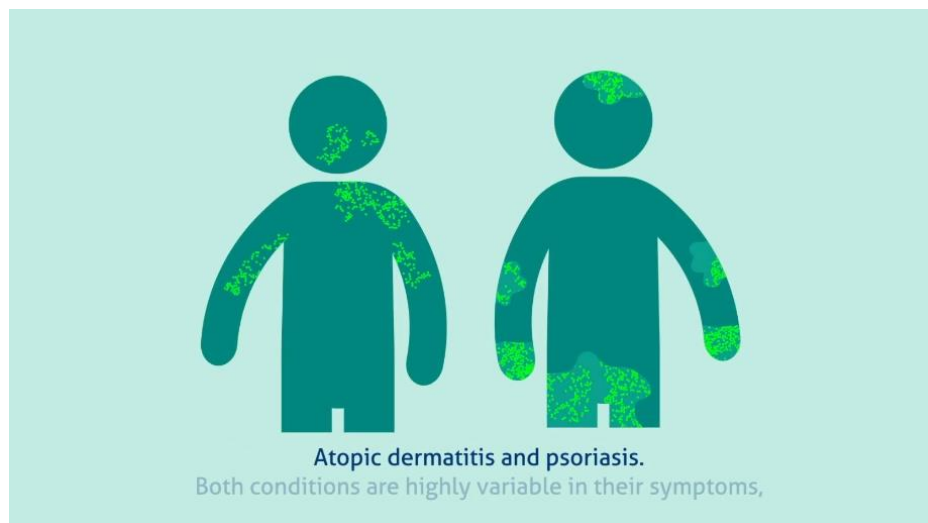




Biomap

Biomarkers in Atopic Dermatitis and Psoriasis

Promotion of BIOMAP Animated Clip



As part of the BIOMAP communication activities, an animated clip has been produced to illustrate the project objectives and the targeted results for a broad, non-scientific audience. In an entertaining, easily understandable language and format, the short film illustrates the project's pathway towards providing further research evidence about Atopic Dermatitis and Psoriasis, the two most common inflammatory skin diseases which affect more than 300 million people worldwide. Both conditions are a huge burden to patients and families, care-givers and healthcare systems in general. The short animation aims to show the project approach and goals in an easy-to-understand and entertaining format.

The clip moreover illustrates the project's pathway towards providing further research evidence about both diseases to alleviate the burden and consequences for people living with the conditions by addressing three unmet needs, which will have a broad impact on disease management, patient-directed care strategies and future trial designs:

- The identification of major determinants of manifestation, progression and comorbidity development
- An improved understanding of overlapping or unique disease mechanisms, associated signatures and their importance in patient subpopulations
- The identification of markers capable of assessing disease-related individual patient trajectories and response to different therapies.



We invite you to promote the clip via any of your communication channels such as:

- Your institution's or personal websites;
- Your institution's or personal social media and video channels including Facebook, Twitter, YouTube, Vimeo, LinkedIn, etc.;
- Any suitable (virtual) conferences, workshops, trade fairs, training events, open days, exhibitions, etc.

If you wish to directly embed the clip in your institutional website, the file is available for download [here](#). Moreover, the film can be accessed via the [BIOMAP website](#). You can also share and embed the YouTube-Link: <https://www.youtube.com/watch?v=VvA00FvhM1c>

In order to minimise your efforts, we have prepared a news release and a tweet, which you are welcome to use or adapt according to your needs. You can also use the attached screenshot for illustration. In addition, the news release will be published via the European Commission's R&D information service CORDIS.

Tweet (suggestion):

Watch and share the brand-new animated clip on our @IMI_JU project @Biomap_IMI and learn how we aim to improve the lives of patients affected by the two most common inflammatory skin diseases: #atopicdermatitis and #psoriasis. Follow our journey on <https://biomap-imi.eu>

Please kindly let us know once you have published the news so we can keep track of the promotion activities for our next report. Thank you!