Inclusivity | Toolkit for Deployment

DiMe’s Nocturnal Scratch project provided study results, resources, measure ontology, and clinical trial and payer best practices, to advance the broad acceptance of nocturnal scratch as an evidence-based, meaningful endpoint for atopic dermatitis (AD).

The Nocturnal Scratch project conducted a mixed methods study consisting of interviews and surveys of patients (adult and pediatric) and caregivers.

The team wanted to ensure its survey would be effective in uncovering the meaningful aspects of AD patients’ lives.

The Nocturnal Scratch project team demonstrated the best practices from the communications guide in DATAcc’s Toolkit for Inclusive Deployment, ensuring all survey communications were inclusive and appropriate for each cohort of participants.

For example, the participant consent form for DiMe’s Nocturnal Scratch study started with the key takeaway and used language written at Grade 4 reading level.

The study results, which formed a Conceptual Model for Nocturnal Scratching and will be published in late 2022, will help leaders in AD anchor the narrative about nocturnal scratching in meaningful aspects of patients’ lives.

Learn more about Nocturnal Scratch resources and download study data here.

[1] The interview consisted of 49 adult and pediatric patients as well as their caregivers, partners, and spouses.