

Headline	Capital 958 radio interview with Dr. Ker on Atopic Dermatitis		
Media Title	Capital958	PR Value	15,360
Date	18 September 2020	Segment	NA
Viewership (weekly)	NA	Listenership ¹ (weekly)	575,000

Interview summary:

During Dr Ker’s interview with Capital958, she explained that atopic dermatitis was a chronic skin condition caused by a breakdown in the skin’s protective barrier and symptoms of red, dry and itchy skin on the face and between the joints of the arms and legs.

There was also a Q&A segment where listeners sent in their questions to the DJs and Dr Ker was able to provide detailed responses on the type of treatments typically administered e.g oral medications or onitments; and how patients should manage their condition with moisturizers and taking warm baths.

The entire segment lasts nearly 24 minutes and can be downloaded [here](#)

¹<https://www.mediacorp.sg/en/advertising/our-brands/capital958>