Supporting People · Advancing Care · Driving Research

psoriasis association

Our Strategy: 2025-2030

INTRODUCTION

As we celebrate our 60th anniversary, the Psoriasis Association reaffirms its commitment to supporting individuals affected by all types of psoriasis, advancing care, and driving research. Over the last six decades, we've been at the forefront of empowering patients, advocating for better care, and funding crucial research. This strategic plan outlines our aspirations for the next five years as we continue to make meaningful strides towards improving the lives of those affected by psoriasis, working steadily towards finding a cure, and reducing the stigma that often surrounds the condition.

OUR VISION

A future where everyone affected by all types of psoriasis lives a healthier, more confident life, free from stigma, with access to effective care, treatment, and support – while we continue to strive towards a cure.

OUR MISSION

To support individuals living with all types of psoriasis by advancing care, building a strong research base, and driving groundbreaking research forward to seek a cure. We strive to foster an inclusive society where those affected are understood, empowered, and supported, free from stigma and discrimination.

OUR VALUES

Empathy	We prioritise understanding and compassion in all our work.
Integrity	We are transparent, ethical, and accountable in all our efforts.
Collaboration	We work alongside people living with psoriasis, their families, healthcare professionals*, researchers, pharmaceutical companies and the wider dermatology community to achieve shared goals.
Excellence	We strive to provide the highest quality information, support, research, and advocacy.
Anti-Stigma	We are committed to challenging the stigma surrounding all type of psoriasis, creating an environment of understanding and acceptance for all individuals affected by psoriasis.

STRATEGIC PRIORITIES

1. Supporting People Affected by all Types of Psoriasis:

Objective: Enhance the support services and resources available to individuals living with psoriasis.

Actions:

- Expand high quality educational resources on managing all types of psoriasis.
- Strengthen online support communities and peer-to-peer connections.
- Launch campaigns focused on reducing stigma and raising awareness of the mental health impacts of psoriasis.
- Explore evolving the current membership model into a more flexible supporter model aimed at increasing donation levels.
- Leverage, enhance, and fully integrate advanced technologies to deliver information and support across a wide range of platforms and channels, while strategically utilising these opportunities to drive engagement and attract donations.
- Develop specialised resources for different age groups and demographics, including teenagers and young people, incorporating the findings of the Psoriasis Association-funded UK epidemiology research.

STRATEGIC PRIORITIES

2. Advancing Care for People with Psoriasis:

Objective: Improve access to effective care and treatment for individuals with psoriasis, and ensure people are seen by the right person, in the right place, at the right time.

Actions:

- Advocate for improved policies to ensure equitable care for people with psoriasis.
- Nurture partnerships with healthcare providers to develop guidelines for optimal care.
- Collaborate strategically with key stakeholders (such as medical professional bodies, regulatory bodies and the pharmaceutical industry) to improve access to skilled healthcare professionals* and care for individuals with psoriasis, ensuring quicker and more efficient treatment.
- Promote the integration of psoriasis management into general healthcare, ensuring early diagnosis and treatment.
- Seek and utilise opportunities to ensure that healthcare professionals* are trained on the latest advancements in psoriasis care.

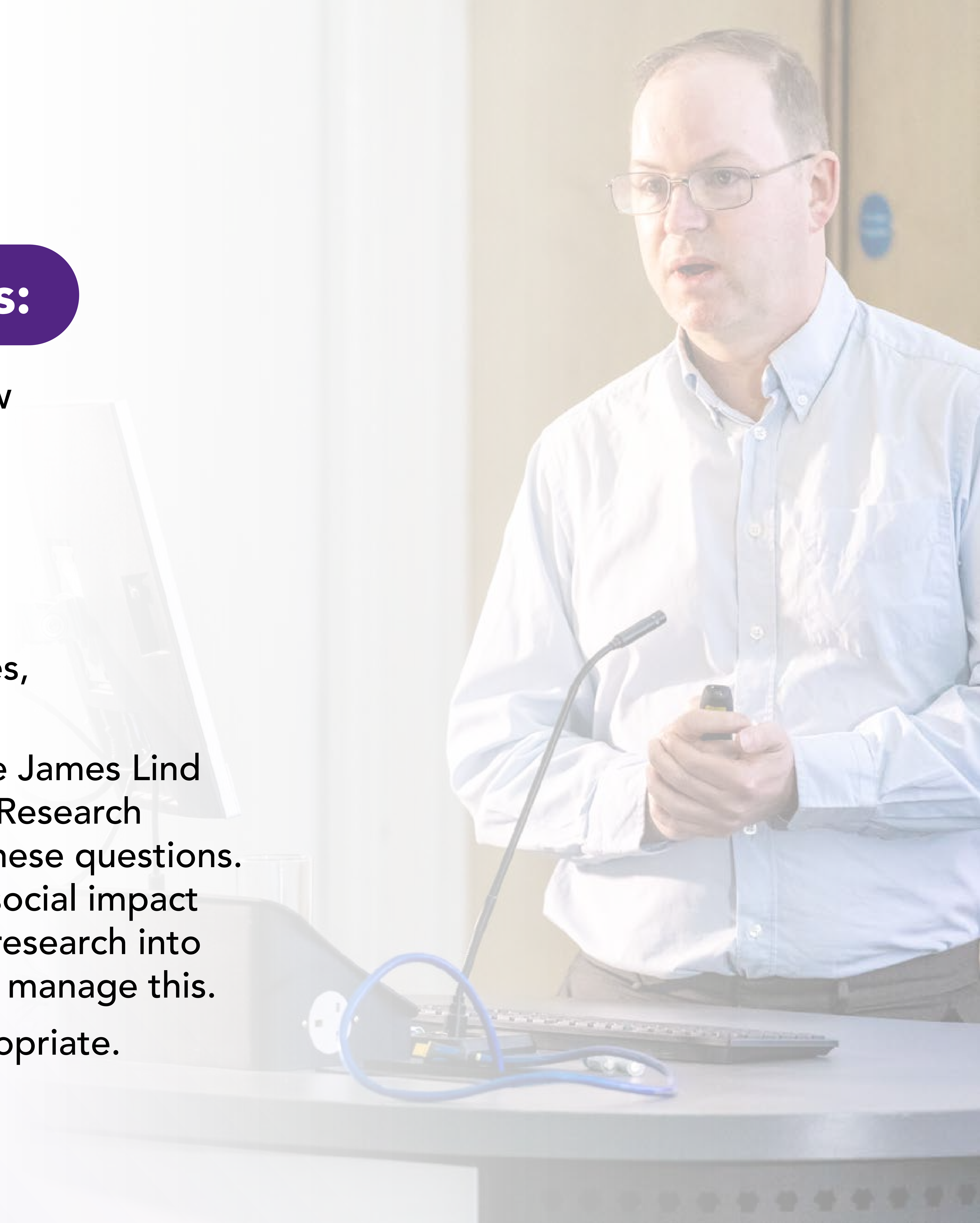
STRATEGIC PRIORITIES

3. Driving Research to Improve Outcomes:

Objective: Accelerate innovative research to find new treatments and ultimately a cure for psoriasis.

Actions:

- Increase funding for psoriasis research across all areas through targeted grants and strategic partnerships.
- Support collaborative research initiatives with universities, hospitals, and appropriate partners.
- Continue to encourage and fund research to address the James Lind Alliance Priority Setting Partnership on Psoriasis Top 10 Research Questions and assess the progress made in answering these questions. Consider involvement in research looking at the psychosocial impact of psoriasis and how to improve quality of life. Support research into stigmatisation of people with psoriasis and strategies to manage this.
- Identify research gaps and commission research as appropriate.



4. Enhancing Advocacy and Public Awareness:

Objective: Raise the profile of all types of psoriasis to ensure that the voices of individuals affected are heard and respected.

Actions:

- Launch national campaigns to increase public awareness of psoriasis, its impact, and the stigma surrounding it.
- Build partnerships with other organisations, government bodies, and healthcare professionals* to advocate for policy changes.
- Work to reduce societal stigma around psoriasis through targeted media and public relations efforts.
- Elevate the voices of individuals living with psoriasis through patient-led advocacy programmes.

STRATEGIC PRIORITIES

5. Celebrating 60 Years of Progress and Impact:

Objective: Commemorate our 60th anniversary (2028) by reflecting on our achievements and creating new opportunities for growth.

Actions:

- Host events and awareness campaigns throughout the year to celebrate our 60th anniversary and showcase our history of progress.
- Consider the advancements achieved over the past 60 years and highlight the future directions for psoriasis care and research.
- Engage with long-term supporters, donors, and stakeholders (these may include clinicians, researchers and the pharmaceutical industry) to highlight past milestones and future goals.
- Create a legacy fund dedicated to advancing research and improving the lives of individuals with psoriasis, while further combating stigma.

OPERATIONAL EFFECTIVENESS AND EFFICIENCY

At the heart of all five Strategic Priorities will be our commitment to building a first class team of staff and Trustees:

Driving ongoing income generation and deploying its resources in the most appropriate way to achieve them.

Enhancing equality and equity of access to the highest standard of care across the UK.

Delivering and promoting top-quality information resources for people living with all types of psoriasis.

Leveraging digital solutions to meet the evolving needs of both individuals and the NHS.

Evaluating the impact of our services and research to better shape our future strategies.

Ensuring the long-term sustainability of the Psoriasis Association, its services, and research by exploring opportunities for sustained engagement with funders.

KEY PERFORMANCE INDICATORS (KPIs)

Increase in the number of individuals accessing our support services and educational resources and assess the levels of satisfaction.

Increased public awareness as measured by social media engagement, media coverage, and awareness surveys, with specific focus on stigma reduction.

Expanded availability of treatment options and improved access to care through policy advocacy and service provision.

Stronger partnerships with healthcare providers, research institutions, pharmaceutical industry and other advocacy organisations.

Growth in funding for research, including the number of new research grants awarded.

Successful celebration of the 60th anniversary, including key milestones achieved and legacy funds raised.

CONCLUSION

As we move into the next phase of our work, the Psoriasis Association is dedicated to building on our rich legacy of support, care, and research. By focusing on these strategic priorities, we aim to make a lasting difference in the lives of those affected by psoriasis and related conditions, while continuing to support progress towards a cure and actively working to eliminate the stigma surrounding them.

Together, with our supporters, partners, and communities, we will continue to drive progress and make a meaningful difference in the lives of millions.

Let’s approach the next 60 years with focus and determination, working towards a world where people with psoriasis are understood, supported, and have timely access to the most effective treatments, free from stigma.

***Healthcare professionals** – the term 'healthcare professionals' in this document refers to the range of people who may be involved in the care of people with all types of psoriasis. These include clinicians across primary and community care settings in addition to secondary and tertiary care settings such as:-

- Doctors – including General Practitioners (GPs), Dermatologists and Rheumatologists
- Nurses – including Dermatology Clinical Nurse Specialists, Nurse Prescribers and Health Visitors
- Allied Health Professionals – including Physiotherapists and Dietitians
- First Contact Practitioners – including Pharmacists

Endnote: Our Charitable Objects registered with the Charity Commission, included in our Governing Document are:-

1. To promote research into the causes, nature, treatment and cure of psoriasis and to publish and disseminate the results of that research.
2. To advance public education into the causes, nature, treatment and cure of psoriasis.
3. To provide relief to all those suffering from psoriasis.

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