



**SkinAid and Interaction Healthcare supported by seven scientific or patient organisations\* are pleased to announce the first Skin & Digital Summit, a live web broadcast happening on Saturday 11th December, 2021 at 3pm CET (or 9am EST).**

Facing the growing conversation online about Dermatology, Aesthetics and Skincare and the number of digital tools and innovations that are available or coming soon, Skin Aid (a consultancy specializing in Dermatology and Aesthetic) and Interaction Healthcare (a pioneer in Healthcare digital tools) have decided to bring together their expertise and share a broad discussion about “Skin and Digital”.

The skin business at large is facing two main challenges and digital technologies can help to solve these issues.

## Poor access to care

Out of 2 billion people affected globally by skin conditions,<sup>1</sup> it is estimated that more than 70% (or 1.4 billion) do not have access to a doctor for a consultation about their skin condition(s).<sup>2</sup> Derm Assist, the AI tool from Google, has been designed to help patients identify their skin conditions<sup>3</sup> and is set to improve access.<sup>4</sup> In aesthetic dermatology, consultation rates are also low since the penetration of injectable procedures among women aged 25–55 years is less than 9% in the US and less than 1% in urban China.<sup>5</sup>

## Misinformation

Health misinformation plagues the internet and some are referring to this as ‘The Fake News Epidemic in Health’.<sup>6</sup> A study carried out by dermatologists from the Hospital Clínico San Carlos in Madrid (Spain) reveals that 64.7% of the content shared on social networks (Facebook, Pinterest, Twitter, and Reddit) about dermatology is imprecise or generates confusion.<sup>7,8</sup> In a similar way beauty consumers face an “architecture of misinformation”.<sup>9</sup>

“Patient and consumer behaviour has undoubtedly shifted over recent years” claims Dr Doris Day. Dr Alexander Zink points out that “As the digital footprint continues to grow, doctors and companies need to develop more engaging user experiences to improve access to care and social interactions that will encourage their audience to connect”. Skin expert Dominique du Crest agrees “At a time where Google will soon launch Derm Assist and with TikTok and/or Reddit influencing conversations on skin, this subject is of prime importance for the dermatology and the skin communities”.

“This live webcast will be the first of its kind with top key international experts to exchange about these unmet needs and growing interest of digital technology in the skin domain” says Jérôme Leleu, Interaction Health.

From 2022 onwards two Skin & Digital Summit every year are planned. While the first one, scheduled during the first semester, will be embedded within an actual dermatology congress, the second Summit will remain virtual and will take place in the second semester.

### About the « Skin & Digital » Summit

- ⦿ Registration is necessary to attend the live broadcast via <https://www.skindigitalsummit.com/>
- ⦿ Registration is free
- ⦿ More than 10 speakers will address some of recent technology developments in context of the skin
- ⦿ 7 scientific or patient organisations are supporting the event\*

### About SkinAid

Launched in 2012 SkinAid is a skin centric consulting company - connecting global thought leaders in the skin field with innovative companies to provide growth!

### About Interaction Healthcare

At the heart of the Health and Innovation ecosystem, we analyze current and future trends for designing high value-added medical schemes and projects. With more than 12 years of experience, Interaction Healthcare puts its Digital and Health DNA at your service to support patients and healthcare professionals and serve your communication objectives.

### Contacts



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### SCIENTIFIC OR PATIENT ORGANISATIONS\*

Advancing Innovation in Dermatology (AID), the Journal of the European Academy of Dermatology and Venereology (JEADV), the Academia Española de Dermatología y Venereología (AEDV), the International Master Course on Aging Science (IMCAS), the International Federation of Psoriasis Associations (IFPA), the International Alliance of Dermatology Patient Organizations (IADPO), the Master of Aesthetics (MoA)

## REFERENCES

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