Despite significant advancements in our understanding of atopic dermatitis and the development of new medications, managing this condition remains a challenge for doctors, patients, and caregivers. To improve treatment outcomes, it is essential to extend care beyond hospital walls and enhance atopic dermatitis management within the communities where patients live and work.

ISAD
INTERNATIONAL SOCIETY OF ATOPIC DERMATITIS

ISAD 2025 Pre Meeting / Organization of Care in Atopic Dermatitis

Beyond Hospital Walls
Improving Atopic Dermatitis Care in the Community

October 23, 2025 - Hyatt Centric Melbourne, Australia

PROGRAM

Thursday, October 23, 2025

14h00 Introduction
Roberto Takaoka, MD (Brazil)

14h05 "Nice to Meet You All"

Laura Turqueto (Brazil / The Netherlands / Australia)
Design strategist with over a decade of experience driving innovation processes to solve user challenges. She applies a human-centred approach, combining service design, systems thinking, and research to create impactful solutions across global contexts.

14h20 The Complexity of Atopic Dermatitis

Roberto Takaoka, MD (Brazil)
Dermatologist
Co-Director, Atopic Dermatitis Clinic, Division of Dermatology, University of São Paulo Medical School
President, Brazilian Atopic Dermatitis Association (AADA)
Vice-President, International Society of Atopic Dermatitis (ISAD)

14h35 My AD Experience

Masaru Susaki (Japan)
Served for 40 years at the Japan Foundation, holding positions including Director of the New York, Mexico, and São Paulo Offices, and Director of the Arts and Culture Department at Headquarters.
Master's Degree in Latin American Regional Studies, Graduate School of Tsukuba University, Japan.

14h45 Social Isolation and AD

Yoko Kakaoka, MD (Japan)
Head of the Department of Dermatology, Osaka Habikino Medical Center, Japan
Dermatologist, Allergist, and Psychosomatic Dermatologist
She graduated from Hiroshima University School of Medicine in 1983. She has over three decades of experience treating patients with severe atopic dermatitis at the Allergy Center in Osaka District. Additionally, she has participated in numerous clinical trials for recently developed medications.

15h00 WORKSHOP - Identifying Problems and Unmet Needs

15h40 Coffee break

16h00 Adaptation, Innovation and Accomplishment

Amanda Cresswell-Melville (Canada)
Executive Director of the Eczema Society of Canada, leading the national registered charity dedicated to improving the lives of Canadians impacted by eczema. Amanda comes to her role with a background in business, education, and governance and her family is impacted by eczema.

16h10 Supporting Self-Management of Eczema Through Research

Kim Thomas, PhD (UK)
Professor of Applied Dermatology Research and Co-Director of the Centre of Evidence-Based Dermatology, University of Nottingham. Kim is dedicated to involving patients in research design and has over 25 years of experience in eczema clinical trials. Her current work focuses on supporting eczema self-management through digital innovations.

16h25 Psychology Pilot Program

Melanie Funk (Australia)
Founder and Managing Director of Eczema Support Australia, a nonprofit supporting Australians with eczema. Inspired by her twin boys' severe eczema, Melanie founded the organization in 2016 to provide evidence-based information and advocacy. It has since become a trusted voice, working with government and health professionals on resources and campaigns. Melanie is a trained EUPATI Patient Expert and is pursuing postgraduate studies in Public Health.

16h35 AD Support Groups

Leonardo Faria, MD (Brazil)
Dermatologist from São Paulo, Brazil. Developing studies on educational programs for patients with atopic dermatitis.
Volunteer at AADA, a support association for patients with atopic dermatitis in Brazil.
Also a patient with atopic dermatitis since childhood.

16h45 Engaging Eczema Patients in the Era of Social Media

Ursula Soh (Singapore)
Founder of the Eczema Support Group Singapore, Ursula advocates for awareness, support, and education for eczema patients. Driven by personal experience, she collaborates with healthcare professionals and brands to promote skin health. She is also a Social Media Manager at Bridges M&C, a healthcare communications agency in Singapore.

17h00 WORKSHOP Strategies for Improving AD Care

17h50 Conclusions and Recommendations

18h00 End

Organization of Care in

Atopic Dermatitis

Preliminary Meeting

5th International Symposium on Atopic Dermatitis

Saturday, May 10, 2008
Kyoto International Conference Center
Kyoto, Japan

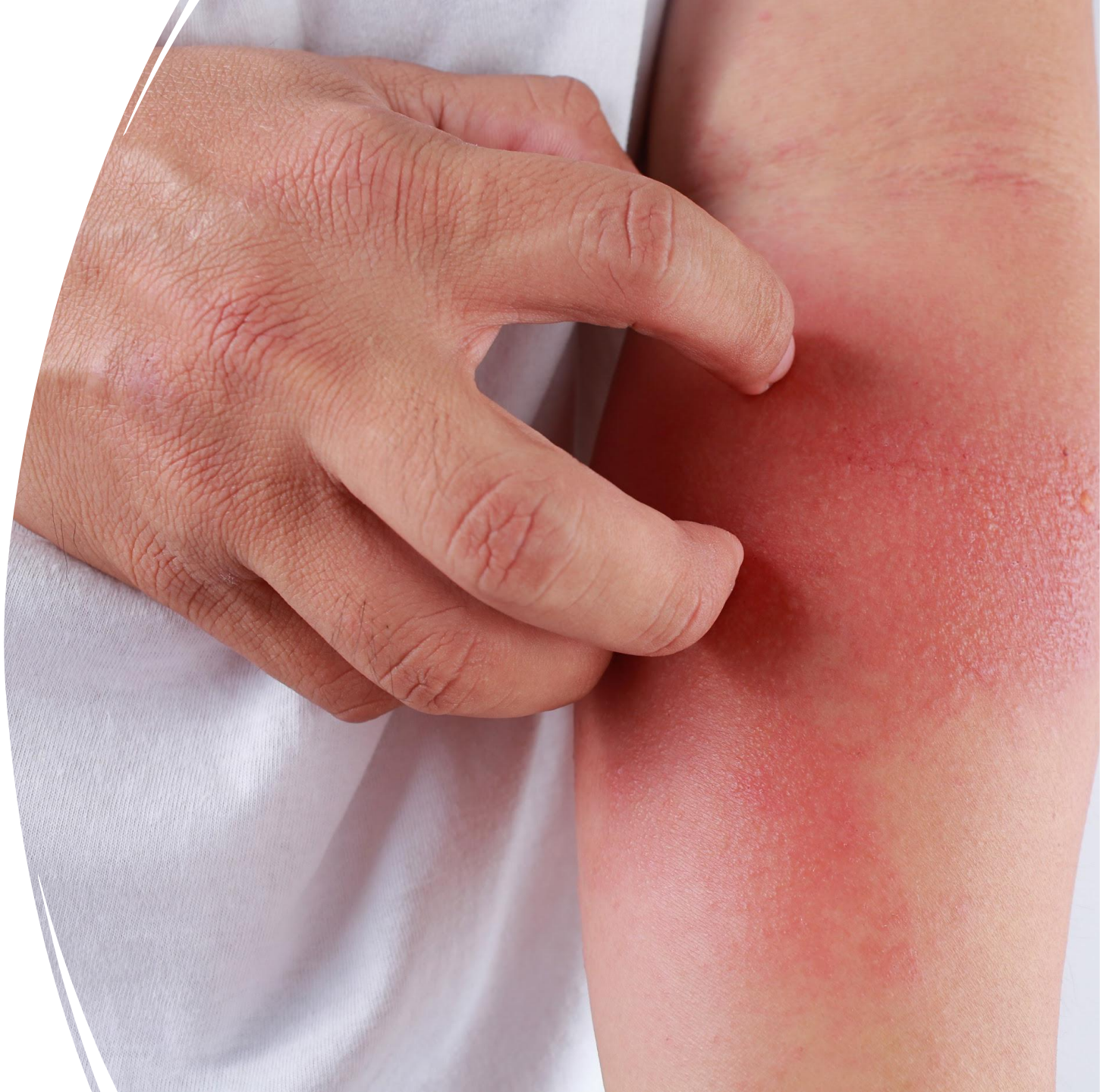
Acknowledgement

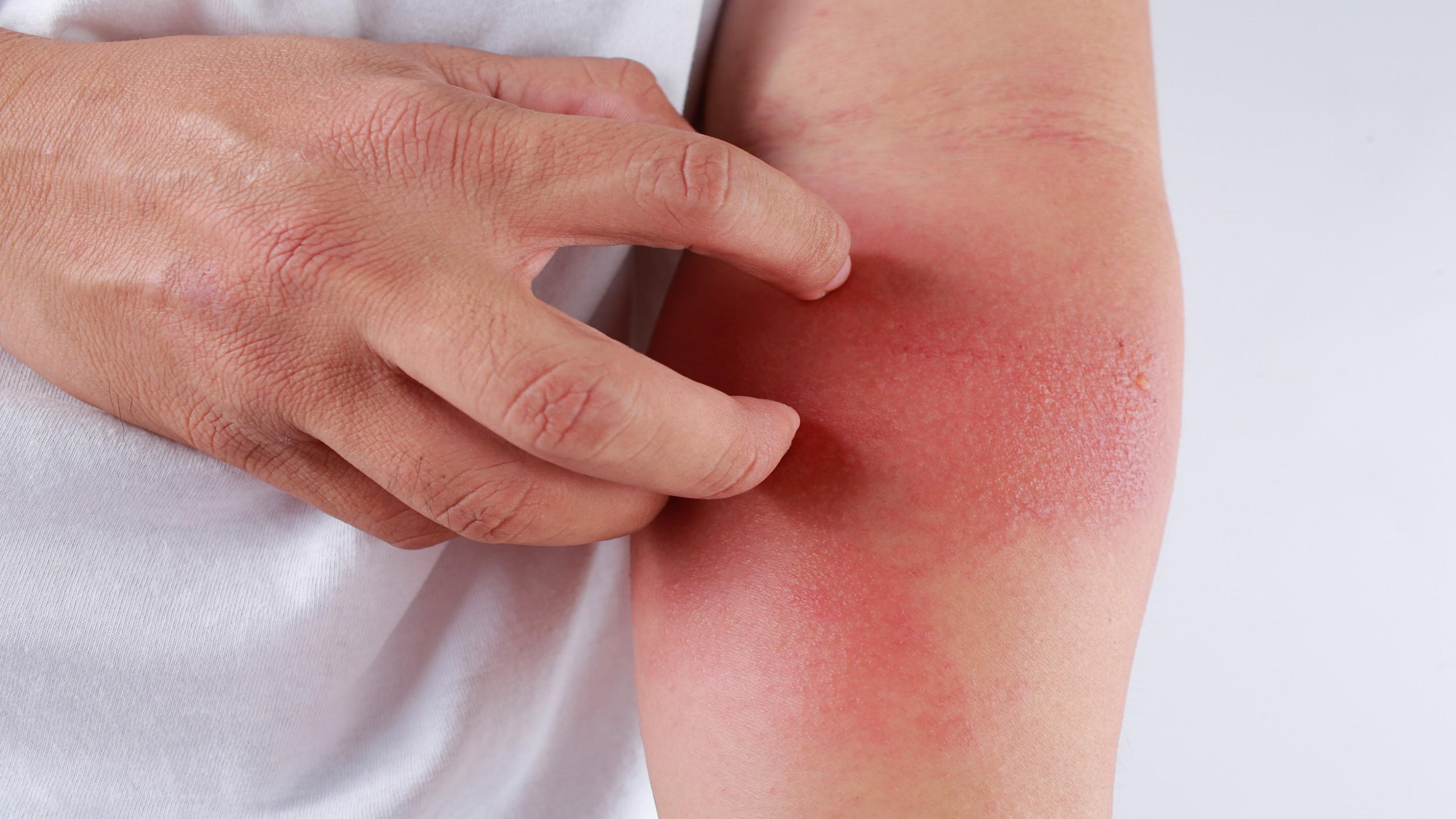
Robert Sidbury, MD (USA)

Chief of Dermatology at Seattle Children’s Hospital and Professor in the UW Department of Pediatrics

The Complexity of Atopic Dermatitis

Roberto Takaoka, MD





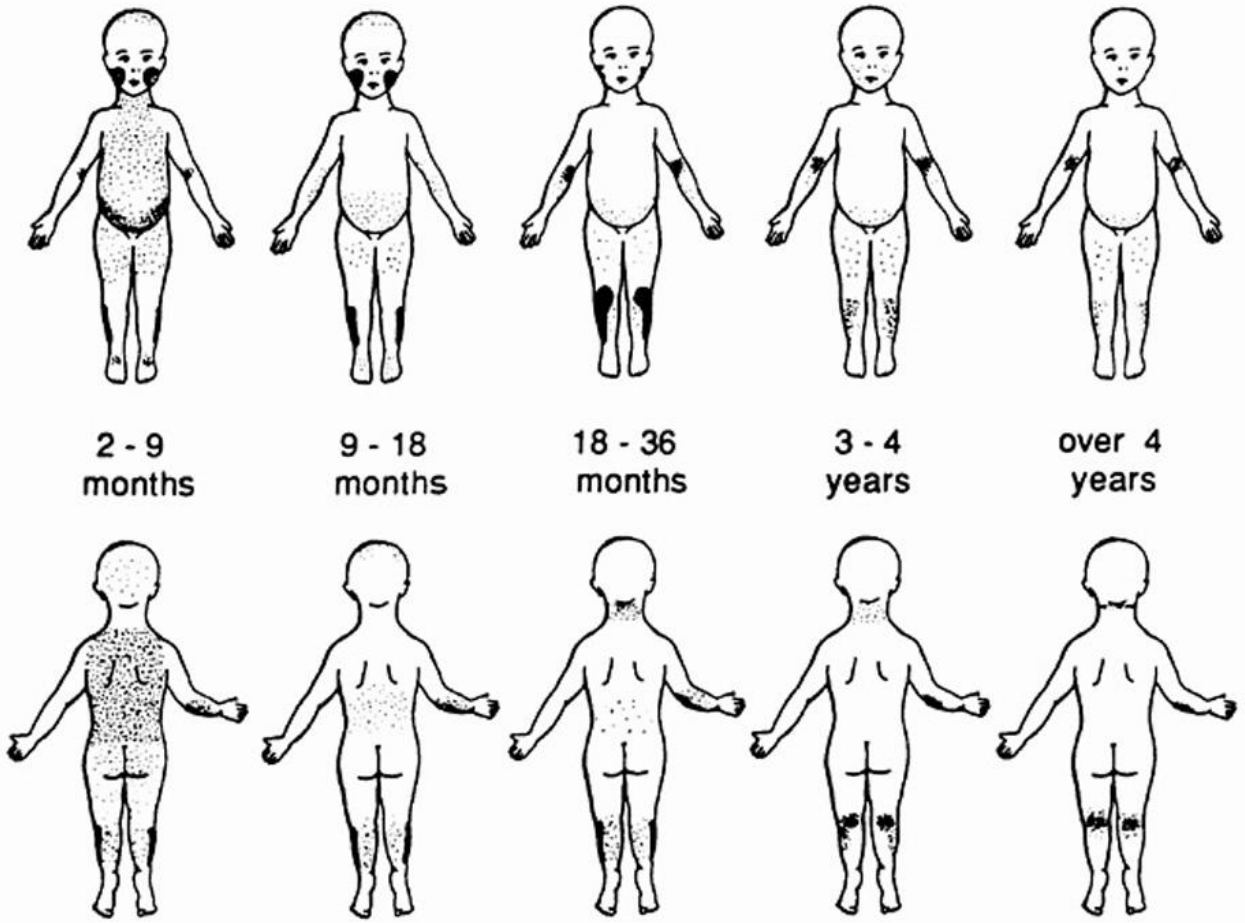
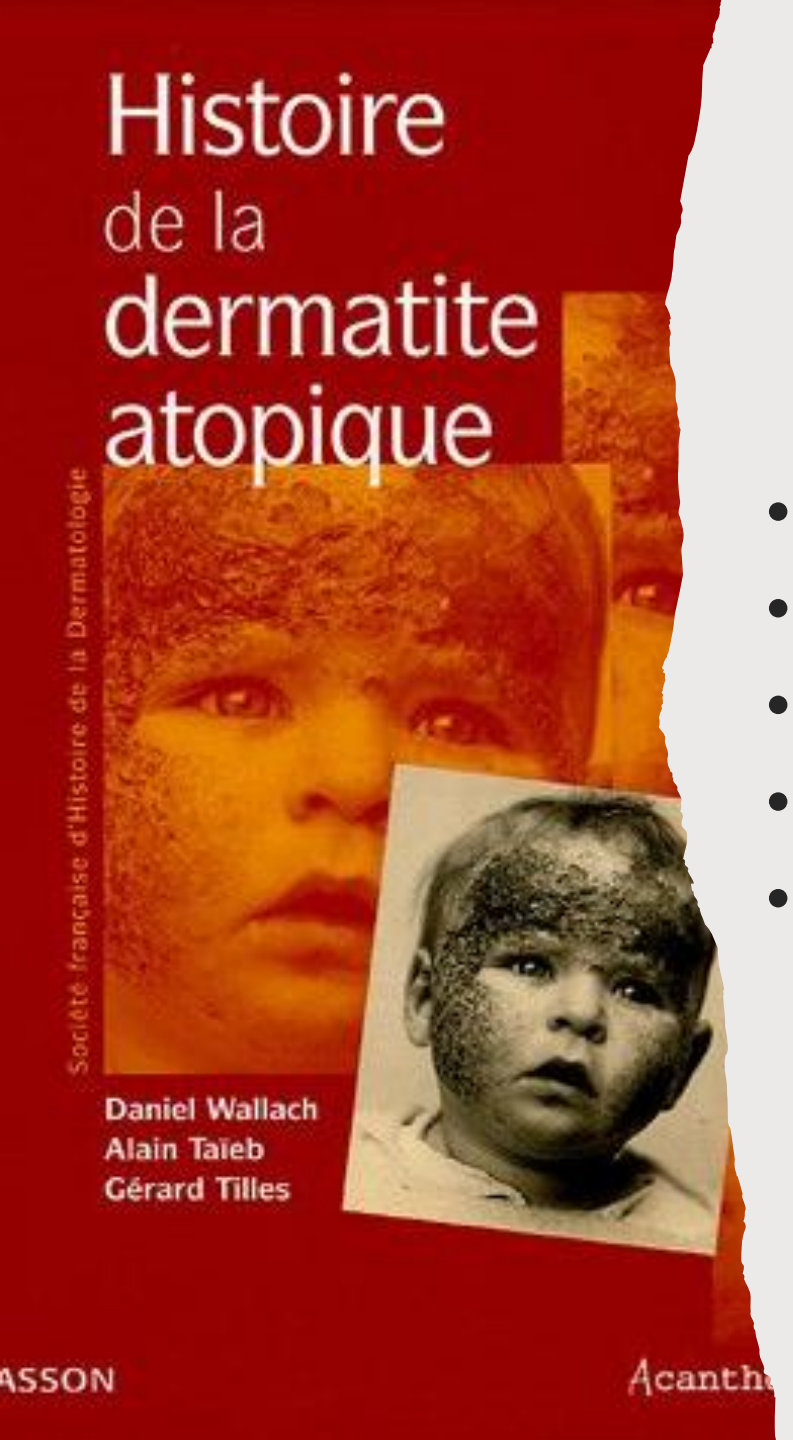
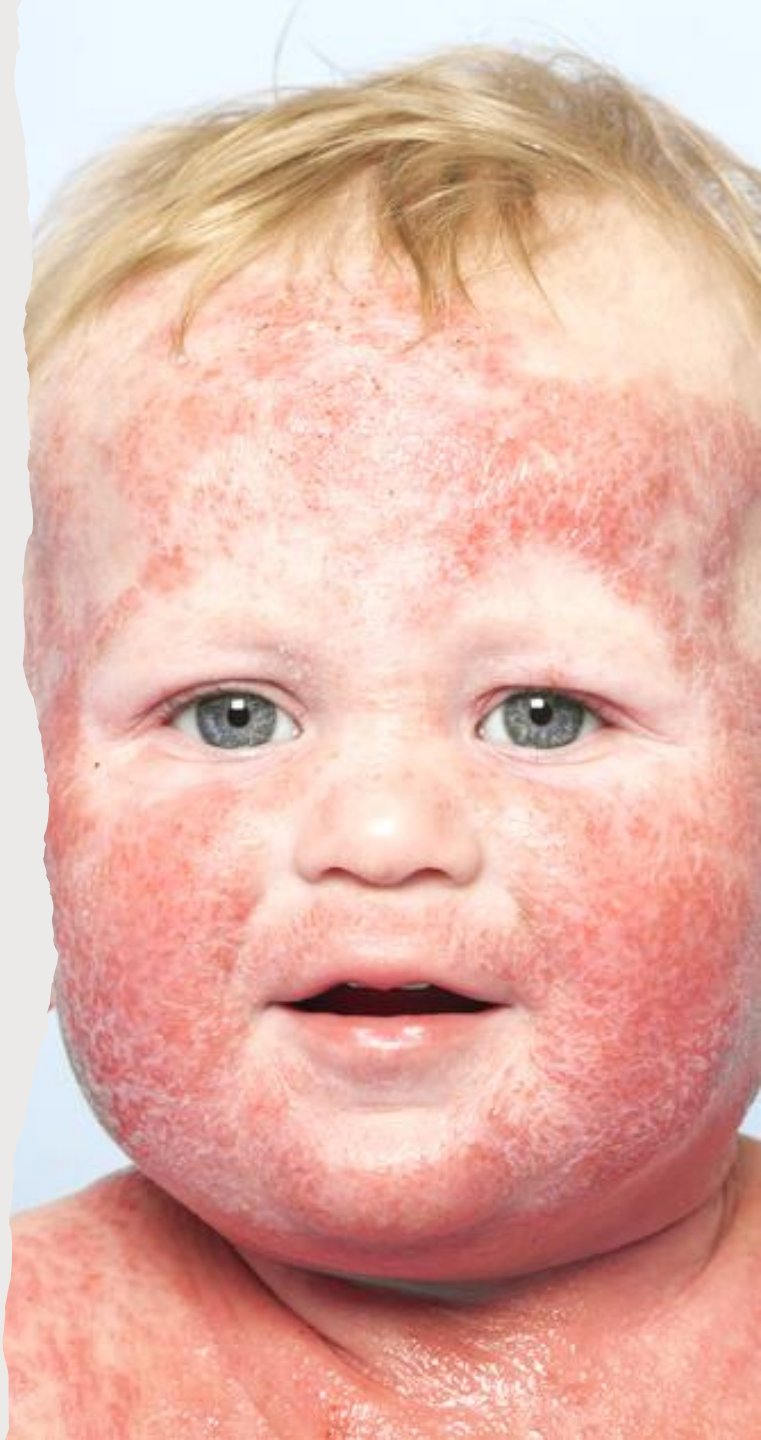
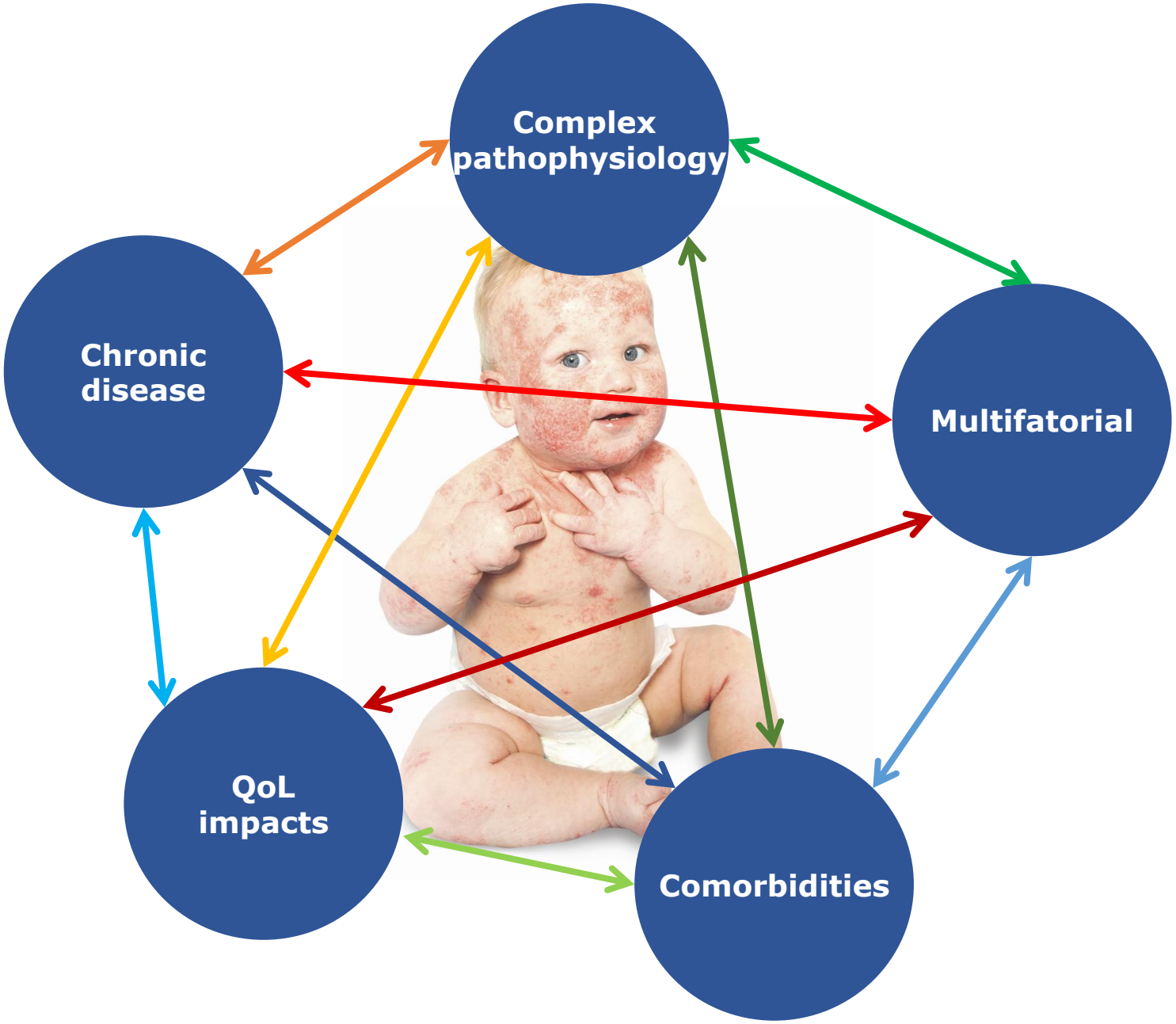


Fig. 2.5. Distribution of eczema in relation to age. (Sedlis 1965)



- **Eczema? Neurodermatitis? AD?**
- **Skin x Systemic disease?**
- **Extrinsic X Intrinsic?**
- **Allergic?**
- **Auto-immune?**





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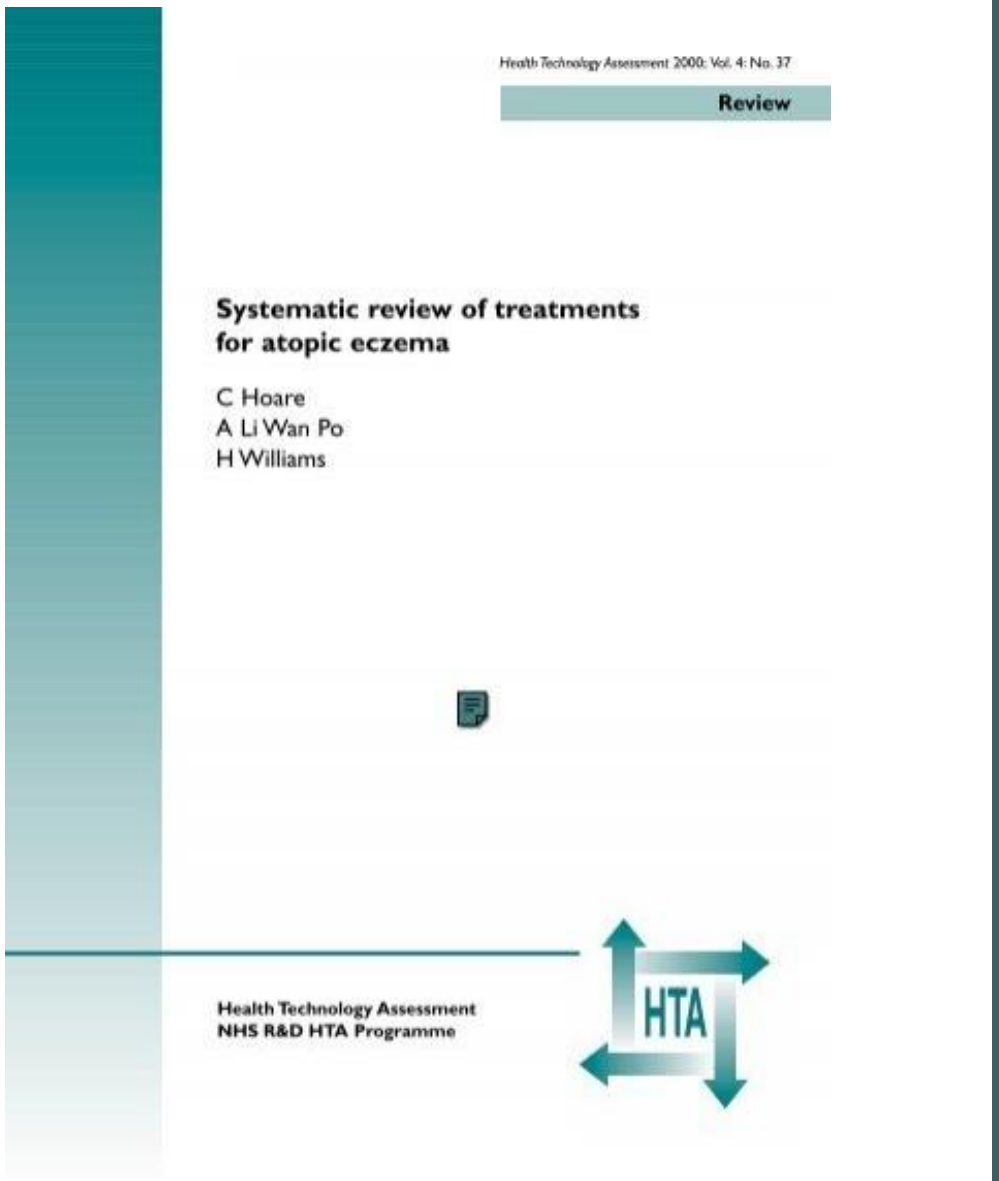
Wicked problem

Wicked problems are a “class of social system problems which are ill-formulated, where the information is confusing, where there are many clients and decision makers with conflicting values and where ramifications in the whole system are thoroughly confusing”.

Rittel, H., Policy Sciences 4 (1973)

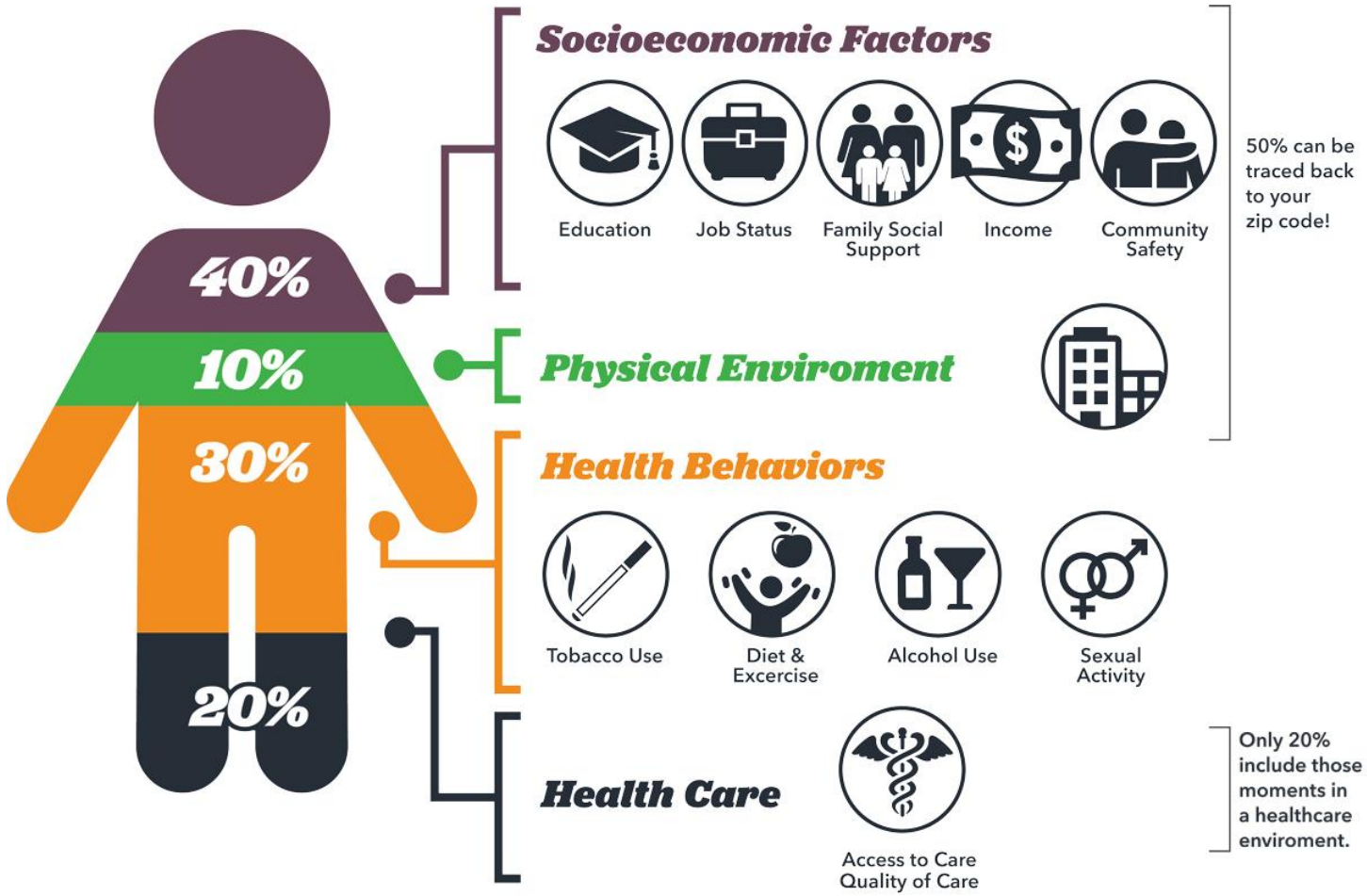
Rittel, H., Policy Sciences 4 (1973)



- **RCTs have often not answered the questions of most importance to patients and their carers**
- **RCTs have been about issues that are important to the pharmaceutical industry**
- **“Me too” market**
- **Lack of independent investment into primary atopic eczema research**

Ann Intern Med. 1997;126:389-391

Social Determinants of Health



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

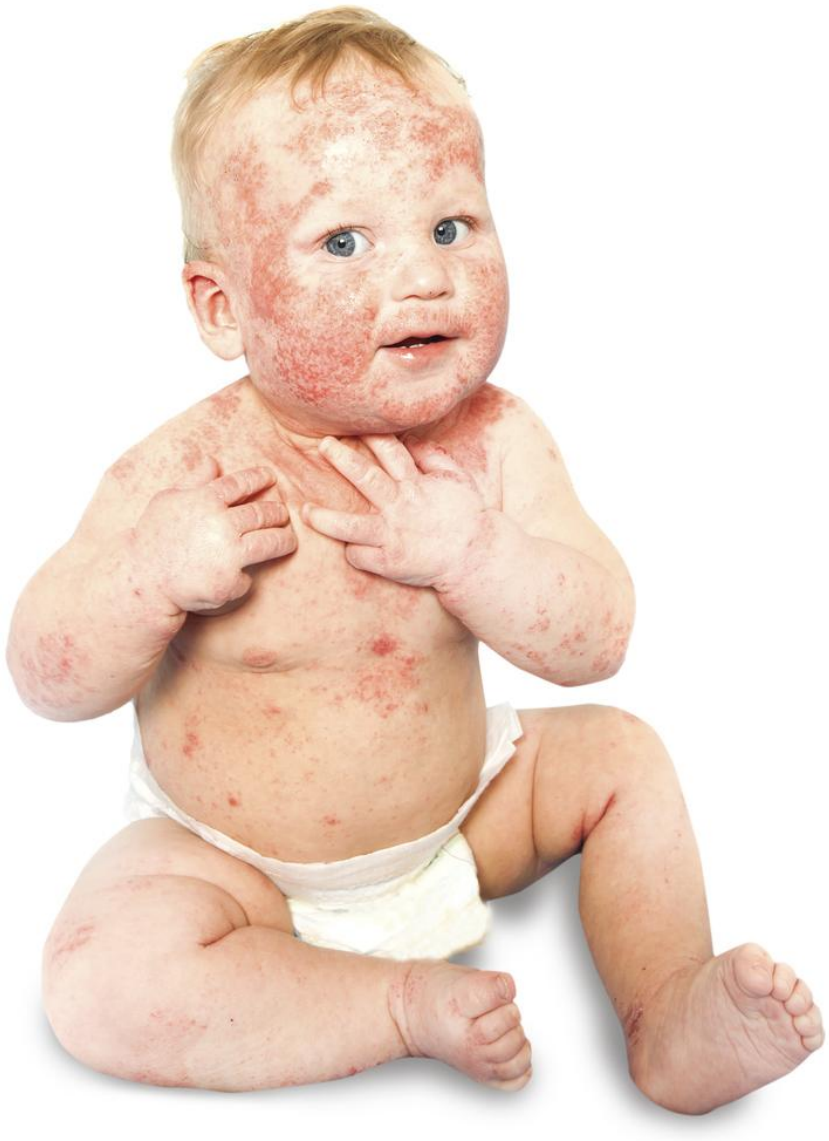
Uncertainty/Patterns/Insights

Clarity/Focus

Research

Concept

Design & Innovation



Conclusions

- **AD is a highly complex disease (“wicked problem”)**
- **Many factors involved: genetic, environmental, psychological, socialeconomical**