

JOINT WORKING EXECUTIVE SUMMARY (UPDATED OCTOBER 2025)



Project Title:

Creation of a Nurse-Led Atopic Dermatitis (NuLAD) Service to run within the Queen Elizabeth Hospital (University Hospitals Birmingham NHS Foundation Trust) for two years, starting on 2nd October, 2023.

Background:

Atopic dermatitis (AD) is a complex, chronic inflammatory condition,¹ which can interfere with patients' daily lives²⁻⁴ and can also inflict a psychological burden.³ AD is characterised by a heterogenous clinical phenotype and a range of subtypes.⁶ Complex interactions between the environment and the immune system contribute to this heterogeneity.⁶

Itch is one of the most common,² bothersome⁷ symptoms – which can result in patients suffering from sleep disturbance.² Additionally, anxiety and depression are also commonly present.² Inadequate disease control^{2,7} and fear of relapse⁵ further increases the burden for patients.

AD affects approximately 1.1m adults in the UK (2.5% of the adult population).⁸

Poor control of AD has been shown to result in increased healthcare resource utilisation including healthcare provider and emergency department visits and hospital admissions.⁹

Due to limited treatment options for moderate to severe AD, there remains a significant unmet need for additional long-term targeted systemic or biological therapies.¹⁰

Project summary:

This joint working project will provide an opportunity to improve patient identification and management of moderate-to-severe AD patients requiring biologic/systemic treatment at Queen Elizabeth Hospital (QEH), Birmingham. LEO Pharma and University Hospitals Birmingham NHS Foundation Trust will pool skills, experience and resources to establish new pathways and a bespoke nurse-led AD clinic. Both parties will have a shared commitment to the successful delivery of this project in order to benefit patients. The project will be managed through delivery of milestones leading to development of a business case to continue funding on completion of the project. This was planned to be on 30 September 2025; the revised expected completion is now June 2026 (see Project Update below).

The required input and pooling of skills, experience and resources is outlined below:

- The Dermatology consultant team at QEH will provide clinical support for the new service covering all newly established clinics and oversight of the service redesign. The QEH management team will provide oversight on project controls and business case development. The management team will also be responsible for providing the necessary administrative support and clinical rooms as required for patient related activity. This contribution is estimated to provide £65k to this project per year.
- LEO Pharma will provide the costs to UHB to appoint a 0.5 WTE (whole time equivalent approximately 2.5 days) band 7 dermatology nurse specialist. LEO Pharma will also provide UHB with a 0.5 WTE band 7 dermatology nurse specialist through a third party provider agreement with Apodi Limited. Additionally

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project management support from a Regional Health Outcomes Manager (RHOM) and National Market Access Manager will also be provided. This contribution is expected to be £78K to this project per year.



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Expected benefits of joint working project:

Benefit to patients with AD:

- Faster access to biologic and other novel treatments
- Timely and seamless continuation of treatment
- Increase access to expertise and timely follow up
- Increase support
- Increase compliance and concordance with the medicines
- Improving patient and carer outcomes
- Improve access for vulnerable patients

Benefit to the NHS:

- Increase capacity and access to service
- Decrease in the potential cost of acute care – less flares requiring acute support
- Release consultant time therefore increasing staff utilisation
- Equity of care by a single point of access reducing variability
- Improve patient satisfaction within the service

Benefit to LEO Pharma:

- Improve working relationships and reputation with NHS partners
- LEO Pharma demonstrated to be a reliable, solutions-oriented partner supporting the NHS
- Better understanding of the challenges faced by the NHS in delivering high-quality patient services and care
- Potential increase in prescribing of on formulary biologics indicated for AD, if clinically appropriate for patients, which may include LEO Pharma products
- Helps LEO Pharma to live its values of customer focus, integrity, adaptability, innovation, and passion

Project Update October 2025:

- **Due to delays with nurse recruitment, the expected end date of this project will be no later than end June 2026.**
- **The provision of the nurse provided via Apodi Limited ended September 2025. LEO Pharma will replace this role by providing the costs to UHB to appoint a 0.5 WTE band 7 dermatology nurse specialist for the remainder of this project.**

References:

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