WebMD | Insights Lab

2026 Patient Profile Study

Psoriasis



WebMD | Insights Lab

The In-Market Dx Psoriasis Patient

Psoriasis Patient Overview

Up to 60% reach

of the Dx Psoriasis Universe

85% Have been diagnosed for **3+ years**

47% Describe the severity as **moderate-severe**

64% Psoriasis patients are suffering from **Plaque Psoriasis**

32% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Current Treatment



79% Topical Rx

40% OTC Topicals

20% Biologics

Effectiveness

36%

Current treatment is moderately to not effective

Switching

55%

Switched their treatment plan after initial care

Information Researched on WebMD

51% Medication Details & Side Effects

47% Living With Psoriasis

46% Latest News & Development on Treatment

43% Condition Complications

Actions Taken After Research

1 in 2

Talked to a doctor about their **condition**

1 in 2

Talked to a doctor about **treatment options**

Source: 2026 Patient Profile Study; Psoriasis

Treatment Landscape and Frustrations

28% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **79%** Topical Rx
- **40%** OTC Topicals (e.g., Hydrocortisone)
- **20%** Biologics or Biosimilars
- **11%** Oral Prescription (e.g., Otezla)

1 in 2 Psoriasis patients have switched treatment since initial care

1 in 3 Current treatment is **moderately to not effective**

Treatment Frustrations

#1	#2	#3
Treatment Not Working	Just Stopped Using It	Did Not Like Side Effects
#4	**#5**	**#6**
Cost	Found Better Treatment	Emotional Impact

Source: 2026 Patient Profile Study; Psoriasis

Unsatisfied Psoriasis Patients are Actively Searching for Better Treatment Options

Treatment Desires

48%
Relief Lasted Longer

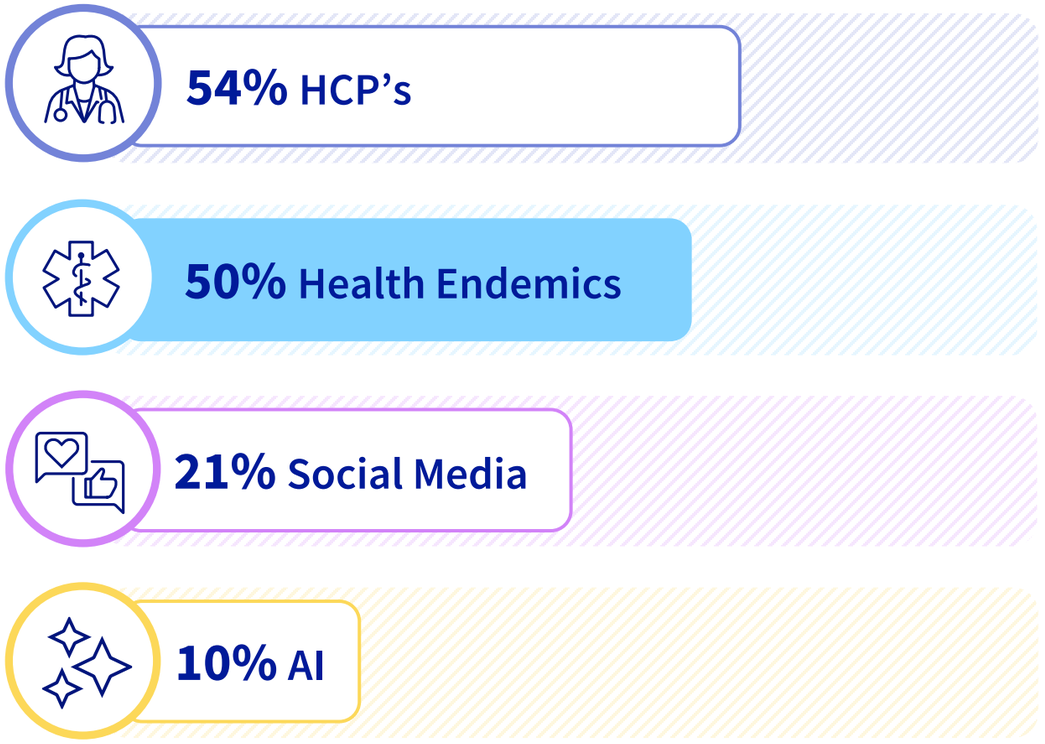
48%
Worked Faster

40%
More Affordable

25%
Can Be Taken Less Often

1 in 4 Are not knowledgeable about biologics and biosimilars, but **would like more information**

How Psoriasis Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; Psoriasis

Psoriasis Patients Turn to WebMD for Research at Every Stage of their Care Journey

3 in 5
Research online to prepare for an appointment

Information Researched on WebMD

51%
Medication Details & Side Effects

47%
Living With Psoriasis

46%
Latest News & Development on Treatment

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	48%	**56%**	41%
Lifestyle Information *(Diet, nutrition, Exercise)*	31%	**61%**	43%
Prescription Drugs	23%	**73%**	44%
Side Effects or Long-Term Use of Treatment	17%	**70%**	48%

Source: 2026 Patient Profile Study; Psoriasis

Psoriasis Patients Start with AI but Rely Heavily on Verification for Accuracy



70% of Psoriasis patients use AI to research their condition

AI Tools Used

- **49%** AI Powered Search Summaries
- **72%** AI Chat Platforms *(ChatGPT, etc.)*
- **28%** Virtual Assistants *(Claude, etc.)*

78%

Verify the health information they receive from AI platforms

4 in 5

Verify the information using a trusted health site **like WebMD**

Source: 2026 Patient Profile Study; Psoriasis

In a World of AI Driven Answers, Psoriasis Patients and Caregivers Continue to Rely on WebMD

79%

Trust WebMD the most among all health sites

89%

Recommend WebMD for health information

90%

Quality of WebMD content is the best

99%

WebMD provides the most **valuable** content

ONLY 1 in 5

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Psoriasis



Research on WebMD Drives Doctor Conversations

Type of Dr Treating Their Psoriasis

Dermatologist: **77%**

PCP/GP: **38%**

Active Patients Visiting Their HCP

32% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Actions Taken After Research on WebMD

1 in 2
Talked to a doctor **about their condition**

1 in 2
Talked to a doctor **about treatment options**

Source: 2026 Patient Profile Study; Psoriasis