

# RESULTS OF ACTIONS

# AGENDA

## WPD 2021

### SOCIAL MEDIA

Videos with patient testimonials and invitation to sign a petition

### PRESS

Actions in the principal national and local communication media

### 29 & 30 PSORIATIKA

DAY I Getting to know psoriatic disease in depth

DAY II We travel all the provinces of Argentina interviewing dermatologists and rheumatologists

# SOCIAL MEDIA

## THE STORY OF....

First-person testimonials from patients telling how psoriatic disease affected their lives.



Gabriel's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Josefina's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Martín's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Rebeca's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Viviana's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Silvia's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Aldo's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

Liliana's story

WORLD  
PSORIASIS  
DAY 2021

UNITED FOR  
ACTION

## REACH OF THE ACTION

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170.000

REPRODUCTIONS IN IG & FB

# PETITORY

## IMPACT VIDEO

In 2014 a resolution of PSORIASIS of the WHO is signed where the member countries are urged to work. 7 years later we are still waiting.

More than promises,  
we demand progress.

IT'S TIME  
FOR ACTION

THE PSORIATIC  
DISEASE

is more than  
a skin disease



WEUNITE



IN 2014

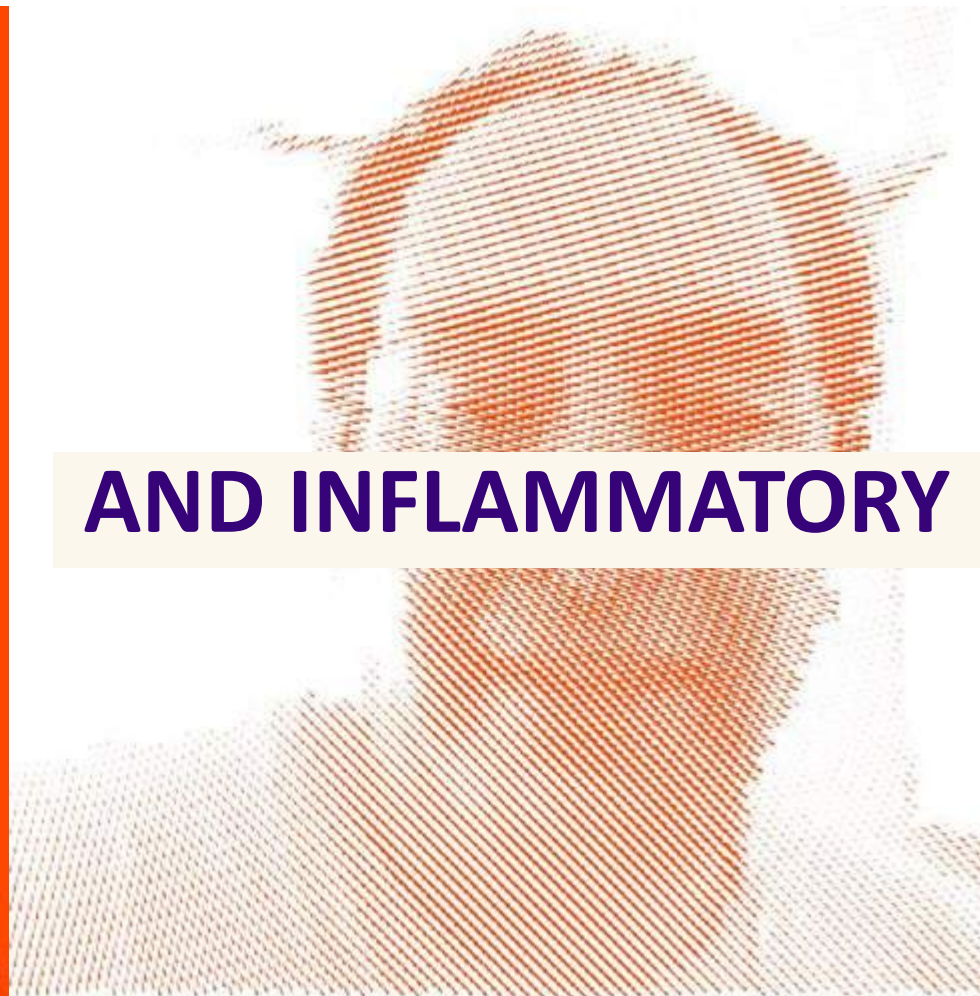
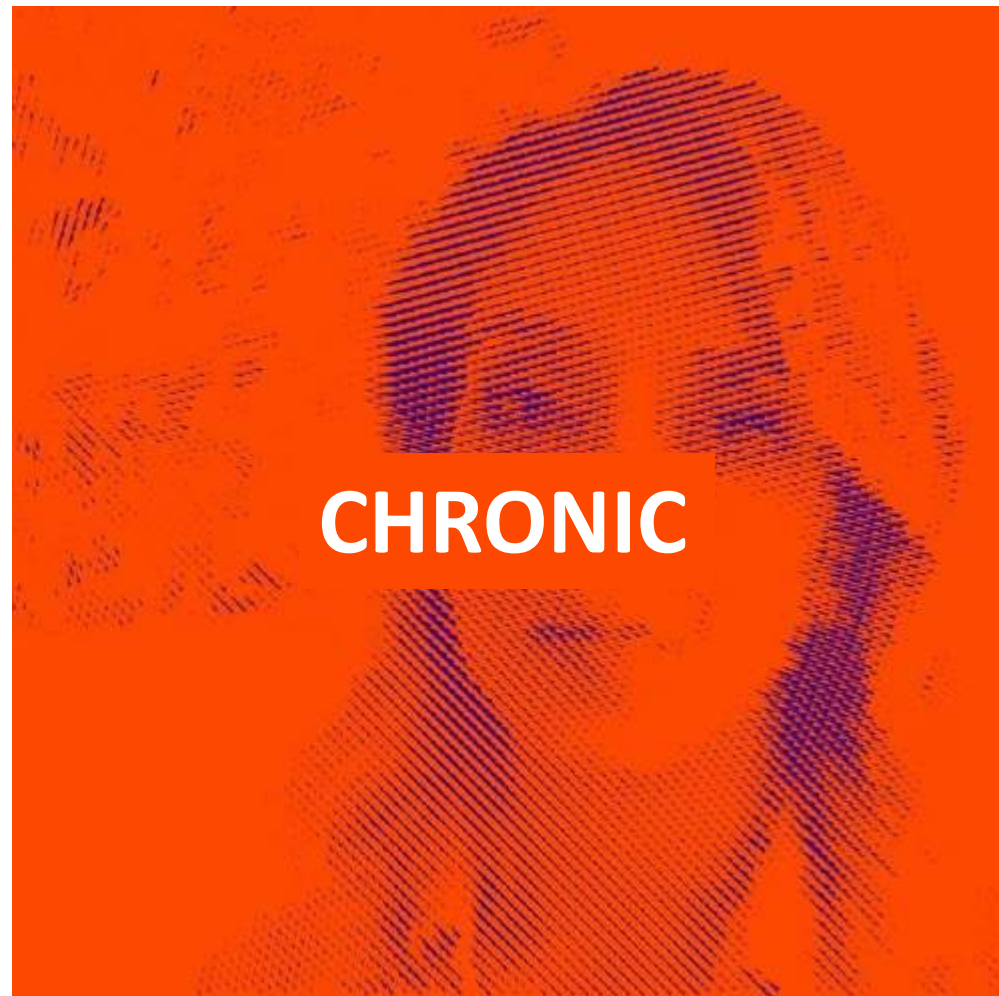
NOT CONTAGIOUS



7 YEARS LATER

# PETITORY

## IMPACT VIDEO





**SIGN THE  
PETITION FOR  
THE CHANGE OF  
THE PARADIGM  
OF PSORIATIC  
DISEASE**

**780  
SIGNATURES**

# METRIC

## Actions on page

October 12 – November 8

25

Total actions on page ▲ 100%



## Page views

October 12 – November 8

1,538

Total page views ▲ 84%



## I like the page

October 12 – November 8

189

I like the page ▲ 17%



## Reach of publication

October 12 – November 8

77,994

Persons reached ▲ 345%



## Interaction with the publication

October 12 – November 8

17,961

Interaction with the publication ▲ 796%



## Videos

October 12 – November 8

19,829

3- second video views ▲ 2143%



## Page followers

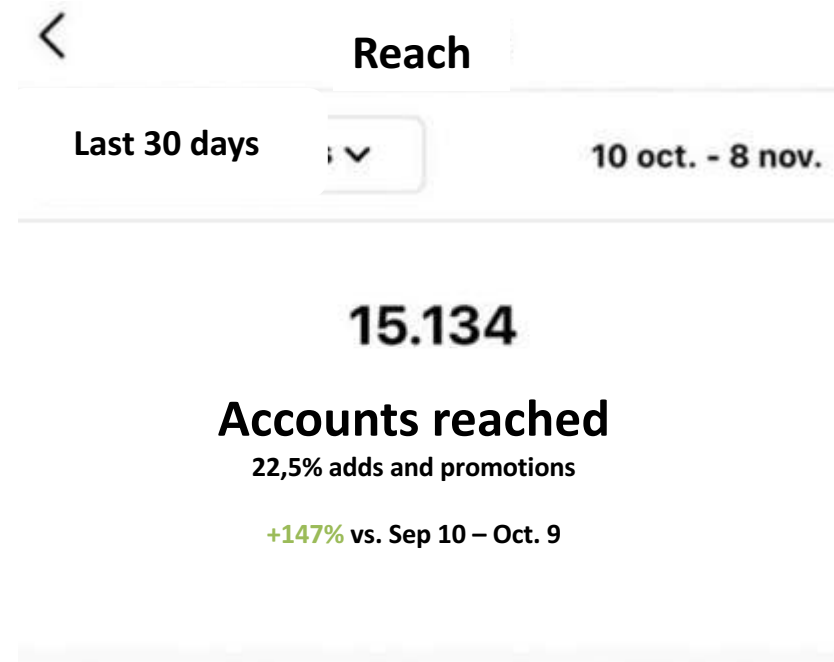
October 12 – November 8

218

Page followers ▲ 27%

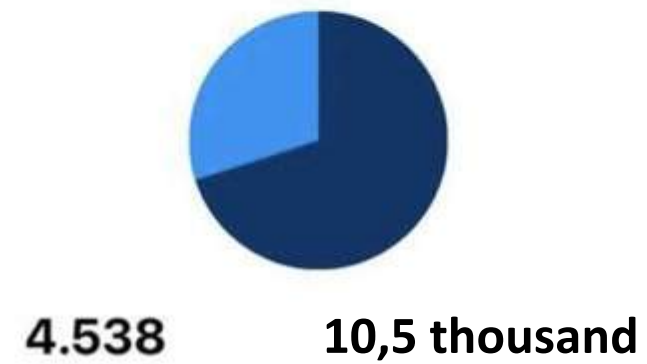


# METRIC



Public reached ⓘ

**Followers and non-followers**  
According to reach

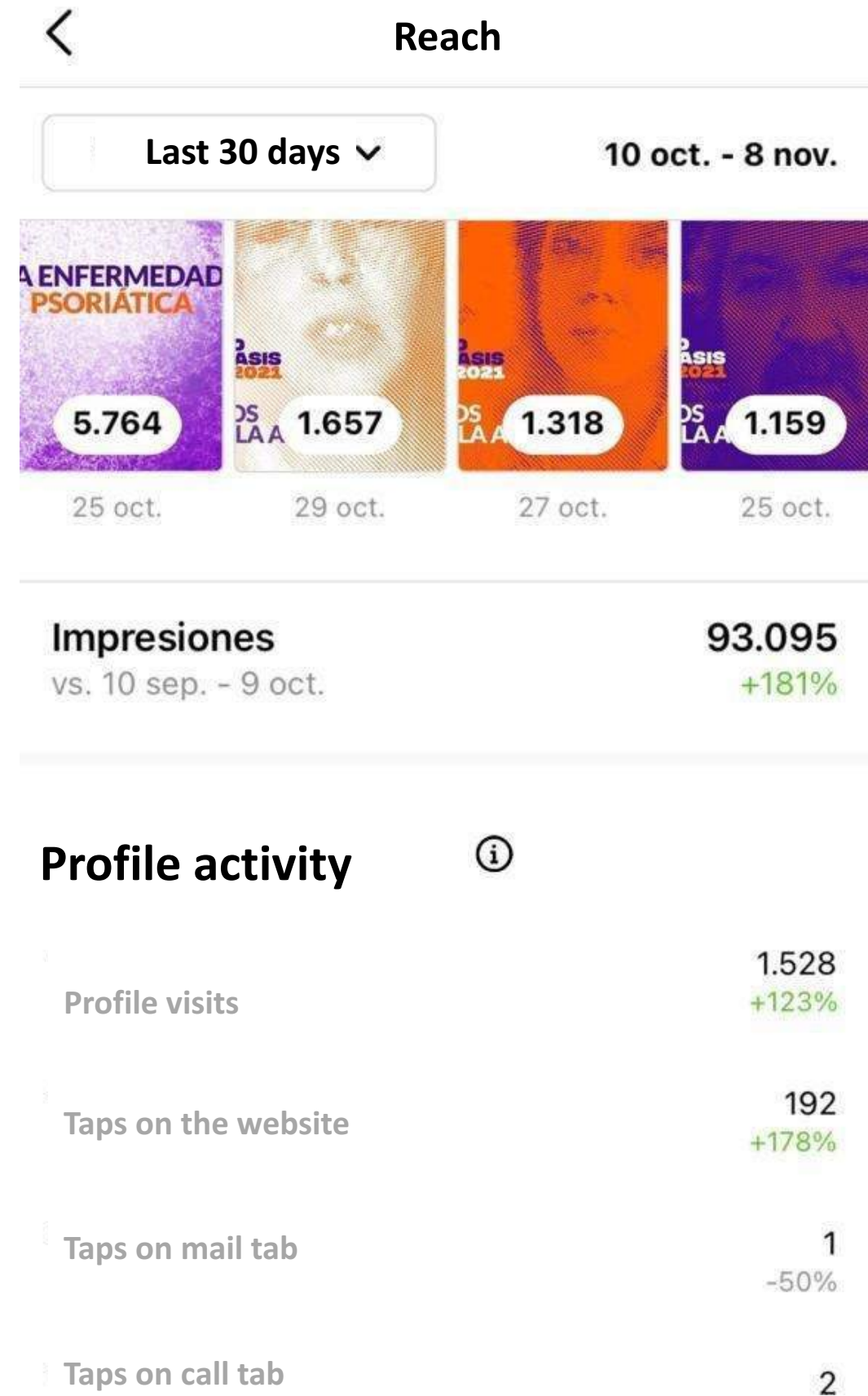
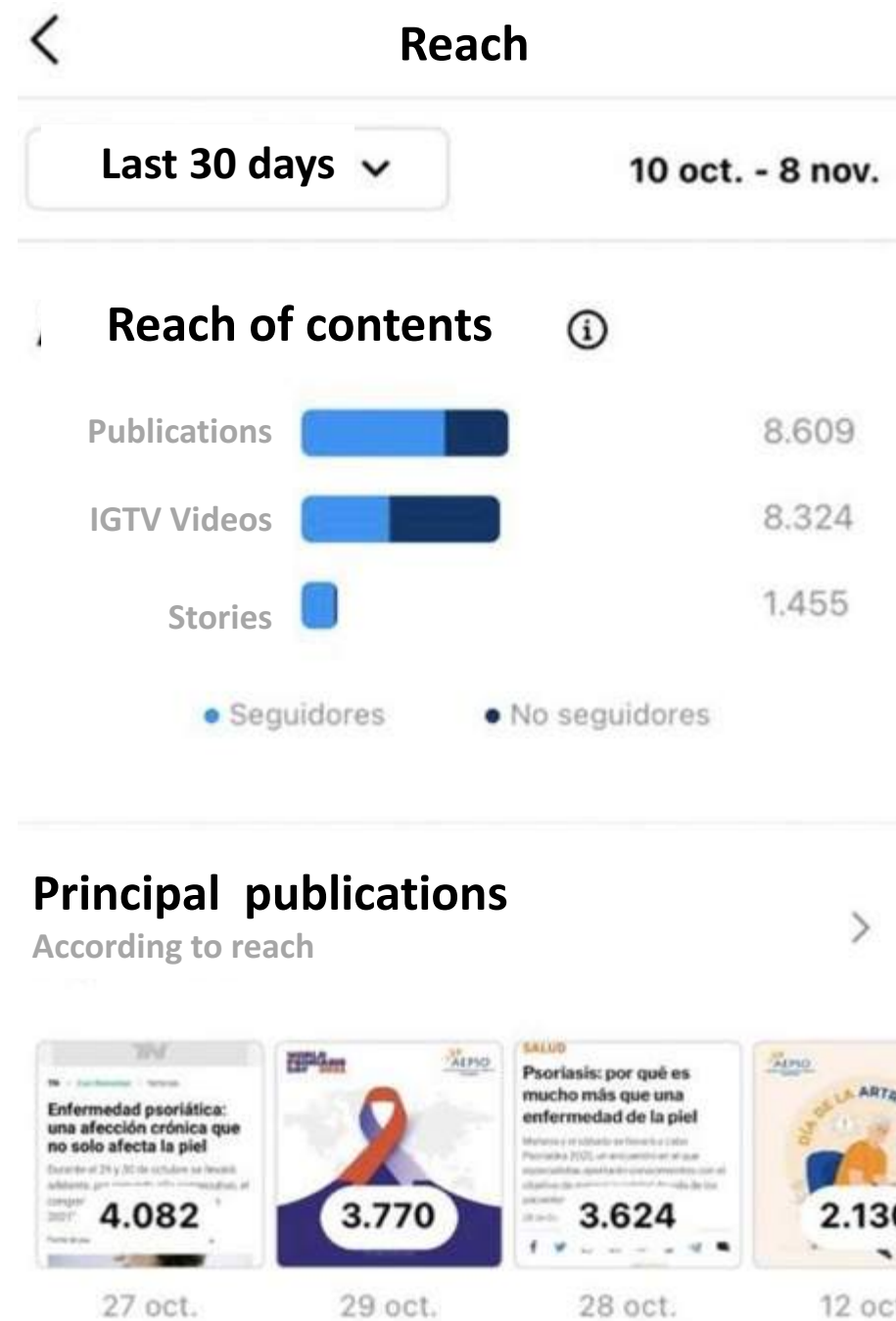


**Alcance del contenido** ⓘ



<b>Accounts reached</b>	<b>15,1 thousand</b> <b>+147%</b>
<b>Accounts interacting</b>	<b>1.148</b> <b>+151%</b>
<b>Total followers</b>	<b>5.242</b> <b>+3,7%</b>

# METRIC





# ACTIONS IN PRESS

- NATIONAL AND LOCAL MEDIA
- NEWSPAPERS, RADIO AND TV

A ARRANCA EL CONGRESO VIRTUAL  
SORIASIS

5:27  
WhatsApp  
tn.com.ar

**Psoriatic disease: a chronic condition that not only affects the skin**

During October 29 and 30, for the second year running, the congress for patients "Psoriatika 2021" will take place.

Date of publication October 27, 2021, 0757

Fecha de publicación: 27 de octubre 2021, 07:57hs



Se estima que en la Argentina entre el 2 y 3% de la población padece psoriasis. (Foto: Adobe Stock)

Se denomina **enfermedad psoriática** a una "afección crónica, inflamatoria e inmunológica" que no solo afecta a la piel, sino también a las articulaciones, siendo sus manifestaciones más frecuentes la

5:27  
WhatsApp  
infobae.com


**BENEFICIO EXCLUSIVO**  
SI SOS MIEMBRO DE NUESTRA COMUNIDAD

**infobae**

**Psoriasis: more than a disease of the skin.**

Psoriatika 2021 will take place tomorrow and Saturday, a meeting where specialists will contribute knowledge with the aim of improving the patient's quality of life.

October 28, 2021



Se estima que en la Argentina entre el 2 y 3% de la población padece psoriasis. (Foto: Adobe Stock)

Se denomina **enfermedad psoriática** a una "afección crónica, inflamatoria e inmunológica" que no solo afecta a la piel, sino también a las articulaciones, siendo sus manifestaciones más frecuentes la

**LA NACION** SUSCRIBITE

LA NACION > Lifestyle

**World Psoriasis Day: symptoms and treatments of a condition suffered by 125 million people.**

Proclaimed by the International Federation of Psoriasis Associations (IFPA), the date makes the autoimmune disease visible and demystifies its contagiousness.

October 29, 2021 08:53





THE VIRTUAL CONGRESS ON PSORIASIS STARTS TOMORROW

el **CUCO** 10 AÑOS  
El diario del Valle de Uco

TODAS LAS NOTICIAS VALLE DE UCO PROVINCIALES Y NACIONALES UCOGÜA CONTENIDO TEMÁTICO

### Efemérides: cada 29 de octubre se celebra el Día Mundial de la Psoriasis

por El Cuco Digital | Oct 29, 2021



**CM**  
Comejo Suarez Cobos  
503  
Mendoza/Argentina

Para que Mendoza siga abierta  
Solo queremos que te cuidés

Proclamada por la Federación Internacional de Asociaciones de Psoriasis (IFPA), la fecha visibiliza la enfermedad autoinmune y desmitifica su contagiosidad

# radiocanal

89.1 conexión 103.1 compañía 91.5 contacto

EN VIVO 91.5 contacto

Inicio Locales Regionales Provinciales Nacionales Política Policiales Deportes So

NACIONALES | SALUD 29/10/2021 09:45 HS.

## World Psoriasis Day: what this disease is and why it is remembered each 29th of October



des radi nue

Ma

1. Fu cuan con u
2. Asi trata géne
3. Ha amor
4. Vu Eslab
5. De extra famil

Facebook Twitter Google+ Imprimir

# 2ND ARGENTINE CONGRESS

FOR PATIENTS WITH  
PSORIATIC DISEASE

GETTING TO KNOW THE DEPTH  
OF THE PSORIATIC DISEASE



2021  
**PSORIATIKA**  
GETTING TO KNOW THE DEPTH OF THE PSORIATIC DISEASE

WORLD  
PSORIASIS  
DAY 2021

AEPSO SAR SOARPSO

Virtual congress  
for patients  
**29-30**  
Octubre

REGISTERED TO THE EVENT

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13 50

PEOPLE FROM ALL THE PROVINCES, URUGUAY, CHILE,  
BOLIVIA & COLOMBIA

# 2021 PSORIATIKA

GETTING TO KNOW THE DEPTH OF THE PSORIATIC DISEASE



WORLD  
PSORIASIS  
DAY 2021



Virtual congress  
for patients

**29-30**  
Octubre

2021  
PSORIATIKA

## CALENDAR OF THE EVENT



DAY 2 – Saturday 10/30/2021

Región NOA		09:00 - 10:00 hs.
Región Litoral		10:00 - 11:15 hs.
Región Sur		11:30 - 12:30 hs.
Región Cuyo		14:30 - 15:30 hs.
Región Centro		15:45 - 16:45 hs.



2021  
**PSORIATIKA**

## CALENDAR OF THE EVENT

 DAY 1 – Friday 10/29/2021



**18:30 – 18:40 hs.**

### Welcome words

Silvia Fernández Barrio (President AEP SO)



**18:40 – 19:00 hs.**

### Why is Psoriasis now called psoriatic disease? What difference does it make to me?

Dr. Nora Kogan (Dermatologist) and  
Dr. Vanesa Cosentino (Rheumatologist)



2021  
**PSORIATIKA**

## CALENDAR OF THE EVENT

 DAY 1 – Friday 10/29/2021



**19:00 – 19:20 hs.**

### How does the psoriatic disease affect my brain (Swelling, Depression and Mood)

Dr. Julio Torales Psychiatrist (Paraguay)



**19:20 – 19:40 hs.**

### What does psoriasis do to my heart?

Dr. Juan José Fuselli (Cardiologist)



2021  
**PSORIATIKA**

## CALENDAR OF THE EVENT



DAY 1 – Friday 10/29/2021



19:40 – 20:00 hs.

**What is the metabolic syndrome?  
Why are metabolic syndrome and  
psoriatic disease united**

Dr. Juliana Mociulsky (Endocrinologist)



20:00 – 20:20 hs.

**Psoriasis, Intestinal tract and  
microbiota**

Dr. Ignacio Dei Cas (Dermatologist)



2021  
**PSORIATIKA**

## CALENDAR OF THE EVENT



DAY 1 – Friday 10/29/2021



20:00 – 20:45 hs.

**The new treatments**

Dr. Osvaldo Cerda (Rheumatologist)

20:40 – 21:00 hs.

**Space for questions of patients**



21:00 – 21:10 hs.

**Closure words by:**

Dr. Cristina Echeverría (President SOARPSO  
and Dr. Marina De la Vega (President of SAR)



# PARTICIPANTS

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**10 14**

LIVE - 7HS OF STREAMING

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**46 SPEAKERS**

DURING 3 LIVE TRANSMISSIONS

**DAY 1**

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**650**

**PARTICIPANTS**

**LIVE - 2 : 45 HS OF STREAMING**



Silvia Fernandez Barrio AEPSO



Dra Cristina Echeverria SOARPSO



Silvia Fernandez Barrio AEPSO



Dra. Vanesa Cosentino



Dra. Nora Kogan



Silvia Fernandez Barrio AEPSO



Dr. Julio Torales



Silvia Fernandez Barrio AEPSO



Dr. Juan Fuselli



Silvia Fernandez Barrio AEPSO



Dra. Juliana Mociulsky



Silvia Fernandez Barrio AEPSO



Dr. Ignacio Dei-Cas



Silvia Fernandez Barrio AEPSO



Osvaldo Luis Cerda



Osvaldo Luis Cerda



Dra. Cristina Echeverria SOARPSO



Silvia Fernandez Barrio AEPSO



Dr. Ignacio Dei-Cas



Dr. Juan Fuselli



Dra. Maria de la Vega



Dra. Vanesa Cosentino



Dra. Juliana Mociulsky



Dra. Nora Kogan

DAY 2

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364

PARTICIPANTS

LIVE 4:15 HS OF STREAMING

# NORTHWEST REGION

10 SPEAKERS

SALTA, JUJUY, TUCUMAN, LA RIOJA &  
SANTIAGO DEL ESTERO.

PSORIATIKA<sup>2021</sup>

Silvia Fernandez Barrio AEPSO

Dra Natalia Montiel

Dr. Emilio Buschiazzo

Dr. Maria fernanda Lui

Dra. Verónica Bellornio

Dra. silvia salazar

7:38 / 2:46:39

Video player controls: play, next, volume, settings, full screen, and close buttons.

# NORTHWEST REGION

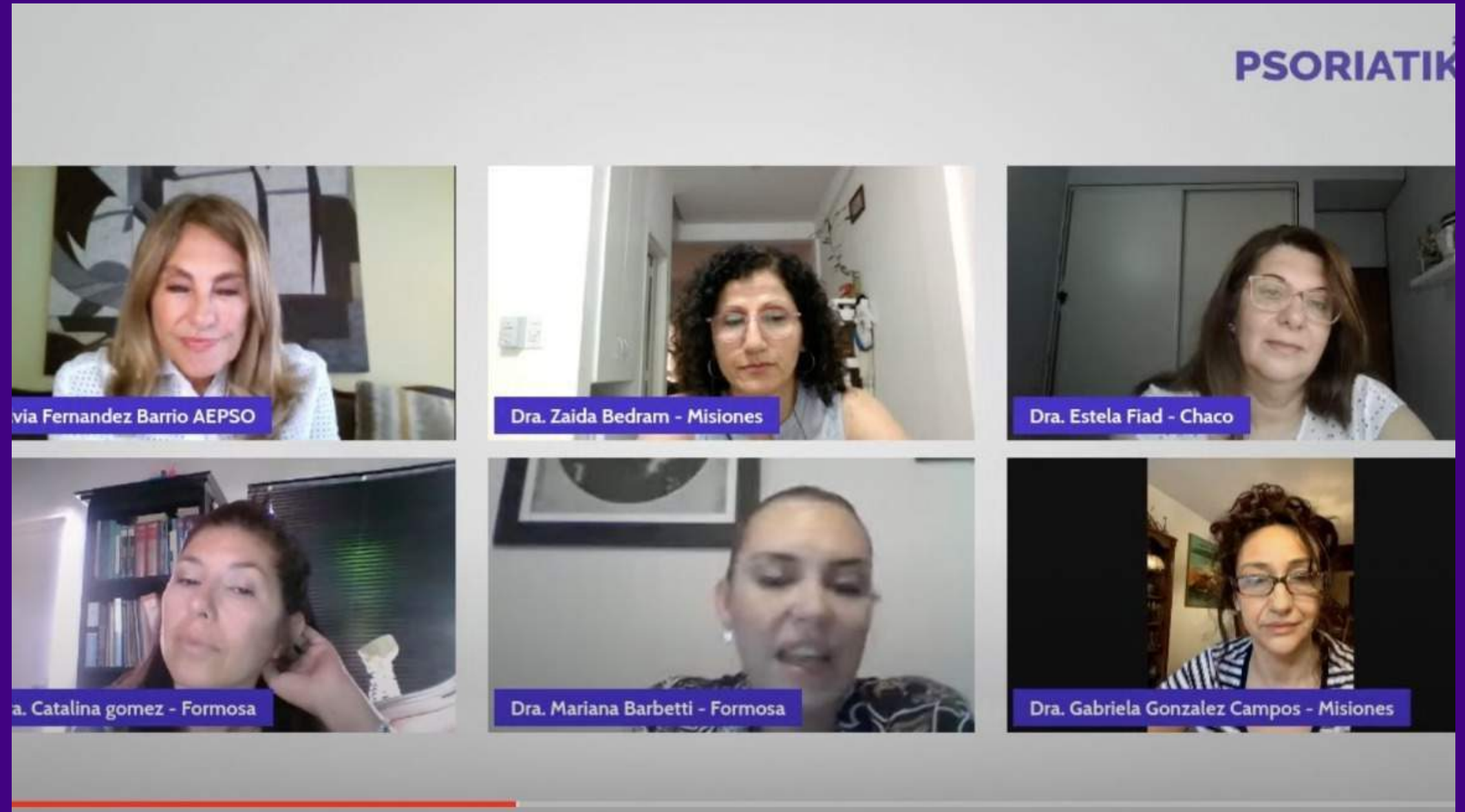
2021  
PSORIATIKA



# COASTAL REGION

11 SPEAKERS

MISIONES, CHACO, FORMOSA, CORRIENTES &  
ENTRE RIOS.



# COASTAL REGION



# SOUTH REGION

5 SPEAKERS

RIO NEGRO, CHUBUT, NEUQUEN, SANTA CRUZ &  
TIERRA DEL FUEGO

2021  
PSORIATIKA

Silvia Fernandez Barrio AEPSO

Dra. Koch Claudia - Santa Cruz

Dra. Maria Paz Sanchez - Neuquen - Rio negro

Dr . Raul Paniego - La Pampa

Dr. Bruno Ferrari - La Pampa

Dra. Nadia Cañadas - Chubut

# CUYO REGION

4 SPEAKERS

SAN JUAN, MENDOZA & SAN LUIS



# CENTRAL REGION

6 SPEAKERS

CORDOBA, CABA & BUENOSAIRES



PSORIATIKA 2021

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19 50

REPRODUCTIONS

DAY 1: 1090 DISPLAYS

DAY 2: 8060 DISPLAYS