Annual Report 2025

PSORIASIS
Association Of Malaysia











A MEMBER OF :

IFPA GLOBAL LEADER IN FIGHTING PSORIATIC DISEASE

NCD MALAYSIA

International Alliance of Dermatology Patient Organizations
GLOBALSKIN.ORG

World Patients Alliance MEMBER

HTTPS://WWW.PSORIASISMALAYSIA.ORG

Our stories matter. Our voices matter. Our lives matter







We are more than our diagnosis.

We are individuals, families, professionals, parents, and dreamers navigating life while living with psoriasis. The journey is not always easy, and access to treatment remains a challenge for many.Yet we choose hope. We choose advocacy. We choose to keep raising our voices until affordable, equitable care becomes a reality for every person living with psoriatic disease.




TABLE



02

FROM THE DESK OF THE PRESIDENT & ADVISOR

03

ORGANISATIONAL CHART -2025-2027

04

LIST OF ACTIVITIES - FY2025

05

KEY ACHIEVEMENTS & MILESTONE STORIES



CONTENTS

ORGANISATIONAL STRUCTURE
TERM : JULY 2025 - 2027

"Behind every successful program is a team of dedicated hearts. Psoriasis Malaysia deeply appreciates our core EXCO members who have selflessly volunteered their time and energy — without you, none of this would be possible."

VISION

A future where all Malaysians living with psoriatic disease enjoy good health and wellbeing, free from stigma, disability and comorbidities through enhanced and affordable care and treatment.

MISSION

Enhancing the quality of life of Malaysians living with psoriatic disease through activities encompassing education, advocacy and support as well as collaborations and engagements with both local and international organizations.



Sofia Lovi Ramasamy
President



Dr Azura Binti Mohd Affandi
Medical Advisor



Dr K. Thiruchelvam
Advisor



Dr Muhammad Yusof Sibert
Deputy President



Patrina Tang
Secretary



Arif Nagadevan
Treasurer



Yuzlina
Assistant Secretary



Kenderick Lee
Assistant Treasurer



Vennila Ponmugam
Exco Member



Dr Geetha
Exco Member



Kamala Ponmugam
Exco Member



Neeraj
Exco Member



Dominic Wong
Special Projects



Alvin Wong
Special Projects

President's Message

Dear Members, Partners, Sponsors, and Friends,
As we reflect on 2025, I am proud of the meaningful progress achieved by the Psoriasis Association of Malaysia (PAM). Guided by our commitment to improving the lives of people living with psoriasis and psoriatic disease, we continued to strengthen our organisation, amplify patient voices, and advance advocacy efforts both nationally and internationally



Sofia Lovi Ramasamy
President - PAM
Board Member - International Federation Psoriaisis Association (IFPA)

Key highlights in 2025 include:
In 2025, PAM strengthened its governance and organisational foundation by holding its 32nd Annual General Meeting, running regular EXCO meetings, advancing strategic planning, and achieving **tax-exempt status**, which further enhanced the Association's sustainability and credibility. Throughout the year, we expanded patient support and public awareness efforts through educational webinars, wellness and mental health programmes, community activities, and our first outreach initiative in **Kelantan**. A significant milestone was PAM's inaugural exhibition in **Parliament**, where 32 Members of Parliament pledged their support for improving psoriatic care in Malaysia. We continued to amplify patient voices through dedicated engagement sessions, keeping lived experiences central to our advocacy efforts. In addition, PAM strengthened collaborations with healthcare professionals, industry partners such as the Mental Illness Awareness & Support Association, and NCD Malaysia. For the international organisations, including the International Federation of Psoriasis Association (IFPA), PsorAsia, and PAM became a new member of the international body of **GlobalSkin**, **World Patient Alliance (WPA)**. These partnerships supported our ongoing advocacy to improve access to treatment, patient support, and financial protection for individuals living with psoriatic disease. The year culminated with a successful World Psoriasis Day 2025 celebration, bringing together patients, caregivers, healthcare professionals, and supporters in a shared commitment to awareness, education, and empowerment.

Looking ahead to 2026, PAM will continue focusing on policy advocacy,awareness, education, patient empowerment, and mental health support. We are committed to expanding outreach programmes, strengthening patient support networks, developing educational resources, and fostering strategic partnerships that create lasting impact.

On behalf of PAM, I extend my sincere gratitude to our members, volunteers, medical advisors, partners, sponsors, and supporters. Your dedication makes our work possible. Together, guided by our six pillars of Care, Community, Capability, Championing, Collaboration, and Credibility, we will continue building a stronger future for the psoriatic community.

Thank you.

Advisor's Message

Moving Forward Together

We can take pride in another productive year in advancing the interests of people living with psoriasis and psoriatic arthritis, despite operating with limited resources and relying largely on the dedication of our volunteers, partners, and supporters.
Looking ahead to 2026, PAM remains committed to strengthening patient support, expanding awareness and education initiatives, and deepening our advocacy efforts.

We hope to enhance patient support networks, broaden regional outreach programmes, develop additional educational resources, and continue engaging policymakers, healthcare professionals, and other stakeholders to improve access to care and financial protection for people living with psoriatic disease. Through these efforts, we aim to ensure that the voices and needs of patients remain at the centre of healthcare planning and policy discussions.

As healthcare systems continue to grapple with the growing burden of chronic diseases, organisations such as PAM have an increasingly important role to play in bridging the gap between patients, healthcare providers, policymakers, and the wider community. Our challenge is not only to raise awareness of psoriatic disease but also to advocate for more accessible, equitable, and patient-centred care.

The journey towards better care, greater understanding, and stronger patient support is a shared one. By moving forward together, we can continue to create meaningful change for the psoriatic community and help create a future where no patient feels isolated, unheard or left behind.



Dr K Thiruchelvam
Advisor

Key Highlights!

OUR SUCCESS STORIES IN NUMBERS - 2025

Total Number of Activities : 28

13 EXCO Meetings	First Awareness Campaign in Parliament	First Kelantan (State) Awareness Campaign
5 Wellness Program	GPP Symposium (Covered 2 states + 1 region)	World Psoriasis Day
Tax Exemption Status	Mainstream Media Coverages	3 International Participation (IFPA & Global Skin)
1st NCD Conference in Malaysia collaboration with NCD Malaysia	>10 collaborations with stakeholders	01 Webinar for everyone

Achievements

Social Media
Instagram



From 1368 to 1829 Followers >33%
> 50,000k views & reactions



International Presence & Involvement

- World Patient Alliances(WPA)
- IFPA
- Global Skin

Total Activities



Total Exco Meetings : >13
(physical/virtual)

Activities
28 events/activities (2025)
(Excluding Exco meetings and other initiatives i.e EPF, LHDN etc)



Tax Exemption Status

Media



Tv - 1
Radio - 1
Newspaper - 2

PERSATUAN PSORIASIS MALAYSIA (PPM-004-10/18041987)
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PAM: LIST OF ACTIVITIES, 2025 (January – December)

ITEM	NO	DATE	ACTIVITY	DESCRIPTION
PAM ORGANISATIONAL MATTERS	1	25 May2025	32nd AnnualGeneralMeeting	• Venue: Royal Selangor Club,KL • Ms. Sofia Lovi elected as President
			Committee Meetings	• A total of **13** EXCO meetings were convened throughout the year (a combination of both physical & virtual)
	2	12 January 25	Brainstorming Session	• Venue: The Square, Jaya One • Time: 2-5 pm • All EXCO & Ordinary members/volunteers
ADMINISTRATION MATTERS			Tax Exemption Status	• Tax exemption status for PAM approved by LHDNM for period 1st August 2025 till 31st July 2030 (letter dated 29/8/25)
			EPF Health Withdrawals for Psoriasis	• Ongoing communication to include psoriasis as a critical illness
			Symposium – Strengthening Care	
AWARENESS & OUTREACH ACTIVITIES	3	18 April 2025	for People Living with Generalised Pustular Psoriasis in Johor	Venue: Thistle Hotel, Johor Moderator: Sofia Lovi Panel Speaker: Ray Lua *Raising awareness on GPP (state level)*
	4	20 June 2025	Symposium – Strengthening Care for People Living with Generalised Pustular Psoriasis in Penang	Venue: The Prestige Hotel, Penang Moderator: Sofia Lovi Panel Speaker: Joyce Choo *Raising awareness on GPP (state level)*
	5	28 June 2025	(State) Kelantan Outreach Programme	• Venue: Hotel Perdana, Kota Bharu
	6	18-20 November 2025	Parliament Exhibition	• Venue: Lobby, Admin and Parliamentarian Block
EXPANDING SUPPORT SERVICES & PATIENT ENGAGEMENT	7	17 August 2025	Psoriasis Patient Engagement Session	• Venue: Tea House Art Studio
WELLNESS PROGRAM & MENTAL HEALTH	8	17 May 2025	Wellness Activity session 1	• Venue: Soul Dance Space • This is our first initiative on wellness program that was rolled to the members & their family, aligning to the theme of WPD24 – Family. This is an ongoing initiative which was funded by IFPA.
	9	01 March 2025	Art Activity	• Venue: Subang Jaya
	10	26 April 2025	Yoga Workshop	• Venue: Fitness Gym, Royal Domain
	11	01 March 2025	Art Activity	• Venue: Subang Jaya
	12	23 August 2025	Morning Walk	• Venue: Lake Garden
	13	6 August 2025	Webinar	• More than skin deep: Thriving Mentally and Emotionally with Psoriasis

COLLABORATION & EXTERNAL ENGAGEMENTS	14		Sponsor Engagements	Engagements with Pan Malaysian Pools (5/2; cheque collection ceremony), BMF (17/2; Niza) Novartis (28/2; Caroline); Abbvie (17/3; Sau Fun); BI (10/3); BI (8/5; Elva)
COLLABORATION WITH MINISTRY OF HEALTH (MOH) & GOVERNMENT AGENCY **(ADVOCACY)**	15	05 September 2025	Budget Proposal Submission to MOH	• RM 25 million for **pilot Patient Medication Assistance Programme (PMAP)**. • Representatives: Dr Thiru, Dr Raoul & Dominic
LOCAL & INTERNATIONAL PARTICIPATION **(ATTENDEES / SPEAKER)**	16	18 January 2025	Malaysia Rare Disease Society (MRDS) Acceleration program	• Representative: Dr Thiru
	17	24 January 2025	PsorAsia Meeting	• Representatives: Sofia &Thiru • Online
	18	24-25 February 2025	World Rare Disease Day: Psoriatic Disease Campaign	• Venue: Wisma Bernama Channel
	19	10 March 2025	International Woman's Day'25 Rising Strong: Journey of Courage & Perseverance	• Speaker: Sofia Lovi
	20	01-04 April 2025	IFPA Forum & General Meeting Ambassador Training	• Venue: Bogota • Representative: Sofia & Dr Raoul • Sofia was elected as a new IFPA Board member
	21	24-27 April 2025	GlobalSkin Members Meeting	• Venue: Prague • Representative: Kenderick Lee
	22	21-22 April 2025	NCD Regional Collaboration Meeting: Advancing Regional Action in South & Southeast Asia: Towards The 2025 UN High Level Meeting on NCDs & Beyond	• Representative: Sofia Lovi
	23	10-12 June 2025	Global Patient Partnership Summit	• Venue: La Meridien KL Sentral • Representative: Patrina
	24	20-22 June 2025	NCD Malaysia Health Expo	• ~~Venue: Sunway University~~ • ~~Representative: Dr Geetha & Edleena~~
	25	27 June 2025	Malaysia Rare Disease Society (MRDS) Acceleration program	
	26	12-14 September 2025	1st NCD Conference in Malaysia	• Venue: Taylor University Representatives & Speakers: Dr Thiru & Dr Raoul / Sofia Lovi, Mdm Kamala, Kenderick, Vennila *Booth manning for 3 days*
	27	04 October 2025	Arthritis Day 2025	• Venue: PARC Subang Jaya • Representatives: Sofia & Dr Thiru
WORLD PSORIASIS DAY 2024	28	01 November 2025	WPD 2025	• Sunway Velocity Mall • Activities: Photography exhibition, fun games, VR games, patient sessions and skin clinics. • Attendance: 120 participants
MEDIA COVERAGE	1	24 February 2025	Rare Disease Day (GPP)	• TV Interview – Bernama Chanel
	2	29 August 2025	Malaysia Independace Day	• An article published on 'The News Straits Time' newspaper titled : Title and Link : Renewing-hope-malaysians-psoriatic-diseases
	3	30 October 2025	WPD 2025	• National Radio Interview (Trax FM)
	4	06 December 2025	Parliamentary Exhibition	• An article published on 'The Sun' newspaper on this initiatives Title: MPs lend support to Psoriasis Awareness Drive Link : https://thesun-ipaper.cld.bz/20251206/6/

30 Members of parliament Unite for Psoriasis Awareness at Historic Parliament Exhibition : A powerful show of cross-party support for better psoriatic care in Malaysia

About 30 parliamentarians from across the political divide pledged their personal support for improving psoriatic care in Malaysia during a special exhibition organised by the Psoriasis Association of Malaysia (PAM) in conjunction with World Psoriasis Day 2025.



For the first time, PAM held its awareness exhibition in the Parliament Building, where MPs penned personalised messages of encouragement on a dedicated art canvas, symbolising solidarity with patients living with this often debilitating condition.



The three-day exhibition, held from 18–20 November 2025, aimed to elevate awareness among MPs, parliamentary staff, and government officials about psoriasis and its serious related complications—including cardiovascular disease, diabetes, and depression. Several parliamentarians shared that they had previously been unaware of psoriasis or had confused psoriasis with eczema due to similarities in symptoms.

According to Dr Azura Mohd Affandi, Head of the Dermatology Subspecialty, Ministry of Health:
Eczema and psoriasis are both chronic inflammatory skin conditions, but they differ in their cause, appearance, location, and the type of discomfort they cause. A key distinction is that psoriasis is an autoimmune disease where skin cells grow too fast, while eczema is generally linked to a weakened skin barrier and allergic reactions which cause more intense itching."

PAM President Sofia Lovi Ramasamy expressed her deep appreciation for the overwhelming support shown by lawmakers:
"We sincerely thank all Parliamentarians who took the time from their busy schedules to visit our exhibition booth. Your willingness to learn about psoriasis and the daily challenges faced by patients means a great deal to our community.

We are also deeply grateful for the thoughtful and encouraging messages you shared on our art canvas. Your words uplift our patients and reinforce our collective commitment to improving their quality of life."





This year's World Psoriasis Day theme, "Psoriatic Disease and Comorbidities: Understanding the Domino Effect," underscores the urgent need for early diagnosis, holistic care, and improved access to treatment for patients. Psoriasis is a lifelong, non-contagious autoimmune disease affecting the skin and joints.

Despite its prevalence, the condition remains widely misunderstood, contributing to stigma, social isolation, and delays in seeking medical care—particularly within the public healthcare system.

Dr Azura further highlighted the scale of the issue:
"There are approximately 29,000 registered psoriatic patients in the Malaysian Psoriasis Registry, although estimates suggest the real number may be closer to 100,000 or 0.34% of the national population. Regardless of the exact figure, much more needs to be done to strengthen psoriatic care in Malaysia."

"The Ministry has recently engaged with the Malaysian Rare Disease Society to better understand the challenges faced by patients with conditions that often receive limited attention. I am aware that PAM has submitted proposals on cost-sharing models for expensive therapies such as biologics. While we welcome initiatives that improve patient care, we must also balance these needs within the constraints of our healthcare system."

PAM Advisor Dr K. Thiruchelvam expressed satisfaction with the outcome of this inaugural exhibition: "This event has demonstrated a strong message of solidarity from Parliamentarians to patients and their families, affirming that their struggles are recognised at the highest levels of leadership. PAM hopes to build on this momentum by engaging the Parliamentary Select Committee on Health to explore concrete proposals for improving patient care."The Psoriasis Association of Malaysia hopes that this historic engagement with Malaysia's lawmakers will pave the way for stronger policy support, sustained awareness efforts, and improved access to treatment for all psoriatic patients nationwide.

























PAM's Attendance At the Sesi Dialog Belanjawan: Sektor Kesihatan

Representatives from the Psoriasis Association of Malaysia attended the Ministry of Finance's Budget 2026 Dialogue Session in September 2025. In our written proposal, PAM had painted the situation of psoriatic patients in Malaysia to MOF & MOH such as:

High Disease Burden: Psoriatic disease (psoriasis and psoriatic arthritis) is a chronic, immune-mediated condition affecting an estimated 300,000 Malaysians, risking severe joint damage, irreversible disability, and serious co-morbidities like cardiovascular disease if left untreated.

Severe Affordability Gap: Advanced targeted treatments like biologics cost between RM 23,000 and RM 50,000 annually, keeping them entirely out of reach for vulnerable patients in the B40 and lower M40 income groups.

Low Regional Uptake: Only 4.4% of public clinic patients in Malaysia currently receive these life-changing biologic therapies, a rate that lags drastically behind regional neighbors like Singapore (71%), Hong Kong (55%), and South Korea (37%).

Economic Consequences: Without timely medical intervention, patients experience worsening health, localized income loss, and reduced workforce productivity, ultimately placing a greater financial strain on the national healthcare system.

Our Proposals & Recommendations

To address these critical health inequities, PAM representatives officially submitted the following suggestions:

- Launch a Pilot PMAP: Establish a 12-month pilot Patient Medication Assistance Programme (PMAP) across three representative regions—the Klang Valley, Kota Bharu, and Kuching—aiming to support at least 1,500 patients.
- Allocate Blended Funding: Secure a RM 15 million allocation from Budget 2026, to be matched by RM 10 million in corporate/industry contributions from pharmaceutical companies and GLCs, alongside an income-scaled patient co-payment model.
- Introduce Corporate Incentives: Provide targeted incentives for participating pharmaceutical and corporate partners to encourage active co-funding and ensure long-term program sustainability.
- Implement Robust Multi-Stakeholder Governance: Form a dedicated PMAP Management Committee with the Ministry of Health acting as the secretariat. This committee—including MOF, the Ministry of Economy, professional medical societies, and patient groups—will transparently define eligibility, manage supplier agreements, and deliver quarterly compliance reports to MOF.

PAM has also (through Dr Thriu) written directly to the - Finance Division Ministry of Health concerning our proposal.







Kelantan's First Psoriasis Awareness Programme: A Milestone for Patients and Community









The Psoriasis Association of Malaysia (PAM) successfully organized the 1st Kelantan Outreach Program 2025 on June 28 at Hotel Perdana, Kota Bharu, marking its first major outreach initiative outside Kuala Lumpur. This historic event, themed "Psoriatic Disease & Comorbidities," aimed to raise awareness and improve understanding of psoriasis and its related health complications among the public in Kelantan.

The program was officiated by Dato' Dr. Mohd Azman Yacob from the Ministry of Health, who emphasized that psoriasis is not contagious and highlighted the importance of emotional support from family and society. He called for more community-based programmes in rural areas to reach a wider audience.

PAM President, Ms. Sofia Lovi, opened the event by welcoming over 50 participants, including patients, caregivers, healthcare professionals, and local community members. She stressed the need for public empathy towards psoriasis patients and the importance of proper knowledge to fight stigma.

A highlight of the event was the sharing of personal stories by two long-time psoriasis patients- Pn Yuzlina and Encik Wan Mohamad Hafiz - who bravely recounted their struggles and triumphs living with the condition for over 20 years. Their heartfelt testimonies deeply moved the audience and helped humanize the disease.

Supported by the Ministry of Health

Supported by the Ministry of Health, the event also featured free health checks by Caring Pharmacy, and concluded with positive feedback from attendees. Participants expressed gratitude and requested more practical, community-focused sessions in the future.

A panel discussion led by PAM's medical advisor, Dr. Azura Mohd Affandi, alongside dermatologists and medical specialists, addressed gaps in healthcare and policy. The experts discussed how psoriasis is closely linked to other serious health issues such as psoriatic arthritis, cardiovascular disease, diabetes, and mental health challenges. The panel stressed the need for integrated, long-term care and greater societal acceptance to ensure patients' quality of life and productivity

Overall, the Kelantan outreach was a resounding success, setting a strong foundation for future programmes nationwide. PAM extended special thanks to the Ministry of Health, local hospitals, volunteers, and partners for making this impactful initiative possible. We are small but we are not alone. Reach out to psoriasismalaysia.org for support.

Mental Health & Wellness Program

Wellness Beyond the Skin: A New Chapter in Supporting Our Community











Since the launch of "Wellness Beyond the Skin: A New Chapter in Supporting Our Community" in 2024, the Psoriasis Association of Malaysia has continued these meaningful efforts throughout 2025. These initiatives were made possible by the generous funding support from the International Federation of Psoriasis Associations (IFPA).

Under this programme, we ran a range of holistic activities to support physical and mental well-being. These included yoga and breathwork sessions, learning the Eight Brocades Qigong for a healthy mind, body, and spirit, understanding chakra functions and their impact on daily life, body awareness and listening to bodily messages, art and craft activities, morning walks, as well as a webinar focused on mental health awareness.

We believe that while people living with psoriatic disease often face physical challenges, mental wellness is equally important. These activities have proven valuable and meaningful, and we hope to continue integrating them as regular practices within the association.

"Healing is not just physical; taking care of your mental health is part of your strength, not a weakness."

32nd Annual General Meeting and Specialist Talk 2025







The Psoriasis Association Malaysia (PAM) successfully conducted its 32nd Annual General Meeting (AGM) and Specialist Talk Session on 25 May 2025 at the Royal Selangor Club, Kuala Lumpur, with the attendance of **48 members,** healthcare professionals, and invited guests. The AGM commenced with a welcoming address and a moment of silence in remembrance of the late Mr Atma Singh @ Larry, former President of PAM, in recognition of his dedicated service and contributions to the association.

During the meeting, the Annual Report for 2024–2025 was presented, highlighting PAM's significant achievements over the past year. A total of **32 activities** and 19 physical and virtual meetings were successfully carried out, reflecting the organisation's growing commitment towards patient advocacy, education, awareness, and community engagement. PAM also strengthened its international presence through participation in global alliances, including becoming an official member of the World Patients Alliance (WPA).

We expressed our deepest appreciation and gratitude to Dr K. Thiruchelvam for his unwavering efforts, leadership, and many years of dedicated service to PAM. In recognition of his invaluable contributions and vast experience in government and academia, he was officially appointed as Advisor to the association.

A key highlight of the AGM was the appointment of the new Executive Committee for the 2025 term. Ms Sofia Lovi Ramasamy was officially elected as President, while Dr Muhammad Yusof Raoul Sibert was appointed Deputy President. Mrs Patrina Tang retained her role as Secretary, with Pn. Yuzlina Che Yaacob was appointed as Assistant Secretary. Mr Ariff Nagadevan was elected Treasurer, while Mr Kenderick Lee assumed the role of Assistant Treasurer. The appointment of Dr Geetha as a newly appointed EXCO member was also warmly welcomed, bringing new energy and fresh perspectives to the leadership team.

Following the AGM, a Specialist Talk Session featured presentations by distinguished healthcare professionals covering topics on psoriasis in children, findings from the 12th Malaysian Psoriasis Registry Report, and cardiovascular risks associated with psoriasis. The session provided valuable educational insights for members and attendees while reinforcing the importance of holistic patient care and awareness.





AWARENESS.EDUCATION.SUPPORT

STRENGTHENING AWARENESS AND CARE FOR GENERALISED PUSTULAR PSORIASIS

Chapter : Johor | Penang

Symposium – Strengthening Care for People Living with Generalised Pustular Psoriasis (GPP) held in both Penang and Johor. These sessions brought together healthcare professionals, patient advocates, and stakeholders to discuss the current landscape of GPP care, including existing challenges, gaps, and opportunities for improvement.

This meaningful initiative was a collaboration between the Galen Centre for Health and Social Policy and the Psoriasis Association of Malaysia (PAM).It is through collaborations like these that we can truly go further—by synergising strengths, sharing perspectives, and working collectively towards a common goal.

Encouragingly, we saw strong participation from patients, whose voices and lived experiences added meaningful depth to the discussions. Their presence reinforces the importance of patient-centred care and reminds us why continued advocacy and awareness are so critical.
The symposiums served as an important platform to exchange insights, strengthen collaboration, and highlight the urgent need to improve access to timely diagnosis and effective treatment for those living with GPP.

We are grateful to all partners and participants who contributed to the success of these events. Moving forward, we remain committed to co-organising more initiatives like this to further raise awareness, empower patients, and support better health outcomes across Malaysia.

Together, we believe that collaboration can go miles—and by working in synergy, we can achieve meaningful impact for the community we serve.



World Psoriasis Day, observed globally on **29 October** each year, serves as an important platform to raise awareness about psoriasis and psoriatic arthritis. It aims to deepen understanding of the challenges faced by those living with these conditions and to call for meaningful action from governments, healthcare professionals, and society as a whole.

While officially marked in October, the Psoriasis Association of Malaysia (PAM) commemorated the occasion on 9 November 2025, bringing together approximately or more than 150 participants—including patients, caregivers, medical professionals, advocates, and the general public—at Sunway Velocity Mall in a shared spirit of unity and hope.

Despite ongoing efforts, psoriasis continues to be widely misunderstood, often perceived merely as a skin or cosmetic condition rather than a serious chronic disease.

This misconception largely arises from limited public education and awareness. In reality, psoriasis is a chronic, systemic inflammatory disease that affects the immune system. While it appears on the skin, its impact goes far beyond—potentially leading to psoriatic arthritis and associated with various comorbidities such as heart disease, diabetes, obesity, depression, and even certain cancers. It is therefore vital that we collectively shift this narrative and ensure that individuals living with psoriatic disease are truly seen, heard, and supported.

The event featured valuable expert insights on disease management, including mental health, alongside heartfelt testimonials from patients and caregivers. Through interactive sessions, participants were encouraged to reflect, connect, and build a stronger, more supportive community.

Psoriatic Disease and Comorbidities

This year, we focus on the serious comorbidities linked to psoriatic disease, such as heart disease, diabetes, mental health, and many more. Psoriatic disease is more than a skin condition—it is a lifelong, systemic disease that can lead to multiple health complications, creating a domino effect on overall health.

To all the speakers, volunteers, presenters, and attendees and sponsors (Novartis, Pan Malaysian Pools, AbbVie, DKSH, Leo Pharma, Johnson & Johnson, Taisho and many others who share our vision of better lives for people with psoriatic disease).

Thank you for making time to be there. Your presence and support remind us that we are not alone in this journey. Together, as a united community, we can drive greater understanding, push for better healthcare access, and ensure that no one living with psoriasis is left behind.



International Collaborations –IFPA FORUM 2025

Highligts from Colombia, Bogota

The Psoriasis Association of Malaysia (PAM) has been a long-standing member of the International Federation of Psoriasis Associations, and in 2025, further strengthened its global presence by joining **GlobalSkin**. In 2024, PAM also became part of the **World Patients Alliance**.

Collaborating with international organisations is important for PAM to stay informed, continuously learn, and remain aligned with global developments. These affiliations allow PAM to leverage valuable resources, exchange ideas, and strengthen its impact in supporting the psoriatic disease community.

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Our president, Ms Sofia Lovi Ramasamy, was elected as a Board Member of the International Federation of Psoriasis Associations (IFPA) in April 2025 for a three-year term. The annual general meeting was held in Columbia, Bogotá,. In this international role, she engages with key global stakeholders such as the *World Health Organization (WHO)*, the International League of Dermatological Societies (ILDS), GlobalSkin, the Global Psoriasis Atlas (GPA), *and the International Psoriasis Council (IPC)* to strengthen advocacy efforts and global collaboration for the psoriatic disease community.

Psoriasis Malaysia proudly represented the American regional engagement at the International Federation of Psoriasis Associations (IFPA) Forum held in Bogotá, Colombia, through the participation of Sofia Lovi and Dr. Raoul Sibert. The forum brought together psoriasis advocates, healthcare professionals, and patient organisations from across the globe to exchange experiences, strategies, and best practices in improving psoriasis care and awareness.



The participation provided valuable exposure to initiatives and healthcare approaches implemented in regions such as Asia and Europe, many of which offer meaningful insights that could be adapted and applied within the Malaysian context.

The discussions also highlighted the importance of international collaboration in strengthening patient advocacy and improving quality of life for individuals living with psoriasis.
It was particularly encouraging to witness countries such as South Africa, Australia, and China adopting and adapting several awareness and community engagement activities that were first carried out by Psoriasis Malaysia. This recognition reflects Malaysia's growing contribution to the global psoriasis advocacy movement and reinforces the organisation's commitment to continuing impactful work both locally and internationally.



IFPA FORUM 2025: CHAMPIONING EQUITY IN PSORIATIC DISEASE CARE ACROSS THE AMERICAS

IFPA Forum 2025: Championing Equity in Psoriatic Disease Care Across the Americas

The IFPA Forum 2025 marked a pivotal chapter in the global movement to transform care for people living with psoriatic disease. Held as the third regional Forum organised by the International Federation of Psoriasis Associations(IFPA)—following successful gatherings in Europe and Asia—the event brought together a diverse coalition of patient advocates, medical professionals, policymakers, and researchers from across the Americas. Their collective aim: to address longstanding inequities and chart a path toward equitable, person-centred psoriatic disease care



A key focus of the Forum was to elevate psoriatic disease within the broader Non-Communicable Diseases (NCD) agenda, advocating for its integration into Universal Health Coverage (UHC) and national health policies. Delegates highlighted the urgent need to address regional disparities—particularly the lack of reliable epidemiological data in Central America and the Caribbean, and the persistent treatment gaps faced by ethnic minorities and economically disadvantaged populations in North America

Centering the Patient Voice in Policy and Research Patient voices were at the heart of the IFPA Forum 2025. People living with psoriatic disease shared firsthand experiences of delayed diagnosis, limited treatment options, and social stigma—insights that informed every stage of the discussion



A cornerstone of the Forum was the advancement of the 2016 WHO Global Report on Psoriasis, which calls for stronger global commitment to addressing unmet needs. Participants proposed a regional Roadmap for Action, aiming to embed patient perspectives into legislation, healthcare service design, and research efforts. Success stories from Argentina and Panama illustrated how legislative recognition of psoriatic disease has led to tangible outcomes, such as improved diagnostics and expanded access to biologics.

Looking Ahead

The IFPA Forum 2025 reaffirmed the global community's commitment to advancing equitable care for people with psoriatic disease. With the Fourth High-level Meeting on NCDs scheduled for September 2025, the insights and momentum generated by this regional Forum serve as a powerful foundation for unified advocacy and impactful policy change.

Ultimately, the Forum underscored a simple yet profound truth: equity in psoriatic disease care is achievable when systems are reimagined with patients at the centre.

Key Thematic Tracks

Forum discussions were structured around four major thematic areas:

- Equitable Access to Early Diagnosis and Quality Treatment.
- Experts called attention to diagnostic delays, especially for psoriatic arthritis, and advocated for enhanced training of general practitioners. Investment in primary care, teledermatology, and adherence to clinical guidelines were identified as crucial and cost-effective strategies to prevent long-term disability.
- Integrating Psoriatic Disease into the NCD Agenda.
- Recognising psoriatic disease as part of the NCD framework facilitates its inclusion in national UHC plans. Speakers emphasised the importance of aligning psoriatic care with broader health strategies targeting cardiovascular health, mental wellbeing, and metabolic disorders.
- Collaborative Research and Data for Advocacy.
- The lack of standardised, reliable data remains a major barrier. The Forum called for the establishment of national registries and stronger regional research consortia. The Canadian PSO Serious 2024 initiative was spotlighted as a successful example of multi-stakeholder research influencing health policy.
- Best Practices and Regional Innovation.
- Participants shared innovative models in treatment access, advocacy, and community outreach. Topics included the role of biosimilars, national clinical guidelines, and the integration of dermatological care in primary settings. Emphasis was placed on developing culturally and linguistically appropriate educational materials.

INTERNATIONAL COLLABORATION - GLOBALSKIN 2025 CONFERENCE

International Alliance of Dermatology Patient Organizations

Highligts from Czech Republic

In April 2025, the Psoriasis Association of Malaysia (PAM) EXCO -Mr Kenderick Lee (Asst Treasurer) had the honour of participating in the GlobalSkin 2025 Conference in Prague for the first time. This international gathering brought together dermatology patient organisations, advocates, clinicians, researchers, policymakers, and industry partners, all united by a shared goal—to strengthen patient voices and advance global collaboration in skin health.

With skin diseases such as psoriasis continuing to affect millions worldwide—physically, emotionally, and socially—the conference addressed critical gaps in awareness, care, and policy. Through keynote sessions, member-led discussions, workshops, and regional meetings, GlobalSkin 2025 created a dynamic platform for learning, sharing, and action.



KEY Highlights

Putting Patient Voices First

Patient advocate Nanée Emmerich emphasised that lived experiences are powerful evidence in advocacy. Her message called for patients to step forward, share their stories, and lead conversations that shape policy and care.

Harnessing AI for Better Care

Jeremy Forman of Pfizer highlighted the role of artificial intelligence (AI) in amplifying patient voices, accelerating research, and improving access to care—while stressing the importance of ethics, equity, and data privacy.

Mental Health Matters

A strong focus was placed on the emotional burden of skin diseases, including stigma, anxiety, and social isolation. Global approaches such as peer support and integrated mental health services were shared—highly relevant to the psoriasis community.

Advocacy in Action

Speakers across regions reinforced the importance of patient leadership, addressing misconceptions, and tailoring advocacy to local healthcare systems and cultural contexts.

Power of Collaboration

Successful partnerships between patient groups, healthcare providers, academia, and industry demonstrated that shared goals and transparency are key to sustainable impact.

Driving Global Policy Forward

Discussions on the proposed World Health Assembly (WHA) Resolution on Skin Diseases highlighted a major opportunity to elevate skin health on global and national agendas



International Collaborations

Highligts from China

Our President Ms Sofia Lovi Ramasamy has attended 8th Psoriasis Conference at the CPC 2025 – held in Shenzhen, China, for the 1st time, it was an important Asia-Pacific platform that brought together healthcare professionals, researchers, patient advocates, and industry leaders dedicated to advancing psoriasis and chronic skin disease care.



The conference served as a valuable opportunity for learning, knowledge exchange, and international collaboration, further strengthening understanding in the areas of scientific advancement, advocacy, and patient-centred care. The organisers extended exceptional hospitality throughout the programme, ensuring a welcoming and professionally coordinated experience for all international delegates.

KEY Highlights

- Gained valuable insights into the latest scientific developments, biologic therapies, and patient-centred care approaches.
- Visited specialised dermatology hospitals to observe advanced treatment models and holistic patient management systems.
- Explored innovative healthcare technologies and integrated care practices implemented in China.
- Engaged with a pharmaceutical company manufacturing IL12/IL23 biologic inhibitors and other advanced therapies.
- Witnessed strong investments in biologic research, quality control, and innovation for chronic skin and immune-related diseases.
- Reinforced the importance of collaboration between patient advocates, healthcare professionals, and industry partners.
- Promoted knowledge sharing and exchange of best practices across countries and regions.

The conference reinforced the importance of collaboration between patient advocates, healthcare professionals, researchers, and industry partners while promoting the exchange of knowledge and best practices across countries and regions. Participation in CPC 2025 reflects Psoriasis Malaysia's continued commitment towards advocacy, education, and improving the quality of life for individuals living with psoriasis.







WORLD PSORIASIS DAY 2026:
YOUTH WITH PSORIASIS IN FOCUS – LOOK BEYOND MY SKIN

Every year on 29 October, the global psoriasis community comes together to raise awareness, challenge misconceptions, and advocate for better support for people living with psoriatic disease. Celebrated in more than 70 countries, World Psoriasis Day serves as a powerful platform to amplify patient voices and drive meaningful change.
The theme for World Psoriasis Day 2026, "Youth with Psoriasis – Look Beyond My Skin," shines a spotlight on the unique challenges faced by young people living with psoriasis.

Youth and young adulthood are defining stages of life. It is a time when individuals are discovering their identity, building confidence, pursuing education and careers, forming relationships, and shaping their future. Yet for many young people, psoriasis can create additional challenges that extend far beyond the visible symptoms on their skin.
Nearly one-third of adults living with psoriasis develop the condition before the age of 18. The physical discomfort, emotional burden, social stigma, and misconceptions surrounding the disease can significantly affect self-esteem, mental well-being, confidence, and opportunities during these formative years.

This year's campaign seeks to empower young people living with psoriasis by providing a safe and supportive platform to share their stories, experiences, challenges, and aspirations. By encouraging open conversations, we hope to break down stigma, reduce feelings of isolation, and foster greater understanding and acceptance within society.
The message behind "Look Beyond My Skin" is simple yet powerful: psoriasis does not define a person. Young people living with psoriasis are more than their condition. They are students, leaders, athletes, professionals, creators, advocates, and changemakers with dreams, talents, and limitless potential.

As we mark World Psoriasis Day 2026, we call upon families, educators, healthcare professionals, employers, policymakers, and communities to look beyond the visible symptoms and recognise the person behind the disease. By listening, understanding, and supporting young people living with psoriasis, we can help create a future where every young person feels empowered, included, and confident to reach their full potential.

Save the Date
01 November 2026



MEDIA COVERAGE - YEAR 2025

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Renewing hope for Malaysians psoriatic diseases

28 Aug 2025 — AS Malaysia celebrates 68 y
independence, the Psoriasis Association of
(PAM) extends our heartfelt wishes to all Ma

Missing: ~~205~~ | Show results with: 205



MPs lend support to psoriasis awareness drive

KUALA LUMPUR: About 30 parliamentarians from across the political divide pledged their personal support for improving psoriatic care in Malaysia during a special exhibition organised by the Psoriasis Association of Malaysia (PAM) in conjunction with World Psoriasis Day 2025.

For the first time, PAM held its awareness exhibition in the Parliament building, where MPs penned personalised messages of encouragement on a dedicated art canvas, symbolising solidarity with patients living with this often debilitating condition.

PAM president Sofia Lovi Ramasamy expressed her deep appreciation for the overwhelming support shown by lawmakers.

"We are grateful to parliamentarians for taking the time to understand about psoriasis as well as the challenges faced by psoriatic patients," she said.

"Your supportive messages uplift our community, and your influential voices are vital in ensuring that patient needs and struggles are addressed with compassion and urgency at every level of leadership."

The three-day exhibition, held from Nov. 18 to 20, aimed to elevate awareness about psoriasis and its serious related complications, including cardiovascular disease, diabetes, and depression.

Several parliamentarians shared that they had previously been unaware of psoriasis or had confused psoriasis with eczema due to similarities in symptoms.

Psoriasis is a lifelong, non-contagious autoimmune disease affecting the skin and joints. This year's World Psoriasis Day theme, "Psoriatic Disease and Comorbidities: Understanding the Domino Effect", underscores the urgent need for early diagnosis, holistic care and improved access to treatment for patients.

Dr Azura Mohd Affandi, head of the Dermatology Subspecialty under the Health Ministry said there are approximately 29,000 registered psoriatic patients in the Malaysian Psoriasis Registry, although estimates suggest the real number may be closer to 100,000 or 0.34% of the national population.

"Regardless of the exact figure, much more needs to be done to strengthen psoriatic care in Malaysia."

She explained that eczema and psoriasis are both chronic inflammatory skin conditions but differ in cause, appearance, location and type of discomfort. "A key distinction is that psoriasis is an autoimmune disease where skin cells grow too fast, while eczema is generally linked to a weakened skin barrier and allergic reactions which cause more intense itching."

PAM advisor Dr K. Thiruchelvam said the association hopes to build on the momentum by engaging the Parliamentary Select Committee on Health to explore concrete proposals for improving patient care.

Subang MP Wong Chen (2nd right) and Women, Family and Community Development Minister Nancy Shukri (centre) holding the art canvas.

theSun





PSORIASIS
Association Of Malaysia

SOME MOMENTS CAPTURED - YEAR 2025


















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