

The CPE Brief

June 2026

Tailored Insights for Your Company



TREMFYA Label Expanded to Include Inhibition of Joint Damage

FDA approved a label expansion for TREMFYA to include inhibition of structural joint damage in adults with active psoriatic arthritis. This strengthens its profile by showing both symptom control and protection against long-term joint damage.

[Learn More](#)

BIMZELX Shows Superior Joint Responses vs SKYRIZI in PsA

Phase 3 BE BOLD data from UCB show BIMZELX delivered higher joint response rates than SKYRIZI at Week 16 in psoriatic arthritis. These results add to differentiation in a competitive treatment landscape.

[Read More](#)



Genital Psoriasis Consensus Guidance Released

Arcutis published expert consensus recommendations for genital psoriasis, offering clearer, age-specific guidance for diagnosis and management. The guidance aims to improve recognition and care of this underdiagnosed condition.

[Read More](#)

Opzelura Maintains Control in Moderate AD

Incyte Phase 3 24-week data show sustained efficacy and good tolerability for Opzelura in adults with moderate atopic dermatitis. These results support its role as a long-term nonsteroidal topical option.

[Press Release](#)

Across the pipeline, dermatology is increasingly focused on clearer differentiation in psoriatic disease. Key themes include protecting against structural joint damage, generating head-to-head efficacy data, sustaining long-term disease control, and improving recognition of underdiagnosed patient groups.

CPE Spotlight



The following highlights select engagements and programs supported by CPE recently.

Product Theater

Product Theater – IDF Skin & Science Tampa Summit

- Tampa, FL | May 3, 2026
- Dermatology-focused product theater
- Strong clinician engagement and 100% positive feedback, reinforcing product theaters as a high-impact offering for translating evidence into practice

Below is a list of CPE's core service offerings for clients across marketing and medical affairs. While these reflect our core capabilities, our team regularly customizes solutions to meet evolving client needs.

Medical Affairs

Asynchronous Engagements
KOL Identification & Contracting
MOA Visualization
MSL Training
Patient Education
Poster Presentations
Scientific Platform Development

Medical Affairs + Marketing

Advisory Boards
(Virtual or In-Person)
Conference Planning
Content Development
Core Slide Decks
KOL Engagements
Publications

Marketing

Branding & Visual Aids
Healthcare Event Production Management
Launch Preparation
Product Theater Planning & Logistics
Speaker Bureau Services
Speaker Training
Technical Productions

In recent product theaters, engagement is highest when content is focused, clinically grounded, and tied directly to patient decision-making. At the IDF Skin & Science Tampa Summit, clinicians were most engaged by discussions that were immediately applicable to practice.

I'm happy to compare notes on what's working across product theaters and other offerings as you evaluate your programs.

With appreciation,

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When you're ready to explore how the CPE Communications Team can support your company, contact Allison at agoldberg@cpeducate.com

