

Entretiens d'Avène

2018

## Design Thinking in Atopic Dermatitis

— June 8th 2018 - Station Thermale d'Avène —

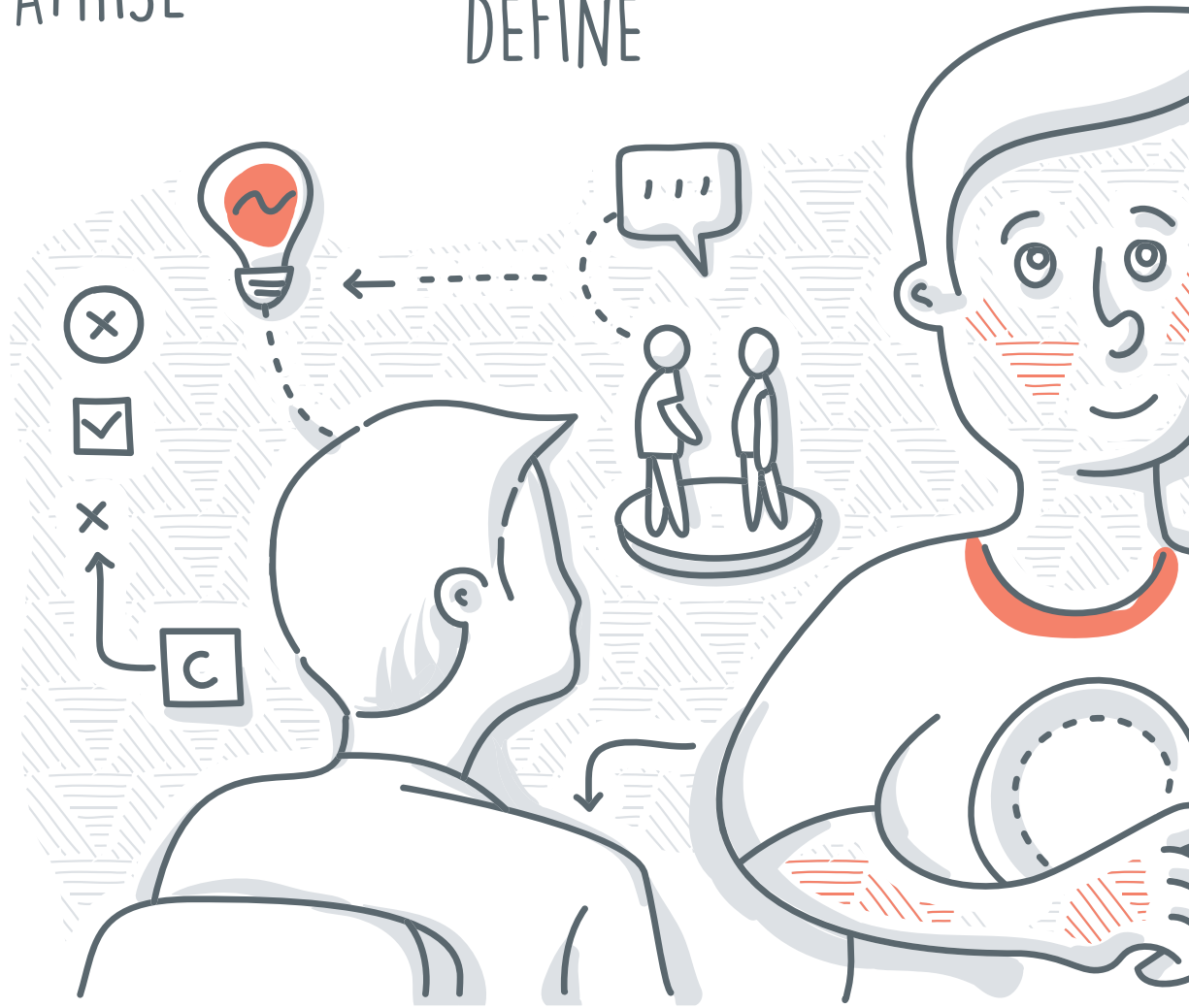


LABORATOIRES DERMATOLOGIQUES

— Avène —  
PARIS

EMPATHISE

DEFINE



# PROTOTYPE

IDEATE

TEST



Entretiens d'Avène

2018



With the contribution  
of the Atopic Dermatitis  
Foundation

# Design Thinking in Atopic Dermatitis

June 8th 2018

**Chair: Roberto Takaoka - Brazil**

## MORNING SESSION - Lectures 9:00 - 12:30

9:00	Welcome	10:50	Design Thinking in Atopic Dermatitis <b>Roberto Takaoka</b>
9:05	Introductions <b>All participants</b>	11:20	Therapeutic patient education worldwide: different approaches for the same challenge <b>Jean-François Stalder</b>
9:15	"My Adorable Son" reading <b>All participants</b>	11:50	Therapeutic patient education in Avène Hydrotherapy Center <b>Didier Guerrero</b>
9:30	Atopic Dermatitis is a Complex Problem <b>Roberto Takaoka</b>	12:20	Q & A
10:00	What is Design Thinking? <b>Gisele Raulik Murphy</b>	12:30	Lunch + Photo session
10:30	Coffee break		



## AFTERNOON SESSION - Design Thinking Workshop 14:00 - 18:00

14:00	Introduction <b>Gisele Raulik Murphy</b>	16:30	Therapeutic Effects of Origami <b>Mari Kanegae and all participants</b>
14:15	Workshop <b>All participants</b>	17:00	Workshop <b>All participants</b>
16:00	Coffee break	18:00	Wrap-up and finale
		20:00	Gala dinner



## Entretiens d'Avène

June 8th 2018

### Design Thinking in Atopic Dermatitis

Design thinking is a creative innovation process originally used by designers to enhance the look and functionality of products. More recently, this methodology has been used to tackle complex social and health care problems. Design thinking is a human-centered approach that, when applied to health care, involves creating solutions by listening closely to patients' needs and problems. Another important aspect of the design thinking approach is the co-development of solutions, which means involving patients, doctors and other health professionals, in the process of generating new ideas.

In this edition of Entretiens d'Avène, we will experience how design thinking can help create new solutions to improve the treatment of atopic dermatitis.

Professor Roberto Takaoka - Chair

## Roberto Takaoka

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**Brazil**



Professor Roberto Takaoka is a dermatologist from São Paulo, who has worked in the field of atopic dermatitis for more than 25 years. After finishing his Dermatology Residency at the University of São Paulo Medical School, he worked as a Research Fellow at the Oregon Health & Sciences University, mentored by Prof. Jon Hanifin. After returning to Brazil in 1990, he opened the Atopic Clinic at the University of São Paulo Medical School Hospital, which he continues to run to this day. Roberto founded the Brazilian Atopic Dermatitis Association (AADA) in 1997 after many years of experience with support groups for patients with atopic dermatitis at the University of São Paulo Medical School. AADA's current mission is to transform the disease into an opportunity for growth and self-development. Projects include the creation of support groups for patients and their families in other Brazilian cities, creation and distribution of educational materials, art workshops, and organization of scientific meetings for doctors and other health care professionals. Roberto is also interested in art and design and has attended courses on Innovation and Social Entrepreneurship at the Massachusetts Institute of Technology (MIT) and Stanford Graduate School of Business.

## Gisele Raulik Murphy

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**Brazil**



Gisele Raulik Murphy is a partner at DUCO, a design management and innovation consultancy based in Curitiba (South of Brazil). Gisele gained her degree in Graphic Design from the Federal University of Parana (Brazil), obtained a Masters in Design Strategy and Innovation from Brunel University (UK), and her PhD on Design Policy from the University of Wales (UK). Gisele has worked for design centers both in Brazil and the UK (Centro Brasil Design, Design Council and Design Wales). In 2005 she established and coordinated the EU funded program SEE project, a collective of European design centers established to share experiences and expertise on policies for design and innovation. Since moving to Brazil in 2011 Gisele has established the design management consultancy DUCO, which was commissioned by the Uruguayan Government in 2013 to develop recommendations for a national design policy. More recently DUCO completed a detailed review of the design practices in key manufacturing sectors for the Brazilian government to inform national policies, together with a diagnostics about the design sector. Together with the DUCO team, Gisele has been running co-creation and design thinking workshops for various institutions as well as industry. She has continued her academic record and maintains teaching commitments at graduate and masters level at various universities in the South of Brazil. Gisele is currently member of the Board of the Brazil Design Center.



## Jean-François Stalder

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France



Professor Stalder trained in Pediatrics and Dermatology and became the Head of the Department of Dermatology in the Nantes University Hospital in 1997.

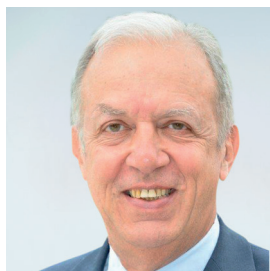
Emeritus professor at the Nantes University, he is the President of the Scientific Committee of the "Fondation Dermatite Atopique" and Chairman of the French Groupe d'Education Therapeutique (GET). Main research area includes atopic dermatitis, therapeutic education programs (TPE) in dermatology, pediatric dermatology. Professor Stalder was involved in the creation with Professor Alain Taieb of the European Task Force on Atopic Dermatitis (ETFAD) in 1990 and the SCORAD index (1996). Also created the first Atopic School in France in 2000 and the international patient oriented network in dermatology (OPENED) in 2007. Co-designer of a self-assessment score (POSCORAD), and topical corticophobia score (TOPICOP).

Professor Stalder wrote more than 200 articles in journals and chapters in books in the fields of atopic dermatitis and pediatric dermatology. Participated as board member and investigator in many clinical trials and helped design several multimedia programs in the field of atopic dermatitis, pediatric dermatology (applications, web sites, CDRom).

*"I am convinced that multiple international transdisciplinary approaches are the only way to go forward with the aim to better manage patients suffering from Atopic Dermatitis, and that a patient-oriented approach is essential to help all of us to improve our practice."*

## Didier Guerrero

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France



Doctor Didier Guerrero graduated from Montpellier University after training in dermatology, immunology, allergology and parasitology. He also received a speciality training in adult psychiatry. From 1982 to 2015, he owned a private dermatology practice established in the South of France. In 1987, Dr. Guerrero became scientific consultant for Laboratoires Pierre Fabre. He was one of the first persons to work on developing the Avène hydrotherapy center along with the Avène brand. For the last 20 years, along with its contribution to the development of dermo-cosmetic products, Dr. Guerrero has been helping in the development and implementation of clinical studies and pharmaco-clinical studies on the Avène Thermal Spring Water.

As an expert dermatologist, he participated in major international congresses such as AAD, EADV, RADLA, and the World Congress of Dermatology. Dr. Guerrero participated also in national congresses in European countries but also in Russia, Japan, China, Taiwan, Indonesia, Singapore, Malaysia, Vietnam, Cambodia, Mexico, USA, Canada, Brazil, Middle East, North Africa...

He worked on the interest of using the Avène Thermal Spring Water for treating skin pathologies and the leading role of the dermo-cosmetic products in the treatment of dermatoses. Dr. Guerrero is the author and co-author of various publications about the use of Avène Thermal Spring Water, the evaluation of dermo-cosmetic actives in acne, atopy, aging, sensitive skin, and on therapeutic patient education.

He also participated in reference publications on healing, cosmetic active ingredients, and an essay on psychosomatic medicine.

# Mari Kanegae

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**Brazil**



## **The Therapeutic Effects of Origami**

Mari Kanegae attended Art School at “Escola de Comunicações e Artes” (ECA) at the University of São Paulo, Brazil.

She studied origami with master Toyoaki Kawai in Japan and studied other paper techniques like kirie, chiguirie and paper-kraft. She has attended many events like the Origami Convention in New York and participated in the Southeastern Origami Festival in Charlotte, North Carolina, USA.

In 2002, she earned a scholarship by JICA (Japan International Cooperation Agency) and studied with origami masters Akira Yoshizawa, Saburo Kase and Isamu Asahi.

She was an Origami award winner at “Happy Encounter” organized by NOA (Nippon Origami Association). Mari is an active volunteer at AADA (Brazilian Atopic Dermatitis Association) teaching origami for patients and their families.

# A long-standing history

1736

Discovery of Avène Thermal Water properties & the Saint-Odile Spring.

1874

The Avène spring is officially recognized as beneficial to the general public by the French Health Authorities.

1975

The Pierre Fabre Group acquires the hydrotherapy center and launches a vast research program on Avène Thermal Water.

1990

A new hydrotherapy center...

A new production plant...

A new Brand is born...

2007

The water research center...

Testing & monitoring the qualities & purity of Avène Thermal Water...

Ongoing research to expand knowledge about Avène Thermal Water origins and properties...





2010

AQUACERT HACCP Certification

Avène is the first hydrotherapy center dedicated to dermatology that obtained Aquacert HACCP Thermalisme® certification.

The compliance of the Avène Hydrotherapy Center with this first standard created in 2010 by and for the spa industry, is proof of the commitment to quality that Avène has shown for years.

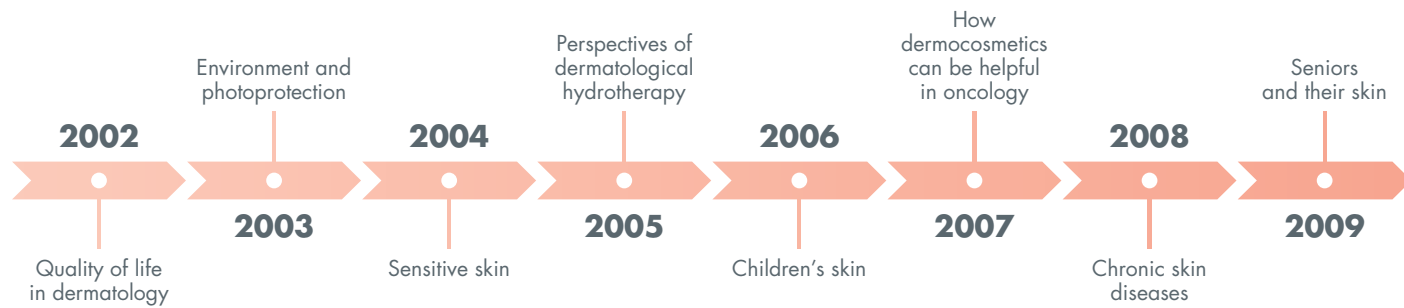
2018

40 years of research on the water...

Almost 50 000 patients since 1990...

Over 25 years of sensitive skin expertise...

# Previous meetings



2010

What's new in acne?

Facial redness and rosacea

2011

2012

World of hyperpigmentary disorders

2013

Atopic dermatitis: What we see and what we don't

2014

The Changing Faces of Acne: Expert Insights

2015

Americas Shedding light on photoprotection

Asia Atopic Dermatitis: Controversies and Updates

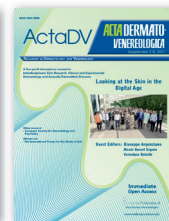
2016

Looking at the Skin in the Digital Age

2017

Americas Skin Cancer, Cancer and Skin

Asia Atopic Dermatitis: from the lab to the patient



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Visit us at:

[www.entretiens-avene.com](http://www.entretiens-avene.com)



EAU THERMALE  
**Avène**

