

DEVELOPERS

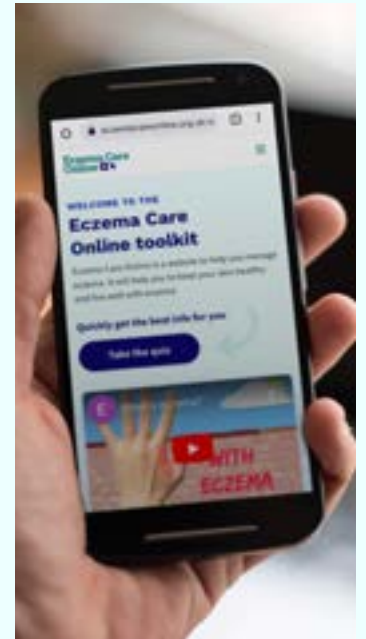
Developed by researchers at the University of Southampton in collaboration with five partner universities and Solent NHS Trust

CLASSIFICATION BY NICE

Tier B intervention - promoting good health

Eczema Care Online is a fully user-led web-based self-management tool designed to help people with eczema and parents/carers of children with eczema understand more about this common condition. The website is designed to support treatment use (emollients, topical corticosteroids/topical calcineurin inhibitors), management of irritants/triggers, emotional management and reducing scratching.

Higher risk: Intended users identified as vulnerable group as designed for use in people aged 13+



KEY FEATURES

Evidence-based & theory informed

Information provided is based on research studies and has been written in line with good health communication principles

Created in partnership

Between people living with eczema (young people and parents/carers) and world-leading experts

Comprehensive

Covers a wealth of information about all aspects of living with eczema

Independent

No commercial interests and free from advertisements

Accessible & appropriate

No registration, available to all free of charge, and appropriate for a UK audience

Proven to help eczema get better

Clinical trial results demonstrate using Eczema Care Online is an effective way to support people with eczema

CURRENT EVIDENCE (MAPPED TO NICE EVIDENCE STANDARDS FRAMEWORK)

- **Information is reliable** as it was designed to align with Cochrane systematic reviews (best available evidence), and where this was not possible, aligns with National Institute for Health and Care Excellence guidance, NHS best practice care and expert opinion.
- **Endorsed** by the two leading UK eczema patient organisations – National Eczema Society (NES) and Eczema Outreach Support (EOS).
- The person-based approach used to develop and refine intervention and ensure **acceptability to users**. User testing in development via think aloud interviews (n=53) and process evaluation interviews nested within trials (n=34).

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[Eczema Care Online.org.uk](https://www.eczema-care.org.uk)



CURRENT EVIDENCE (MAPPED TO NICE EVIDENCE STANDARDS FRAMEWORK)

- Healthcare professionals within the NHS recognise the **credibility** of this tool and have been enthusiastic about uptake and its relevance to patients. An animation and a one page summary of the intervention have been designed to help people understand whether the intervention is appropriate for an individual's care (see links).

- Two high-quality randomised controlled trials (n=340 and n=337) conducted in UK NHS primary care settings have **demonstrated effectiveness** as patient-reported symptom severity (using a valid instrument) improved compared to standard information and care.¹

- Behaviour change** techniques used were mapped onto the published behaviour change wheel, behaviour change techniques taxonomy and theoretical domains framework.^{2,3}

- Taken steps to **avoid health inequalities**. Some examples include providing a Welsh language version, considering needs of people with visual impairment, and considering the needs of people with low literacy levels.

- Reliability** of the information maintained via annual review and option for users to report errors.

- Safeguarding ensured** for younger users as there is no peer-to-peer interaction and information provided is not considered to be a safeguarding risk.

HEALTH ECONOMICS

A within-trial cost-effectiveness study explored the value of adding Eczema Care Online to usual eczema care (NHS perspective, 52 week timeframe, UK £Sterling, 2021 costs).⁴

Maintenance of the website was estimated to be £226 per annum per trial (approximately £1.35 per participant) based on estimates from the trial. These costs could vary in future if outside providers are used to host the website

EczemaCareOnline.org.uk is free to access and highly cost-effective for the NHS compared to usual care alone

Type of analyses	Cost-utility analyses (CUA) Cost effectiveness analyses (CEA)
Developed by	Health Economics Group, University of East Anglia
Data Source: Resource use	Data collected alongside two Eczema Care Online RCTs, including medical notes review
Data Source: Unit costs	NHS reference costs, PSSRU Unit costs of Health and Social Care, Prescription cost analysis
Data Source: Outcomes	For CUA: Proxy CHU-9D in trial for parents/carers of children with eczema and EQ-5D-5L in Trial for young people with eczema For CEA: Patient Orientated Eczema Measure (POEM) for both trials
Results	EczemaCareOnline.org.uk was dominant (cost saving and more effective) in all analyses except the complete case cost utility analysis, which was cost effective with an adjusted Incremental Cost effectiveness Ratio of £12,466 per QALY.
Sensitivity analyses	ECO was dominant for both trials using multiple imputation to explore the impact of missing data.

LINKS

RESOURCES

What is Eczema Care Online? (video): youtu.be/B99_BKaoncs

Printable summary of key messages: eczemacareonline.org.uk/en/printables

REFERENCES:

1 - Eczema Care Online behavioural interventions to support self-care for children and young people: two independent, pragmatic, randomised controlled trials

BMJ 2022;379:e072007

doi.org/10.1136/bmj-2022-072007

2 - Eczema Care Online: development and qualitative optimisation of an online behavioural intervention to support self-management in young people with eczema

BMJ Open 2022;12(4):e056867

doi.org/10.1136/bmjopen-2021-056867

3 - Supporting families managing childhood eczema: developing and optimising eczema care online using qualitative research

Br J Gen Pract. 2022

doi.org/10.3399/BJGP.2021.0503

4 - Cost-effectiveness of two online interventions supporting self-care for eczema for parents/carers and young people

Eur J Health Econ. 2024

doi.org/10.1007/s10198-023-01649-9