

Empower people living with atopic dermatitis

Sidekick is a digital health platform that supports clinicians to manage symptoms, increase well-being and improve quality of life for people living with atopic dermatitis (AD) often referred to as eczema.

The programme focuses on improving treatment adherence and lifestyle factors, helping people stick to a treatment routine with reminders, acknowledging, tracking, and avoiding triggers. Patients are also empowered to break the itch-scratch cycle with various tools and education. Access to a lifestyle coach further enhances the support received by people going through the programme.

The atopic dermatitis programme is available for free to use as a mobile app.

Evidence-based. Clinically validated. Co-developed with patients.

Sidekick programmes are designed to help people build lasting habits and modify lifestyle behaviours to improve health outcomes. All programmes are based on behavioural science principles with dynamic and adaptive programme progression. Furthermore, Sidekick programmes are GDPR compliant and adhere to the highest data protection standards.

The results of our latest feasibility study, presented at the 4th Annual Revolutionizing Atopic Dermatitis conference, in April 2022 showed that:

- **44% improvement in clinical symptom severity** according to SCORAD (from 56.1 (SD=16.7) to 31.2 (SD=18.4), $p < 0.001$).
- **46% decrease in subjective symptoms** according to POEM (from 15.6 (SD=6.7) to 8.5 (SD=4.9), $p < 0.001$).
- **41% improvement in participants' quality of life** as measured by DLQI (impact of eczema decreased from 7.8 (SD=4.5) to 4.6 (SD=4.0), $p < 0.001$).
- Participants engaged with the app a median of **6.5 days per week**.
- Participants logged a mission **8.9 times a day** on average.

The study included **21 participants over a 6-week period**.



Sidekick's Atopic Dermatitis programme

The AD programme focuses on medication adherence, stress management, behavioural change, physical activity and nutrition amongst other key topics.

Modules available in this programme will support patients with:

Energy levels

Focus on ways to improve energy levels

Stress management

Identifying and handling stress with strategic tools

Physical activity

Tracking and integrating physical activity into daily life

Habit reversal

Breaking the itch-scratch cycle

Treatment and care

Improving treatment adherence and providing tools for preventing and managing flares

Nutrition guide

Metabolic health, allergy, and food sensitivity

Sleep management

Routine and habits for quality sleep

...and more!



Patient-centric education and support programmes are immensely important for the holistic management of patients with dermatological disease, especially programmes which recognise the importance of patients' psychological wellbeing. The app developed by Sidekick is a great way of empowering patients through the app's programmes and modules."

Professor Anthony Bewley
Dermatologist

Next steps

1. Scan the QR code

To test the app for yourself, scan this QR code with your smartphone's camera. Make sure to scan this code to get access to the demo version of the Atopic Dermatitis programme within the Sidekick app via the app store.

Or request a cost-free demo by sending an email to: demo@sidekickhealth.com



2. Download and print the patient information sheet

The second page of this document gathers information for patients. Share this information sheet with your patients during their next appointment, to give them access to the Atopic Dermatitis programme.

Gudmundsdottir SL, Ballarini T, Ámundadóttir ML, Mészáros J, Eysteinsdóttir JH, Thorleifsdóttir RH, Ulfssdóttir H, Hrafnkelsdóttir SK, Bragadóttir HB, Helgadóttir H, Oddsson S, Silverberg J. A Novel Digital Therapeutic Intervention to Improve Symptoms of Atopic Dermatitis: A Feasibility Study. Abstract presented at: Revolutionizing Atopic Dermatitis conference, April 9-11, Baltimore, MD, US.

<https://revolutionizingad.com/conference/april-2022-abstracts?start=40>



Your eczema Sidekick is waiting for you

Sidekick Health is an interactive health app that supports people living with eczema, also referred to as atopic dermatitis.

Get the app to improve the way you live with eczema

You and your Sidekick: Support at your fingertips

The all-in-one Sidekick app makes it easier to adopt lasting, healthy habits, and is by your side every step you take, big or small!

Sidekick's programs are created by doctors, psychologists, scientists, and others living with chronic illnesses, offering you the support you need, when you need it.

All Sidekick programs are GDPR compliant, as we hold ourselves to the highest data protection standards.

What you and your Sidekick can do

Your eczema Sidekick will help you work towards manageable goals, at your own pace:

- Identify triggers, and ease symptoms and flare-ups
- Break the itch-scratch cycle and build better habits
- Identify sources of stress and learn new ways to handle them
- Take note of your sleep patterns and improve the quality of your rest
- Practice mindfulness, and make time for yourself
- Stay on top of your treatment with helpful reminders

What others say about Sidekick

“ The Sidekick app helps to address [...] important, wider aspects of care and so will complement and enhance medical treatments. The programme is enjoyable to use and full of useful information, and I believe it will be hugely beneficial for patients.”

Dr. Natasha Harper

“ Patient-centric education and support programmes are immensely important for the holistic management of patients with dermatological disease. [...] The app developed by Sidekick is a great way of empowering patients.”

Professor Anthony Bewley



Get started now

- 1 Scan the QR code**
To download the eczema programme within the Sidekick app, you will be redirected to the app store.
Tap on "GET".



- 2 Set up your account and let's get started!**
In a few simple clicks, create your account and start your **personalised Sidekick journey**.