a new life.

At 43 years of age however, Lester began to develop red, itchy plaques on his hands. Within a matter of months, the plaques spread all over his body.

“My feet were the worst. They would crack and bleed to the point that I could barely walk,” said Lester.

Soon after, Lester’s plaques began to pervade his physical, mental, social, and professional well-being.

“I found it so difficult to adjust to my new life – one that was restricted in so many ways. I refrained from any sort of social activity. I just didn’t want to be seen in public.

“My mental health suffered a lot at one point when I became overwhelmed by suicidal thoughts,” Lester said.

“I was so embarrassed by my constantly shedding skin. I found it so hard to explain to my kids what was happening to their dad.”

In 1998 Lester was diagnosed with the inflammatory skin disease. He then spent more than two decades trialling a variety of treatments, to no avail.

“I never thought I would find a treatment that works for me. But I finally have, and I am just so thankful,” said Lester.

“I’ve met a lot of people living with severe chronic plaque psoriasis, and it tortures them. So it’s marvellous that this new PBS listing will open up access and choice for Australian’s living with this disease.”

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Mr Turner said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

### About SOTYKTU™ (deucravacitinib)

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This leads to red, violet or grey, scaly plaques on the skin, which can appear anywhere on the body, but most commonly present on the elbows, knees, scalp, and lower back.<sup>7,17</sup> SOTYKTU helps to control, and relieve these symptoms, by binding to a protein involved in the inflammatory signalling pathway, to prevent its activation, and normalise skin cell production.<sup>2</sup>

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# WA media release



WA MEDIA RELEASE

MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## New reimbursed treatment for West Australian adults living with common inflammatory skin disease – psoriasis

Thousands of West Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ [soh-tik-tu] (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

An estimated 19,000 Australians are living with severe chronic plaque psoriasis. Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9,10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Consultant Dermatologist at Sir Charles Gairdner Hospital, Dr Ernest Tan, Perth, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

1

“The availability of an additional, reimbursed treatment for West Australian adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Tan said.

Business development manager, Jenny, 53, Perth, has been grappling with symptoms of severe chronic plaque psoriasis since her diagnosis at 15 years of age. She has been “covered from head-to-toe in itchy, red and sore skin plaques” for almost four decades.

The disease has pervaded nearly every aspect of Jenny’s life – from work to her mental and physical health and wellbeing.

“My skin plaques were sore, and itchy. If I scratched, the plaques would bleed. I would then flare so badly, I’d end up in hospital, wrapped in hot towels and slathered in creams to calm my skin,” said Jenny.

Yet despite her debilitating physical symptoms, Jenny describes the disease as “mostly embarrassing”. Much of her adult life has revolved around her plaque psoriasis. Jenny has carried a brush and pan, or a packet of baby wipes throughout her professional working life, to clean up her flaky skin, and avoid alerting colleagues and friends to her inflammatory skin disease.

Nowadays, Jenny welcomes the opportunity to raise community awareness of plaque psoriasis. She is passionate about encouraging others to seek relief from their symptoms by accessing prompt, effective, reimbursed treatment.

“Today’s PBS listing of a treatment for severe chronic plaque psoriasis is so important, because it increases treatment affordability, and access for people like me,” said Jenny.

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Mr Turner said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Managing Director for BMS Australia, Ms Leah Goodman, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

### About SOTYKTU™ (deucravacitinib)

SOTYKTU™ is a once-daily prescription tablet for the treatment of adults living with severe chronic plaque psoriasis<sup>2</sup> – a skin disease where the body’s immune system is overactive and leads to the skin cells growing faster than they can shed.<sup>7,16</sup> This leads to red, violet or grey, scaly plaques on the skin, which can appear anywhere on the body, but most commonly present on the elbows, knees, scalp, and lower back.<sup>7,17</sup> SOTYKTU helps to control, and relieve these symptoms, by binding to a protein involved in the inflammatory signalling pathway, to prevent its activation, and normalise skin cell production.<sup>2</sup>

SOTYKTU is now available on the PBS, for the treatment of severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.<sup>2</sup>

2

SOTYKTU is only available on a doctor’s prescription. For adults, one 6 milligram oral dose is taken each day, with, or without food.<sup>2</sup>

For more information, refer to the SOTYKTU™ Product Information (PI) [here](#), and the Consumer Medicine Information (CMI) [here](#), or speak to your dermatologist, GP or pharmacist.

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Further information is available on request from Bristol Myers Squibb Australia Pty Ltd, ABN 33 004 333 322, Level 2, 4 Nexus Court, Mulgrave, VIC, 3170. \*Registered Trademark. Prepared: September 2023. 1787-AU-2300179

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# Radio media release



PLEASE DOWNLOAD BROADCAST QUALITY RADIO GRABS HERE:

[www.psoriasismediakit.com.au/anr](http://www.psoriasismediakit.com.au/anr)

RADIO RELEASE

MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## New reimbursed treatment for Aussie adults living with common inflammatory skin disease – psoriasis

An estimated 19,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ [soh-tik-tu] (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

“Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.”<sup>3,7</sup>

“The disease is most commonly diagnosed in young adults, although it can present at any age,”<sup>7</sup> said A/Prof Shumack.

“Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient’s skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful.”<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9, 10</sup> The disease also affects a person’s mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each year.<sup>15</sup>

Dermatologist and founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

“The availability of an additional, reimbursed treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

“As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date,” Dr Rodrigues said.

Hair-and-makeup artist, Emma, 44, Sydney, has been living with severe chronic plaque psoriasis for more than 25 years. She first noticed “dry, red, flaky patches of skin” all over her back, at 17 years of age. Emma visited her GP and was subsequently diagnosed with plaque psoriasis. Within 10 days of her diagnosis, Emma’s body was “covered in skin plaques” that spread from her upper to lower back, to her stomach, and down her legs and arms.

“I end up shedding skin plaques all over my clothes and people who I meet,” said Emma.

The disease has since imposed a heavy toll on Emma’s physical, mental, social, and professional health, and wellbeing. It has also significantly compromised her romantic relationships.

“My skin plaques start on my upper back, and then move to my lower back, my stomach, down my legs, and down my arms. My flare-ups are really severe. One spot can become 2,000 spots within 10 days!” Emma said.

“The disease has affected my relationships and altered my personality. I’ve had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.

“It has kept me from being in long-term romantic relationships, and has made me feel insecure in my relationships,” said Emma.

“I just feel different to other people. If I have good skin one day, then meet someone, and then the following day I’m covered from head-to-toe in red, itchy, scaly skin plaques, I feel like that person will judge me.

“People also tend to be mistakenly concerned about catching my disease, and are therefore, hesitant to make physical contact with me,” Emma said.

After trialling a plethora of “creams, lotions and potions” to help control her severe chronic plaque psoriasis over the past 27 years, Emma has only recently, found relief, although her disease still continues to “fluctuate, and occasionally flare”.

Emma therefore welcomes the Federal Government’s PBS listing of a new treatment for severe chronic plaque psoriasis.

“The availability of another treatment designed to effectively manage disease flare-ups, is great news for our patient community,” said Emma.

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

“Given severe chronic plaque psoriasis can substantially compromise a person’s quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price,” Murray said.

“The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need,” said Managing Director for BMS Australia, Leah Goodman, Melbourne.

“We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS.”

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# Disease background – About psoriasis

CONSUMER BACKGROUNDER

EMBARGOED: MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

## About psoriasis

### What is psoriasis?

- Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.<sup>1,2</sup>
- The exact cause of psoriasis is unknown, but it is thought that psoriasis is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2,3</sup>
- This leads to discoloured patches of skin which are red, violet, or grey, depending on the patient's skin tone, that may be sore or itchy.<sup>2,4</sup>
- Psoriasis tends to come and go over time, which means people may need lifelong treatment.<sup>2</sup>



- Psoriasis can be inherited from family members living with the disease.<sup>2</sup>
- Psoriasis can present at any age, with the disease reported at birth, and in older people.<sup>2,5</sup>
- Psoriasis is most often diagnosed in young adults, with 75 per cent of those affected developing the disease before 45 years of age.<sup>2</sup>
- There are many forms of psoriasis. The disease can be categorised as mild, moderate, or severe, depending on the

percentage of the affected body surface and effect of the condition on the patient's quality of life.<sup>6,7</sup>

- The most common form of psoriasis, plaque psoriasis, usually features oval or irregularly shaped, well-defined, raised plaques, often covered in silvery scales.<sup>7</sup>
- Chronic plaque psoriasis accounts for approximately 90 per cent of all psoriasis cases.<sup>1</sup>

### Prevalence

Psoriasis occurs in approximately 125 million people worldwide, or two per cent of the global population,<sup>8</sup> with an estimated prevalence of between 0.51 and 11.43 per cent in adults, and up to 1.37 per cent in children, respectively.<sup>9</sup>

- In Australia, psoriasis affects an estimated 2.3 to 6.6 per cent of the population,<sup>10</sup> or around 1.6 million people.<sup>11</sup>



- Approximately 19,000 Australians may currently be living with severe chronic plaque psoriasis.<sup>12</sup>

### Causes

- While the exact cause of psoriasis is unknown, its development is thought to be genetics-related.<sup>1,2</sup>
- Environmental factors, such as infection, may increase a person's risk of developing the disease.<sup>1,2</sup>
- Smoking and drinking too much alcohol can also contribute to the severity of the disease.<sup>2</sup>
- Psoriasis may be initially triggered by infections, such as streptococcus tonsillitis, human immunodeficiency virus (HIV) and other viral infections, as well as severe emotional stress.<sup>2</sup>
- Research reveals some medications, including lithium, beta-blockers (medicine that slows the heart beat), and anti-malarial medication, can contribute to the development of psoriasis, or may worsen symptoms.<sup>2</sup>

### Symptoms

- Psoriasis can affect the whole body, but most commonly appears on the elbows, knees, scalp, and lower back.<sup>7</sup>
- The disease can present as small, tear-shaped bumps or blisters on the skin, discolouration, and scales - which may be confined to a certain area, or widespread.<sup>2</sup>
- Around one in two people living with psoriasis experience nail changes, while approximately 25 per cent have pain, swelling and tender joints.<sup>2</sup>
- People living with psoriasis may report symptoms of intense itchiness or burning of the skin.<sup>13</sup>
- Plaque psoriasis generally involves the development of raised plaques covered in flaky, silvery-white scales, which can vary in size and shape, and may become itchy and painful.<sup>7, 13, 14</sup>
- Moderate-to-severe psoriasis is associated with increased risk of other health conditions, including inflammatory bowel disease (IBD), cardiovascular disease (CVD) involving the heart or blood vessels, metabolic syndrome, and obesity.<sup>7, 15, 16</sup>



### Psychological burden of disease

- Psoriasis places a significant physical and mental burden on all aspects of a person's life, including their relationships, social activities, work, and emotional wellbeing.<sup>17</sup>
- People living with psoriasis have been found to have a reduced quality of life similar, or worse than, other people living with lifelong diseases, such as heart disease and diabetes.<sup>13</sup>
- Moderate to severe plaque psoriasis can substantially impair a person's overall quality of life.<sup>18</sup>
- People living with psoriasis often feel the stigma of the disease,<sup>19</sup> which leads to depression and suicidal thoughts in more than five per cent of those afflicted.<sup>13</sup>
- Many report difficulties sleeping or performing everyday activities, as well as other symptoms that compromise their emotional state, self-perception, and/or sexual function.<sup>18</sup>

- Feelings of shame, anger, worry, and annoyance are common among those living with psoriasis, the burden of which tends to increase with the severity of disease.<sup>18</sup>



- The disease can also contribute to social disconnection, and may limit a person's ability to achieve their 'full life potential'.<sup>17</sup>

### Diagnosis

- Initial diagnosis of psoriasis is usually based on a person's medical history and a skin examination performed by a doctor, with a biopsy (small sample of skin for analysis) sometimes required to distinguish psoriasis from other skin conditions with similar symptoms.<sup>2</sup>
- The Psoriasis Area and Severity Index (PASI) is one of the key tools used to evaluate the severity of the disease, based on the appearance, and extent of skin lesions.<sup>7</sup>
- The Dermatology Life Quality Index (DLQI) is also utilised to measure the impact of a person's psoriasis diagnosis on their quality of life.<sup>20</sup>

### Treatment

- Although there is currently no cure for psoriasis, there are a range of treatment options available, that aim to reduce disease activity, and improve symptoms.<sup>7</sup>
- Importantly, treatment for psoriasis should be tailored to meeting an individual's specific needs.<sup>21</sup>
- Classic treatments range from topical (applied directly to-the-skin) treatments used in mild-to-moderate psoriasis, to whole-body therapies, reserved for those living with moderate-to-severe disease.<sup>7</sup>
- Topical (applied to the skin) medicines may also be used for people living with more extensive psoriasis who are undergoing treatment with either ultraviolet light, or systemic medications.<sup>22</sup>
- Topical treatment alone does not always meet the needs of those living with moderate-to-severe forms of the disease, warranting the use of systemic medications targeting the entire body. Systemic medications include oral (tablet) treatment options and injectable biologics.<sup>22, 23</sup>
- Injectable biologics target key molecules involved in the inflammatory pathway, which may enable them to prevent the over-growth of skin, and relieve, and reduce major symptoms of the disease.<sup>7, 23</sup>
- Tablets are also available for the treatment of moderate-to-severe plaque psoriasis. The variety of tablets and other systemic (full body) treatments available enable both the doctor and patient to choose the most suitable treatment option.<sup>22</sup>



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# Disease background – About psoriasis

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ends#



# Expert profiles

## EXPERT PROFILE

**EMBARGOED: MONDAY, OCTOBER 9, 2023**  
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**Dr John Frew MBBS, MMed, MS PhD FACD**  
Staff Specialist Dermatologist, Liverpool Hospital;  
Head, Laboratory of Translational Cutaneous Medicine,  
Ingham Institute of Applied Medical Research,  
& Conjoint Senior Lecturer, UNSW Australia, **SYDNEY**

Dr John Frew is a Dermatologist at Liverpool Hospital, Sydney. He is also a dermatological researcher, and Head of the Laboratory of Translational Cutaneous Medicine at The Ingham Institute of Applied Medical Research, University of New South Wales (UNSW).

After completing his medical degree with Honours at UNSW in 2009, Dr Frew next attained a Master of Medicine from the University of Sydney (USYD) in 2011, and a PhD at Flinders University.

Dr Frew completed his dermatology specialist training in 2016. In 2018, he undertook translational research at the Rockefeller University in New York City (NYC), USA, investigating the inflammatory mechanisms in Hidradenitis Suppurativa (HS) – an inflammatory skin disease.

In 2020, Dr Frew received the Global Data Sharing Innovator Award.

Currently, Dr Frew is a globally recognised researcher and leader for HS and continues to be an active researcher in this field. He has authored more than 120 peer-reviewed articles and has contributed to numerous international Dermatology and Immunology textbooks.

Beyond HS, Dr Frew has a special interest in other inflammatory skin diseases, including psoriasis and atopic dermatitis (eczema), researching their disease-causing mechanisms.

**ends#**

To coordinate an interview with Dr John Frew, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.



## EXPERT PROFILE

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**Dr Michelle Rodrigues MBBS (Hons), FACD**  
Dermatologist & Founder, Chroma Dermatology, **MELBOURNE**

Dr Michelle Rodrigues is a Melbourne-based Dermatologist who is globally renowned for her expertise in pigmentary disorders and skin of colour dermatology.

She founded Chroma Dermatology in 2017 – a dermatology centre with a difference: harbouring a passion for pigment and skin of colour, and a commitment to education, research, and outreach work for communities in need.

Dr Rodrigues obtained her Bachelor of Medicine and Bachelor of Surgery degree from Monash University with Honours in 2004, and completed her post-graduate dermatology training in Melbourne. At the conclusion of her training, she was awarded the Founder's Medal for procedural dermatology as the highest scoring graduate nationally.

Dr Rodrigues has worked, and continues to collaborate with, world-renowned pigment and skin of colour centres in the U.S.A, Europe and Asia. She has published extensively in high-impact scientific journals and dermatology textbooks, and continues to be invited to lecture locally and internationally on pigmentary disorders and the differences in diagnosis and treatment of skin conditions in those with culturally diverse skin types.

Dr Rodrigues has won many awards throughout her professional career to date, including, but not limited to, the 2015 Skin Care for Developing Countries Grant and the 2019 International League of Dermatologic Society – Young Dermatologist Achievement Award which is presented to five individuals in the world from different regions every four years.

She specialises in, and has a passion for, pigment disorders, laser, dermatology in skin of colour and cultural humility in healthcare. She has contributed broadly to this area of medicine as a Fellow of the Australasian College of Dermatologists (ACD), where she authored the Skin of Colour Curriculum in 2015 and again in 2020, and continues to supervise clinical training. Because chronic plaque psoriasis is one of the most common inflammatory skin conditions in children and adults, Dr. Rodrigues continues to raise awareness of this condition by developing scientific educational material for dermatologists and the community and is actively researching outcome measures for psoriasis in those with skin of colour.



## PROFILE

**EMBARGOED: MONDAY, OCTOBER 9, 2023**  
FOR IMMEDIATE USE

**Dr Ryan De Cruz MBBS (Hons), BMEDSCI, FACD**  
Specialist Dermatologist & Founder, Southern Dermatology, **MELBOURNE**

Dr Ryan De Cruz is a Specialist Dermatologist at The Royal Melbourne Hospital (RMH), The Skin Health Institute Carlton, Wyndham House Clinic Shepparton, and at his private clinic, Southern Dermatology, Murrumbena.

Dr De Cruz obtained his Bachelor of Medicine and Bachelor of Surgery degree with Honours from The University of Melbourne (UoM) in 2009. During his schooling he was awarded the Australasian College of Dermatologists' (ACD) Hermann Lawrence Prize in Dermatology.

He also completed a Bachelor of Medical Science in hair disorders at The University of Melbourne in 2006. His research findings were presented at the International Congress of Hair in 2010, and were published in the leading medical journal, The British Journal of Dermatology, in 2012.

Dr De Cruz undertook his internship and residency at St Vincent's Hospital, Melbourne (SVHM), after which he was selected to perform his advanced training at St. George's Hospital, NHS Foundation Trust, London, UK in 2013.

In 2015, Dr De Cruz clinched two prestigious awards – The Skin & Cancer Foundation's Paul Edington Scholarship, and The Australasian College of Dermatologists' FC Florence Bequest Fellowship. In 2016, he was granted The Victorian Fellowship – an award offered by the Victorian Government to support his studies and research into immunosuppression of the skin at King's College, London (KCL), and Guy's and St Thomas', NHS, Foundation Trust, London.

Dr De Cruz's interests include psoriasis, skin cancer management, acne, eczema, rosacea, laser treatment and hair loss disorders. At RMH, Dr De Cruz runs a Psoriasis and Hidradenitis Suppurativa-specific clinic, in which he manages hundreds of patients on oral immune-therapies and biologic medications for these two conditions. He has witnessed first-hand how these agents have changed the lives of patients suffering from cosmetically and physically disabling skin disease. He is passionate about providing holistic gold-standard care to patients with chronic inflammatory diseases such as psoriasis and welcomes the introduction of a new therapeutic option to the Australian population.

To coordinate an interview with Dr Ryan De Cruz, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.





# Expert profiles

## PROFILE

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Dr Jason Wu, MBBS (Hons), FACD

Director of Clinical Services Dermatology & Consultant Dermatologist,  
Princess Alexandra Hospital, **BRISBANE**

Dr Jason Wu is a Consultant Dermatologist at the Princess Alexandra Hospital (PAH), Brisbane, where he conducts a General Dermatology clinic and heads the Difficult Psoriasis and Biologics clinic. He also serves as Director of Clinical Services Dermatology at PAH. In addition, Dr Wu practices at the private dermatology clinic, Toowong Dermatology, Brisbane, and acts as a Senior Clinical Lecturer at the University of Queensland (UQ).



Dr Wu obtained his Bachelor of Medicine and Bachelor of Surgery degree with Honours from UQ in 1998. He then went on to work at the Gold Coast Hospital (GCH) and The Royal Brisbane and Women's Hospital (RBWH), before becoming a Fellow with the Australasian College of Dermatologists (ACD) in 2008. During his specialist training, Dr Wu clinched the prestigious award, The Skin Cancer Foundation's Founders Medal for Procedural Dermatology, for his outstanding score in the Procedural Division of the Fellowship Examination.

Dr Wu sits on an advisory board for several medications in the field of psoriasis and eczema, and is a regular reviewer for the Australasian Journal of Dermatology (Aust. J. Dermatol.). He has authored several articles in international, peer-reviewed medical journals, such as the Aust. J. Dermatol and the Australian Journal of General Practice (AJGP). Dr Wu has also served on the Steering Committee for multiple national meetings in biologics, and as Past Honorary Secretary of the Queensland Faculty of the ACD.

Dr Wu's dermatology interests include psoriasis, biologics, general medical dermatology, and laser dermatology.

To coordinate an interview with Dr Jason Wu, please contact Kirsten Bruce or Sam Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.

## EXPERT PROFILE

EMBARGOED: MONDAY, OCTOBER 9, 2023  
FOR IMMEDIATE USE

### Dr Michael Freeman MBBS, FRACGP, FACD

Director of Dermatology, Gold Coast Hospital, &  
Adjunct Associate Professor of Dermatology,  
Bond University & Griffith University, **GOLD COAST**

Dr Michael Freeman is a Director of Dermatology at Gold Coast Hospital and an Adjunct Associate Professor of Dermatology at Bond and Griffith Universities, respectively.

He is also a Fellow and reviewer at the Australasian College of Dermatologists (ACD), founding dermatologist of the Skin Centre in Benowa.

Dr Freeman specialises in cosmetic and laser dermatology. His main research interests include advancing Dermatological treatments including the use of specialised lasers, and educating other dermatologists in this field, noting he has led dozens clinical trials in Dermatology.



Dr Freeman is also a member of the Skin and Cancer Foundation of Queensland, and an international member of the American Academy of Dermatology (AAD). He is also a presenter for Brisbane Hospitals Dermatology Group, Brisbane.

"Psoriasis is a chronic condition, and individuals must often cope with it for a lifetime. The ongoing nature of the disease can be mentally and emotionally challenging," said Dr Freeman.

"It's important to be aware of effective treatments in order to reduce the burden of psoriasis.

"With support from Doctors, friends and family, psoriasis can be managed," Dr Freeman said.

"The availability of new and effective treatments are always welcomed."

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To coordinate an interview with Dr Michael Freeman, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.

## EXPERT PROFILE

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Dr Aaron Boyce FACD, MBBS (Hons), MBA, BBiotech, DCH, Dermatologist, Townsville Hospital & Health Service, **QUEENSLAND**

Dr Aaron Boyce is a Dermatologist with more than a decade of clinical experience working as a consultant.

He is currently a Dermatology Staff Specialist for The Townsville Hospital and Health Service, where he has built, and led the Dermatology service over the past three years.

As a dermatologist, Dr Boyce specialises in complex medical dermatology. His particular interests are in inflammatory skin diseases such as psoriasis, eczema and lupus. He treats both adults and children.

He is passionate about improving health outcomes for all Australians, particularly in relation to skin health.

Dr Boyce's work in this area has focused primarily on improving access to specialist dermatologist care in regional, rural, and remote areas of Australia. With a focus on north Queensland, he has developed and implemented a series of initiatives over the past three years that have positively changed the outlook for specialist dermatology care, both now, and well into the future.

Dr Boyce also cares deeply about ensuring Australians are able to benefit from advancements in medicine and the treatments these bring.

Dr Boyce is a Fellow of the Australasian College of Dermatologists, an institution with which he holds several committee positions, and is one of only a small number of Australian Dermatologists to have been awarded a Postgraduate Fellowship in Paediatric Dermatology, by the Joint Royal College of Physicians' Training board. He has also been awarded a Diploma of Child Health.

He graduated with a Bachelor of Medicine & Bachelor of Surgery (MBBS) with Honours in 2006, and before that a Bachelor of Biotechnology in 2002. He also holds a Master of Business Administration (MBA) from Melbourne Business School.

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To coordinate an interview with Dr Aaron Boyce, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.



## EXPERT PROFILE

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Dr Ernest Tan MBBS, FACD

Consultant Dermatologist, Sir Charles Gairdner Hospital, **PERTH**

Dr Ernest Tan works as a Consultant Dermatologist at the Sir Charles Gairdner Hospital (SCGH), and in private practice at Burswood Dermatology, Perth.

He also serves as a Senior Clinical Lecturer at the University of Western Australia's (UWA) School of Medicine, and as an Investigator in many clinical trials focusing on the treatment of psoriasis, atopic dermatitis, and solar keratoses.

Dr Tan graduated with a Bachelor of Medicine and Surgery (MBBS) from UWA in 1990. He trained in Dermatology in the WA Dermatology training program, completing his Australasian College of Dermatologists (ACD) Fellowship (FACD) in 1998. Dr Tan then undertook further training, to become a fully accredited Mohs (microscopically controlled surgery) surgeon through the Australasian College of Dermatologists (ACD).

Throughout his professional career, Dr Tan has developed special interests in psoriasis, melanoma, Mohs surgery, and skin cancers, publishing several peer-reviewed journal articles on these topics.

Dr Tan plays an active role in many professional organisations. He is a Member of the Western Australia Kirkbride Melanoma Advisory Service (WAKMAS), and the Lead Clinician for skin tumours, specifically melanoma, for the Western Australia Cancer and Palliative Care Network (WACPCN).

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To coordinate an interview with Dr Ernest Tan, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.



# Patient advocates

## PROFILE

MONDAY, OCTOBER 9, 2023

### Murray Turner, CEO, Psoriasis Australia, *MELBOURNE*

Murray Turner is CEO of Psoriasis Australia, a Board member of the International Alliance of Dermatological Patient Organisations (Global Skin), and a qualified lawyer.

Murray was a member of the working group that developed the "Australian consensus: Treatment goals for moderate to severe psoriasis in the era of targeted therapies – Adult Patients", which was recently published in the *Australasian Journal of Dermatology*, and the working group developing a similar consensus statement for paediatric patients.

Before commencing his role as CEO with Psoriasis Australia, Murray worked at one of Australia's largest law firms. After the birth of his daughter with Down Syndrome, he left the corporate world to assume the role of Executive Director for a Victorian State Sporting Organisation for athletes living with an intellectual disability.

Murray has also worked as a consultant to various sporting organisations, providing advice on governance and how best to include people living with a disability in programs and services.

Murray is also living with psoriasis. He was diagnosed with the condition at 40 years of age. He received treatment from his GP for many years before seeking further treatment options from a Dermatologist, who prescribed a biologic to treat his worsening psoriasis.

Today, Murray has clear skin because of his current treatment regime.

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To coordinate an interview with Murray Turner, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.



## Profile

MONDAY, OCTOBER 9, 2023

### Naomi Creek National Coordinator CreakyJoints Australia | Global Healthy Living Foundation Australia

Diagnosed at age 12 years of age with rheumatoid arthritis, Naomi Creek's personal experience of living with the disease has made her a passionate advocate for others living with arthritis and chronic conditions. Naomi believes patients must have access to the right resources, to understand their condition, and feel empowered to manage their own health. She is a firm believer in a holistic approach to living well through healthy eating, regular exercise, medication and reducing stress.

Naomi has volunteered as a community guest speaker and as a patient representative in many roles. She spent 10 years leading the Young Women's Arthritis Support Group (YWASG) in Melbourne and has been the CreakyJoints Australia and Global Healthy Living Foundation (GHLF) Australia National Coordinator since its inception in 2015.



In these roles, Naomi coordinates education, advocacy and support activities for the organisations' patient and carer community. She also works closely with patient groups, healthcare organisations and healthcare professionals, to identify local community needs, to enable them to create relevant and helpful resources.

To learn more about the education, support, advocacy and patient-centred research performed by CreakyJoints and GHLF, head to: [www.creakyjoints.org.au](http://www.creakyjoints.org.au) and [www.ghlf.org.au](http://www.ghlf.org.au).

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To coordinate an interview with Naomi Creek, please contact Kirsten Bruce or Samuel Jacobs from VIVA! Communications on 02 9968 3741 or 0401 717 566 / 0422 654 404.



# Patient case studies

## CASE STUDY

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Emma, 44

Hair-&-makeup artist living with severe chronic plaque psoriasis  
for more than 25 years, *SYDNEY*

Hair-and-makeup artist, Emma, 44, Sydney, has been living with severe chronic plaque psoriasis for more than 25 years.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.<sup>1</sup> The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>



Emma first noticed “dry, red, flaky patches of skin” all over her back, at 17 years of age, just after completing high school. She visited her GP, and was subsequently diagnosed with plaque psoriasis. Within 10 days of her diagnosis, Emma’s body was “covered in skin plaques” that spread from her upper to lower back, to her stomach, and down her legs and arms.

Struggling to come to terms with the severity of her inflammatory skin disease, Emma plunged into depression, as the disease began to pervade every aspect of her life – physical, mental, social, and professional.

Working as a hair-and-make-up artist, Emma found it both “awkward and embarrassing”, having to consistently explain her disease to her clientele when touching their skin and hair.

After trialling a plethora of “creams, lotions and potions” to help control her severe chronic plaque psoriasis over the past 27 years, Emma has only recently, found relief, although her disease still continues to “fluctuate, and occasionally flare”.

Emma therefore welcomes today’s listing of a new treatment for severe chronic plaque psoriasis on the Pharmaceutical Benefits Scheme (PBS), for its ability to improve patient access and choice.

#### This is Emma’s story.

Emma first identified skin plaques on her back 27 years ago.

“Someone pointed out a few spots on my back. Then 10 days later, the spots had spread over all my body.

“I had just finished Year 12, and I think the stress of my exams, combined with an episode of strep throat, may have triggered my severe chronic plaque psoriasis,” said Emma.

Ever since, Emma’s symptoms have proven extremely debilitating.

“When I get a flare-up, my skin is red, and itchy. I tend to scratch it a lot, and then my skin becomes really flaky, crusty, dry, and painful. Next it starts to crack.

“Then I end up shedding skin plaques all over my clothes and people who I meet,” Emma said.

## CASE STUDY

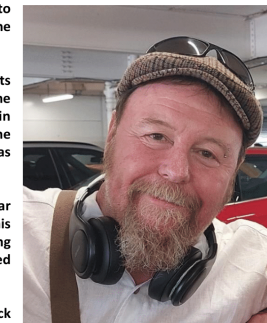
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### Brian, 57

Award-winning singer-songwriter plagued by severe chronic plaque psoriasis  
for more than 30 years, *MELBOURNE*

Award-winning singer-songwriter, Brian, 57, Melbourne, began to develop severe chronic plaque psoriasis at 26 years of age – just one year after marrying the love of his life, Jenny.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.<sup>1</sup> The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>



As a young musician, the singer-songwriter would gig with his guitar and sometimes his ukulele, five-to-six times a week prior to his diagnosis, performing mainly “heartfelt songs and fingerpicking ballads”. His music was heavily affected however, when he received his severe plaque psoriasis diagnosis.

Brian was working as a fly-in, fly-out (FIFO) musician at Ayer’s Rock Resort, leading a very lonely life away from his new wife, when he first developed psoriasis symptoms in 1992. He began to wear long-sleeved shirts and pants to cover up the large squares of skin that he would routinely peel off his body, even during 45-degree heat. With his confidence in tatters, he began to struggle as a musician.

After receiving a formal diagnosis of severe chronic plaque psoriasis in 1994, Brian quickly spiralled into depression, especially when learning there was no cure for his life-long disease, and that it would probably get worse.



Struggling with his body image, Brian cloaked himself in clothes and hats to conceal his heavily psoriasis-affected scalp.

Over the past 30 years Brian has trialled many psoriasis-specific treatment options.

He therefore welcomes today’s listing of a new medicine (tablet) for severe chronic plaque psoriasis on the Pharmaceutical Benefits Scheme (PBS), which is set to improve treatment access and choice, for those living with the inflammatory skin disease.

#### This is Brian’s story.

Brian had no prior knowledge of, or experience with severe plaque psoriasis pre-diagnosis.

“When I was diagnosed with psoriasis, it hit me for six. I didn’t know how I was going to cope.



# Patient case studies

## CASE STUDY

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Guy, 69

**Professional photographer & environmentalist living with severe chronic plaque psoriasis for more than three decades, Gooram, CENTRAL VICTORIA**

Professional photographer, environmentalist, father-to-five, and grandfather-to-four, Guy, 67, Gooram, Central Victoria, has been living with severe chronic plaque psoriasis for more than 30 years.

Guy has a strong family history of the disease. He has watched two of his cousins' battle psoriasis for most of their adult lives.

Psoriasis is a common, long-term inflammatory disease that affects the skin and nails.<sup>1</sup> The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

During his thirties, Guy began to develop red, dry, flaky, and painful patches of skin on his arms, chest, and legs, and behind his ears, which caused him ongoing anxiety and irritation.

In search of medical advice, he visited a doctor, who subsequently diagnosed him with severe chronic plaque psoriasis.

Given the limited information available on psoriasis at the time, Guy was forced to rely on his cousins' first-hand experience with, and knowledge of, the disease.

Over the years, Guy's disease grew more severe. When he moved to Papua New Guinea with his wife in 1994 to set up a balsawood manufacturing business for the international turbine industry, Guy's disease continued to flare due to work-related stress and searing heat, which reportedly exacerbated his disease.

Living with psoriasis has imposed a significant physical, and mental toll on Guy. In particular, he recoils from the embarrassment of his clothing being covered in dry skin flakes, and the regular weeping and bleeding of his skin.

Guy therefore welcomes today's listing of a treatment for severe chronic plaque psoriasis treatment on the Pharmaceutical Benefits Scheme (PBS), given it will help to improve patient access, and choice.

#### This is Guy's story.

Guy began wrestling with symptoms of severe chronic plaque psoriasis more than three decades ago. The first signs of his disease were skin plaques behind his legs and ears.

"I developed symptoms of plaque psoriasis more than 30 years ago. Over time, the plaques increased in area, and severity.



## CASE STUDY

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Lester, 67

**Former elite sportsman & father-to-two whose severe chronic plaque psoriasis significantly compromised his life for more than two decades, GOLD COAST**

Former sportsman, father-to-two, & grandfather-to-one, Lester, 67, Gold Coast, has bravely battled severe chronic plaque psoriasis for more than 20 years.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails. The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

Lester led a carefree and active life prior to his diagnosis with severe chronic plaque psoriasis in 1998. An avid sportsman, he represented New Zealand as a junior in rugby, tennis, and golf. After visiting Australia for his honeymoon, both he and his wife fell in love with the country, and in 1995, chose to relocate to the Gold Coast to build a new life.

At 43 years of age however, Lester began to develop red, itchy plaques on his hands. Within a matter of months, the plaques spread all over his body. Soon after, Lester's plaques began to pervade his physical, mental, social, and professional well-being.

In 1998 Lester sought professional advice from his general practitioner (GP), who subsequently diagnosed him with severe chronic plaque psoriasis, and referred him to a dermatologist for treatment. He then spent many years trialling a variety of treatments, to no avail.

During this period, Lester's inflammatory skin disease substantially compromised his professional, family, and social life. He missed out on many "special moments", such as his kid's sporting events. The burden of his inflammatory skin disease also meant Lester had to make career sacrifices.

Fortunately, Lester eventually found an effective treatment that works for him.

Lester therefore welcomes today's listing of a new medicine (tablet) for severe chronic plaque psoriasis on the Pharmaceutical Benefits Scheme (PBS), which is set to improve patient access and choice.

#### This is Lester's story.

At 43 years of age, Lester's skin started to crack, and he developed thick skin plaques on his hands, scalp, hips and feet.

"My feet were the worst. They would crack and bleed to the point that I could barely walk," said Lester.

"It was a massive shock when I first started experiencing symptoms. I had no idea what it was.

"Before I knew it, the plaques were all over my body. They were very itchy and painful, especially when I scratched them," Lester said.

It was only when Lester's symptoms grew more severe, that he decided to seek professional help.

"When I woke up in the morning, my bed linen was covered in skin flakes and blood.



# Patient case studies

## CASE STUDY

EMBARGOED: MONDAY, OCTOBER 9, 2023  
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### Donald, 69

Father-to-three & grandfather-to-three whose severe chronic plaque psoriasis triggered depression, *Cardwell, Cassowary Coast, FAR NORTH QLD*

Former plasterer and tiler, father-to-three and grandfather-to-three, Donald, 69, Cardwell, Cassowary Coast, Far North Queensland, has battled severe chronic plaque psoriasis for 15 years.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.<sup>1</sup> The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

In 2008, Donald began to develop flaky, red, painful and itchy patches of skin on his back that gradually spread over his entire body.

Following his initial diagnosis of 'guttate psoriasis' (psoriasis caused by a bacterial infection) by a doctor, Donald's condition progressively developed into severe chronic plaque psoriasis on his legs, knees, ears, hairline, scalp, elbows, and backside.

Over time, as his skin plaques became increasingly difficult to manage, they started to compromise his quality of life, from a physical, social, and emotional perspective. Overwhelmed by embarrassment from living with severe chronic plaque psoriasis, Donald grew increasingly self-conscious and lost his confidence.

After many fruitless attempts to secure some form of symptom relief from his severe chronic plaque psoriasis using creams, lotions, and phototherapy, Donald eventually found an effective treatment that worked for him.

Nowadays, Donald is a champion for those living with severe chronic plaque psoriasis. He welcomes today's listing of a new severe chronic plaque psoriasis treatment on the Pharmaceutical Benefits Scheme (PBS), as it offers those affected, heightened access to a broader range of treatments for this progressive, life-long disease.

#### This is Donald's story.

Donald first developed symptoms of guttate psoriasis 15 years ago on his back, which progressively manifested into severe chronic plaque psoriasis.

"The plaques started on my back and people continued to point them out. They were so painful and unpleasant, that when I itched them, my skin would weep and bleed.

"I would scratch my back, behind my shoulders, the backs of my knees and my skin would come off. I was constantly covered in spots, marks, and scars," said Donald.



## CASE STUDY

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### Gail, 75

Mum & grandmother who battled to control her severe chronic plaque psoriasis for more 20 years, *BOWEN*

Mum-to-two, and grandmother-to-three, Gail, 75, location in Bowen, was diagnosed with severe chronic plaque psoriasis more than 20 years ago.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails. The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

For many years Gail led a carefree existence, with her loving family. When she suddenly developed irritated, itchy, and burning skin in the year 2000 however, it came as quite a shock to her. Over time, plaques began to spread all over Gail's body, moving from her knees to her elbows, hands, and hips. Within six months, plaques completely covered Gail's scalp. By then, the inflammatory disease began to pervade all aspects of Gail's life, from a physical, mental, social, and professional perspective.

Thankfully, Gail's sunny disposition enabled her to navigate the ongoing challenges of her disease.

Following her diagnosis with severe chronic plaque psoriasis, Gail commenced trialling a variety of psoriasis-specific treatments, including ointments, creams, lotions, and shampoos, but to no avail. Fortunately, after 23 years, Gail has finally found a treatment that has helped to improve her inflammatory skin disease.

She therefore welcomes today's listing of a new medicine (tablet) for severe chronic plaque psoriasis on the Pharmaceutical Benefits Scheme (PBS), which is set to improve treatment access and choice for those living with the inflammatory, lifelong skin disease.

#### This is Gail's story.

Gail has fond memories of her life pre- severe chronic plaque psoriasis.

"I had no idea I was living with severe chronic plaque psoriasis. For quite some time, I just thought I had a small skin rash.

"But the rash confused me, because nothing I used on it seemed to get rid of it," said Gail.

"The rash started on my knees and elbows, soon moved to my hands and hips, and then spread to all exposed parts of my body. It was really uncomfortable."

It was only when Gail visited her doctor in the year 2000, that she learned she was living with severe chronic plaque psoriasis. She then began to fear what people would think of her inflammatory skin disease.

"I was worried the skin plaques would completely cover my body.





# Patient case studies

## CASE STUDY

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### Jane, 72

Grandmother who battled symptoms of severe chronic plaque psoriasis for more than 50 years, **CANBERRA**

Retired mother-to-four and grandmother-to-nine, Jane, 72, Canberra, battled with the symptoms of severe chronic plaque psoriasis for more than half a century.

Psoriasis is a common, long-term, inflammatory disease that affects the skin and nails.<sup>1</sup> The disease is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

During her twenties, Jane developed flaky, red, painful, and itchy plaques that gradually spread throughout her entire body. Over time, her skin plaques became increasingly difficult to manage. The associated pain began to pervade all aspects of her life – from a physical, mental, social, and professional perspective. Intensely embarrassed by, and self-conscious of her “angry skin patches”, Jane subsequently lost confidence, which led to her self-isolation.

Tragically, Jane struggled for decades to secure an accurate diagnosis. Eventually, in 2013, she was diagnosed with severe chronic plaque psoriasis – a disease with which she subsequently learned, her late father had also contended.

Today, Jane is an advocate for the Australian psoriasis patient community. She welcomes today’s listing of a new medicine (tablet) for severe chronic plaque psoriasis treatment on the Pharmaceutical Benefits Scheme (PBS) which will help to improve access for those living with the inflammatory skin disease.

#### This is Jane’s story.

Jane developed symptoms of psoriasis in her early twenties.

“I’ve lived with psoriasis throughout my entire adult life. At one particular point, it was awful. I had it from top-to-toe. My legs, face, and underneath my fingernails were particularly bad. My fingernails used to stick out backwards,” said Jane.

“I used to scratch my skin until it bled, although I did try to stop scratching to prevent people from looking at me and wondering what was wrong.”

According to Jane, her inflammatory skin disease compromised all aspects of her life.

“My disease was extremely debilitating. People routinely turned their noses up at me, and then backed away, suspecting I was contagious. I was so embarrassed. Instead of asking how they could help me, people would just stare at me in disgust. That affected me mentally.



## CASE STUDY

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### Minh, 43

Father-to-three who has battled severe chronic plaque psoriasis for more than 20 years, **PERTH**

Father-to-three and professional ‘pick packer’ (who works for a variety of retail, wholesale and manufacturing business to fulfill the company’s orders), Minh, 43, has been living with severe chronic plaque psoriasis for 23 years.

The long-term, inflammatory disease affecting the skin and nails<sup>1</sup> is caused by an abnormal immune reaction to certain environmental conditions, resulting in the skin cells growing at a faster rate than the skin sheds.<sup>2</sup> This can lead to the development of scaly, itchy, and painful patches of skin, known as plaques.<sup>3</sup>

At 18 years of age, Minh developed red plaques on his elbows and knees. Uncertain of the root cause, he chose to ignore the symptoms. Over time however, Minh’s symptoms grew worse, and his plaques began to spread. They became itchier and scaller, began to split and bleed, and in turn, caused Minh substantial physical pain and mental anguish.

In search of medical advice, Minh visited his GP, who referred him to a dermatologist for an accurate diagnosis, and subsequent treatment.

Minh subsequently trialed many psoriasis-related treatments, including light therapy, steroid creams, and injections over many years, to no avail.

He therefore welcomes today’s listing of a treatment for severe chronic plaque psoriasis on the Pharmaceutical Benefits Scheme (PBS), given it is set to enhance patient affordability and access.

#### This is Minh’s story.

At 18 years of age Minh noticed a few random patches of scaly skin on his elbows and knees.

“My elbows and knees became red, dry and scaly, but I had no idea why,” said Minh.

As these skin scales began to spread across much of Minh’s body over the ensuing year, he started to grow concerned.

“Within 12 months, 50 per cent of my body was covered in plaques. Over time, they grew more and more severe. I started to get the plaques on my scalp, back and legs. Eventually, I ended up pretty much covered in them.

“My skin plaques were red, itchy, scaly, and painful. They became so severe, that my skin would often split and bleed,” Minh said.


Minh grew extremely self-conscious of his skin plaques.

“When I itched my skin plaques too much, they would split and bleed, sometimes in precarious places like my buttocks, as well as my back and legs. It was really embarrassing.





# Video news release (VNR)



**New reimbursed treatment for Aussie adults living with  
common inflammatory skin disease – psoriasis**

Broadcast quality VNR available at:  
[vimeo.com/864683854/ad91357686?share=copy](https://vimeo.com/864683854/ad91357686?share=copy)

# Audio news release (ANR)



 Bristol Myers Squibb

## Plaque psoriasis consumer media kit

EMBARGOED: MONDAY, OCTOBER 9, 2023

- Media alert
- Media releases
- About plaque psoriasis
- Expert profiles
- Patient advocates
- Patient case studies
- Video news release (VNR)
- Audio news grabs (ANR)
- Additional vision + PTC
- Imagery

**AUDIO NEWS GRABS (ANR)**  
EMBARGOED: MONDAY, OCTOBER 9, 2023



**New reimbursed treatment for Aussie adults living with common inflammatory skin disease — psoriasis**

Download broadcast quality  
audio: [https://drive.google.com/drive/folders/1mryKVmk2tJXOTEvmCITfiMdoLtVXu38v?usp=drive\\_link](https://drive.google.com/drive/folders/1mryKVmk2tJXOTEvmCITfiMdoLtVXu38v?usp=drive_link)

**Clinical Associate Professor Stephen Shumack, OAM**  
General dermatologist; Clinical Associate Professor, University of Sydney (USYD)  
Sydney Medical School (Northern); & Senior Staff Specialist,  
Royal North Shore Hospital (RNSH), SYDNEY

 **What is severe chronic plaque psoriasis? - Grab A**  
Severe chronic plaque psoriasis is where the plaque psoriasis in a particular patient is sufficiently severe to require treatment with tablets or injections, or phototherapy, where they stand in a box and have ultraviolet light put on them, or whether or not the psoriasis is severe to significantly impact a particular patient's quality of life. In other words, they won't socialise. They have trouble at work, they have trouble at sleeping because of the itch and irritation. They have trouble interacting with other people.

 **How many Australians are currently living with psoriasis, and how many have severe chronic plaque psoriasis? - Grab B**  
We think there are around about 1.6 million people living with plaque psoriasis, and of those, around 19 to 20,000 have what we would call severe plaque psoriasis.

**Broadcast quality ANR available at:**  
[drive.google.com/drive/folders/1mryKVmk2tJXOTEvmCITfiMdoLtVXu38v?usp=drive link](https://drive.google.com/drive/folders/1mryKVmk2tJXOTEvmCITfiMdoLtVXu38v?usp=drive_link)



# Additional vision



Video of man rubbing psoriasis affected chest:  
[vimeo.com/865842503?share=copy](https://vimeo.com/865842503?share=copy)



# Pieces to camera



**Clinical Associate Professor Stephen Shumack, OAM**  
General Dermatologist, SYDNEY

**A/Prof Stephen Shumack – pieces to camera:**  
[vimeo.com/855249643/b54b6d8868?share=copy](https://vimeo.com/855249643/b54b6d8868?share=copy)



**Brian, 57**  
Singer-songwriter plagued by severe chronic plaque psoriasis for more than 25 years, MELBOURNE

**Brian, 57 – pieces to camera:**  
[vimeo.com/865060810?share=copy](https://vimeo.com/865060810?share=copy)

# Pieces to camera



**Dr Ryan De Cruz**

Specialist Dermatologist, Southern Dermatology, Murrumbeena, MELBOURNE

**Dr Ryan De Cruz – pieces to camera:**  
[vimeo.com/865060819/db3777cdd9?share=copy](https://vimeo.com/865060819/db3777cdd9?share=copy)



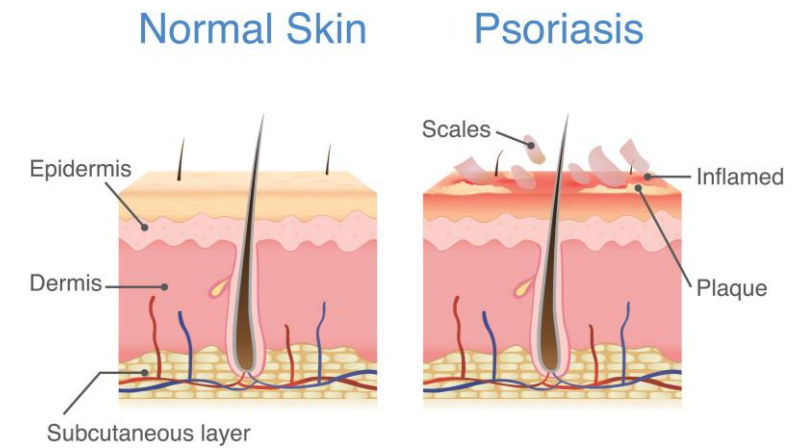
**Emma, 44**

Hair & make-up artist living with severe chronic plaque psoriasis for more than 25 years, SYDNEY

**Emma, 44 – pieces to camera:**  
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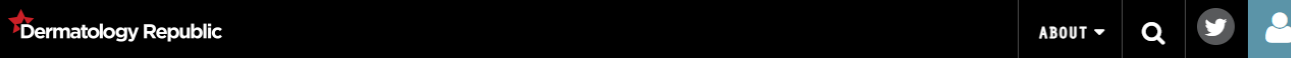
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5 OCTOBER 2023

## TWO NEW PLAQUE PSORIASIS TREATMENTS JOIN PBS

PBS PHARMACEUTICALS



By  
AMANDA SHEPPEARD



*The news is a major milestone for a patient group often undertreated.*

AUSTRALIAN DERMATOLOGISTS HAVE WELCOMED THE INCLUSION OF TWO NEW TREATMENTS FOR PLAQUE PSORIASIS TO THE PBS FROM 1 OCTOBER.

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This heightened efficacy was evident at both 16 and 24 weeks, with patients remaining responsive to treatment through 52 weeks.

# Medical media outcomes

Associate Professor Peter Foley, a dermatologist at St Vincent's Hospital, Melbourne, told *The Medical Republic* deucravacitinib offered a new treatment alternative to injectables and topical therapy.

"With Sotyktu, we've got an agent that approaches the efficacy of some of the biologics without knocking the biologics out of the ranking as the most effective agents we have," he said.

"It is the best oral agent we have available in 2023 in terms of its response rate and its safety profile."

Professor Foley said securing a PBS listing for the drug was a major milestone.

"Plaque psoriasis is characterised by periods of relapse and remission, with patients often requiring long term (potentially lifelong) treatment to maintain symptom control and prevent flares," he said.

"Furthermore, individuals exhibit variability in their response to different medications, highlighting the importance of tailoring treatment to patient-specific needs."

He said plaque psoriasis could be undertreated and even untreated and a "significant portion" of patients may not be presenting to their GPs because they are not aware of new therapy options.

"Severe forms of the disease are associated with increased risk of comorbidities, including inflammatory bowel disease and cardiovascular disease, and may lead to the development of joint inflammation, and subsequent psoriatic arthritis," he said.

Bristol Myers Squibb Australia and New Zealand's medical director Dr Melinda Munns said improving patient access to affordable treatment options was paramount to overcoming the widespread impact of severe chronic plaque psoriasis.

"Psoriasis is a chronic, lifelong disease imposing a substantial physical and mental burden on patients," she said.

"Severe plaque psoriasis can significantly reduce overall quality of life, and can compromise relationships, career, social activities, and emotional wellbeing. Bristol Myers Squibb Australia is proud to deliver a novel oral therapy for severe chronic plaque psoriasis."

Bimekizumab is the first approved psoriasis treatment in Australia designed to selectively and directly inhibit IL-17A and IL-17F, two key cytokines driving inflammatory processes.

As **reported last year in *Dermatology Republic***, our sister publication, bimekizumab was approved by the TGA and PCAC for PBS listing following research showing skin clearance was better in adults taking the drug compared with those taking a placebo, ustekinumab, secukinumab or adalimumab. Researchers also found the drug was well tolerated.

Nasopharyngitis, upper respiratory tract infection and oral candidiasis were the most frequently reported adverse events.

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Specifically, faster onset of clinically meaningful responses was observed with bimekizumab than active comparators and placebo, with PASI 75 responses observed at week four after one dose. About 60% of plaque psoriasis patients treated with bimekizumab experienced complete skin clearance (PASI 100) at week 16 compared to 21-49% for active comparators across clinical studies.

It is approved by the TGA for the treatment of moderate to severe plaque psoriasis in adult patients who are candidates for systemic therapy or phototherapy.

“The pathogenesis of psoriasis involves inflammation driven by cytokines IL-17A and IL-17F. Current psoriasis therapies only target IL-17A, leaving unopposed activation of IL-17F resulting in suboptimal clinical control,” said Dr John Frew, staff specialist dermatologist at Liverpool Hospital in Sydney and senior lecturer at University of NSW.

“Bimekizumab is the first dual IL-17A and IL-17F monoclonal antibody with proven efficacy in plaque psoriasis. The availability of bimekizumab on the PBS will be a significant benefit for Australians suffering from plaque psoriasis and its comorbidities.”

Australia had several investigators and their clinical trial centres included in the BIMZELX psoriasis clinical trial program. Professor Foley was clinical trial investigator in this program and also welcomed the PBS listing.

“Having been involved in the bimekizumab clinical trial program, I am looking forward to the opportunity to prescribe bimekizumab in the real world,” he said.

“With bimekizumab we have a highly effective therapy with high rates of complete skin clearance, and this equates to dramatic improvement in quality of life for patients with this chronic debilitating disease.”

Francesca Bianco, head of immunology at UCB Australia’s patient value unit said the company was “pleased that the PBS has recognised the value that bimekizumab brings to patients and the healthcare system”.

“We are delighted that we can now make this innovative treatment option available to healthcare professionals and people living with psoriasis in Australia, as we believe that bimekizumab has the potential to raise expectations of what psoriasis treatment can deliver,” she said.




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6 JULY 2023



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21 JUNE 2023



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5 OCTOBER 2023



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PLAQUE PSORIASIS PSORIATIC ATHRITIS

HEY PRESTO! THERE'S THE PSA


10 AUGUST 2023



BIOLOGICS PLAQUE PSORIASIS

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## TWO NEW PLAQUE PSORIASIS TREATMENTS JOIN PBS

PBS PHARMACEUTICALS PLAQUE PSORIASIS

By  AMANDA SHEPPEARD



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This heightened efficacy was evident at both 16 and 24 weeks, with patients remaining responsive to treatment through 52 weeks.

Associate Professor Peter Foley, a dermatologist at St Vincent's Hospital, Melbourne, told *Rheumatology Republic* deucravacitinib offered a new treatment alternative to injectables and topical therapy.

"With Sotyktu, we've got an agent that approaches the efficacy of some of the biologics without knocking the biologics out of the ranking as the most effective agents we have," he said.

"It is the best oral agent we have available in 2023 in terms of its response rate and its safety profile."

Professor Foley said securing a PBS listing for the drug was a major milestone.

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He said plaque psoriasis could be undertreated and even untreated and a “significant portion” of patients may not be presenting to their GPs because they are not aware of new therapy options.

“The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients,” he said.

University of Sydney Clinical Associate Professor Stephen Shumack, a senior staff specialist at Royal North Shore Hospital, said plaque psoriasis was the most common form of psoriasis, accounting for approximately 90% of cases.

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5 OCTOBER 2023

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Cervical cancer diagnoses rising - should we worry?

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## Two new plaque psoriasis treatments join PBS

By Amanda Sheppeard

The news is a major milestone for a patient group often undertreated. [Read more](#)

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# Medical media outcomes



5 OCTOBER 2023

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“The pathogenesis of psoriasis involves inflammation driven by cytokines IL-17A and IL-17F. Current psoriasis therapies only target IL-17A, leaving unopposed activation of IL-17F resulting in suboptimal clinical control,” said Dr John Frew, staff specialist dermatologist at Liverpool Hospital in Sydney and senior lecturer at University of NSW.

“Bimekizumab is the first dual IL-17A and IL-17F monoclonal antibody with proven efficacy in plaque psoriasis. The availability of bimekizumab on the PBS will be a significant benefit for Australians suffering from plaque psoriasis and its comorbidities.”

Australia had several investigators and their clinical trial centres included in the BIMZELX psoriasis clinical trial program. Professor Foley was clinical trial investigator in this program and also welcomed the PBS listing.

“Having been involved in the bimekizumab clinical trial program, I am looking forward to the opportunity to prescribe bimekizumab in the real world,” he said.


“With bimekizumab we have a highly effective therapy with high rates of complete skin clearance, and this equates to dramatic improvement in quality of life for patients with this chronic debilitating disease.”


Francesca Bianco, head of immunology at UCB Australia’s patient value unit said the company was “pleased that the PBS has recognised the value that bimekizumab brings to patients and the healthcare system”.

“We are delighted that we can now make this innovative treatment option available to healthcare professionals and people living with psoriasis in Australia, as we believe that bimekizumab has the potential to raise expectations of what psoriasis treatment can deliver,” she said.




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**PBS lists once-a-day pill for chronic psoriasis**

While GPs cannot initiate treatment with the medication, they still have a clear role in identifying eligible patients.




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If dementia risk factors can be targeted in early and mid-life, GPs have an opportunity to make a real difference, writes Dr Steph Daly.



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### **PBS lists once-a-day pill for chronic psoriasis**

While GPs cannot initiate treatment with the medication, they still have a clear role in identifying eligible patients.



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Morgan Liotta

04 Oct 2023

## PBS lists once-a-day pill for chronic psoriasis

While GPs cannot initiate treatment with the medication, they still have a clear role in identifying eligible patients.



Chronic plaque psoriasis, which accounts for 90% of all psoriasis cases, commonly appears as red scaly lesions on the elbows and knees.

PBS lists once-a-day pill for chronic psoriasis

newsGP

Audience: 34,000

October 4, 2023



# Medical media outcomes

Australians living with severe chronic plaque psoriasis now have access to a subsidised once-daily oral treatment, following the [PBS listing of deucravacitinib](#) (sold as Sotyktu) on 1 October.

Taken as a 6 mg tablet, the oral selective allosteric tyrosine kinase 2 (TYK2) inhibitor reduces the overactive immune response causing excessive skin cell production.

It is the first treatment consisting of a new mechanism of action for adults with plaque psoriasis who are candidates for systemic therapy or phototherapy and for whom the condition has caused 'significant interference with quality of life', the PBS states.

Listed as a 'priority required' medicine, it can be prescribed by a dermatologist, accredited dermatology registrar in consultation with a dermatologist, or a GP who has been directed to continue, but not initiate, treatment by one of these practitioners.

Although GPs are not authorised to initiate treatment, Dr Jeremy Hudson, Chair of RACGP Specific Interests Dermatology, told *newsGP* it is still an important listing to have on their radar.

'Deucravacitinib should be seen as a management option where GPs can monitor response to treatment and prescribe repeats of the medication,' he said.

Chronic plaque psoriasis accounts for [around 90%](#) of all psoriasis cases. Thick, sharp-edged, red scaly lesions are the hallmark characteristics which can appear on any area of the skin, with the elbows, knees, lower back and scalp most commonly affected with itchiness or mild discomfort.

Psoriasis [can also affect](#) the appearance and brittleness of nails, as well as joints – causing pain, swelling and reduced movement. Emotional and social wellbeing can also be impacted. Severe forms of the condition are [linked with](#) a higher risk of comorbidities, including developing heart disease, type 2 diabetes, Crohn's disease and [psoriatic arthritis](#).

The PBS listing of deucravacitinib comes following the [outcomes of two phase 3 clinical trials](#) (POETYK PSO-1 and POETYK PSO-2), which compared the efficacy and safety of the TYK2 inhibitor versus placebo and another psoriasis medication, apremilast, in adults with moderate to severe plaque psoriasis over one year.

The results showed deucravacitinib was well tolerated and demonstrated superior efficacy when taken once-daily compared to twice-daily placebo or apremilast. Response rates were significantly higher with deucravacitinib versus placebo or apremilast at the 16-week mark, with efficacy improving and maintained until week 52.

Associate Professor Peter Foley, Head of Dermatology Research at St Vincent's Hospital Melbourne, welcomed the drug's listing as a novel way of treating the multisystem inflammatory condition.

'Plaque psoriasis is characterised by periods of relapse and remission, with patients often requiring long-term, potentially lifelong, treatment to maintain symptom control and prevent flares,' he said.

'The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients.'

According to Dr Hudson, systemic medications are 'widely underutilised' in psoriasis management and GPs play a central role by identifying patients who are suitable for systemics by using [Psoriasis Area Severity Index \(PASI\)](#) scores.

# Medical media outcomes

‘The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients.’

According to Dr Hudson, systemic medications are ‘widely underutilised’ in psoriasis management and GPs play a central role by identifying patients who are suitable for systemics by using [Psoriasis Area Severity Index \(PASI\)](#) scores.

‘There have been recent reviews by the RACGP on systemic medications on whether GPs can play an extended role in initiating therapy, and this is being done on a case-by-case basis,’ he said.

‘I’d recommend that any GPs who are managing psoriasis to review currently available education modules and toolkits, which can be quite beneficial to patient outcomes.’

On 1 October, [bimekizumab](#) (sold as Bimzelx) was also added to the PBS for the treatment of severe chronic plaque psoriasis, but can only be prescribed by a dermatologist treating the condition.

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- [Get Pacing4Prostate in the Auckland Run the City Marathon](#)
- [PBS Changes from 1 October 2023](#)
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## PBS Changes from 1 October 2023

Information relating to the new and amended Pharmaceutical Benefits Scheme (PBS) listings implemented on **1st October 2023** can be found below. For further information, please [download the Frequently Asked Questions](#).

This information relates to the administration of these listings by Services Australia. For further information on broader PBS changes, please visit the [PBS website](#). Relevant information and authority application forms have been updated and can be accessed through the Services Australia website.

### Spinal muscular atrophy

Risdiplam (Evrysdi®) (750 microgram/mL powder for oral liquid, 80 mL) has had a change to the restriction for the treatment of spinal muscular atrophy. Authority applications for initial treatment can be made in writing. Authority applications for continuing treatment can be made either in real time using the Online PBS Authorities system or by telephone.

Onasemnogene abeparvovec (Zolgensma®) (solution for injection, customised based on patient weight) is now listed on the PBS for the treatment of infants with pre-symptomatic spinal muscular atrophy and 3 copies of the SMN2 gene. Authority applications for treatment can be made in writing.

### Severe growth hormone deficiency

Growth hormone (Somatropin (NutropinAq®) (10 mg/2 mL injection, 2 mL cartridge); somatropin (Genotropin GoQuick®) (12 mg injection, 1 dual chamber pen device); somatropin (Genotropin GoQuick®) (5 mg injection, 1 dual chamber pen device); somatropin (Norditropin FlexPro®) (5 mg/1.5 mL injection, 1.5 mL cartridge)) for the treatment of severe growth hormone deficiency has had a change to the restriction to remove references to Prader Willi Syndrome. Authority applications for initial treatment can be made either in real time using the Online PBS Authorities system or in writing. Authority applications for continuing treatment can be made either in real time using the Online PBS Authorities system or by telephone.

### Severe chronic plaque psoriasis

Bimekizumab (Bimzelx®) (160 mg/mL injection, 2 x 1mL pen device) is now listed on the PBS for the treatment of severe chronic plaque psoriasis. Authority applications for initial, grandfather and continuing treatments can be made in writing.

Deucravacitinib (Sotyktu®) (6 mg tablet) is now listed on the PBS for the treatment of severe chronic plaque psoriasis. Prescriptions for initial and continuing treatments are Authority Required (STREAMLINED).

Risankizumab (Skyrizi®) (75mg/0.83 mL injection, 2 x 0.83 mL syringes) has had an amendment to remove the grandfather restriction.

### Nausea and vomiting

Fosnetupitant + palonosetron (AkynzeoIV®) (fosnetupitant 235 mg + palonosetron 250 microgram injection, 11 vial) is now listed on the PBS for the prevention of nausea and vomiting associated with moderate to highly emetogenic anti-cancer therapy. Authority applications can be made either in real time using the Online PBS Authorities system or by telephone.

Netupitant + palonosetron (Akynzeo®) (netupitant 300 mg + palonosetron 500 microgram capsule) has had an amendment to the clinical criteria to align restrictions with the National Comprehensive Cancer Network Guidelines for the treatment of nausea and vomiting. Prescriptions for treatment are Authority Required (STREAMLINED).

# Medical media outcomes

## Diabetes mellitus

Insulin aspart (Fiasp Penfill®) (100 units/mL fast acting injection, 5 x 3 mL cartridges) is now listed on the PBS for the treatment of diabetes mellitus. Insulin aspart is listed as an unrestricted benefit.

## Bacterial infections

Cefuroxime (Zinnat®UK) (125 mg/5 mL powder for oral liquid) is now listed on the PBS for the current supply shortage under Section 19A. Cefuroxime is listed as an unrestricted benefit.

## 1 October 2023 delisted PBS listings

### Vitreomacular traction syndrome

Ocriplasmin (Jetrea®RTU) (375 microgram/0.3 mL intraocular injection) has been delisted from the PBS with no "Supply Only" arrangement.

## Written Authority Application Forms

### Severe chronic plaque psoriasis – Updated authority applications


From 1 October 2023, the application forms used to apply for authority approval to prescribe PBS-subsidised biological agents to treat patients with severe chronic plaque psoriasis have been updated to better align with the restrictions. Prescribers will be required to include the completed Psoriasis Area and Severity Index (PASI) calculation sheets with the authority applications. The authority application forms can be found on the Psoriasis - severe chronic plaque psoriasis webpage on the Services Australia website.

Having access to PBS-subsidised medicines can be critical to patient care. That's why it's important to ensure you use the most recently published written authority application form. To align with PBS listing changes, forms are updated on the first of the month. Using the most recent form will help avoid delays in obtaining authority approval.

Visit [servicesaustralia.gov.au/hpwrittenauthoritydrugs](https://servicesaustralia.gov.au/hpwrittenauthoritydrugs) on the Services Australia website to find the most up to date authority application form for each drug, program or condition.

Use the Health Professional Online Services upload function to submit your completed written authority application forms and any supporting documents or evidence. You'll get a faster processing response using HPOS and will avoid any postage delays.


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THE International Pharmaceutical Federation (FIP) says that pharmacy professionals can “support planetary health...through equitable and environmentally sustainable practice”.



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**CORUM NEW CODE**

CORUM Group is now trading on the Australian Securities Exchange under the PHX code, following the sale of its pharmacy software business to Canada's Jonas Software.



**THURSDAY | OCT 5, 2023**

**SOTYKTU ON PBS**

BRISTOL-MYERS Squibb's (BMS) Sotyktu (deucravacitinib) is now listed on the PBS for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy.

**'Sotyktu on PBS'**  
Pharmacy Daily – Homepage  
Audience: 70,000  
October 5, 2023



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The screenshot shows the Pharmacy Daily website. The header includes the Pharmacy Daily logo, navigation links (HOME, NEWS, JOBS, ADVERTISING, MEDIA, ABOUT, CONTACT US), a SUBSCRIBE NOW button, and social media icons. A search bar is located on the right. The main content area features a large banner for 'Sotyktu on PBS' dated October 5, 2023. To the left of the banner is a sidebar with the AusDI logo and text: 'A reliable evidence-based medicines information resource', 'Trusted by pharmacists for over 30 years.', and a 'Try AusDI for FREE today >' button. Below the banner is a text block about Sotyktu's reimbursement. To the right of the banner is a 'FEATURED VIDEO' section with a video player and a 'MORE VIDEOS' button. Below the video is a 'RECENT ISSUES' section with a list of dates. At the bottom, there is a note about the article being sent to subscribers and a link to download the newsletter.

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**Sotyktu on PBS**  
October 5, 2023

BRISTOL-MYERS Squibb's (BMS) Sotyktu (deucravacitinib) is now listed on the PBS for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy.

Sotyktu's reimbursement is based on the outcomes of two pivotal, Phase three clinical trials (POETYK PSO-1 and POETYK PSO-2), which demonstrated superior efficacy of once-daily medication compared to placebo, and twice-daily apremilast, in 1,684 patients aged 18 years and older living with severe chronic plaque psoriasis.

"Today's reimbursement of Sotyktu is a positive step toward improving affordable treatment access for Australians living with this disease," according to BMS ANZ Medical Director, Dr Melinda Munns.

*The above article was sent to subscribers in Pharmacy Daily's issue from 05 Oct 23*  
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BRISTOL-MYERS Squibb's (BMS) Sotyktu (deucravacitinib) is now listed on the PBS for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy.

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## Sotyktu on PBS

### BRISTOL-MYERS


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### PBS listing for BMS' once-daily oral therapy for severe chronic plaque psoriasis

OCTOBER 3, 2023


Medical director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, said improving patient access to affordable treatment options is paramount to overcoming the widespread impact of severe chronic plaque psoriasis.

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PBS listing for BMS' once-daily oral therapy for severe chronic plaque psoriasis

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**PBS listing for BMS' once-daily oral therapy for severe chronic plaque psoriasis**

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**PBS listing for BMS' once-daily oral therapy for severe chronic plaque psoriasis**

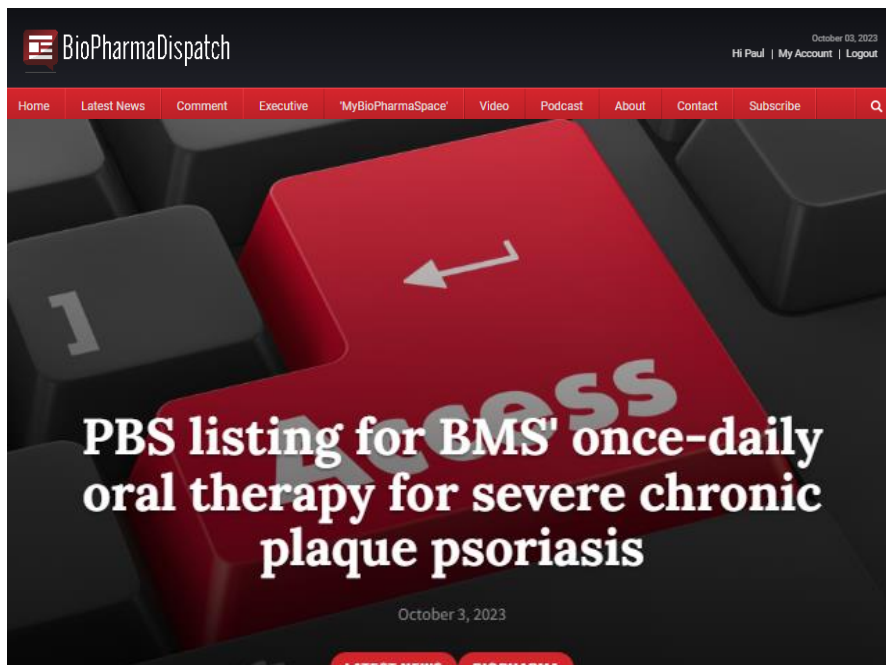
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Australia's first once-daily oral therapy with a new mechanism of action for adult patients living with severe chronic plaque psoriasis who are candidates for systemic therapy or phototherapy is now subsidised via the PBS.

Bristol Myers Squibb said the reimbursement of its SOTYKTU (deucravacitinib) follows the successful outcome of two pivotal Phase 3 clinical trials.

According to the head of dermatology research at St. Vincent's Hospital in Melbourne and the director of research at Skin Health Institute, Associate Professor Peter Foley, the listing represents a new way of treating this chronic, immune-mediated disease.

"Plaque psoriasis is characterised by periods of relapse and remission, with patients often requiring long term (potentially lifelong) treatment to maintain symptom control and prevent flares. Furthermore, individuals exhibit variability in their response to different medications, highlighting the importance of tailoring treatment to patient-specific needs.

"Unfortunately, plaque psoriasis can be under-treated, and even untreated. A significant portion of patients may not be presenting to their GPs because they are not aware of new therapy options," said Associate Professor Foley.

"The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients."

Clinical Associate Professor at the University of Sydney, Sydney Medical School, and senior staff specialist at the Royal North Shore Hospital, Stephen Shumack OAM, said, "Psoriasis is a systemic, autoimmune disease afflicting around 1.6 million Australians, that chronically impacts the physical health and wellbeing of those diagnosed.

"Severe forms of the disease are associated with increased risk of comorbidities, including inflammatory bowel disease and cardiovascular disease, and may lead to the development of joint inflammation, and subsequent psoriatic arthritis.

"Plaque psoriasis is the most common form of psoriasis, accounting for approximately 90 per cent of all psoriasis cases," said Association Professor Shumack.

Medical director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, said improving patient access to affordable treatment options is paramount to overcoming the widespread impact of severe chronic plaque psoriasis.

"Psoriasis is a chronic, lifelong disease imposing a substantial physical and mental burden on patients. Severe plaque psoriasis can significantly reduce overall quality of life, and can compromise relationships, career, social activities, and emotional well-being.

"Bristol Myers Squibb Australia is proud to deliver a novel oral therapy for severe chronic plaque psoriasis. Today's reimbursement of SOTYKTU is a positive step toward improving affordable treatment access for Australians living with this disease," said Dr Munns.

## PBS listing for BMS' once-daily oral therapy for severe chronic plaque psoriasis

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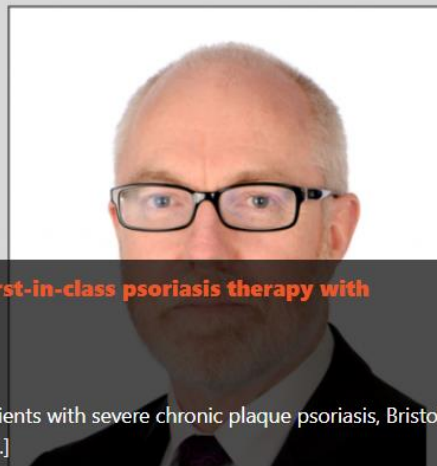
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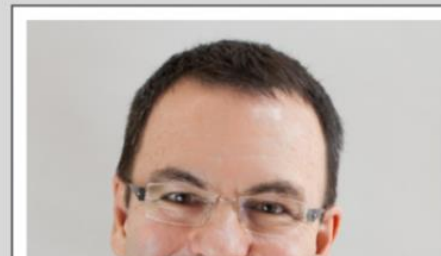
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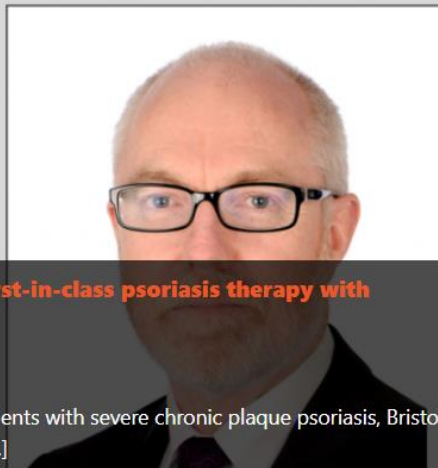
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### Dermatologists welcome PBS listing of first-in-class psoriasis therapy with superior efficacy

Health Industry Hub | October 3, 2023 |

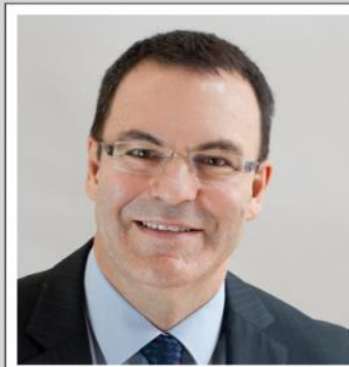
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**Pharma News:** In a significant development for patients with severe chronic plaque psoriasis, Bristol Myers Squibb's first-in-class, oral tyrosine kinase 2 (TYK2) inhibitor, Sotyktu (deucravacitinib), has earned its place on the Pharmaceutical Benefits Scheme (PBS) as of October 1, 2023.

This milestone comes on the heels of two pivotal Phase 3 clinical trials (POETYK PSO-1 and POETYK PSO-2) where Sotyktu showcased superior efficacy when compared to a placebo and Amgen's twice-daily Otezla (apremilast). The heightened efficacy was pronounced at both 16 and 24 weeks, with patients maintaining a positive response to the treatment even through the 52-week mark.

BMS' decision to sell Otezla to Amgen was strategic, aimed at facilitating regulatory clearance for the Celgene merger in 2019. This move reflected their belief in the potential of the then-investigational Sotyktu to outperform its established oral predecessor in plaque psoriasis treatment.



[Dermatologists welcomes PBS listing of first-in-class psoriasis therapy with superior efficacy](#)

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Audience: 137,000

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Associate Professor Peter Foley, Head of Dermatology Research at St Vincent's Hospital, Melbourne, and Director of Research at Skin Health Institute, Melbourne, emphasised the transformative nature of this PBS listing. He highlighted how it represents a fresh approach to addressing the chronic, immune-mediated nature of plaque psoriasis, which often necessitates prolonged, tailored treatments to effectively manage symptoms and prevent relapses.

"Unfortunately, plaque psoriasis can be under-treated, and even untreated. A significant portion of patients may not be presenting to their GPs because they are not aware of new therapy options," said A/Professor Foley.

"The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients."

# Industry media outcomes

Adding to this perspective, Professor Stephen Shumack, OAM, Clinical Associate Professor at the University of Sydney (USYD), Sydney Medical School (Northern), and Senior Staff Specialist at the Royal North Shore Hospital (RNSH), stressed the chronic impact on physical health and overall wellbeing.

Severe forms of the disease are associated with increased risk of comorbidities, including inflammatory bowel disease (IBD) and cardiovascular disease, and may lead to the development of joint inflammation, and subsequent psoriatic arthritis.

"Plaque psoriasis is the most common form of psoriasis, accounting for approximately 90 per cent of all psoriasis cases," Professor Shumack said.

Dr Melinda Munns, Medical Director for BMS in Australia and New Zealand, further emphasised the paramount importance of improving patient access to affordable treatment options.

"Psoriasis is a chronic, lifelong disease imposing a substantial physical and mental burden on patients. Severe plaque psoriasis can significantly reduce overall quality of life, and can compromise relationships, career, social activities, and emotional wellbeing," she commented.

"The reimbursement of Sotyktu is a positive step toward improving affordable treatment access for Australians living with this disease," said Dr Munns.

Earlier this year, Takeda revealed data from the 12-week phase 2 clinical trial of oral TAK-279 showing that 68% and 67% of patients at the middle and high dose level had a 75% resolution of their symptoms, as measured by the Psoriasis Area and Severity Index (PASI). The PASI 75 rate in the placebo group was 6%. The difference in PASI 75 was enough for the study to hit its primary endpoint and suggest that the drug candidate may have an edge over BMS' Sotyktu. First, though, Takeda will have to replicate these findings in a phase 3 clinical trial.

Earlier this year, Takeda unveiled the findings from a 12-week Phase 2b clinical trial involving oral TAK-279 in plaque psoriasis. The data revealed a 68% and 67% of patients at the middle and high dose levels experiencing a 75% improvement in symptoms, as assessed by the Psoriasis Area and Severity Index (PASI). In contrast, the PASI 75 rate for the placebo group barely nudged at 6%. The difference was enough for the study to hit its primary endpoint and suggest that the drug candidate may have an edge over BMS' Sotyktu. However, the ultimate challenge lies ahead as Takeda prepares to validate these findings in a Phase 3 clinical trial.



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## Who's won an October listing?

Posted 3 October 2023 AM

**BMS's first-in-class plaque psoriasis treatment Sotyktu won a listing on the PBS from 1 October.**

Reimbursement comes half a year after it received a PBAC recommendation at the March meeting, after being deferred at the November meeting.

Sotyktu is expected to take market share from Amgen's **Otezla**, which earned \$17.6 million in pre-rebate R/PBS reimbursements in the financial year ending June 2022, as well as substituting for AbbVie's **Humira** and its generics.

The drug is an oral, selective allosteric tyrosine kinase 2 (TYK2) inhibitor which reduces the overactive immune response responsible for excessive skin cell production. It is taken daily, compared to Otezla's twice-daily regime and in the trials was shown to be more efficacious.

"The reimbursement of this first-in-class therapy option for Australians living with severe chronic plaque psoriasis represents a major milestone in helping to address the substantial, unmet, clinical need for these patients," St Vincent's Hospital Melbourne Head of Dermatology Research, Associate Professor Peter Foley, said.

**Tie  
face-to-face  
and digital  
together**

"Plaque psoriasis is characterised by periods of relapse and remission, with patients often requiring long term (potentially lifelong) treatment to maintain symptom control and prevent flares," Foley said. "Furthermore, individuals exhibit variability in their response to different medications, highlighting the importance of tailoring treatment to patient-specific needs."

Creaky Joints Australia made a submission to PBAC describing the "lack of effective treatment options for patients who cannot use biologics and noted some of the currently available systemic non-biologic treatment options have maximum safe durations of therapy".

The PBAC's recommendation came after a change in the economic model which saw a dramatically reduced net cost to the R/PBS. The revised model predicted uptake of Sotyktu would be 7.5 per cent in the first year, rising to 32.5 per cent in the sixth year. It expects to be reimbursed \$10-20 million in the first year, rising to \$40-50 million in the sixth year. The net cost is expected to remain below \$10 million.




Who's won an October listing?


Pharma in Focus  
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#### Bumper October for PBS

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Two leading researchers battling to cure one's brain cancer have sparked a national conversation, but how novel is their discovery?




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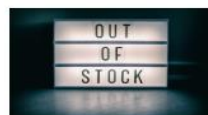


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Actual spending on the PBS was significantly less than forecast six months ago, but the scheme is still enjoying healthy growth.

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**PBAC subs tally hits record low**


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The PBAC will see fewer new drug submissions this year than any year in a decade as submissions overall hit a record low.


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## Bumper October for PBS

By Megan Brodie

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MedNews

October 4, 2023

# Industry media outcomes

October has proven to be a bumper month for PBS listings with four new additions to the reimbursement scheme along with five expansions, but with one of the newcomers funded two years after it was registered, how long did patients have to wait for funded access to these new therapies?

The four new additions to the scheme this month were UCB's BIMZELX (bimekizumab), Astellas' PADCEV (enfortumab vedotin), BMS' SOTYKTU (deucravacitinib), and Juniper Biologics' AKYNZEO IV (fosnetupitant+palonosetron).

All four were recommended by the PBAC early this year and listed at least seven months after recommendation however, the Patient Access Gap (PAG) – or time from when they were added to the ARTG to when they were reimbursed on the PBS – stretches from 336 days for Sotyktu to 730 days for Akynzeo IV.

The listings of Sotyktu and Padcev were arguably the most significant as both were cost-effective listings while Bimzelx and Akynzeo IV were cost-minimisation listings. Despite this, it still took Astellas a year and three PBAC appearances to achieve PBAC recommendation for Padcev as a second-line treatment for urothelial cancer after the promising antibody-drug conjugate was ushered through TGA registration along the Project Orbis pathway.

Astellas initially submitted Padcev to the PBAC March 2022 meeting and, despite the Medical Oncology Group of Australia (MOGA) classifying the first-in-class therapy as having the “highest priority for PBS listing”, the PBAC wanted a 65 per cent price cut in order to recommend it. Astellas returned to PBAC in November with a 50 per cent price cut but PBAC held firm. In February this year, Astellas acquiesced, agreeing to the 65 per cent cut.

The listing is expected to cost the PBS around \$10 million a year (pre-rebate), growing to \$60 million a year by 2030, the PAG for Padcev being 450 days

*“The availability of enfortumab vedotin in Australia is a significant milestone for people living with advanced urothelial cancer who have had limited treatment options and poor survival rates,” Astellas ANZ MD Liz’e Marett said.*





# Industry media outcomes

BMS had a smoother path to reimbursement for Sotyktu after submitting it to the PBAC's November meeting for reimbursement in severe chronic plaque psoriasis (CPP) and, after deferring its decision, the PBAC recommended it in March this year, agreeing with BMS that the therapy was more effective than Amgen's OTEZLA (apremilast) which has a \$17 million PBS market.

As with Astellas, BMS had to significantly cut its price to secure PBAC recommendation, the cut taking the estimated cost of the therapy to the PBS from over \$30 million a year to less than \$10 million over six years, suggesting an 80 per cent price cut. The company did, however, achieve a PAG of 336 days, BMS Australia Medical Director Dr Melinda Munns calling the listing "a positive step toward improving affordable treatment access for Australians living with this disease".

UCB sought a cost-effective listing for its newcomer Bimzelx, the first approved IL-17A/IL-17F inhibitor directly targeting CPP and competing against the biologic disease-modifying anti-rheumatic drug (bDMARDs) class.

Rejected in March 2022, UCB cut its price by nearly 90 per cent in its March 2023 resubmission, taking the estimated annual cost of listing the therapy from \$31.7 million to \$4 million but the PBAC still rejected its claim of superior effectiveness and recommended it be cost-minimised to the least costly of five specified bDMARDs. The PAG for Bimzelx was 555 days.

***"We believe that bimekizumab has the potential to raise expectations of what psoriasis treatment can deliver,"  
UCB Australia Head of Immunology Francesca Bianco said.***

Also freshly listed on 1 October was an intravenous, fixed dose combination version of nausea and vomiting treatment AKYNZEO, formerly owned by Mundipharma and now owned by Juniper Biologics. Juniper sought a listing for Akynzeo IV cost-minimised to MSD's EMEND IV (fosaprepitant), the net (pre-rebate) cost of the addition less than \$10 million over six years.

Akynzeo IV was registered on the ARTG in March 2020 and despite being recommended first time by the PBAC, its PAG was 730 days.

**MSD secures Pathway A listing**

# Industry media outcomes

Recommended first time by the PBAC in November and offered a Pricing Pathway A to facilitate a quick PBS listing, MSD's KEYTRUDA (pembrolizumab) was expanded on the PBS as a treatment for cervical cancer on 1 October.

The TGA approved Keytruda for cervical cancer along its priority pathway in just 137 days last year, the blockbuster then taking an additional 407 days to secure reimbursement – an example of how even when recommended by the PBAC on first submission and offered a fast pricing track, Australia's reimbursement system continues to be sluggish at best in post-PBAC pricing negotiations.

Also securing an expansion on the PBS were two therapies PBS-listed for Spinal Muscular Atrophy (SMA): Roche's EVRYSDI (risdiplam) and Novartis' ZOLGENSMA (onasenmogene abeparvovec). Zolgensma moved quickly through post-PBAC processing to jump onto the PBS after being recommended by PBAC on resubmission at its July meeting as a treatment for pre-symptomatic treatment of patients aged up to nine months.

Evrysdi was recommended in March this year on resubmission for adults with SMA who did not receive treatment as a paediatric patient, and for additional patients aged under three cost-minimised to Biogen's SPINRAZA (nusinersen).

Also on resubmission, Amgen secured recommendation for expanded access to KYPROLIS (carfilizomib) as a triplet therapy in combination with lenalidomide and dexamethasone for relapsed or refractory multiple myeloma (RRMM) in March 2022, the listing this month occurring almost seven years after Kyprolis was registered as a triplet on the ARTG in December 2016.

While Amgen submitted Kyprolis for PBAC consideration in December 2016, it was rejected at the time. The resubmission estimates the listing would secure 35 per cent of the RRMM market share as a second-line treatment, arguing triplet therapies are increasingly replacing doublets.

While the PSD estimated the cost of the listing as approximately \$10 million to \$20 million a year by 2027, PBAC rejected Amgen's request for an increase in the patient cap to allow for growth in patient numbers. However, the PBAC acknowledged that future revisions to the caps may be needed given the changing treatment algorithm for multiple myeloma with the availability of multiple new therapies.

Last, Juniper has also secured an amendment in the restriction criteria for its fixed-dose nausea combination AKYNZEO (netupitant+palonosetron) this month, rounding out the five expanded listings on the PBS and what was the equal best month for new and expanded PBS listings this year.

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TV outcomes



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## TEN News First, midday promo

Channel 10

October 9, 2023, 12:00PM

Duration: 0:07

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## Ten News First, midday promo – 12:00PM

Clearing skin at less cost – the new psoriasis treatment  
that's listed on the PBS

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## TEN News First, midday preview

Channel 10

October 9, 2023, 12:20PM

Duration: 0:08

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## Ten News First, midday preview – 12:20PM

Help to stop the itch! The PBS adds a new psoriasis treatment to its list

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**TEN News First, midday news**

Channel 10

October 9, 2023, 12:37PM

Duration: 0:43

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## **Ten News First, midday news – 12:37PM**

**A new treatment for one of Australia's most common skin rashes is available**

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# TV media outcomes



**Nine News, preview**

Channel 9

October 9, 2023, 2:05PM

Duration: 0:06

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## **Nine News, preview – 2:05PM**

The new medication to treat psoriasis and is available on the PBS

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- Imparja Longreach
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# TV media outcomes



**Nine Afternoon News, Brisbane**

Channel 9

October 9, 2023, 4:45PM

Duration: 0:31

[Link](#)

## **Nine Afternoon News – 4:45PM**

A new medication has become available for sufferers of severe chronic psoriasis, a disease that is not only physically debilitating but mentally too

### **Syndicated to 3 metro & regional TV stations**

- **Imparja Longreach**
- **Imparja Mt Isa**
- **NBN Gold Coast**

# TV media outcomes



**Nine Afternoon News, Sydney**

Channel 9

October 9, 2023, 4:49PM

Duration: 0:18

[Link](#)

## **Nine Afternoon News – 4:49PM**

A new medication has become available for sufferers of severe chronic plaque psoriasis, a skin condition that is not only physically debilitating but mentally too

### **Syndicated to 8 metro & regional TV stations**

- **Nine Darwin**
- **Imparja Alice Springs**
- **NBN Central Coast**
- **NBN Coffs Harbour**
- **NBN Lismore**
- **NBN Newcastle**
- **NBN Tamworth**
- **NBN Taree**



# TV media outcomes

## Ten News First – 5:26PM

Thousands living with a common skin condition can now access a new treatment that has hope to bring more relief for sufferers

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- TEN Newcastle
- TEN Riverina
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- TEN Townsville
- TEN Central Queensland
- TEN Wide Bay
- TEN Canberra



**Ten News First, National**

Channel 10

October 9, 2023, 5:26PM

Duration: 0:46

[Link](#)

# TV media outcomes



## Nine News First at Five, Perth

Channel 9

October 9, 2023, 5:32PM

Duration: 2:40

[Link](#)

## Nine News First at Five – 5:32PM

People living with severe chronic plaque psoriasis  
can now access a new treatment through the  
Pharmaceutical Benefit Scheme

Syndicated to 1 metro TV station

- WIN Western Australia

# TV media outcomes

## WIN News – 5:34PM

Eligible patients suffering with severe chronic plaque psoriasis can now access a new treatment for the disease listed on the Pharmaceutical Benefit Scheme

### Syndicated to 6 metro & regional TV stations

- WIN Cairns
- WIN Toowoomba
- WIN Rockhampton
- WIN Sunshine Coast
- WIN Orange
- WIN Dubbo



**WIN News, Townsville**

Channel 9

October 9, 2023, 5:34PM

Duration: 0:48

[Link](#)



# TV media outcomes

## WIN News – 5:34PM

Eligible patients with severe chronic plaque psoriasis can now access a new treatment for the disease listed on the Pharmaceutical Benefit Scheme

### Syndicated to 2 metro & regional TV stations

- WIN Ballarat
- WIN Shepparton



**WIN News, Bendigo**

Channel 9

October 9, 2023, 5:34PM

Duration: 0:50

[Link](#)

# TV media outcomes



**Nine Afternoon News, Adelaide**

Channel 9

October 9, 2023, 5:52PM

Duration: 0:33

[Link](#)

## **Nine Afternoon News – 5:52PM**

A new medicine has become available for sufferers of severe chronic plaque psoriasis, a disease that is not only physically debilitating but mentally too

### **Syndicated to 2 metro & regional TV stations**

- **WIN Mt Gambier**
- **WIN Riverland**

# TV media outcomes



**Nine National News, Brisbane**

Channel 9

October 9, 2023, 6:31PM

Duration: 0:30

[Link](#)

## **Nine National News – 6:31PM**

It's a disease that weighs heavily on sufferers, severe chronic plaque psoriasis, a disease that is not only physically debilitating but mentally too

### **Syndicated to 11 metro & regional TV stations**

- **Nine Gold Coast**
- **Imparja Alice Springs**
- **Imparja Longreach**
- **Imparja Mt Isa**
- **River FM**
- **WIN Cairns**
- **WIN Mackay**
- **WIN Rockhampton**
- **WIN Sunshine Coast**
- **WIN Toowoomba**
- **WIN Townsville**



# TV media outcomes



**Nine National News, Sydney**

Channel 9

October 9, 2023, 6:33PM

Duration: 0:32

[Link](#)

## **Nine National News – 6:33PM**

It's a disease that weighs heavily on sufferers, severe chronic plaque psoriasis, a disease that is not only physically debilitating but mentally too

### **Syndicated to 7 metro & regional TV stations**

- **WIN Albury**
- **WIN Canberra**
- **WIN Griffith**
- **WIN Orange**
- **WIN Wagga Wagga**
- **WIN Wollongong**
- **WIN Dubbo**

# TV media outcomes



**Nine National News, Perth**

Channel 9

October 9, 2023, 6:36PM

Duration: 0:29

[Link](#)

## **Nine National News – 6:36PM**

It's a disease that weighs heavily on sufferers, severe chronic plaque psoriasis, a disease that is not only physically debilitating but mentally too

**Syndicated to 1 regional TV station**

- **WIN Western Australia**

# TV media outcomes



**Nine National News, Darwin**

Channel 9

October 9, 2023, 6:39PM

Duration: 0:29

[Link](#)

**Nine National News – 6:39PM**  
It's a disease that weighs heavily on sufferers,  
severe chronic plaque psoriasis, a disease that is  
not only physically debilitating but mentally too



# TV media outcomes

## WIN News – 5:37PM

Eligible patients suffering with severe chronic plaque psoriasis can now access a new treatment for the disease listed on the Pharmaceutical Benefit Scheme

Syndicated to 1 regional TV station

- WIN Dubbo



**WIN News, Orange**

Channel 9

October 9, 2023, 5:37PM

Duration: 0:50

[Link](#)




Online media outcomes




# Online media outcomes

**ABC NEWS**


**Health**




Scott 'lost lots of jobs' because of ADHD. He wants others to know what the condition is like



Ettie fell over playing 'monster, monster'. She's still feeling the impact of concussion 18 months later



Don's skin disease is common but trying to manage it consumed his life for 15 years

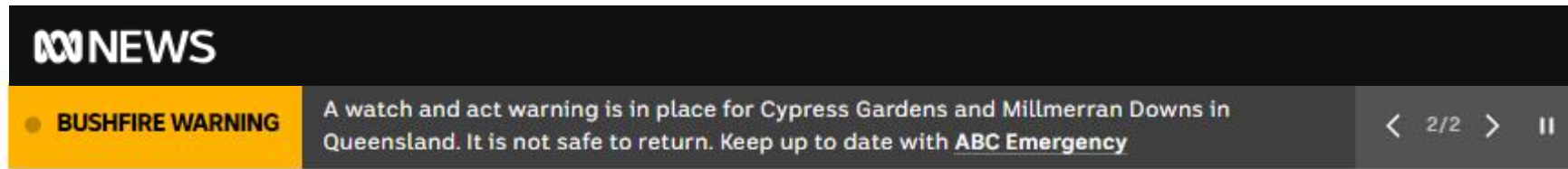


Damian's lived with constant pain for years, but now he's seeing results with immersion therapy

[More Health →](#)



# Online media outcomes



## Health

Fitness   Medicine   Mental Health   Diet and Nutrition



### Scott 'lost lots of jobs' because of ADHD. He wants others to know what the condition is like

As a child Scott Wynands was "very hot tempered" and inquisitive — once putting a sandwich in a VHS player — but being diagnosed with ADHD at 43 helped him make sense of his life's trajectory.



### Ettie fell over playing 'monster, monster'. She's still feeling the impact of concussion 18 months later

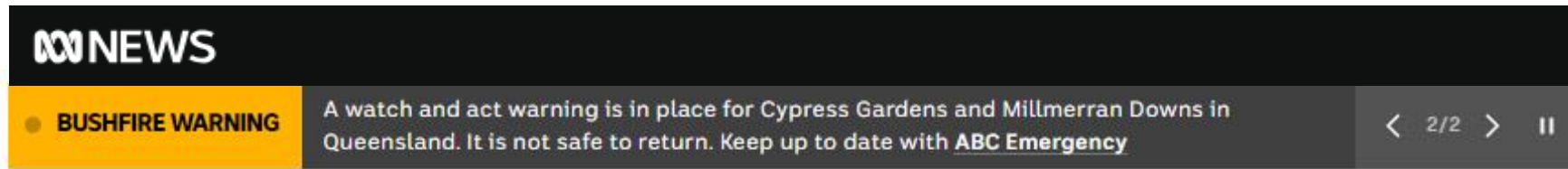
Most concussions don't happen on the sports field. Brain injury is a risk for everyone — and a single knock can have lasting consequences — but it is under recognised in the community and can be difficult to get support.



### Don's skin disease is common but trying to manage it consumed his life for 15 years

Psoriasis affects an estimated 2 to 4 per cent of Australians, and its physical, mental and financial toll can be devastating.

# Online media outcomes



## Health

Fitness   Medicine   Mental Health   Diet and Nutrition



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# Online media outcomes

**9NEWS**

Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

## Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

ABC North Qld / By Lily Nothing

Posted Mon 23 Oct 2023 at 9:48am



Don Flood-Warren says his struggles with psoriasis took a serious toll on his mental health. (ABC North Qld: Chloe Chomicki)

Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden

ABC North Qld  
Audience: 4,861,430  
October 23, 2023



# Online media outcomes

Don Flood-Warren long avoided picking up his grandkids because they didn't like his "scaly bits".

The disability pensioner, 69, has struggled with psoriasis for 15 years and says the skin condition contributed to his depression.

"I was very conscious of it and embarrassed of it. I didn't go out much," he said.

What started as small, itchy patches of red skin eventually spread across his body.

"I'd have to trim my nails every couple of days or wear gloves to bed so I didn't scratch, because I'd wake up the next morning and there'd be blood," he said.

"I was uncomfortable even sitting because it was on the lower back and on the backs of my legs."

Psoriasis is a chronic inflammatory skin condition that affects an estimated 2 to 4 per cent of the Australian population.

Mr Flood-Warren is among the almost 20,000 Australians with a severe form of the disease.

The north Queensland man would make the almost five-hour round trip from his home near Cardwell to Cairns for light therapy two to three times a week.

It is a journey he repeated for 13 years.

"It kept it at bay but it never really cured it," Mr Flood-Warren said.



Psoriasis is a common skin condition but can be debilitating. (Supplied)



Mr Flood-Warren would spend hours driving each week to receive medicated light treatment for his psoriasis. (ABC North Qld: Chloe Chomicki)

**Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden**

ABC North Qld  
Audience: 4,861,430  
October 23, 2023

# Online media outcomes

## More than skin deep

Townsville University Hospital dermatologist Aaron Boyce said psoriasis could be triggered by infection, stress and sometimes medication.

"It doesn't take a lot of scratching below the surface to realise that the impact of skin disease is more than just disease of the skin," Dr Boyce said.

"Simple things that most people would take for granted – like being able to go down to the swimming pool, or having children climb on your lap – people that suffer with skin problems find those simple things sometimes stressful, and sometimes they start to avoid them as well.

"Unless you've got personal experience, or if you've seen someone who suffered with a skin disease, [the impact] is often grossly underestimated."



Aaron Boyce says psoriasis can be triggered by infection, stress and medication. (Supplied)



# Online media outcomes

North Queensland woman Gail Frew, 75, has been dealing with psoriasis for two decades and said she was often embarrassed to leave the house.

"It puts a bit of a block on your life," she said.

"People look at you like you're germy ... you can tell by the look on their face."

## New drug offering hope

There is no cure for psoriasis, but there is a range of treatment options – including topical creams and lotions, medicated light treatment and oral or injected medications.

A new drug – deucravacitinib, sold under the name Sotyktu – was listed on the Pharmaceutical Benefits Scheme this month for people with severe forms of the disease.

A small group of north Queensland patients have been trialling the drug for the past few months as part of an early access program.

Both Ms Frew and Mr Flood-Warren have reported a dramatic improvement in their condition.

"I'm so happy that something has come along which has actually showed some results," Ms Frew said.

Mr Flood said the difference had been life-changing.

"I just feel normal again," he said.



Gail Frew has struggled with psoriasis for two decades. (Supplied)



# Online media outcomes

Dr Boyce said access to treatment could often be more challenging for regional Australians because of a shortage of dermatologists.

"A lot of dermatologists preferentially work in major capital cities and we need more dermatologists in regional areas," he said.

"We're working really hard to make sure that that happens but it's slow progress – training up a dermatologist takes five years.

"Hopefully, in time, it's going to be easier and easier and easier for our communities to be able to see a dermatologist, to benefit from the advice, and then access these new medications."



A new drug to treat psoriasis was listed on the PBS this month. (ABC North Qld: Chloe Chomicki)



The chronic inflammatory skin disease affects an estimated 2 to 4 per cent of Australians. (Supplied)

**Psoriasis is a common and sometimes debilitating skin disease – but its real toll is hidden**

ABC North Qld  
Audience: 4,861,430  
October 23, 2023

# Online media outcomes

## The Courier Mail

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#### PBS relief at hand for tortured skin-disease sufferers

A retired North Queensland tradie who became a recluse as he fought a painful skin disease says help has arrived for himself and other Australian battlers.



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These 20 employees were caught out in a shameful act of dishonesty, stealing from their workplaces. See the sneaky behaviour that led them to face courts across the state.



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**Chronic plaque psoriasis: PBS relief medicine available for skin disease**

The Courier Mail – News & Townsville

Audience: 376,250

October 12, 2023

# Online media outcomes

<https://www.couriermail.com.au/news/townsville/chronic-plaque-psoriasis-pbs-relief-medicine-available-for-skin-disease/news-story/5a79414c9fb080c56adb87826b1fffa5?btr=55f9b8b0e792fcfeec5bcd3376b9b7d0>

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"It just continued to spread: I stopped going out; I never went swimming, and I always wore a long shirt and long pants – I hated the way I looked, and I did everything to hide my skin plaques," he said.

"I was more embarrassed than anything. Everywhere I sat, I would leave bloodstains through my pants."



Former plasterer and tiler, father-to-three and grandfather-to-three, Donald Flood-Warren, 69, from Cardwell, North Queensland, has battled severe chronic plaque psoriasis for 15 years. Picture: Supplied



# Online media outcomes

Psoriasis is caused by an abnormal immune reaction resulting in skin cells growing at a faster rate than the skin sheds, leading to the development of scaly, itchy and painful patches of skin known as plaques.

The father of three said he first developed guttate psoriasis, which progressively manifested into severe chronic plaque psoriasis.



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“The plaques started on my back and people continued to point them out. They were so painful and unpleasant, that when I itched them, my skin would weep and bleed,” he said.

“I would scratch my back, behind my shoulders, the backs of my knees and my skin would come off. I was constantly covered in spots, marks and scars.”

The disease took a heavy toll on Mr Flood-Warren, particularly his mental health.

“The disease triggered a lot of depression because I had to lose so much time trying to find an effective, available treatment,” he said.

“I was so self-conscious. When it flared badly, it was really uncomfortable to wear clothes so I wouldn’t go out that much.”



Medical experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines have proven ineffective. Picture: Supplied

# Online media outcomes

## The Courier Mail

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Mr Flood-Warren urged fellow sufferers to never give up hope or delay visiting a doctor or dermatologist.

“When I was diagnosed with severe chronic plaque psoriasis 15 years ago, I was only offered two treatment options,” he said.

“Had today’s range of subsidised and accessible treatment options been available back then, they may have prevented me from unnecessarily enduring years of suffering.”

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An altercation at a North Queensland pub before a 20-year-old man vanished will form part of investigations into one of the nation's most baffling cold cases.




Townsville


### PBS relief at hand for tortured skin-disease sufferers


A retired North Queensland tradie who became a recluse as he fought a painful skin disease says help has arrived for himself and other Australian battlers.



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## Townsville

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Heartbroken friends and family of a father-of-three who was killed in a horrific two-vehicle collision in Townsville's north are pleading for public help to bring him home.



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**Cameron Bates** Follow

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An estimated 19,000 Australian adults currently living with severe chronic plaque psoriasis now have access to a treatment on the federal government's Pharmaceutical Benefit Scheme. Picture: Supplied

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Former plasterer and tiler, father-to-three and grandfather-to-three, Donald Flood-Warren, 69, from Cardwell, North Queensland, has battled severe chronic plaque psoriasis for 15 years. Picture: Supplied

# Online media outcomes

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# Online media outcomes

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### PBS relief at hand for tortured skin-disease sufferers


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### NQ teachers named among best in Queensland

A Townsville special-needs teacher is one of two North Queensland educators to have been bestowed prestigious state teaching awards.



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Those who owe money to the state government can expect to have their cars clamped and seized soon. See the eye-watering amount of debt Townsillites owe.

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Townsville Bulletin – News

Audience: 26,875

October 12, 2023

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# Online media outcomes



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 Cameron Bates [Follow](#)

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Former plasterer and tiler, father-to-three and grandfather-to-three, Donald Flood-Warren, 69, from Cardwell, North Queensland, has battled severe chronic plaque psoriasis for 15 years. Picture: Supplied



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# Online media outcomes

## Gold Coast Bulletin

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The Daily Telegraph – News & Townsville

Audience: 468,750

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 Cameron Bates Follow

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Audience: 412,500

October 12, 2023

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 **Cameron Bates** Follow

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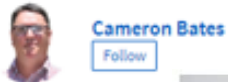
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The Hobart Mercury – News & Townsville

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**Chronic plaque psoriasis: PBS relief medicine available for skin disease sufferers**

The Advertiser (Adelaide)

Audience: 248,750

October 12, 2023



# Online media outcomes

## The Advertiser

WE'RE FOR SA

Psoriasis is caused by an abnormal immune reaction resulting in skin cells growing at a faster rate than the skin sheds, leading to the development of scaly, itchy and painful patches of skin known as plaques.

The father of three said he first developed guttate psoriasis, which progressively manifested into severe chronic plaque psoriasis.



Psoriasis is caused by an abnormal immune reaction resulting in skin cells growing at a faster rate than the skin sheds, leading to the development of scaly, itchy and painful patches of skin known as plaques. Picture: Supplied

"The plaques started on my back and people continued to point them out. They were so painful and unpleasant, that when I itched them, my skin would weep and bleed," he said.

"I would scratch my back, behind my shoulders, the backs of my knees and my skin would come off. I was constantly covered in spots, marks and scars."

The disease took a heavy toll on Mr Flood-Warren, particularly his mental health.

"The disease triggered a lot of depression because I had to lose so much time trying to find an effective, available treatment," he said.

"I was so self-conscious. When it flared badly, it was really uncomfortable to wear clothes so I wouldn't go out that much."



Medical experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines have proven ineffective. Picture: Supplied



# Online media outcomes

**The Advertiser**  
WE'RE FOR SA

Mr Flood-Warren, who is also a grandfather of three, said it became impossible to make plans with family and friends because he never felt like going out.

“I was too preoccupied with finding an effective treatment for my condition to control the flares.”

Eligible Queensland patients now have access to Sotyktu on the PBS.

Medical experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines have proven ineffective.

Research has shown that the global incidence of psoriasis has risen over the past 30 years due to genetic and environmental factors.

Mr Flood-Warren urged fellow sufferers to never give up hope or delay visiting a doctor or dermatologist.

“When I was diagnosed with severe chronic plaque psoriasis 15 years ago, I was only offered two treatment options,” he said.

“Had today’s range of subsidised and accessible treatment options been available back then, they may have prevented me from unnecessarily enduring years of suffering.”

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**Devastated mum, kids lose it all in mystery inferno**

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A retired North Queensland tradie who became a recluse as he fought a painful skin disease says help has arrived for himself and other Australian battlers.



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**Townsville**

### PBS relief at hand for tortured skin-disease sufferers

A retired North Queensland tradie who became a recluse as he fought a painful skin disease says help has arrived for himself and other Australian battlers.



**Chronic plaque psoriasis: PBS relief medicine available for skin disease**

NT News – News & Townsville

Audience: 30,125

October 12, 2023

# Online media outcomes

<https://www.ntnews.com.au/news/townsville/chronic-plaque-psoriasis-pbs-relief-medicine-available-for-skin-disease/news-story/5a79414c9fb080c56adb87826b1fffa5?btr=55f9b8b0e792fcfeec5bcd3376b9b7d0>



News > Townsville

## Chronic plaque psoriasis: PBS relief medicine available for skin disease

A retired North Queensland tradie who became a recluse as he fought a painful skin disease says help has arrived for himself and other Australian battlers.



Cameron Bates

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2 min read October 12, 2023 - 7:00AM



An estimated 19,000 Australian adults currently living with severe chronic plaque psoriasis now have access to a treatment on the federal government's Pharmaceutical Benefit Scheme. Picture: Supplied

A retired North Queensland tradie who became a virtual recluse as he fought a painful skin disease says help has finally arrived for himself and thousands of other Australian battlers.

An estimated 19,000 adults currently living with severe chronic plaque psoriasis now have access to a treatment on the government's Pharmaceutical Benefit Scheme.

Former plasterer and tiler Donald Flood-Warren, 69, of Cardwell said he had been on the losing end of a battle against psoriasis for 15 years.

"It just continued to spread: I stopped going out; I never went swimming, and I always wore a long shirt and long pants – I hated the way I looked, and I did everything to hide my skin plaques," he said.

"I was more embarrassed than anything. Everywhere I sat, I would leave bloodstains through my pants."



Former plasterer and tiler, father-to-three and grandfather-to-three, Donald Flood-Warren, 69, from Cardwell, North Queensland, has battled severe chronic plaque psoriasis for 15 years. Picture: Supplied



# Online media outcomes

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"I was so self-conscious. When it flared badly, it was really uncomfortable to wear clothes so I wouldn't go out that much."



Medical experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines have proven ineffective. Picture: Supplied

# Online media outcomes



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Mr Flood-Warren urged fellow sufferers to never give up hope or delay visiting a doctor or dermatologist.

“When I was diagnosed with severe chronic plaque psoriasis 15 years ago, I was only offered two treatment options,” he said.

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Severe chronic plaque psoriasis.

New reimbursed treatment for Aussie adults living with common inflammatory skin disease - psoriasis

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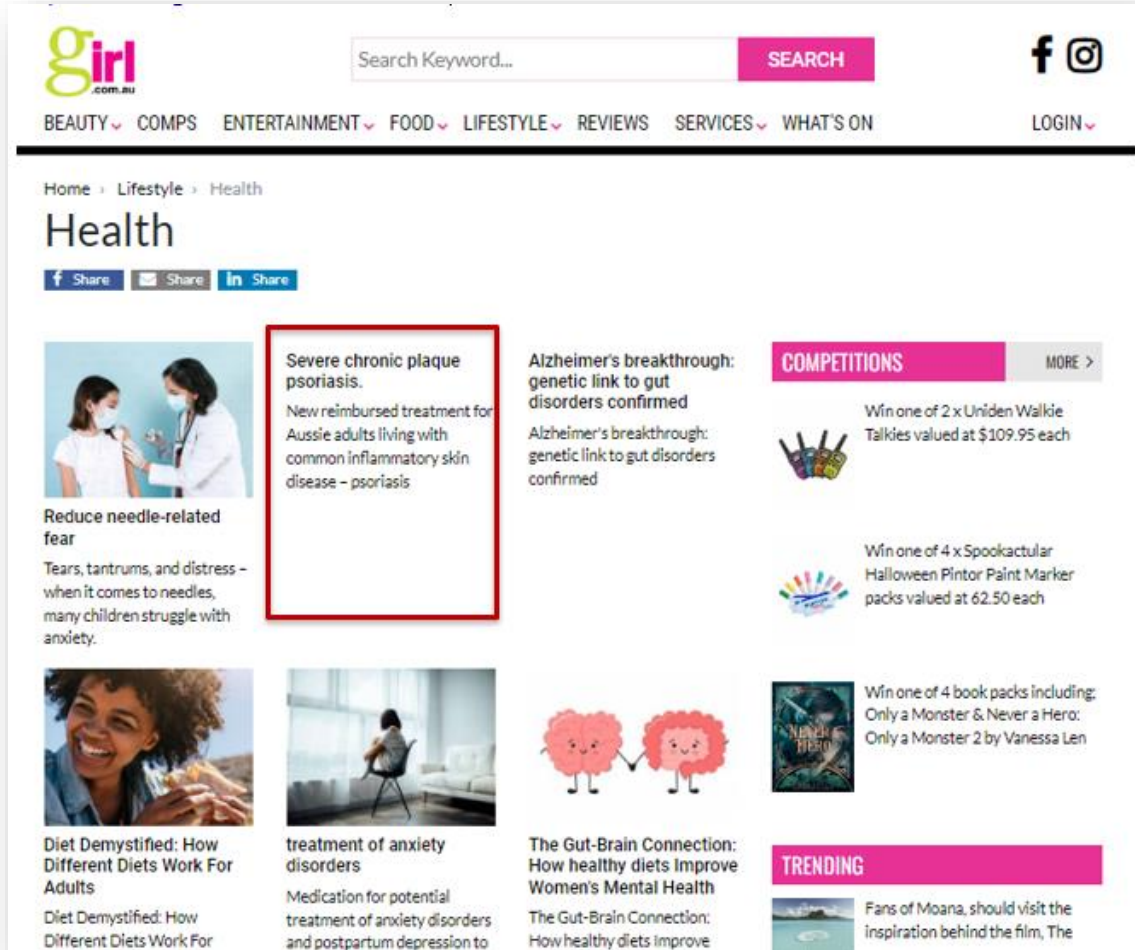
Severe chronic plaque psoriasis.

New reimbursed treatment for Aussie adults living with common inflammatory skin disease - psoriasis



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New reimbursed treatment for Aussie adults living with common inflammatory skin disease – psoriasis

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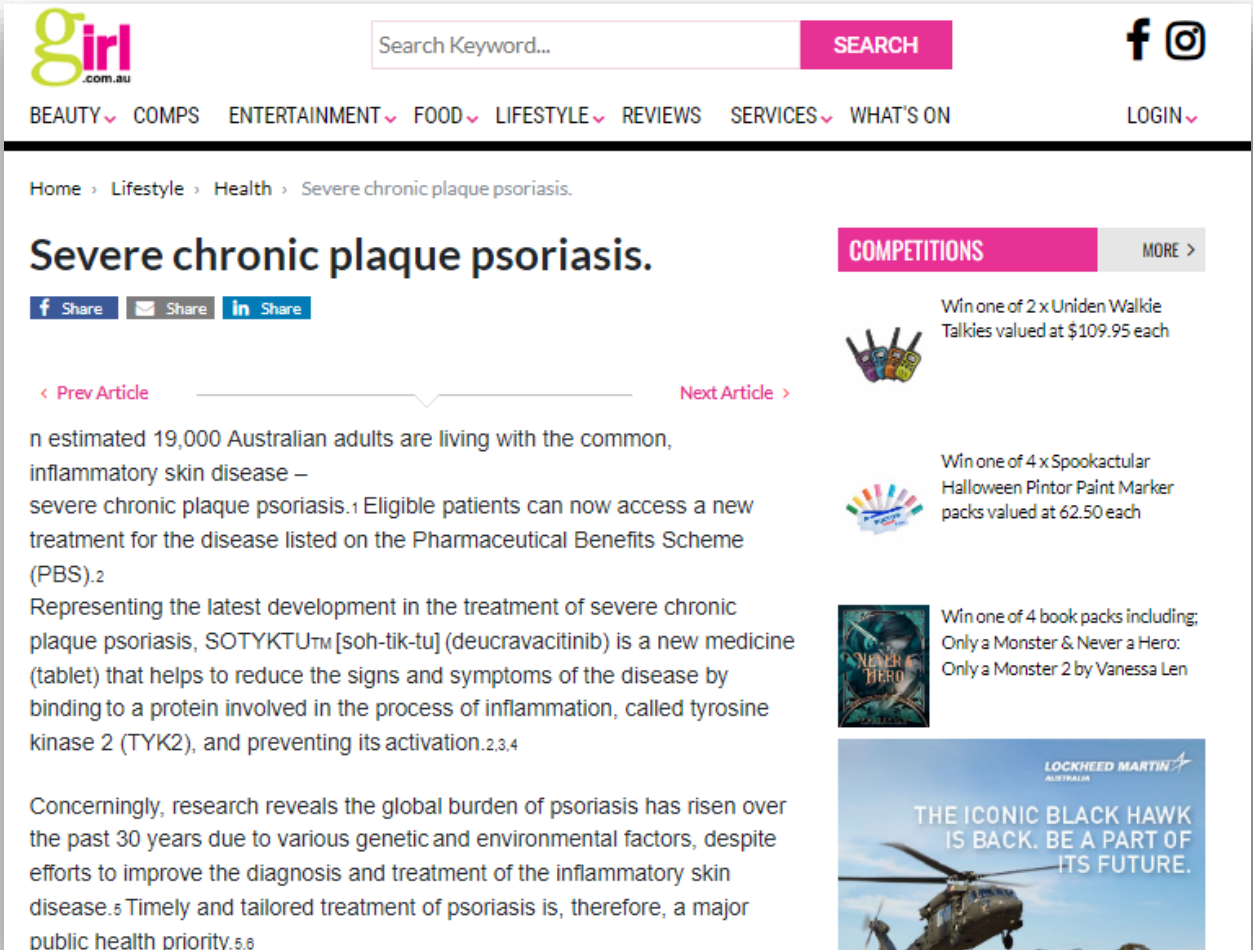
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<https://www.girl.com.au/severe-chronic-plaque-psoriasis.htm>



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## Severe chronic plaque psoriasis.

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**LOCKHEED MARTIN AUSTRALIA**  
THE ICONIC BLACK HAWK IS BACK. BE A PART OF ITS FUTURE.

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n estimated 19,000 Australian adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.<sup>1</sup> Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).<sup>2</sup>

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYKTU™ (deucravacitinib) is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine kinase 2 (TYK2), and preventing its activation.<sup>2,3,4</sup>

Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.<sup>5</sup> Timely and tailored treatment of psoriasis is, therefore, a major public health priority.<sup>5,6</sup>

# Online media outcomes

According to Clinical Associate Professor and Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions, and ointments) or other available oral (by mouth) medicines have proven ineffective.

"Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.<sup>3,7</sup>

"The disease is most commonly diagnosed in young adults, although it can present at any age,"<sup>7</sup> said A/Prof Shumack.

"Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases. The disease features red, violet, or grey raised plaques, depending on the patient's skin tone. Often covered in silvery scales, these plaques can crack, bleed, and become itchy and painful."<sup>3,7,8</sup>

Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart and blood vessels.<sup>9, 10</sup> The disease also affects a person's mental health, and can cause difficulty sleeping,<sup>11</sup> and contribute to shame and stigma.<sup>12</sup> More than five per cent of those living with severe plaque psoriasis exhibit depression or suicidal thoughts,<sup>13</sup> as the disease can result in social disconnection and prevent a person from achieving their personal and professional goals.<sup>14</sup>

The treatment of severe chronic plaque psoriasis can also prove expensive, with those afflicted spending up to thousands of dollars on treatments each

year.<sup>15</sup>

Dermatologist and founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

"The availability of an additional, reimbursed treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, and financial toll of the disease.

"As clinicians, we welcome the listing of SOTYKTU – a medicine (tablet) for Australians who may not have achieved relief from symptoms with topical [applied to the skin] or other available oral [taken by mouth] medicines, to date," Dr Rodrigues said.

Hair-and-makeup artist, Emma, 44, Sydney, has been living with severe chronic plaque psoriasis for more than 25 years. She first noticed "dry, red, flaky patches of skin" all over her back, at 17 years of age.

Emma visited her GP and was subsequently diagnosed with plaque psoriasis. Within 10 days of her diagnosis, Emma's body was "covered in skin plaques" that spread from her upper to lower back, to her stomach, and down her legs and arms.



# Online media outcomes

"I end up shedding skin plaques all over my clothes and people who I meet," said Emma.

The disease has since imposed a heavy toll on Emma's physical, mental, social, and professional health, and wellbeing. It has also significantly compromised her romantic relationships.

"My skin plaques start on my upper back, and then move to my lower back, my stomach, down my legs, and down my arms. My flare-ups are really severe. One spot can become 2,000 spots within 10 days!" Emma said.

"The disease has affected my relationships and altered my personality. I've had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.

"It has kept me from being in long-term romantic relationships, and has made me feel insecure in my relationships," said Emma.

"I just feel different to other people. If I have good skin one day, then meet someone, and then the following day I'm covered from head-to-toe in red, itchy, scaly skin plaques, I feel like that person will judge me.

"People also tend to be mistakenly concerned about catching my disease, and are therefore, hesitant to make physical contact with me," Emma said.

After trialling a plethora of "creams, lotions and potions" to help control her severe chronic plaque psoriasis over the past 27 years, Emma has only recently, found relief, although her disease still continues to "fluctuate, and occasionally flare".

Emma therefore welcomes the Federal Government's PBS listing of a new treatment for severe chronic plaque psoriasis.

"The availability of another treatment designed to effectively manage disease flare-ups, is great news for our patient community," said Emma.

Psoriasis Australia Chief Executive Officer, Murray Turner, Melbourne, welcomed the reimbursement of SOTYKTU for Australians living with severe chronic plaque psoriasis.

"Given severe chronic plaque psoriasis can substantially compromise a person's quality of life, the subsidisation of a new treatment will provide patients with additional treatment options that are tailored to their needs, at an affordable price," Murray said.

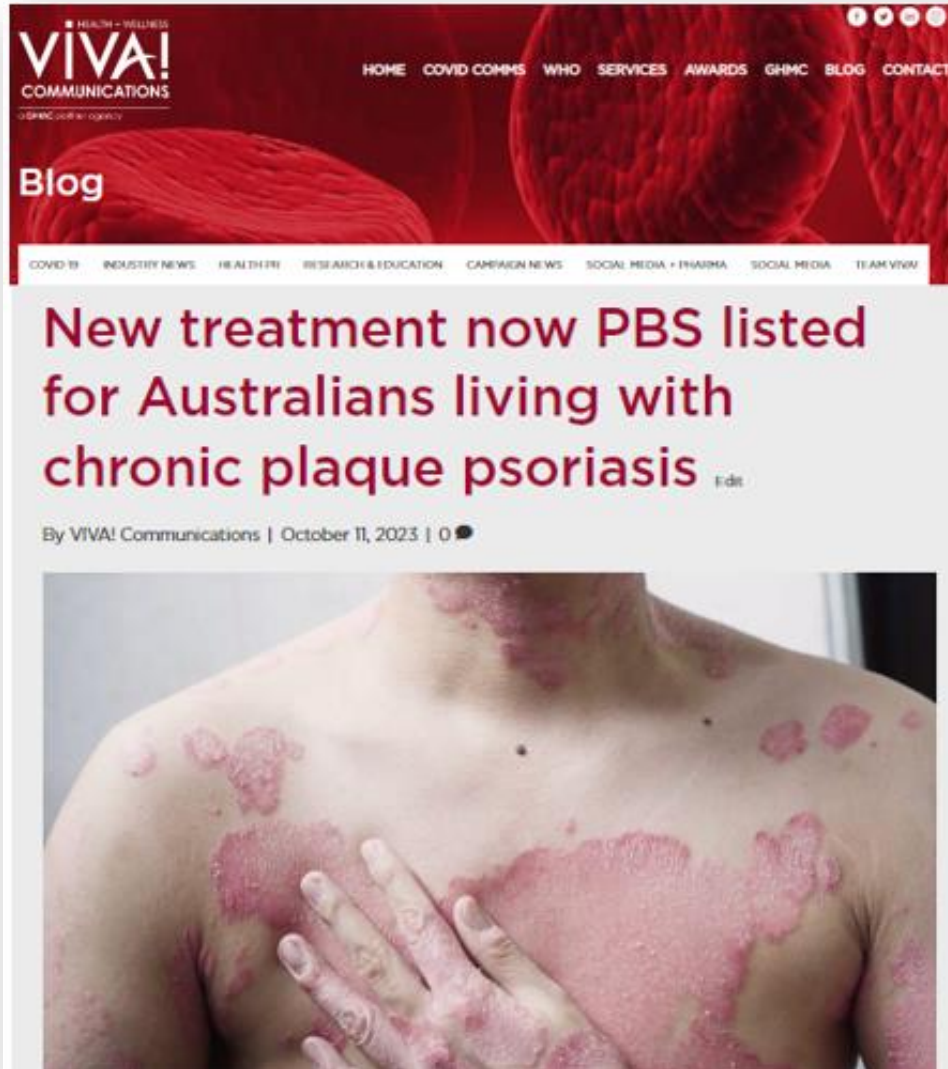
"The listing represents a major milestone for the psoriasis patient community, and is an important step towards fulfilling an unmet, clinical need," said Medical Director for Bristol Myers Squibb Australia and New Zealand, Dr Melinda Munns, Melbourne.

"We are delighted to be expanding the innovative treatment range for severe chronic plaque psoriasis on the PBS."



# Online media outcomes

<https://vivacommunications.com.au/blog/new-treatment-now-pbs-listed-for-australians-living-with-chronic-plaque-psoriasis/>



The October 1, 2023 Pharmaceutical Benefits Scheme (PBS) listing of a new, once-daily, oral treatment for severe chronic plaque psoriasis represents good news for the estimated 19,000 Australian adults living with the common inflammatory skin disease.

At VIVA! Communications, we are proud to be supporting the communication of this PBS listing announcement, working in partnership with Bristol Myers Squibb Australia & the Federal Health Minister, Mark Butler MP.

With recent research revealing the global burden of psoriasis has risen over the past 30 years, delivering timely & tailored treatment to this patient population is now, more than ever, a major public health priority.

According to Clinical Associate Professor & Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, the reimbursement of a new treatment represents a positive step forward for Australian adults living with chronic severe plaque psoriasis.

"Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.

"Chronic plaque psoriasis accounts for approximately nine in 10 (90 per cent) of all psoriasis cases," said A/Prof Shumack.

"The disease features red, violet, or grey raised plaques, depending on the patient's skin tone. Often covered in silvery scales, these plaques can crack, bleed, & become itchy & painful.

"Living with severe chronic plaque psoriasis places people at a higher risk of developing other health problems, such as disorders affecting the heart & blood vessels," A/Prof Shumack said.

"The disease also affects a person's mental health, & can cause difficulty sleeping, & contribute to shame & stigma."

Dermatologist & Founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said given psoriasis symptoms can flare and subside over time, the disease typically requires life-long management.

# Online media outcomes

"The availability of an additional, reimbursed treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental, & financial toll of the disease."

Hair-&-makeup artist, Emma, 44 Sydney, has been living with severe chronic plaque psoriasis for more than 25 years. She first noticed "dry, red, flaky patches of skin" all over her back, at 17 years of age. Emma visited her GP & was subsequently diagnosed with plaque psoriasis. Within 10 days of her diagnosis, Emma's body was "covered in skin plaques" that spread from her upper to lower back, to her stomach, & down her legs & arms.

"I end up shedding skin plaques all over my clothes & people who I meet.

"My skin plaques start on my upper back, & then move to my lower back, my stomach, down my legs, & down my arms. My flare-ups are really severe. One spot can become 2,000 spots within 10 days!" said Emma.

"The disease has affected my relationships & altered my personality. I've had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.

"It has kept me from being in long-term romantic relationships, & has made me feel insecure in my relationships," Emma said.

"People also tend to be mistakenly concerned about catching my disease, & are therefore, hesitant to make physical contact with me."

After trialling a plethora of "creams, lotions & potions" to help control her severe chronic plaque psoriasis over the past 27 years, Emma has only recently, found relief, although her disease still continues to "fluctuate, & occasionally flare."

Reflecting on this month's PBS listing for a new treatment for severe chronic plaque psoriasis, Emma said, "The availability of another treatment designed to effectively manage disease flare-ups, is great news for our patient community."

To learn more about severe chronic plaque psoriasis, watch our pieces to camera featuring A/Prof Shumack & Emma, below!

#PBS #listing #severe #chronic #plaque #psoriasis #skin #disease

# Radio media outcomes – NSW

## 2GB, Sydney, 12:04pm, October 9, 2023

- Audience: 296,815
- Duration: 0:34
- Audio grab from Dr John Frew

**A new treatment offering relief for psoriasis is being listed on the PBS. The inflammatory skin disease affects about 19,000 Australians. It's triggered by lifestyle, or medical stresses.**

**The University of New South Wales' Dr John Frew, says the Sotyktu tablet will help ease symptoms.**

*"This is a new, exciting medication that is a once a day, convenient, oral tablet for treatment of moderate to severe plaque psoriasis. So, it's a real game changer for those people who otherwise have need to give themselves multiple injections over a period of time."*

## **Story syndicated to 12 regional & metro radio stations:**

- |        |                  |                      |
|--------|------------------|----------------------|
| • 2GN  | • 2UE            | • 2WEB Outback Radio |
| • 2LT  | • 2XL            | • i98FM              |
| • 2MAX | • 2YOU FM        |                      |
| • 2NUR | • Coast FM       |                      |
| • 2QN  | • Great Lakes FM |                      |





- Audience: 296,815
- Duration: 0:06
- Live read

**Story syndicated to 12 regional & metro radio stations: WABC Radio**

- 2GN
- 2LT
- 2MAX
- 2NUR
- 2QN
- 2UE
- 2XL
- 2YOU FM
- Coast FM
- Great Lakes FM
- i98FM

# Radio media outcomes – NSW

## WSFM, Sydney, 06:00am, October 10, 2023

- Audience: 108,286
- Duration: 0:24
- Audio Grab from Dr Ryan De Cruz

**A new treatment for the painful skin condition psoriasis will become available on the PBS from today. Sotyktu is a new drug helping to reduce signs and symptoms of the disease.**

**Dr Ryan De Cruz says there are currently tens of thousands of Aussie sufferers.**

*"The percentage of patients varies from up to 2% of the population. So, we're talking up to millions of patients each year who suffer from this disease."*

## Hope 103.2, Sydney, 06:00am, October 10, 2023

- Audience: 50,000
- Duration: 0:49
- Audio Grab from Murray Turner

**Australians living with psoriasis now have a cheaper treatment option, with a new drug listed on the PBS. An estimated 1.6 million people have the common inflammatory skin disease, with about 19,000 adults thought to be living with severe chronic plaque psoriasis.**

**CEO of Psoriasis Australia, Murray Turner, says this treatment option may be suitable for people who don't want to go to the point of giving themselves injections.**

*"It still covers the moderate to severe psoriasis. It's oral medication, it's having it on the market now provides greater choice for those that have the condition and for those they can talk to their dermatologist about it and it could be something that fits into their lifestyle."*



# Radio media outcomes – NSW

## River FM, Sydney, 11:03am, October 10, 2023

- Audience: 14,073
- Duration: 0:22
- Audio Grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease psoriasis. A new drug treating the painful condition has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimekizumab or Bimzelx, and an oral agent known as Sotyktu.”*



## 2EC, Bega, 12:01pm, October 10, 2023

- Audience: 3,000
- Duration: 0:22
- Audio Grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease psoriasis. A new drug treating the painful condition has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimekizumab or Bimzelx, and an oral agent known as Sotyktu.”*





# Radio media outcomes – VIC

## SEN Breakfast, Melbourne, 06:30am, October 10, 2023

- Audience: 38,858
- Duration: 0:08
- Live read

**Welcome news for Australians living with psoriasis who now have a cheaper treatment option with a new drug listed on the PBS.**

## SEN, Melbourne, 07:01am, October 10, 2023

- Audience: 38,858
- Duration: 0:09
- Live read

**A cheaper treatment option is now available for the 1.6 million Australians living with psoriasis, with the new drug listed on the PBS.**

## SEN Breakfast, Melbourne, 07:32am, October 10, 2023

- Audience: 38,858
- Duration: 0:09
- Live read

**A cheaper treatment option is now available for 1.6 million Australians living with psoriasis, with a new drug listed on the PBS.**



# Radio media outcomes – VIC

## SEN Breakfast, Melbourne, 08:27am, October 10, 2023

- Audience: 38,858
- Duration: 0:09
- Live read

**A cheaper treatment option is now available for 1.6 million Australians living with psoriasis, with a new drug listed on the PBS**

## SEN, Melbourne, 09:24am, October 10, 2023

- Audience: 38,858
- Duration: 0:07
- Live read

**Australians living with psoriasis now have a cheaper treatment option, with a new drug listed on the PBS**

## SEN Track, Melbourne, 09:35am, October 10, 2023

- Audience: 38,858
- Duration: 0:06
- Live read

**Australians living with psoriasis now have a cheaper treatment option, with a new drug listed on the PBS**



# Radio media outcomes – VIC

## [SEN Mornings, Melbourne, 10:23am, October 10, 2023](#)

- Audience: 38,858
- Duration: 0:06
- Live read

**Australians living with psoriasis now have a cheaper treatment option, with a new drug listed on the PBS**



## [SEN Track, Melbourne, 10:27am, October 10, 2023](#)

- Audience: 38,858
- Duration: 0:07
- Live read

**Australians living with psoriasis now have a cheaper treatment option, with a new drug listed on the PBS**





# Radio media outcomes – VIC

## Bay FM, Geelong, 07:02am, October 10, 2023

- Audience: 14,543
- Duration: 0:22
- Audio grab from Dr Michael Freeman

**Thousands of Aussies living with psoriasis now have cheaper access to a potentially life changing drug.**

**Sotyktu, which is taken daily in tablet form, is now on the PBS, and Dermatologist Michael Freeman says it is considered to be very safe.**

*"In terms of interactions, it is very safe, it doesn't react with any other drugs, so it has an excellent safety profile."*

## Bay FM, Geelong, 09:04am, October 10, 2023

- Audience: 14,543
- Duration: 0:22
- Audio grab from Dr Michael Freeman

**Thousands of Aussies living with psoriasis now have cheaper access to a potentially life changing drug.**

**Sotyktu, which is taken daily in tablet form, is now on the PBS, and Dermatologist Michael Freeman says it is considered to be very safe.**

*"In terms of interactions, it is very safe, it doesn't react with any other drugs, so it has an excellent safety profile."*



# Radio media outcomes – ACT

## 2CC, Canberra, 06:00am, October 10, 2023

- Audience: 42,188
- Duration: 0:44
- Audio grab from Jane Hinton

**A new listed PBS medicine is treating thousands of Australians struggling with psoriasis. Sotyktu is a once a day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation.**

**Psoriasis usually features red, violet, or grey raised plaques.**

**Canberra woman, Jane Hinton, says she hadn't received any relief until a local doctor got her onto Sotyktu.**

**Story syndicated to 1 radio station:**

- 2CA



# Radio media outcomes – ACT

## 2CC Breakfast, Canberra 06:16am, October 10, 2023

- Audience: 52,188

- Duration: 0:06

**A new listed PBS medicine is treating thousands of Australians struggling with psoriasis**

**Story syndicated to 1 radio station:**

- 2CA



## 2CC, Canberra, 08:31am, October 10, 2023

- Audience: 12,188
- Duration: 0:40
- Audio grab from Jane Hinton

**A new listed PBS medicine is treating thousands of Australians struggling with psoriasis.**

**Sotyktu is a once a day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation. Psoriasis usually features red, violet, or grey raised plaques.**

**Canberra woman Jane Hinton says she hadn't received any relief until a local doctor got her onto Sotyktu."**



**Story syndicated to 1 radio station:**

- 2CA



# Radio media outcomes – ACT

## 2CC, Canberra, 12:05pm, October 10, 2023

- Audience: 12,188
- Duration: 0:42
- Audio grab from Jane Hinton

**A new listed PBS medicine is treating thousands of Australians struggling with psoriasis. Sotyktu is a one day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation.**

**Psoriasis usually features red, violet, or grey raised plaques.**

**Canberra woman Jane Hinton says she hadn't received any relief until a local doctor got her onto Sotyktu.**

**Story syndicated to 1 radio station:**

- 2CA



# Radio media outcomes – ACT

## ABC Radio, Canberra, 3:52pm, October 11, 2023

- Audience: 43,736
- Duration: 0:11
- Live read – promo

**Meanwhile, if you, or someone you know lives with psoriasis, some good news, with the listing of new drugs on the PBS.**

**You'll find all about it after the 4pm news.**



**Radio  
CANBERRA**

# Radio media outcomes – ACT

[ABC Radio, Canberra, 4:08pm, October 11, 2023](#)

- Audience: 53,736
- Duration: 08:00
- Talk back with Pharmacy Guild of Australia ACT President, Simon Black

**If you're someone who lives with psoriasis; if you know someone who does, it can be quite a tricky and painful and difficult thing. There's no known cure for psoriasis, but there are a lot of treatments that can help people to keep it under control. And on that front, there has been some good news with a new addition to the PBS this month.**

**To explain, from the Pharmacy Guild of Australia, the ACT Branch President, Simon Black, is on the phone.**

**Hi Simon.**

**Afternoon Anna.**

**Can you tell us, what is this drug? “Well, there’s actually a couple, but the one that has caught the media’s attention is a drug called deucravacitinib (it’s a mouthful itself), and this is from a family of medications which pharmacists call biologics.**

*So biologics are, I suppose, a new type of medicine that has been created around the world, probably the last, at a guess, maybe 10 years. They are becoming more common. Effectively, they are very specific at targeting certain things. And in this case, this new drug, a biologic, has been decided by the Australian government to be listed on the PBS, which is fantastic, to, to treat adults with moderate to severe plaque psoriasis...”*

 **Radio  
CANBERRA**



# Radio media outcomes – ACT

## Artsound FM, Canberra, 07:02am, October 10, 2023

- Audience: 7,142
- Duration: 0:32
- Audio grab from Dr Michael Freeman

**A new PBS listed medicine is treating thousands of Australians struggling with psoriasis. Sotyktu is a one a day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation.**

**Gold Coast dermatologist, Michael Freeman, says it's a game changer.**

*“We know that approximately 70% of people who take this tablet will be functionally clear of psoriasis and up to 50% will be practically completely clear in terms of interactions. It doesn't react with any other drugs. So it has an excellent safety profile.”*



# Radio media outcomes – ACT

## MIX 106.3FM, Canberra, 12:03pm, October 10, 2023

- Audience: 33,429
- Duration: 0:25
- Audio grab from Dr Ryan De Cruz

**A new treatment for the painful skin condition psoriasis will become available on the PBS from today.**

**Sotyktu is a new drug that helps reduce the signs and symptoms of the disease.**

**Dr Ryan De Cruz says that there are currently tens of thousands of Aussie sufferers.**

*"The percentage of patients is varied from up to 2% of the population.  
So we're talking up to millions of patients each year who suffer from this disease."*

**Story syndicated to 1 metro radio station:**

- Hit 104.7 Canberra



# Radio media outcomes – QLD

## 4BC, Brisbane, 08:03am, October 9, 2023

- Audience: 75,714
- Duration: 0:35
- Audio grab from Dr Michael Freeman

**Thousands of Queenslanders living with the inflammatory skin disease psoriasis are eligible for a new medicine to help treat the condition. Sotyktu is taken once a day, helping to reduce symptoms by binding a protein involved in the inflammation process.**

**Gold Coast dermatologist Michael Freeman says some people won't have to pay.**

*"For those who qualify, or privately, for anybody living with psoriasis, the Government subsidises it for particularly difficult patients, as in, difficult conditions where the psoriasis is moderate to severe."*

## **Story syndicated to 8 regional & metro radio stations:**

- 4SB 1071AM
- 4BU
- 4CRB FM
- 4LG
- 4MK
- 4RO
- Radio 4KZ
- 4BH





# Radio media outcomes – QLD

## 4BC Breakfast, Brisbane, 09:02am, October 9, 2023

- Audience: 107,142
- Duration: 0:35
- Audio grab from Dr Michael Freeman

Thousands of Queenslanders living with the inflammatory skin disease, psoriasis, are eligible for a new medicine to help treat the condition.

Sotyktu is taken once a day, helping to reduce symptoms by binding a protein involved in the inflammation process.

**Gold Coast dermatologist, Michael Freeman, says some people won't have to pay.**

*"For those who qualify, or privately, for anybody living with psoriasis, the Government subsidises it for particularly difficult patients, as in, difficult conditions where the psoriasis is moderate to severe."*

## **Story syndicated to 8 regional & metro radio stations:**

- |              |             |
|--------------|-------------|
| • 4SB 1071AM | • 4MK       |
| • 4BU        | • 4RO       |
| • 4CRB FM    | • Radio 4KZ |
| • 4LG        | • 4BH       |



# Radio media outcomes – QLD

## 4BC, Brisbane, 11:02am, October 9, 2023

- Audience: 93,571
- Duration: 0:35
- Audio grab from Dr Michael Freeman

Thousands of Queenslanders living with the inflammatory skin disease, psoriasis, are eligible for a new medicine to help treat the condition.

Sotyktu is taken once a day, helping to reduce symptoms by binding a protein involved in the inflammation process.

**Gold Coast dermatologist Michael Freeman says some people won't have to pay.**

*"For those who qualify, or privately, for anybody living with psoriasis, the Government subsidises it for particularly difficult patients, as in, difficult conditions where the psoriasis is moderate to severe."*

## **Story syndicated to 8 regional & metro radio stations:**

- |              |             |
|--------------|-------------|
| • 4SB 1071AM | • 4MK       |
| • 4BU        | • 4RO       |
| • 4CRB FM    | • Radio 4KZ |
| • 4LG        | • 4BH       |



# Radio media outcomes – QLD

## 4BC, Brisbane, 1:25pm, October 9, 2023

- Audience: 80,714
- Duration: 0:09
- Live read

**Queenslanders struggling with psoriasis will have some reprieve with the PBS listing a new treatment for the condition**

## **Story syndicated to 8 regional & metro radio stations:**

- 4SB1071 AM
- 4BU
- 4CRB FM
- 4LG
- 4MK
- 4RO
- Radio 4KZ
- 4BH





# Radio media outcomes – QLD

4BC, Brisbane, 2:03pm, October 9, 2023

- Audience: 81,714
- Duration: 0:44
- Audio grab from Dr Michael Freeman

**Queenslanders struggling with psoriasis will have some reprieve with the PBS listing of a new treatment for the condition.**

**Sotyktu tablets target the protein involved in the inflammation process.**

**Psoriasis can be triggered by environmental, lifestyle or medical stressors.**

**The Gold Coast dermatologist, Dr Michael Freeman, says Queensland has more benefits for those with the condition than those in any other State.**

*"The UV aspect of sunlight can help psoriasis, but if you get sunburnt, it can actually trigger psoriasis, which is a little bit tricky. Many people find that psoriasis in general for them, is better in Queensland, than say Melbourne, because they are outside and getting sunlight on their skin."*

**Story syndicated to 8 regional & metro radio stations:**

- |              |             |
|--------------|-------------|
| • 4SB1071 AM | • 4MK       |
| • 4BU        | • 4RO       |
| • 4CRB FM    | • Radio 4KZ |
| • 4LG        | • 4BH       |



# Radio media outcomes – QLD

## SEN Q, Brisbane, 07:01am, October 10, 2023

- Audience: 29,857
- Duration: 0:09
- Live read

**Welcome news for Australians living with the skin condition psoriasis, who now have a cheaper treatment option, with a new drug listed on the PBS**



## Nova 106.9, Brisbane, 08:01am, October 10, 2023

- Audience: 84,715
- Duration: 0:14
- Live read

**A new PBSlisted medicine could provide relief for thousands of Aussies struggling with psoriasis. Sotyktu is a once a day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation.**



## Nova 106.9, Brisbane, 08:32am, October 10, 2023

- Audience: 84,715
- Duration: 0:14
- Live read

**A new PBS listed medicine could provide relief for thousands of Aussies struggling with psoriasis. Sotyktu is a one day tablet which helps to reduce the signs and symptoms of the disease by targeting the process of inflammation.**

# Radio media outcomes – QLD

## ABC, North Queensland, Townsville Breakfast, 07:51am, October 10, 2023

- Audience: 46,143
- Duration: 05:00
- Talk back with Dr Aaron Boyce

**Well, some positive news for you this morning if you're a sufferer of the inflammatory skin condition, psoriasis, with access to a new treatment on the PBS.**

**Let's find out more from Dr Aaron Boyce, who is a dermatologist with the Townsville University Hospital. He's with us now. Dr Boyce, thank you for your time this morning.**

**What is different, what has changed with this new treatment?**

*"Well look, this is a new treatment, a new class of medications, for people with chronic plaque psoriasis. It's going to open up a really exciting new option for people with a particular bad and severity of the disease that we haven't had up until now.*

**How widespread is the condition?**

*"Look it's probably between 2 to 4% of the population, which is up to 1.5 million people in Australia. It's a huge number, and within that, there's almost 20,000 people with severe diseases as well. The impact of this disease on our community is pretty huge actually..."*





# Radio media outcomes – QLD

## [ABC, North Queensland, 06:33am, October 23, 2023](#)

- Audience: 86,143
- Duration: 0:47
- Audio grab from Gail Frew

**North Queensland patients struggling with psoriasis say their quality of life has improved dramatically after taking part in an early access medication scheme.**

**The chronic inflammatory skin condition affects an estimated 2 to 4% of Australians.**

**A new drug was listed on the Pharmaceutical Benefits Scheme this month to treat more severe forms of the disease.**

**Bowen woman, Gail Frew, says after two decades trying to manage her psoriasis, the results have been staggering.**

*"It's been a very long journey because it puts a bit of a block on your life. You don't really feel like going anywhere other than the necessary places. But with this new drug, I'm just so happy. I'm just hoping that it keeps working because it's doing a wonderful job."*



# Radio media outcomes – QLD

## ABC, North Queensland, 07:33am, October 23, 2023

- Audience: 96,143
- Duration: 0:47
- Audio grab from Gail Frew

**North Queensland patients struggling with psoriasis say their quality of life has improved dramatically after taking part in an early access medication scheme.**

**The chronic inflammatory skin condition affects an estimated 2 to 4% of Australians.**

**A new drug was listed on the Pharmaceutical Benefits Scheme this month to treat more severe forms of the disease.**

**Bowen woman, Gail Frew, says after two decades trying to manage her psoriasis, the results have been staggering.**

*"It's been a very long journey because it puts a bit of a block on your life. You don't really feel like going anywhere other than the necessary places. But with this new drug, I'm just so happy. I'm just hoping that it keeps working because it's doing a wonderful job."*



# Radio media outcomes - QLD

## Hot FM 91.1, Sunshine Coast, 11:03am, October 10, 2023

- Audience: 13,586
- Duration: 0:24
- Audio Grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease psoriasis. A new drug treating the painful condition has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimekizumab or Bimzelx, and an oral agent known as Sotyktu.”*



## ABC, Wide Bay, 08:47am, October 13, 2023

- Audience: 76,143
- Duration: 6:55
- Talk back with Dr Jason Wu

**We all know that sensation when something makes your skin crawl. But for tens of thousands of Australians living with psoriasis, that feeling can be endless, really excruciating and really quite isolating as well. But thankfully there is some relief in sight.**

**Dr Jason Wu is the Director of Clinical Services Dermatology at the Princess Alexandra Hospital.**

**Jason, good morning. First of all, remind us what psoriasis is and how it impacts on sufferers.**

*“Psoriasis is a fairly common chronic inflammatory skin disease which affects about 2 per cent of the population and there's a couple of peak onsets.....”*





# Radio media outcomes - WA

## 6PR, Perth, 08:03am, October 9, 2023

- Audience: 193,572
- Duration: 0:39
- Audio grab from Dr John Frew

**A new treatment offering relief for psoriasis is being listed on the Pharmaceutical Benefits Scheme.**

**The inflammatory skin disease affects around 19,000 Australians and is triggered by environments, lifestyle or medical stressors.**

**The University of New South Wales Doctor, John Frew, says the Sotyktu tablet will help ease symptoms.**

*"This is a new, exciting medication that is a once a day, convenient, oral tablet for treatment of moderate to severe plaque psoriasis. So it's a real game changer for those people who otherwise have needed to give themselves multiple injections over a period of time."*

**Story syndicated to 1 metro radio station:**

- 6iX Perth



# Radio media outcomes - WA

## 6PR, Perth, 08:33am, October 9, 2023

- Audience: 181,858
- Duration: 0:39
- Audio grab from Dr John Frew

**A drug to help treat the inflammatory skin disease, psoriasis, is being made more accessible.**

**Sotyktu is a tablet that, if taken once a day, can help relieve symptoms.**

**It's being added to the Pharmaceutical Benefits Scheme.**

**The University of New South Wales' Dr John Frew says it will be a game changer for those living with the condition.**

*"Psoriasis is a very common condition that affects up to 2 to 3 per cent of people worldwide. It's very debilitating because it's a very visible disease causing a lot of itch, pain, discomfort, as well as social anxiety.*

*So being able to clear people who have been suffering from this chronic disease for decades, is really great to have available."*

**Story syndicated to 1 metro radio station:**

- 6iX Perth



# Radio media outcomes – WA

6PR, Perth, 11:03am, October 9, 2023

- Audience: 122,787
- Duration: 0:39
- Audio grab from Dr John Frew

**A drug to help treat the inflammatory skin disease, psoriasis, is being made more accessible.**

**Sotyktu is a tablet that, if taken once a day, can help relieve symptoms.**

**It's being added to the Pharmaceutical Benefits Scheme.**

**The University of New South Wales' Dr John Frew says it will be a game changer for those living with the condition.**

*"Psoriasis is a very common condition that affects up to 2 to 3 per cent of people worldwide. It's very debilitating because it's a very visible disease causing a lot of itch, pain, discomfort, as well as social anxiety.*

*So being able to clear people who have been suffering from this chronic disease for decades, is really great to have available."*

**Story syndicated to 1 metro radio station:**

- 6iX Perth





# Radio media outcomes - WA

## 6PR 882, Perth, 11:30am, October 9, 2023

- Audience: 102,787
- Duration: 0:45
- Audio grab from Dr John Frew

**A drug to help treat the inflammatory skin disease, psoriasis, is being made more accessible.**

**Sotyktu is a tablet that, if taken once a day, can help relieve symptoms.**

**It's being added to the Pharmaceutical Benefits Scheme.**

**The University of New South Wales' Dr John Frew says it will be a game changer for those living with the condition.**

*"Psoriasis is a very common condition that affects up to 2 to 3 per cent of people worldwide. It's very debilitating because it's a very visible disease causing a lot of itch, pain, discomfort, as well as social anxiety.*

*So being able to clear people who have been suffering from this chronic disease for decades, is really great to have available."*

**Story syndicated to 1 metro radio station:**

- 6iX Perth



# Radio media outcomes - WA

## 6PR, Perth, 2:03pm, October 9, 2023

- Audience: 74,929
- Duration: 0:39
- Audio grab from Dr John Frew

**A drug to help treat the inflammatory skin disease, psoriasis, is being made more accessible.**

**Sotyktu is a tablet that, if taken once a day, can help relieve symptoms.**

**It's being added to the Pharmaceutical Benefits Scheme.**

**The University of New South Wales' Dr John Frew says it will be a game changer for those living with the condition.**

*"Psoriasis is a very common condition that affects up to 2 to 3 per cent of people worldwide. It's very debilitating because it's a very visible disease causing a lot of itch, pain, discomfort, as well as social anxiety.*

*So being able to clear people who have been suffering from this chronic disease for decades, is really great to have available."*

**Story syndicated to 1 metro radio station:**

- 6iX Perth



# Radio media outcomes – WA

## 96FM, Perth, 3:04pm, October 9, 2023

- Audience: 72,429
- Duration: 0:11
- Live read

**Good news today for the tens of thousands of Australians living with the skin condition, psoriasis. A new drug treating the painful condition has been added to the PBS.**

## Curtin FM, Perth, 10:02am, October 9, 2023

- Audience: 88,304
- Duration: 0:35
- Audio grab from Dr John Frew

**A new treatment offering relief for psoriasis is being listed on the PBS.**

**The inflammatory skin disease affects about 19,000 Australians. It's triggered by the environment, lifestyle or medical stressors.**

**The University of New South Wales' Dr John Frew says the Sotyktu tablet will help ease symptoms.**

*"This is a new, exciting medication that is a once-a-day, convenient, oral tablet for treatment of moderate-to-severe plaque psoriasis.*

*So it's a real game-changer for those people who otherwise would need to give themselves multiple injections over a period of time."*



**CURTIN RADIO**  
*A Lifetime of Music*



# Radio media outcomes – WA

## Sonshine 98.5FM, Perth, 10:02am, October 9, 2023

- Audience: 72,000
- Duration: 0:35
- Audio grab from Dr John Frew

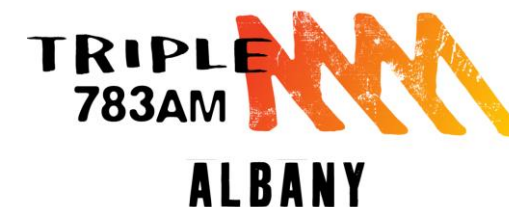


**A new treatment offering relief for psoriasis is being listed on the PBS. The inflammatory skin disease affects about 19,000 Australians. It's triggered by the environment, lifestyle or medical stressors.**

**The University of New South Wales' Dr John Frew says the Sotyktu tablet will help ease symptoms.**

*"This is a new, exciting medication that is a once-a-day, convenient, oral tablet for treatment of moderate-to-severe plaque psoriasis.*

*So it's a real game-changer for those people who otherwise would need to give themselves multiple injections over a period of time."*



**Story syndicated to 1 regional radio station:**

- Triple M Albany

# Radio media outcomes – TAS

## LA FM, Launceston, 4:03pm, October 9, 2023

- Audience: 169,215
- Duration: 0:26
- Audio grab from Dr Ryan De Cruz

**A new treatment for the painful skin condition psoriasis became available on the PBS from today.**

**Sotyktu is a new drug that helps reduce the signs and symptoms of the condition.**

**Dr Ryan De Cruz says there are currently tens of thousands of Aussie sufferers.**

*"The percentage of patients varies from up to 2 per cent of the population. We're talking up to millions of patients each year who suffer from this disease."*

**Story syndicated to 4 regional & metro radio stations:**

- 7AD
- 7BU
- 7SD
- Ho FM



# Radio media outcomes – TAS

## LA FM, Launceston, 5:03pm, October 9, 2023

- Audience: 169,215
- Duration: 0:21
- Audio grab from Dr Ryan De Cruz

**Tens of thousands of Aussies living with the skin condition psoriasis can access a drug on the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimzelx, and an oral agent known as Sotyktu.”*

**Story syndicated to 4 regional & metro radio stations:**

- 7AD
- 7BU
- 7SD
- Ho FM





# Radio media outcomes – TAS

## ABC Radio, Hobart, 4:53pm, October 10, 2023

- Audience: 44,476
- Duration: 06:11
- Talkback interview with Dr Aaron Boyce

**Have you heard of psoriasis before? It's a long-term, inflammatory disease that affects the skin and nails. And it's one of those conditions where the cause of which, remains unknown, despite the fact 125 million people are living with it, in all its different forms today. You may be one of those.**

**Dr Aaron Boyce is a Dermatologist from Townsville University Hospital, and has more details on this because we thought it's something we should check in on, and see what it is, and just how to manage it.**

**Dr Boyce, hello to you.**

**Good day, Lucy. How are you going?**

**I'm well, thank you. And I know quite a few people that live with psoriasis, but for those that don't know what it is, can you explain it for us?**

*"Yeah, absolutely. So psoriasis is one of the most common skin diseases that we as dermatologists see. It affects somewhere between 2 to 4 per cent of the population. Some estimates are possibly even higher than that to be honest. So if we extrapolate that across the country, extremely common. And within that there's probably almost 20,000 people living with severe disease as well..."*



# Radio media outcomes – SA

## Cruise 1323, Adelaide, 2:03pm, October 9, 2023

- Audience: 39,180
- Duration: 00:13
- Live read

**A treatment for the painful skin condition psoriasis becomes available on the PBS today. Sotyktu is a new drug that helps reduce the signs and symptoms of the disease.**

## Cruise 1323, Adelaide, 11:01am, October 10, 2023

- Audience: 45,714
- Duration: 00:23
- Audio grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease, psoriasis. A new drug treating the painful condition has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimzelx and an oral agent known as Sotyktu.”*



# Radio media outcomes – SA

## Cruise 1323, Adelaide, 12:02pm, October 10, 2023

- Audience: 47,000
- Duration: 00:23
- Audio grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease, psoriasis.**

**A new drug treating the painful condition has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimzelx and an oral agent known as Sotyktu.”*





# Radio media outcomes – SA

5AA, Adelaide, 06:34am, October 10, 2023

- Audience: 22,286
- Duration: 00:38
- Audio grab from Dr Michael Freeman

**A new PBS listed medicine treating thousands of Australians struggling with psoriasis. Sotyktu is a once-a-day tablet which helps reduce the signs and symptoms of the disease by targeting the process of inflammation.**

**Psoriasis usually features red, violet or grey raised plaques.**

**Dermatologist, Michael Freeman, says it's a game-changer.**

*"We know that approximately 70 per cent of people who take this tablet will be functionally clear of psoriasis, and up to 50 per cent will be practically, completely clear. In terms of interactions, it doesn't interact with any other drug. So it has an excellent safety profile."*

**Story syndicated to 1 regional radio station:**

- 5CC Port Lincoln

SEN, SA, 06:35am, October 10, 2023

- Audience: 6,600
- Duration: 00:10
- Live read

**A cheaper treatment option is now available for 1.6 million Australians living with psoriasis, with the new drug listed on the PBS.**



# Radio media outcomes – NT

## MIX 104.9, Darwin, 10:04am, October 10, 2023

- Audience: 14,074
- Duration: 00:24
- Audio grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease psoriasis. A new drug treating the painful condition, has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimzelx and an oral agent known as Sotyktu.”*

## MIX 104.9, Darwin, 11:01am, October 10, 2023

- Audience: 14,074
- Duration: 00:24
- Audio grab from Dr Ryan De Cruz

**Good news today for the tens of thousands of Aussies living with the skin disease psoriasis. A new drug treating the painful condition, has been added to the PBS.**

**Dr Ryan De Cruz reveals what medications will now be cheaper.**

*“Several new agents for chronic plaque psoriasis, including a biologic agent known as Bimzelx and an oral agent known as Sotyktu.”*





Print media outcomes



# Print media outcomes

[https://drive.google.com/file/d/1sRvqYFtE5qGtVuQbZ7ivzix6OZboPx7H/view?usp=drive\\_link](https://drive.google.com/file/d/1sRvqYFtE5qGtVuQbZ7ivzix6OZboPx7H/view?usp=drive_link)

## PBS relief for skin disease

### Cameron Bates

A retired North Queensland tradie who became a virtual recluse as he fought a painful skin disease says help has finally arrived for himself and thousands of other Australian battlers.

An estimated 19,000 adults currently living with severe chronic plaque psoriasis now have access to a treatment on the government's Pharmaceutical Benefit Scheme.

Former plasterer and tiler Donald Flood-Warren, 69, of Cardwell said he had been on the losing end of a battle against psoriasis for 15 years.

"It just continued to spread: I stopped going out; I never went swimming, and I always wore a long shirt and long pants – I hated the way I looked, and I did everything to hide my skin plaques," he said.

"I was more embarrassed than anything. Everywhere I sat, I would leave bloodstains through my pants."

Psoriasis is caused by an abnormal immune reaction resulting in skin cells growing at a faster rate than the skin sheds, leading to the development of scaly, itchy and painful patches of skin known as plaques.

The father of three said he first developed guttate psoriasis, which progressively manifested into severe chronic plaque psoriasis.

"The plaques started on my back and people continued to

point them out. They were so painful and unpleasant, that when I itched them, my skin would weep and bleed," he said.

"I would scratch my back, behind my shoulders, the backs of my knees and my skin would come off. I was constantly covered in spots, marks and scars."

The disease took a heavy toll

on Mr Flood-Warren, particularly his mental health.

"The disease triggered a lot of depression because I had to lose so much time trying to find an effective, available treatment," he said. "I was so self-conscious. When it flared badly, it was really uncomfortable

to wear clothes so I wouldn't go out that much."

He said it became impossible to make plans with family and friends because he never felt like going out.

Eligible Queensland patients now have access to Sotyktu on the PBS.

Medical experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines have proven ineffective.

Research has shown that the global incidence of psoriasis has risen over the past 30 years due to genetic and environmental factors.

Mr Flood-Warren urged fellow sufferers to never give up hope or delay visiting a doctor or dermatologist.

"When I was diagnosed with severe chronic plaque psoriasis 15 years ago, I was only offered two treatment options," he said. "Had today's range of subsidised and accessible treatment options been available back then, they may have prevented me from unnecessarily enduring years of suffering."



Donald Flood-Warren.

# Print media outcomes

[https://drive.google.com/file/d/1e3yExII-U69aDI-TDP5oOFUMDVkFMxVI/view?usp=drive\\_link](https://drive.google.com/file/d/1e3yExII-U69aDI-TDP5oOFUMDVkFMxVI/view?usp=drive_link)

## Hope for sufferers of skin ailment

**Cameron Bates**

A retired North Queensland tradie who became a virtual recluse as he fought a painful skin disease says help has finally arrived for him and thousands of other battlers.

An estimated 19,000 adults currently living with severe chronic plaque psoriasis now have access to a treatment on the government's Pharmaceutical Benefit Scheme.

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tle against psoriasis for 15 years.

"It just continued to spread: I stopped going out; I never went swimming, and I always wore a long shirt and long pants – I hated the way I looked, and I did everything to hide my skin plaques," he said.

"I was more embarrassed than anything. Everywhere I sat, I would leave bloodstains through my pants."

Psoriasis is caused by an immune reaction resulting in skin cells growing at a faster rate than the skin sheds, leading to the development of scaly, itchy and painful patches of skin known as plaques.

The disease has taken a heavy toll on Mr Flood-Warren, particularly his mental health.

Eligible Queensland patients

now have access to Sotyktu on the PBS. Experts, including Townsville Health and Hospital Service dermatologist Dr Aaron Boyce, say the drug may help to reduce the physical, mental and financial toll of the disease, particularly among those for whom topical treatments such as skin creams or oral medicines are ineffective.

Research has shown that the global incidence of psoriasis has risen over the past 30 years due to genetic and environmental factors.



**Donald Flood-Warren**

# Print media outcomes

[https://drive.google.com/file/d/1kxQnS9pwiF6\\_Og8RdZM0KqgU0UC-lzOb/view?usp=share\\_link](https://drive.google.com/file/d/1kxQnS9pwiF6_Og8RdZM0KqgU0UC-lzOb/view?usp=share_link)

## Help for serious skin complaint

THOUSANDS of Queensland adults are living with the common, inflammatory skin disease – severe chronic plaque psoriasis.

Eligible patients can now access a new treatment for the disease listed on the Pharmaceutical Benefits Scheme (PBS).

Representing the latest development in the treatment of severe chronic plaque psoriasis, SOTYK-TUTM is a new medicine (tablet) that helps to reduce the signs and symptoms of the disease by binding to a protein involved in the process of inflammation, called tyrosine

kinase 2 (TYK2), and preventing its activation.

An estimated 19,000 Australians are living with severe chronic plaque psoriasis.

Concerningly, research reveals the global burden of psoriasis has risen over the past 30 years due to various genetic and environmental

factors, despite efforts to improve the diagnosis and treatment of the inflammatory skin disease.

Timely and tailored treatment of psoriasis is, therefore, a major public health priority.

The reimbursement of a new treatment represents a positive step forward for Australian adults

living with chronic severe plaque psoriasis.

Psoriasis is a long-term, inflammatory disease in which an overgrowth of skin cells can be triggered by environmental, lifestyle, or medical stressors.

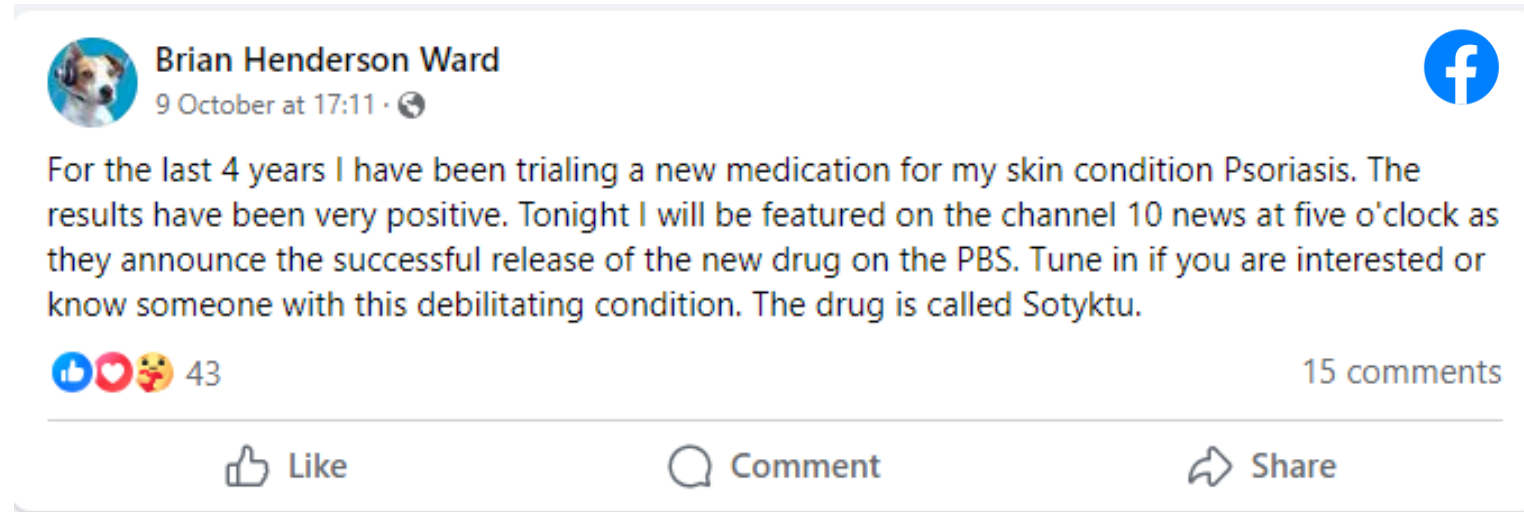
**Psoriasis Australia chief executive Murray Turner**



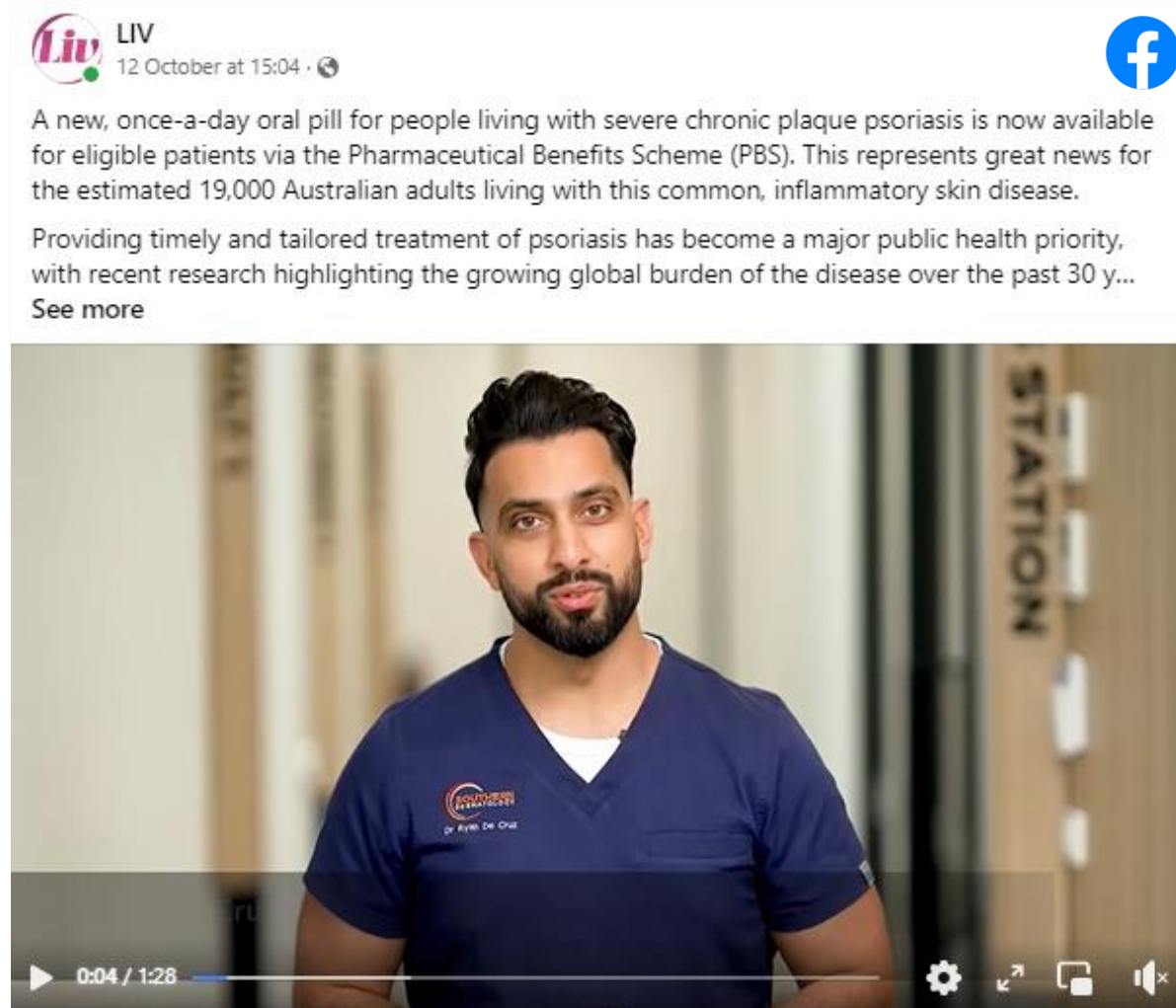


Social media outcomes

# Social media outcomes

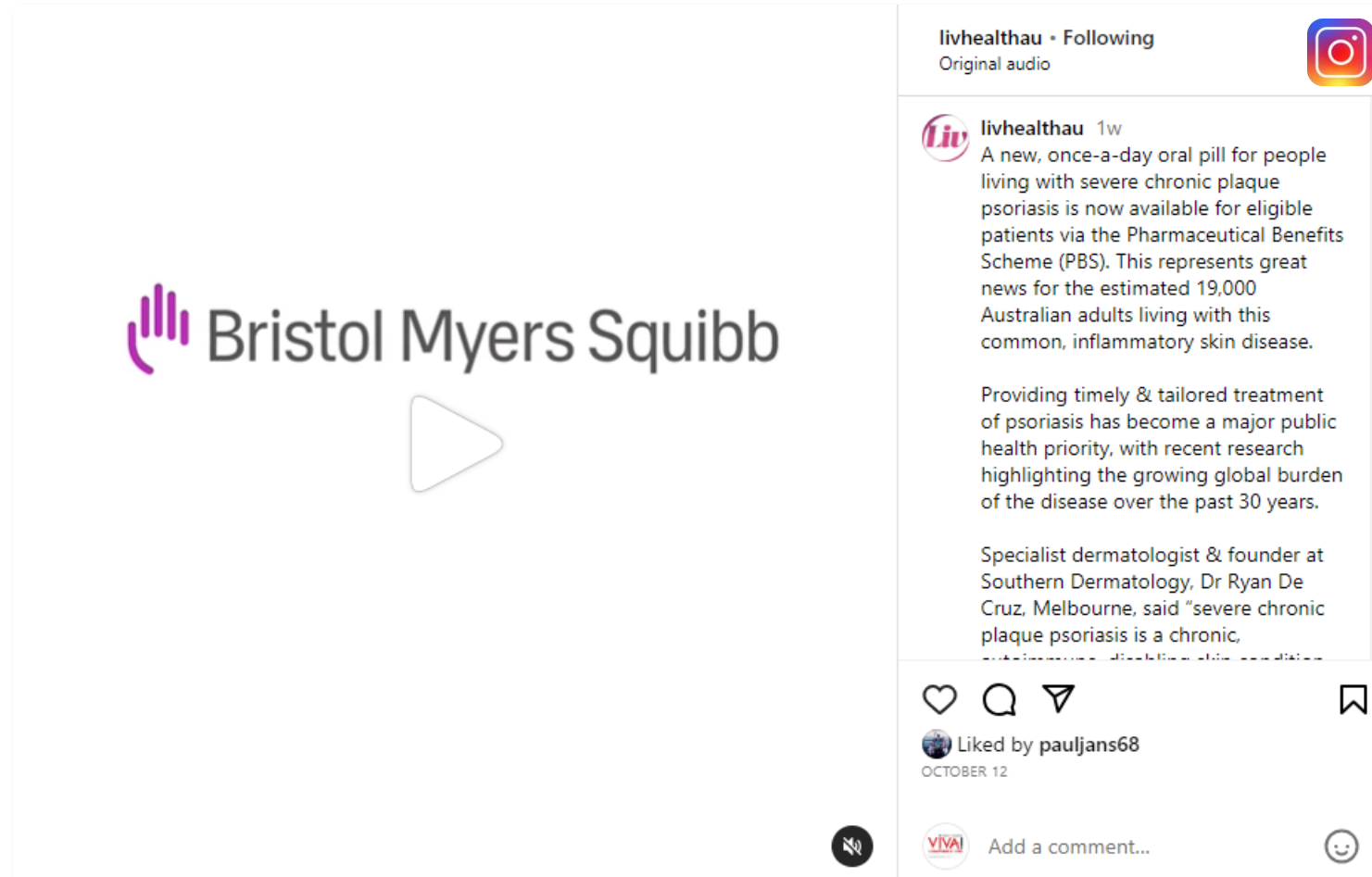


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This week we teamed with [Bristol Myers Squibb](#) & the Federal Health Minister, Mark Butler MP, to support the October 2023 Pharmaceutical Benefits Scheme (PBS) listing announcement of a new, once-daily, oral treatment for severe chronic plaque psoriasis.

Currently, an estimated 19,000 Australian adults are living with this common, inflammatory skin disease featuring an overgrowth of skin cells triggered by environmental, lifestyle, or medical stressors.

Concerningly, the global burden of this disease is rising, which means timely access to proven, cost-effective treatment, is a major public health priority.

Clinical Associate Professor & Staff Specialist at Royal North Shore Hospital, Stephen Shumack, OAM, Sydney, explained the reimbursement of a new treatment represents a positive step forward for Australian adults living with severe chronic plaque psoriasis, especially those for whom topical treatments (skin creams, foams, gels, lotions & ointments) or other available oral (by mouth) medicines have proven ineffective.

Similarly, Dermatologist & founder, Chroma Dermatology, Dr Michelle Rodrigues, Melbourne, said "the availability of an additional, reimbursement treatment for adults living with severe chronic plaque psoriasis may help to reduce the physical, mental & financial toll of the disease."

Hair-&-makeup artist, Emma, 44, Sydney, has been living with severe chronic plaque psoriasis for more than 25 years.

"The disease has affected my relationships & altered my personality. I've had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.



Bristol Myers Squibb

"The disease has affected my relationships & altered my personality. I've had many depressive episodes over the past 27 years of living with severe chronic plaque psoriasis.

"It has kept me from being in long-term romantic relationships, & has made me feel insecure in my relationships," Emma said.

"People also tend to be mistakenly concerned about catching my disease, & are therefore, hesitant to make physical contact with me."

Only recently has Emma found relief from her disease, although she still continues to "fluctuate, & occasionally flare."

To learn more about severe chronic plaque psoriasis, read our blog below & watch our short pieces to camera featuring A/Prof Shumack, OAM & Emma.

[#PBS](#) [#listing](#) [#severe](#) [#chronic](#) [#plaque](#) [#psoriasis](#) [#skin](#) [#disease](#)  
[Psoriasis Australia](#) [National Psoriasis Foundation](#) [Global Healthy Living](#)  
[Foundation Bristol Myers Squibb](#)

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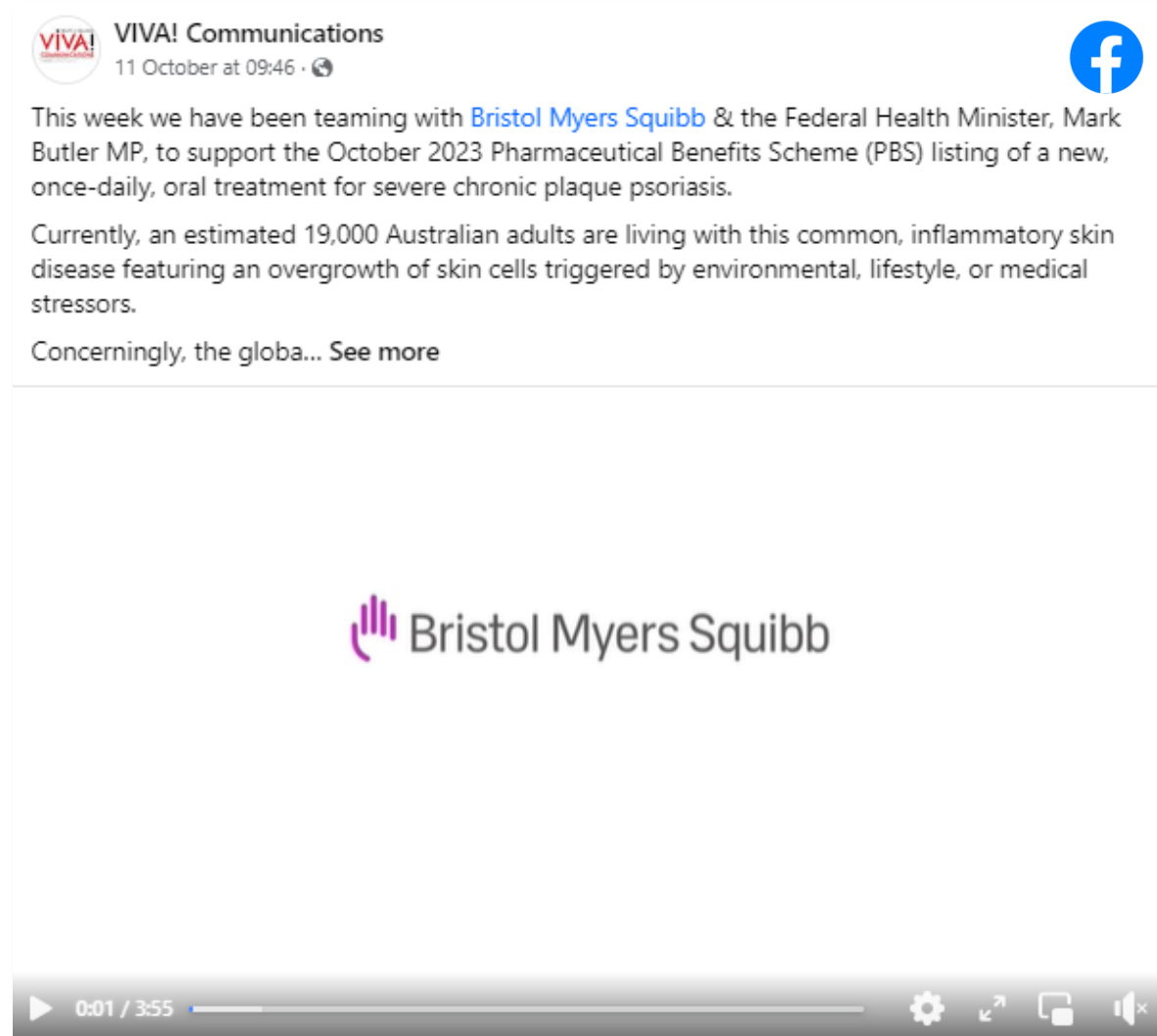
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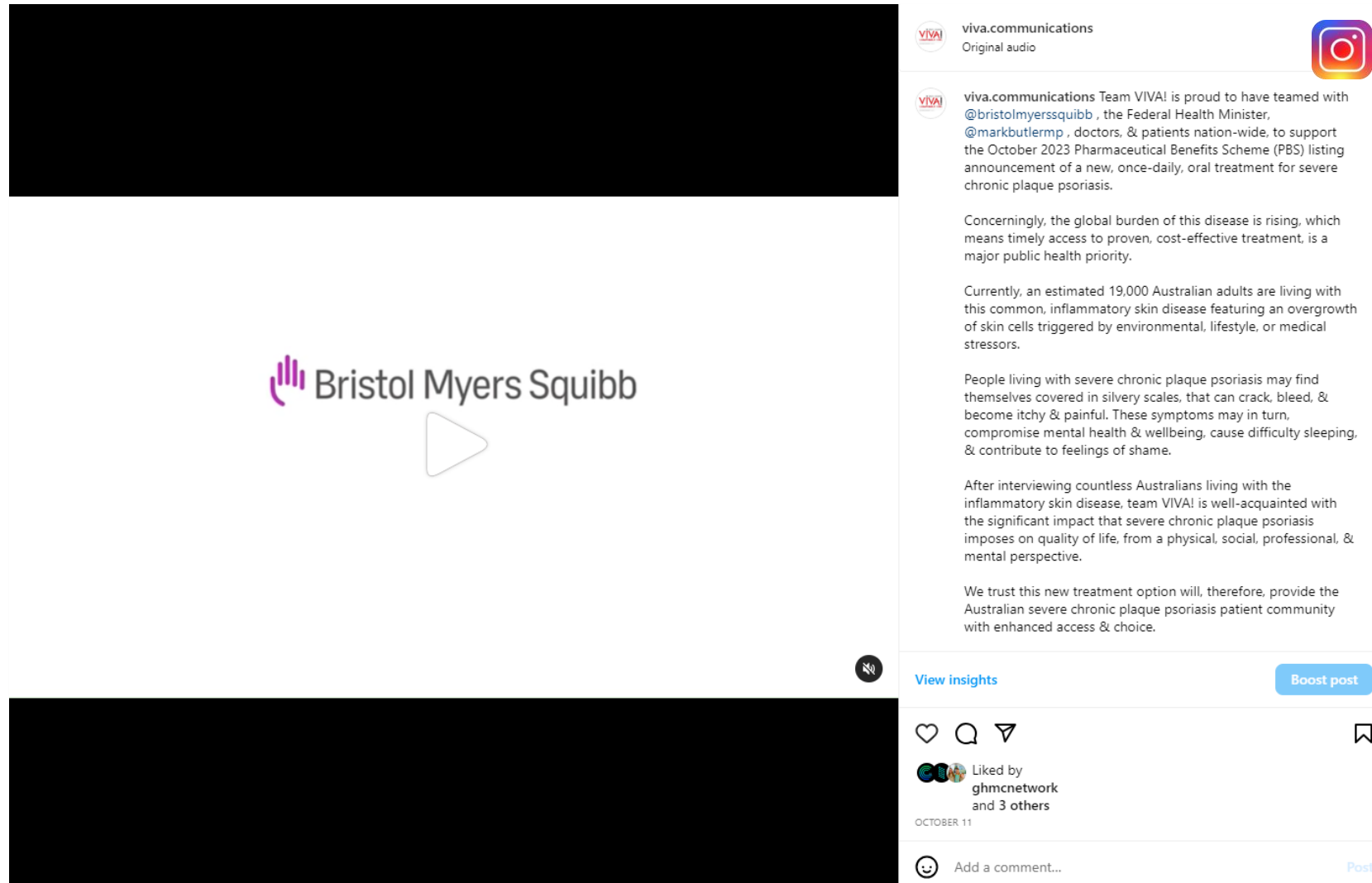
**Clinical Associate Professor Stephen Shumack, OAM**  
General Dermatologist, SYDNEY



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