

Session title *	Global Asthma and Allergy Excellence Network - Updates in Atopic Dermatitis and Urticaria Management
<p>Learning objective #1 *</p> <p>Participants will be able to recognize the extensive socioeconomic impact of atopic dermatitis and urticaria, which includes lost productivity, absenteeism, and reduced efficiency due to physical discomfort and mental stress. Participants will gain insight into how these conditions affect patients' quality of life, often leading to mental health challenges, social isolation, and daily activity limitations. Attendees will also understand the social and financial burdens placed on family members and caregivers, as well as the disparities in access to care that marginalized communities face.</p>	
Learning objective #2 *	Participants will recognize the process of guidelines and recommendations for managing allergic diseases, including a comprehensive understanding of evidence-based practices for the diagnosis, management, and treatment of these conditions.
Learning objective #3 *	Participants will be able to understand the depth of collaboration that GA ² LEN and its Centers (Hospitals and Universities) COREs offer on several platforms and levels. Including publications in AD and Urticaria, guidelines, Integrated care Pathways and studies.
Session description *	
<p>This session will provide an overview of current insights and developments in managing atopic dermatitis (AD) and urticaria, tailored for international dermatologists, young physicians, general dermatologists, and specialists. It will begin with an analysis of the socioeconomic impact of AD and urticaria, examining the direct and indirect costs associated with these conditions, including healthcare expenditures, lost productivity, and quality-of-life challenges affecting patients and families. The session will then cover best practices in managing AD and urticaria, discussing evidence-based diagnostic strategies, treatment protocols, and patient education approaches that improve outcomes and adherence. Emphasis will be placed on treatment plans, from first-line interventions to biologic therapies, and on understanding when to adjust or escalate care.</p>	