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Johnson & Johnson

IBD Patient Conversation Guide



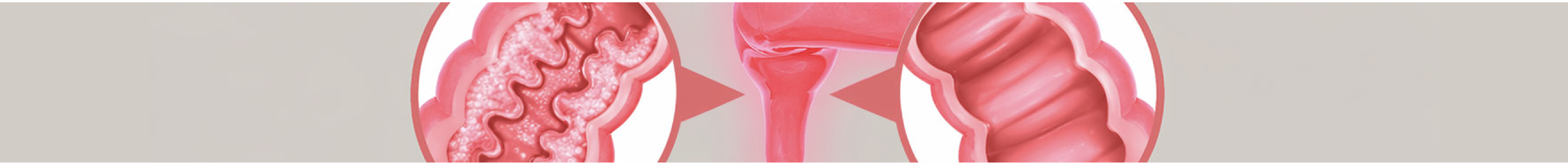
Inflammatory bowel disease (IBD)

If you have inflammatory bowel disease (IBD)—like Crohn’s disease (CD) or ulcerative colitis (UC)—how you feel doesn’t always show what’s happening inside your body.

Even if your symptoms calm down, your gut can still be irritated on the inside. That can lead to surprise flare-ups and make it harder to plan things like school, work, travel and social activities. Overtime, living with these challenges makes it difficult to focus on the goals and dreams that matter most to you.

But your goals matter. **Dual control** means **control inside, control your dreams**. A possibility to manage both IBD and the dreams that matter most to you — so you can live fully and keep moving toward the life you want.

Use this guide to help start a conversation with your doctor about controlling IBD from within. The healing process deep within your gut that can help you work towards achieving dual control of IBD and your life.



Why going deeper matters

The evolved treatment goals in IBD

Feeling better doesn’t always mean your gut is better on the inside. IBD remission exists on a spectrum, including symptomatic remission, biomarker remission, endoscopic remission, histological remission, and transmural remission.¹ IBD can be “quiet” for a while, even if there is still irritation (inflammation or disease activity) in your digestive tract.

That is why proof inside matters. IBD treatment has advanced over the past decades, and endoscopic remission which is defined as healing of the inner lining (mucosa) of the gut² has been recommended as a key long-term treatment goal.³ A normal lining of your digestive tract correlates with a better quality of life,

lower risks of surgery and hospitalization,⁴ and a higher likelihood of you are in remission.⁵

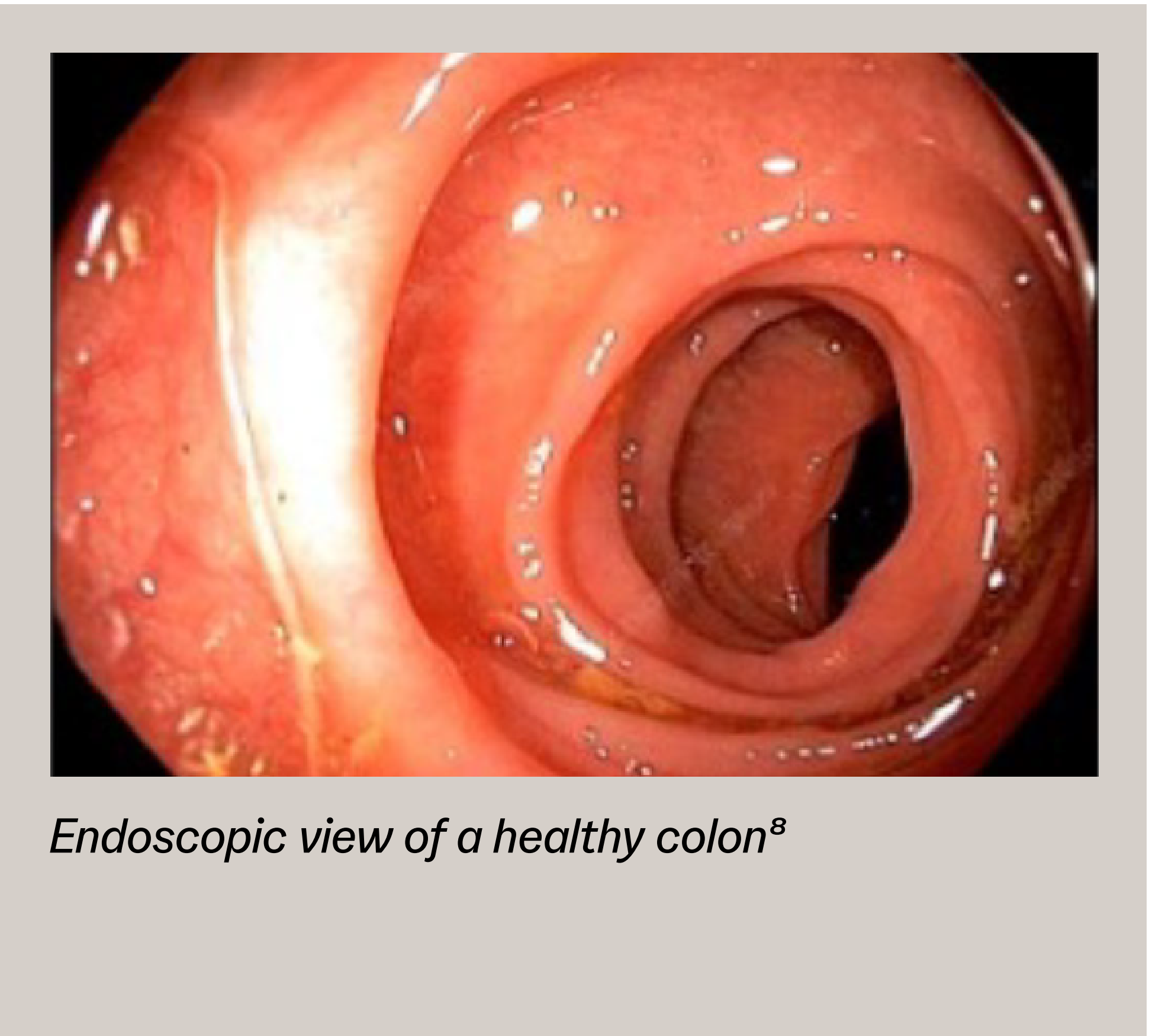
So, it helps to look a little deeper. An endoscopic examination, like a colonoscopy, can help you and your doctor understand what’s happening inside your gut — not only the symptoms you can feel, but also the disease activity in your digestive tract.

Patients and Doctors
Don't Always See Remission
the Same Way

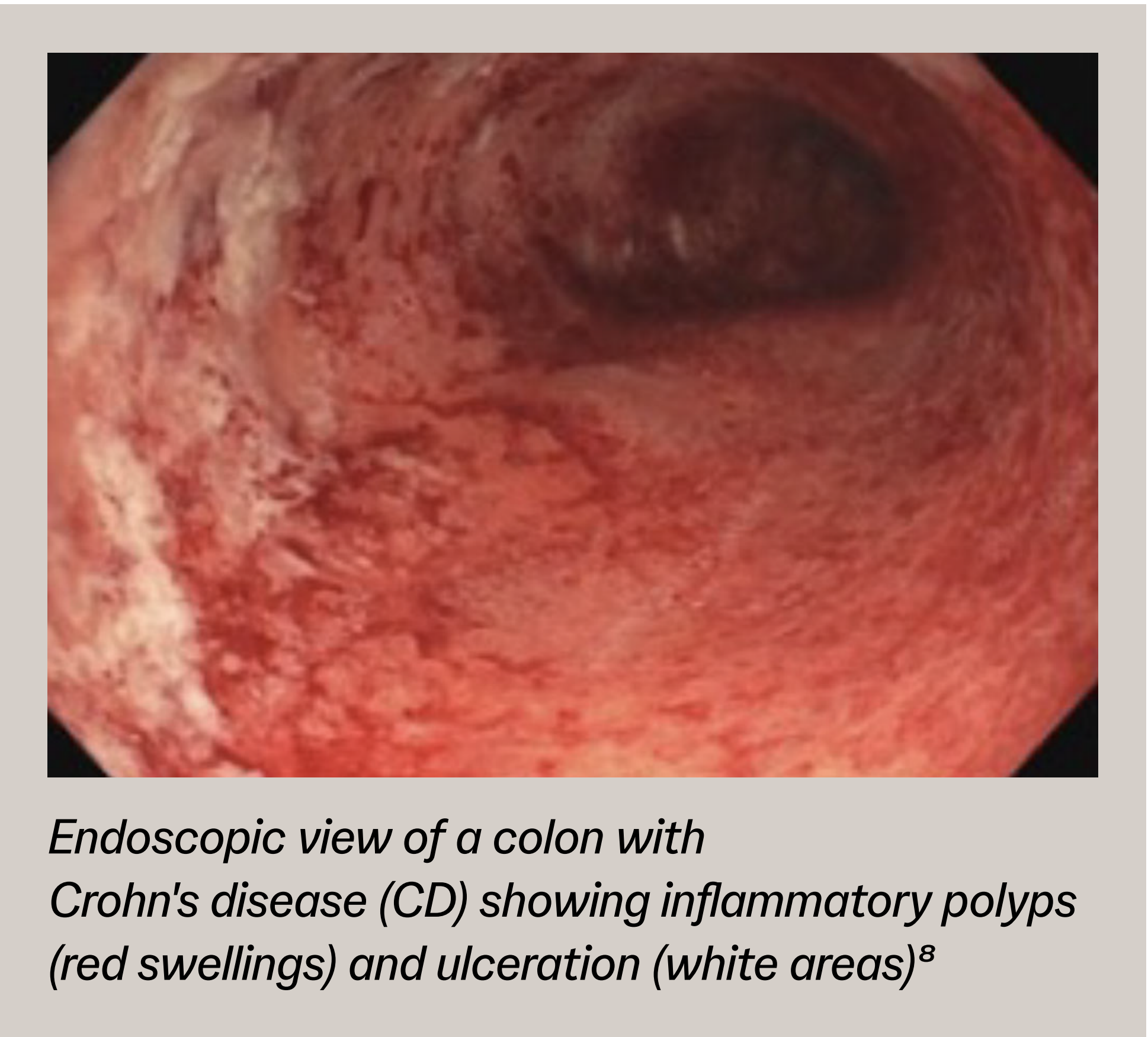
Did you know?

While patients define remission primarily by resolution of IBD symptoms, **65%** of physicians define remission using test results.⁶

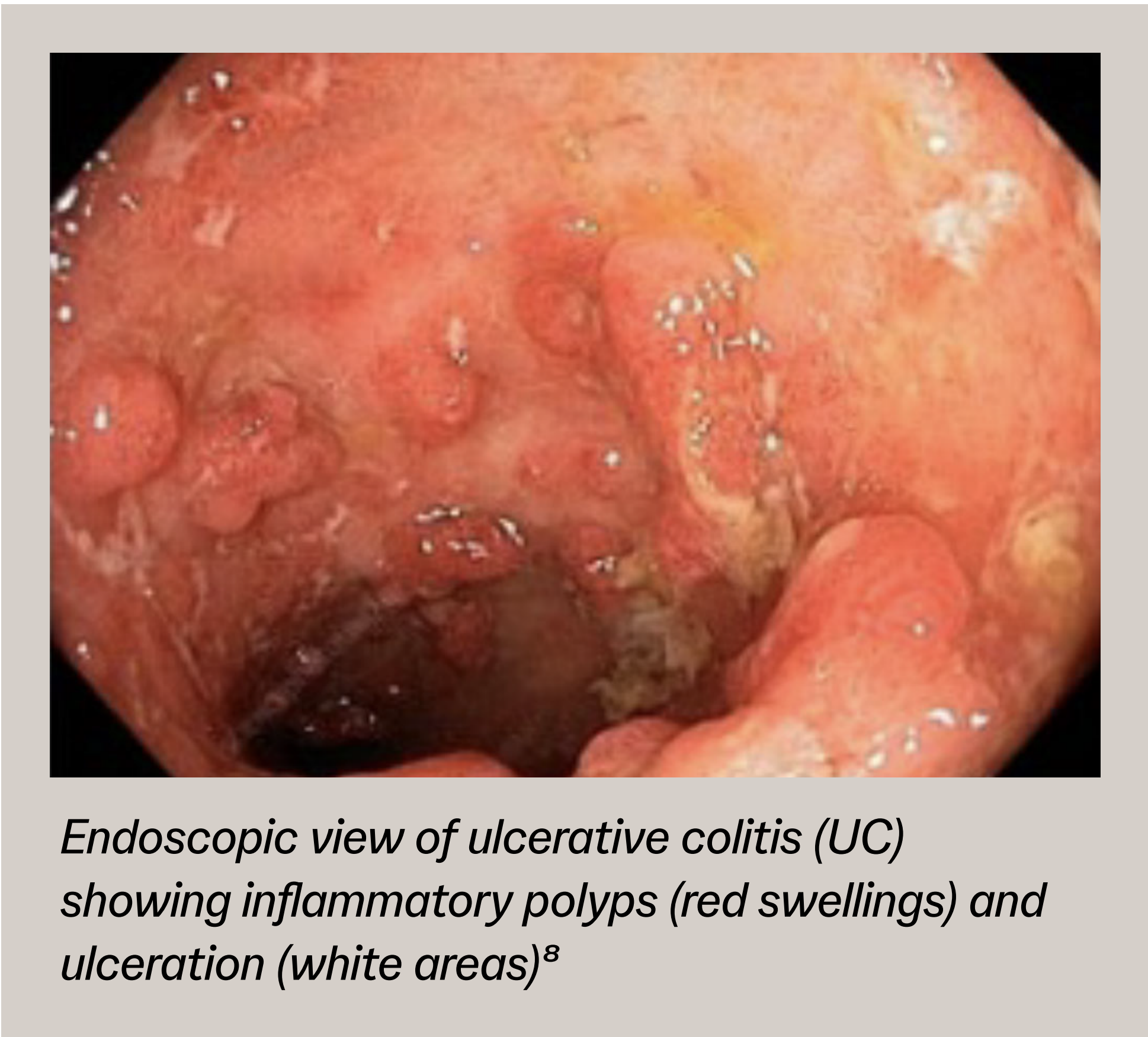
However, more than **60%** of patients have not heard of endoscopic remission.^{6,7}



Endoscopic view of a healthy colon⁸



Endoscopic view of a colon with Crohn's disease (CD) showing inflammatory polyps (red swellings) and ulceration (white areas)⁸



Endoscopic view of ulcerative colitis (UC) showing inflammatory polyps (red swellings) and ulceration (white areas)⁸



Things to consider before your next consultation

Reflect on your dreams and what matters most

Your doctor is here to help you. Before you talk about tests or treatment, think about your dreams and what “control inside” could help you do.

You might want to ask yourself:

- ☐ If IBD was more under control, what would be easier in my day-to-day life?
- ☐ If I knew my gut was healing on the inside, what would I feel brave enough to do?
- ☐ What dreams or plans do I have for the next few months or years?

Understanding your current symptoms⁹

In the past 2 weeks, I have experienced

Diarrhea/Urgency to go to the toilet

- ☐ Every day
- ☐ Several days a week
- ☐ Once a week or less
- ☐ Not at all

Stomach pain or cramping

- ☐ Every day
- ☐ Several days a week
- ☐ Once a week or less
- ☐ Not at all

Blood in my stool

- ☐ Every day
- ☐ Several days a week
- ☐ Once a week or less
- ☐ Not at all

You can also note:

- ☐ The last time I had a flare-like day (bad symptoms):¹⁰

(date)
- ☐ Any triggers I noticed (for example, certain foods, stress, missed medicines):¹¹

(note)
- ☐ Food intake on a weekly basis:¹²

☐ Fruits & Vegetables

☐ Proteins

☐ Resistant Starches & Legumes

☐ Healthy Fats

☐ Homemade meals

- ☐ Emotional burden (such as anxiety/depression/brain fog):¹⁰

(note)
- ☐ Other symptoms bothering me (for example, muscles, nerves, sleep quality):¹⁰

(note)
- ☐ Actions taken to manage symptoms:¹⁰

(note)

- ☐ Other questions or treatment goals you want to discuss with your doctor:¹⁰

(note)

Conversation guide for your next visit

Use these questions to talk with your doctor about how you feel and what’s happening inside your gut to help you Control Inside, Control Your Dreams.¹⁰

What does “remission” mean? (And what are we aiming for?)

1.

If I’m not having diarrhea, stomach pain, or blood in my stool, does that mean IBD is fully under control and I am in remission, or could it still be active inside my gut?

2.

Right now, one important life goal for me is:

What should our treatment goal be so I can keep IBD under control and still reach my one important life goal?

Checking what’s happening inside (not just symptoms)

3.

What tests can tell us if there is still inflammation inside and assess how well the gut has healed? (For example: stool tests, blood tests, scans like intestinal ultrasound (IUS), sigmoidoscopy and endoscopy)

4.

What does endoscopic remission mean for my treatment and future health?

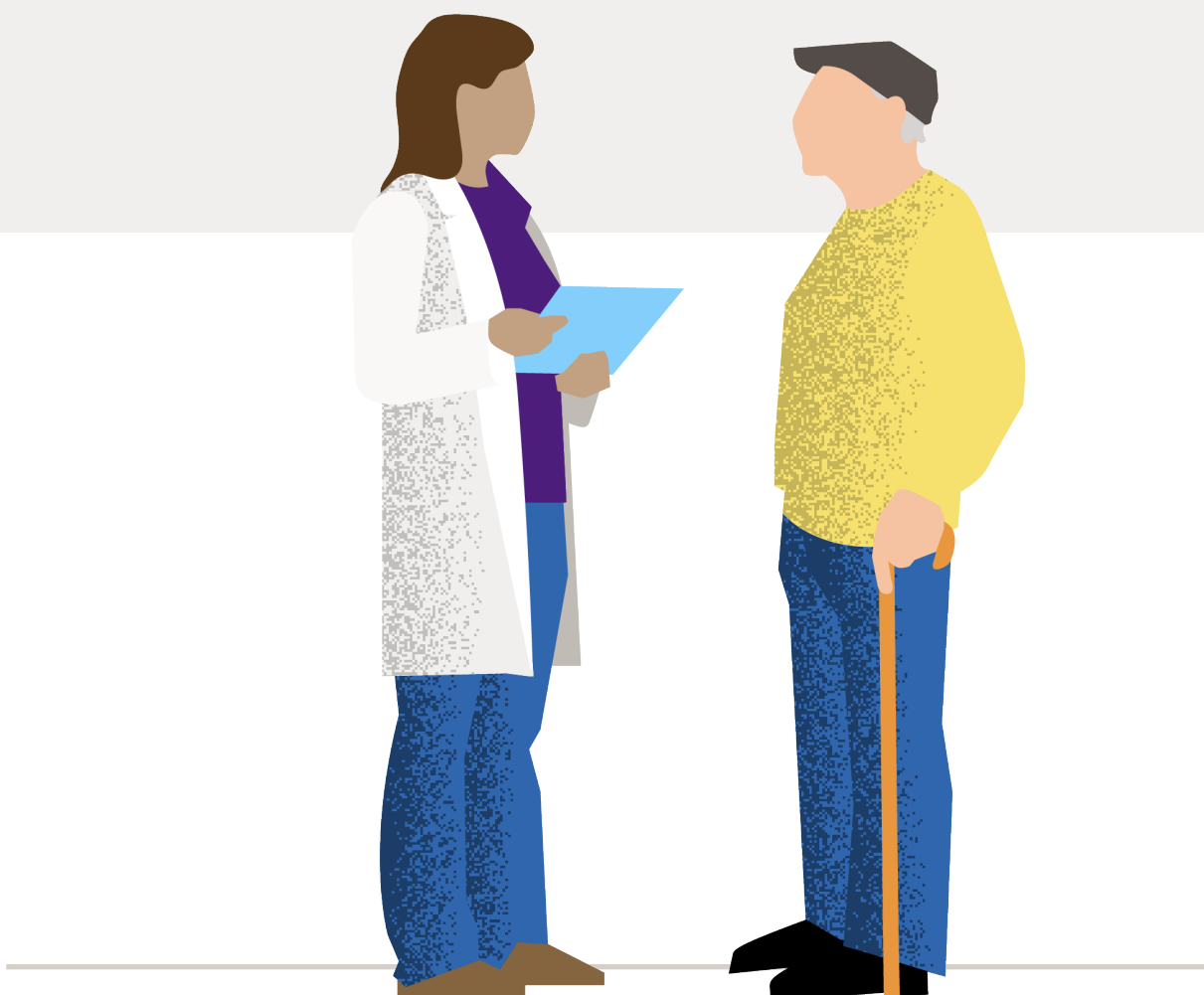
Treatment choices

5.

What are my options when it comes to managing IBD in the next three to six months?

6.

In the long run, what does “IBD under control” look like for me?



What’s next?

Finishing this guide is your next step toward control inside so you can control your dreams.

At your next doctor visit, share what remission means for you, how to check if your gut is healing on the inside, and what you can do to reach that goal.¹⁰



Before your appointment:

Note any recent symptoms, even if they come and go, and bring details of any tests you’ve had along with a list of the treatments you are currently on.



During your appointment:

Tell your doctor about your goals and dreams. Ask what remission means for you. Ask if symptoms alone are enough to show your IBD is controlled, or if you should check inside your body for signs of gut healing.



After your appointment:

Plan regular appointments and follow your doctor’s advice. Contact your clinic if symptoms return, worsen, or start affecting your daily life again.

Remember: feeling better is important, but it’s not the whole story. Proof of remission inside helps you and your doctor choose the next step — for **control inside** and **control your dreams**.

Certain visuals in this material were created or enhanced using artificial intelligence (AI). These are intended for illustrative purposes only and do not represent actual patients or healthcare professionals. Any resemblance to real individuals is coincidental.



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