



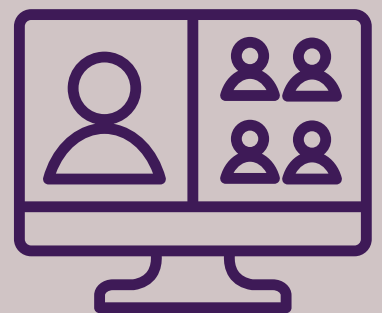
# QUARTERLY REPORT

Q2 - April - June, 2021

## Education

### VIRTUAL MASTERCLASS

- Conducted Latin America/ Caribbean regional masterclass
- 53 participants from 15 countries



### FELLOWS PROGRAM



- Held three Fellows classes; topics included: comorbidities, infections, and leadership
- Conducted six co-mentoring sessions
- Thirteen councilors and board members participated in program activities
- The advisory committee reviewed and revamped the application form and process

### CONGRESS SYMPOSIUM

- Hosted a symposium at the RADLA congress with 168 participants
- Hosted a symposium at the virtual SID congress with 130 pre-registrations and 65 participants



### ON-DEMAND VIDEOS



- Launched six videos from RADLA symposium
- Launched eleven Take Ten videos



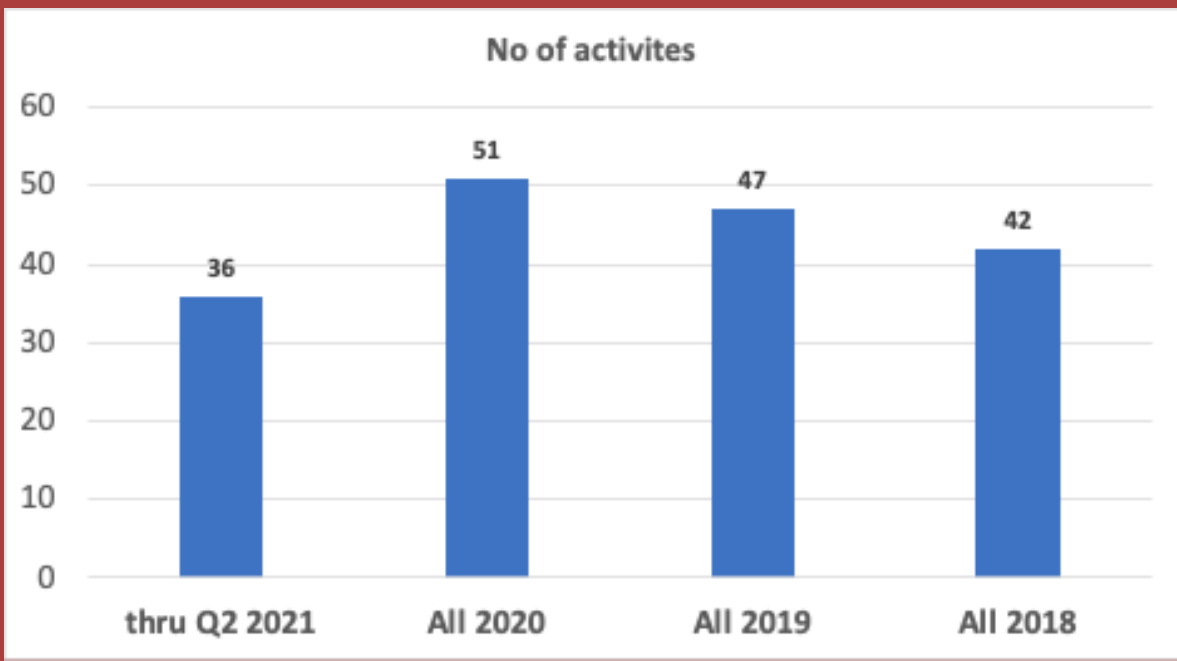
# QUARTERLY REPORT

Q2 - April - June, 2021

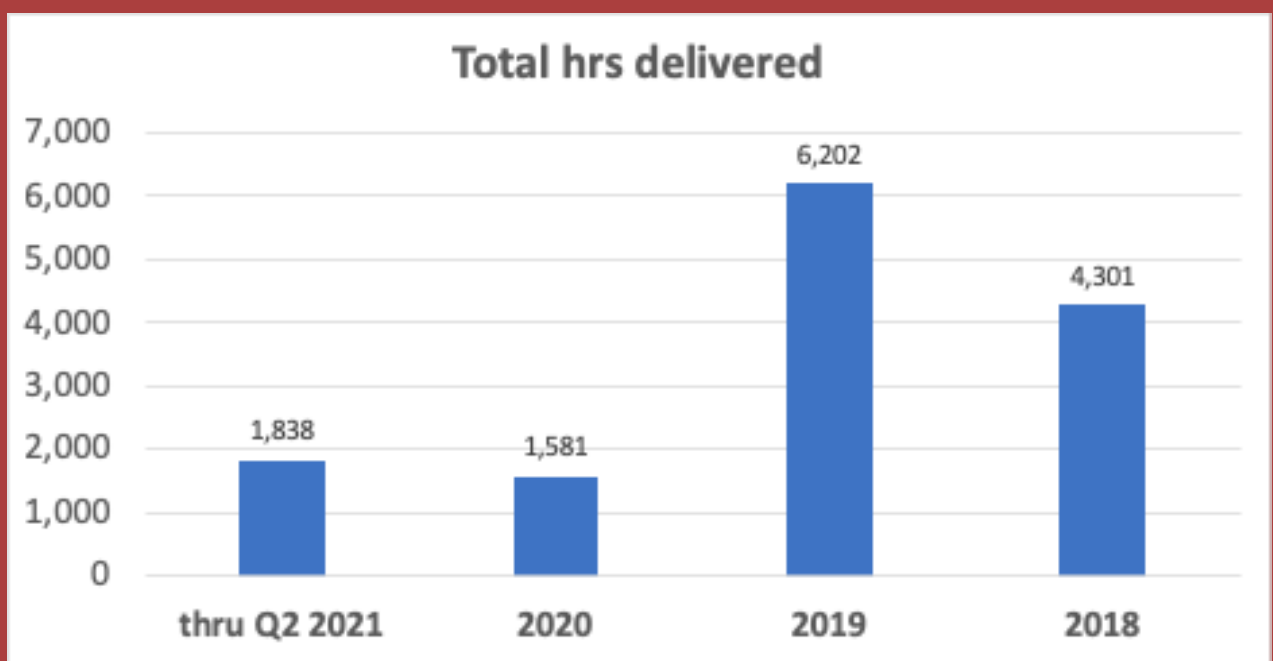
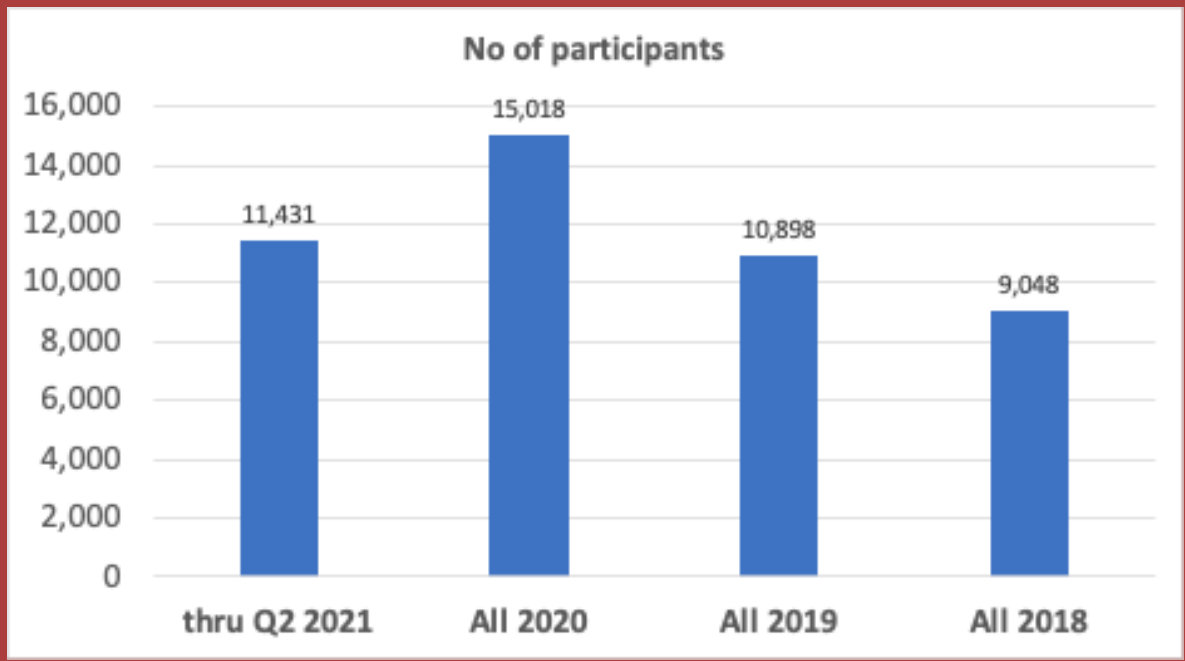
## Results from Educational Activities

### HIGHLIGHTS

- The number of activities produced increased from the past two years.
- Projections indicate we will double the number of participants from 2019 and see an increase of one-third from 2020.



### RESULTS



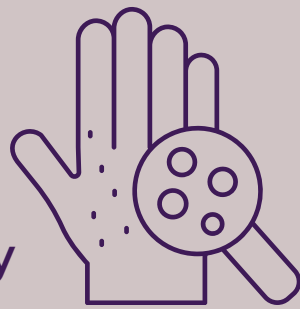


# QUARTERLY REPORT

Q2 - April - June, 2021

## Projects

### DISEASE SEVERITY



- Distributed a 3-part video series, developed by Novartis, which featured Bruce Strober and Andy Blauvelt discussing the disease severity project; 750 views to date
- Promoted a tool developed by AbbVie regarding the severity definition, which featured Bruce Strober
- Promoted a new podcast on the classification developed by the NPF, featuring Andy Blauvelt
- The manuscript titled, "Re-Categorization of Psoriasis Severity: Delphi Consensus from the International Psoriasis Council" has 25 citations to date



### TELEMEDICINE

- Final round of statements completed with full consensus from the working group; sent to board for review and comments.

### GLOBAL PSORIASIS ATLAS

- Participated in the Board of Governors meeting and Funders briefing meeting





# QUARTERLY REPORT

Q2 - April - June, 2021

## Outreach & External Relations

### COUNCILORS

- Engaged 29 councilors and other leaders in IPC activities



### EXTERNAL RELATIONS

- Letter of intent to partner with IFPA has been drafted; will be presented at the next board meeting

### CORPORATE MEMBER ENGAGEMENT

- Secured new sponsorship for the Latin America Regional Masterclass; funding came from country level budgets vs. global budgets; these included AbbVie Brazil, Novartis Colombia, and Pfizer Argentina
- Secured one additional corporate sponsor for the Fellows Program, Sun Pharma; AbbVie and Amgen committed prior
- Held corporate member meeting (aka breakfast) with 43 attendees
- Held individual corporate member meetings with Almirall and Sun Pharma





# QUARTERLY REPORT

Q2 - April - June, 2021

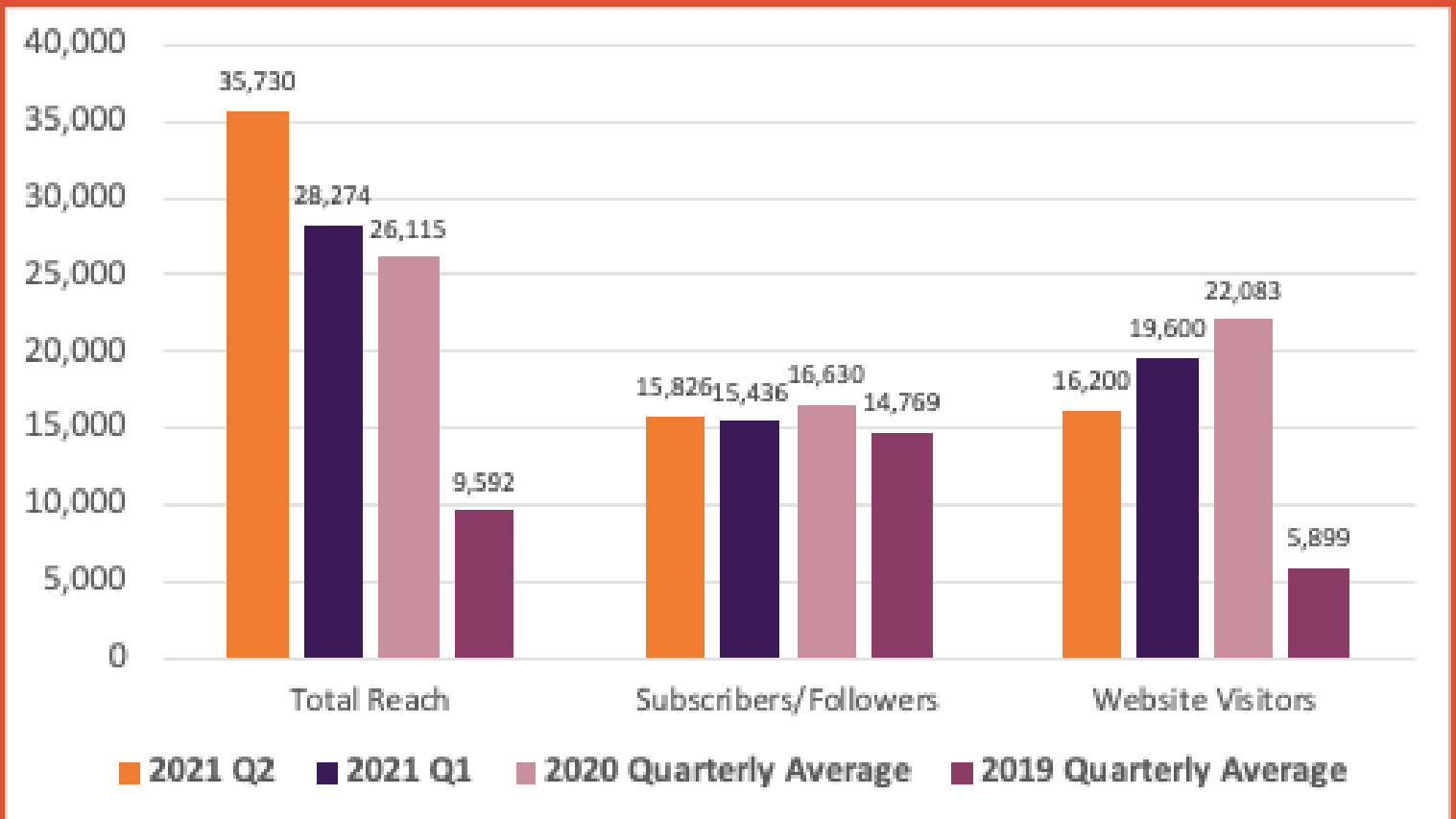
## Marketing & Communications

### HIGHLIGHTS

- Hired marketing and communications agency, Care Content, to assist with both strategy and content development
  - Have conducted 14 hours of interviews with 5 stakeholders and 9 audience members
  - Will present results to staff and editorial committee at the end of July
- Increased YouTube subscribers by 40% from Q1 to Q2, driven by weekly Take Ten promotions, video recordings of IPC's EADV symposium, and video recordings of IPC's RADLA symposium



### RESULTS





# QUARTERLY REPORT

Q2 - April - June, 2021

## Upcoming Q3 Key Activities

### MEETINGS & EVENTS



**July 5**

Fellows Class #4 - Leadership

**July 15**

Global webinar #1 - virtual

**July 26**

LatAm working group meeting - virtual

**August 5 - 8**

Corporate outreach at AAD summer meeting | Tampa, FL

**September 14**

Fellows Class #5 - Optimization of classical to innovative treatment

**September 22**

IPC symposium at ESDR | virtual

**September 29**

IPC symposium at EADV | virtual



# QUARTERLY REPORT

Q2 - April - June, 2021

## 2021 Corporate Members

### Diamond



### Platinum



### Gold



### Silver



### Bronze

