



“Only the doctor is going to have the patient’s history and the best idea of what medicines might work. The insurance company doesn’t have the medical records or know the patient; they are making decisions based off of an actuary handing down numbers.”

Meet Tiffany Bacon | Austin, TX

As the owners of Toot Sweet Cupcakes and More in Austin, Texas, Tiffany and Brian Bacon work hard to create delicious desserts for families and businesses across the country, while providing for the needs of their own large family of seven children. And they do so while dealing on a daily basis with Tiffany’s long-time battle with severe psoriasis. She is also an advocate for the National Psoriasis Foundation.

Her Story

When she first noticed a small spot on the back of her head 20 years ago, Tiffany had no idea that spot would end up changing her life significantly, including creating physical challenges that remain with her to this day. She wasn’t sure what the spot was; it just kept scabbing up. As it turns out, that was the beginning of Tiffany’s psoriasis, a persistent and chronic disease whereby cells build up rapidly on the skin’s surface, causing thick, silvery scales and itchy, dry, red patches that in Tiffany’s case were extremely painful. Estimates from the American Academy of Dermatology suggest approximately 7.5 million people in the U.S. have psoriasis. Of that population, up to 40 percent experience inflammation-producing symptoms of arthritis, as Tiffany has, called psoriatic arthritis. In fact, the small red spot on the back of Tiffany’s head over time turned into psoriasis over much of her body, including in her eyes and chest, as well as creating sandpaper-like skin over much of her body. Suddenly, she couldn’t do anything: brush her hair, move, etc. During this time, Tiffany had to wait for approval for her medicines.

“We had to wait a couple of months for the approval to get the arthritis medicine. In the meantime, rheumatoid arthritis formed on the first bone at the base of my right foot, which makes walking really hard. I cannot afford to be put on hold like that again, or I might end up incapacitated. Time is tissue. Time is regression. Had I been put on the proper medicine, I might never have had a bone deformity in my foot.”

"I do not understand how people can be put on a fail first regimen, especially in extreme situations."

After dealing with psoriasis for more than 20 years, today Tiffany is much better, although certainly not cured. Her skin is much clearer and she has lost 40 pounds. She no longer feels the need to hide out and instead feels comfortable joining Brian in running the bakery. As her foot allows, she even walks the halls of the Texas State Capitol as a volunteer advocate with the National Psoriasis Foundation.

"Right now because of my medications and treatments, I look and feel great. But I lived for 20 years in sort of a state of hiding because my ears, face, neck, elbows, back, and basically my entire body was covered, and it was awful looking. I don't want to see a delay from this medicine to the next one because I worry. I am an aggressive person, and so is my immune system. And I don't want to see what it will do next. People need to be able to receive the medicines and treatment they need at the time they need it."



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