



http://www.

Reflecting on how far we've come

Thirty years ago, when we launched our website, the digital world was a very different place. Websites were simple, internet access was limited, and few could have imagined how online information would become central to everyday life.

Today, we live in a world of instant updates, social media, smartphones, and constant connectivity. Yet amid all that change, the need for trusted, thoughtful, human information has perhaps never been greater. Looking back, it is striking how much the technology has evolved, and how much the value of steady, reliable support has remained the same.

At PAPAA, much of our work has always happened quietly behind the scenes. It is not always about headlines or high-profile moments. More often, it is about the steady work of listening, sharing reliable information, supporting people living with psoriasis and psoriatic arthritis, and keeping the needs of our community at the centre of what we do.

For PAPAA, the past 30 years have been about more than having a website. They have been about reaching people, sharing understanding, and quietly adapting to a world that has changed beyond recognition since then.

That is the work that matters most then, now, and always.

Read the origins of PAPAA