Poster ID – **P0025**

eHEALTH LITERACY AMONG ADULTS LIVING WITH ACNE: A STUDY OF 1,879 PATIENTS

Rocha M[1], Mengeaud V[2], Ribet V[2], Baissac C[3], Daumont JD[4,5], Taieb C[6], Halioua B[7]

[1] Universidade Federal de São Paulo, São Paulo, SP, Brazil; Sociedade Brasileira de Dermatologia, São Paulo, SP, Brazil; [2] Direction Médicale, Laboratoires Dermatologiques Ducray, Pierre Fabre Dermo-Cosmetics & Personal Care, Lavaur, France; [3] Patient Centricity, Pierre Fabre Dermo-Cosmetics & Personal Care, Toulouse, France; [4] Krushcode , Digital Mission, Paris, France; [5] France 3A: Association Française de Patients Acnéique Paris, France; [6] European Market Maintenance Assessment, Paris, France; [7] Société Française Science Humaine de la Peau, Maison de la Dermatologie, Paris, France

INTRODUCTION & OBJECTIVES

Health information plays a fundamental role in shaping public health behaviors by influencing individuals' beliefs, attitudes, and choices related to their health (1). The concept of eHealth literacy (eHL) is defined as the ability to seek, find, understand, evaluate, and apply health information obtained from electronic sources to manage or solve a health problem (2).

A better understanding of the association between health literacy and acne is crucial for optimizing healthcare delivery and ultimately improving patient outcomes. To date, this issue has not been specifically explored in this patient population. Accordingly, this study sought to evaluate the prevalence of eHealth literacy in individuals with acne and to examine its associated determinants.

MATERIALS & METHODS

Patients with acne were recruited through an online survey of the general population aged over 18 years in 18 countries worldwide. As the study used anonymous data and did not involve clinical examination, institutional review board approval was not required. Participants self-reported a prior physician diagnosis of acne. The questionnaire was developed in partnership with patient organizations and focused on the patient experience. It collected demographic and socio-demographic data. Patients who reported using the Internet to find reliable information about acne were considered to be Internet health information users (IHIU). Comparisons between IHIU and non-IHIU were performed to identify predictors of eHealth literacy including socio-demographic and clinical characteristics, treatment type, fear of adverse effects, discouragement regarding treatment continuation, and satisfaction with the treating physician. Qualitative variables are expressed as frequencies and percentages. Categorical variables were compared using the chi-square test, and quantitative variables using Student's t-test. A p-value < 0.05 was considered statistically significant.

RESULTS

A total of 1,879 respondents with acne were included, comprising 805 males (42.8%) and 1,074 females (57.2%), with a mean age of 33.34 ± 13.05 years. Overall, 798 patients (42.5%) reported using the Internet to find information about acne. Among them, 516 (27.5%) visited specialized health websites, 222 (11.8%) brand-supported websites, 183 (9.7%) discussion forums, and 231 (12.3%) influencer blogs. Trust in online information was significantly higher among IHIU (89.1% vs 64.7%, p ≤ 0.05). Mean age (32.72 ± 12.31 vs 33.80 ± 13.57 years, p = 0.3) and trunk involvement (44.2% vs 41.7%, p = 0.3) were not associated with eHL.

Predictive factors significantly associated with eHL included: female gender (46.0% vs 37.8%, p = 0.01), use of oral treatments (45.49% vs 40.33%, p ≤ 0.05) and concern about treatment side effects (60.1% vs 49.7%, p ≤ 0.05) and feeling discouraged about continuing treatment (57.39% vs 50.4%, p ≤ 0.05).

Dissatisfaction with medical care was higher among IHIU (25.2% vs 21.1%, p ≤ 0.05).

Dissatisfaction with physician explanations (23.3% vs 19.5%, p = NS) and consultation duration (20.3% vs 18.3%, p = NS) were not significantly associated with eHL.

IHIU also r…pact (Table 1), as well a…

		Internet health information users (IHIU) Positive response n=798	Non Internet health information users (NIHIU) Positive response N=1081	P- value
Impact on Professional life	When you think about your skin problems, how much do you consider it to be inconvenient in your professional life?	372 (47.39%)	448 (41.87%)	0.023
	Have you had to take time off work or school?	193 (24.2%)	243 (22.5%)	0.147
	Have you felt less productive in your activity (work/study)?	303 (38.0%)	345 (31.9%)	0.024
	Have you had the feeling that you were absent from your activity while being there?	**297 (37.22%)**	**354 (32.75%)**	**0.064**
Impact on family life	Have you had to give up participating in a family or professional event?	**223 (27.94%)**	**290 (26.83%)**	**0.478**
	Have you experienced difficulties in your relationship?	275 (34.5%)	330 (30.5%)	0.160
	Did you lack time to take care of your family?	215 (26.9%)	273 (25.3%)	0.341
	Did you feel that you were absent from your family life?	208 (26.1%)	279 (25.8%)	0.991
	Have you noticed a change in your family, social or professional relationships?	257 (32.2%)	286 (26.5%)	0.001
Impact on interpersonal Relationships	When you think about your skin problems, how embarrassing do you consider it in your personal life?	460 (57.6%)	544 (50.3%)	0.002
	Did you put off things that you thought were important to do?	**346 (43.36%)**	**381 (35.25%)**	<0.001
	Do you feel that your sex life has been affected?	243 (30.5%)	280 (25.9%)	0.020
	Have you given up vacations or hobbies?	220 (27.6%)	280 (25.9%)	0.450
	Have you had to change plans that were important to you?	256 (32.1%)	291 (26.9%)	0.017
	Have you felt discouraged?	399 (50.0%)	490 (45.3%)	0.050
	Have you had to be more careful with your spending, to dip into your savings?	380 (47.6%)	443 (41.0%)	0.005
	Do you have trouble sleeping?	331 (41.5%)	417 (38.6%)	0.221
	Did you lack time to take care of yourself?	348 (43.6%)	394 (36.4%)	0.002
	Have you felt tired?	438 (54.9%)	491 (45.4%)	<0.001
	Do you take this into account when buying clothes?	313 (39.2%)	355 (32.8%)	0.005
	Have you given up beauty treatments or an appointment with a hairdresser, for example, because of your skin condition?	240 (30.1%)	285 (26.4%)	0.085

Variable	Internet health information users (IHIU) Positive response n=798	Non Internet health information users (NIHIU) Positive response N=1081	P values
Stigma (Yes)	384 (48.12%)	463 (42.83%)	0.026
Feel excluded or rejected by others	272 (34.09%)	314 (29.05%)	0.023
Do you feel that others look at you with disgust?	231 (28.95%)	280 (25.90%)	0.157
Do you feel that others avoid touching you?	227 (28.45%)	259 (23.96%)	0.032
Do you feel that others avoid coming near you?	222 (27.82%)	249 (23.03%)	0.021
Has your acne ever discouraged you from taking selfies?	496 (62.16%)	529 (48.94%)	<0.001

CONCLUSIONS

More than **40% of acne patients sought health information online**, with female gender, oral treatment use, concern about side effects, and treatment discouragement as independent predictors. Internet users reported lower satisfaction with medical care and a greater psychosocial burden, suggesting that unmet informational and emotional needs — rather than clinical severity — drive eHealth literacy. Healthcare professionals should proactively guide patients toward reliable digital sources and address these needs within the consultation.

REFERENCES, DISCLOSURES, ETC.

1)Alhewiti A. eHealth Literacy and Trust in Health Information Sources. Healthcare (Basel). 2025 Mar 12;13(6):616. doi: 10.3390/healthcare13060616. PMID: 40150466; PMCID: PMC11942269.

2)O'Cathain A, Foster A, Carroll C, Preston L, Ogden M, Clowes M, Protheroe J. Health literacy interventions for reducing the use of primary and emergency services for minor health problems: a systematic review [Internet]. Southampton (UK): National Institute for Health and Care Research; 2022 Dec. PMID: 36534752.

Presented at the European Academy of Dermatology and Venereology Annual Congress, 30 September 2026, Vienna , Austria