disseminated forms of other common viral infections and also rarer entities such as pseudovesicular GD, as these two cases seem to be.

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Patient consent: No patient consent for social media

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Dermatological insights from Google Trends: what does the public think is important during COVID-19 lockdown?

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In the UK, Google is often the search engine used to explore information relating to many aspects of people's lives, including dermatological advice and information.[1] The frequency of searching for particular terms can indicate the relative importance that the public assigns to various conditions and is dynamic, fluctuating in different societal contexts, such as during a pandemic.[2] We explored whether the trends of Google searches of common medical, lesional and cosmetic dermatology conditions and procedures changed during the COVID-19 pandemic in order to gauge whether the relative importance assigned by the public to particular conditions or facets of dermatology changed during that timeframe.

Table 1 Relative change in number of searches from 2 January 2020 to 12 May 2020.

Search term	2 January 2020	12 May 2020	% change
Medical Dermatology			
Acne	53	75	+22
Hand Eczema	37	53	+16
Rash	60	67	+7
Eczema	67	68	+1
Psoriasis	66	52	−14
Lesional Dermatology			
Wart	39	64	+25
Mole	67	75	+8
Melanoma	48	53	+5
Skin Cancer	73	67	−6
Cosmetic Dermatology			
Chemical Peel	57	76	+19
Lip Filler	46	33	−13
Botox	67	41	−16
Laser Hair Removal	71	54	−17
Hair Transplant	69	37	−32

Google Trends (http://www.google.com/trends/) was used to compare the relative frequency of English language search terms in the UK over a 90-day period (2 January 2020 to 12 May 2020).[3] The authors established categories of medical, lesional and cosmetic dermatology (see Table 1). The relative number of searches for medical and lesional dermatology terms stayed broadly stable throughout the lockdown period (Fig. 1a,b), but the relative number of searches for cosmetic dermatology terms appeared to mostly decline (Figs 1c and 2). Of particular note, the relative number of searches for the terms 'acne', 'wart' and 'hand eczema' rose both qualitatively and in percentage terms over the 90-day period. The increased interest in acne (22% increase) and warts (25% increase) during this period may reflect the public desire to self-treat these nonurgent, but life-impacting conditions during a period of lockdown. The 16% increase in searches for hand eczema reflects greater emphasis (and public health campaigns) regarding hand hygiene, which has led to an increased incidence of hand eczema, for which patients are seeking solutions.[4]

The relative stability in searches for other medical and lesional dermatology conditions suggests that lockdown or the pandemic did not affect patients' perception of the relative importance to these conditions. As for cosmetic

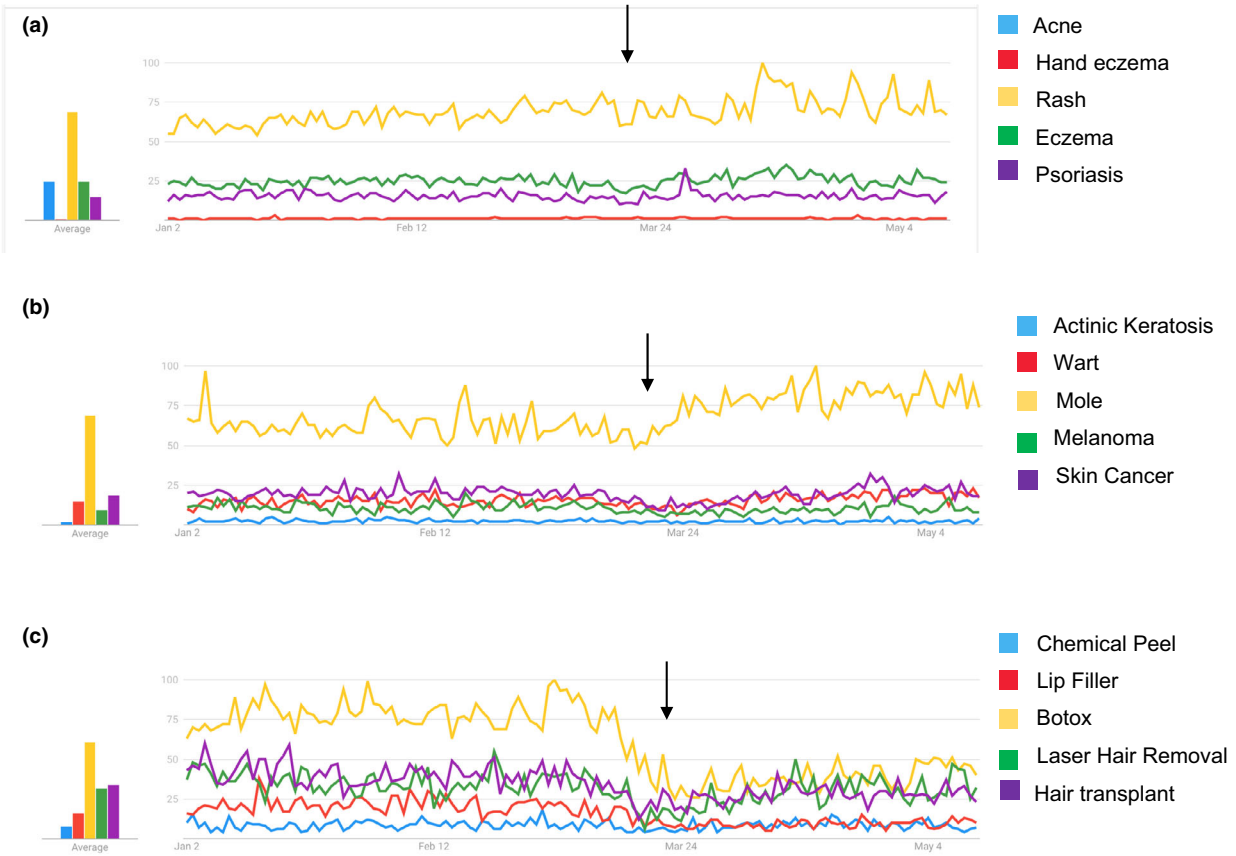

Figure 1 Google Trends showing search frequency from 2 January 2020 to 12 May 2020 for common (a) medical, (b) lesional and (c) cosmetic dermatology conditions and procedures. Arrow indicates commencement of UK lockdown (23 March 2020).

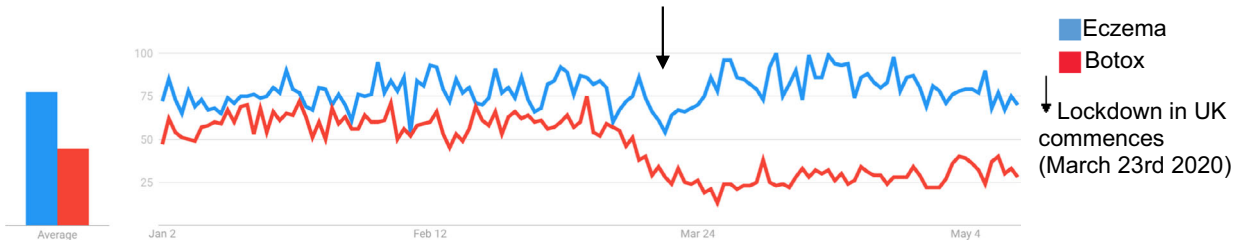

Figure 2 Google Trends in 'eczema' and 'Botox' searches from 2 January 2020 to 12 May 2020. Arrow indicates commencement of UK lockdown (23 March 2020).

dermatology, there appeared to be a general downward trend in searches for most of the keywords, most markedly after the UK lockdown on 23 March 2020 (decrease ranging from −13% to −32%). Curiously, for 'chemical peel' there was a slight increase in relative number of searches during the surveyed period. This may be a function of the precise days on which the searches were undertaken, and/or because, of all the cosmetic dermatology procedures, this may be perceived to be the most accessible to self-administration; furthermore, patients may be exploring the possibility of postprocedural 'downtime' during the lockdown. We also accept that our work is observational, our search terms are not exhaustive and we were limited by the parameters presented by Google Trends.

Nevertheless, our observations support the notion that during the national lockdown period, public interest in hand eczema and conditions for which self-care is

considered more possible (such as acne and warts) rose, whereas interest in most cosmetic dermatological procedures declined markedly. These findings may inform policymakers, medical educationalists and business modelling in the event of a future or re-emergent pandemic or lockdown.

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Melanoma defies 'lockdown': ongoing detection during Covid-19 in central London

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The COVID-19 pandemic has presented significant challenges for dermatology services, particularly the diagnosis and management of malignant melanoma (MM).[1] Early detection and definitive surgical treatment are key to improving MM prognosis, and in England there is a suspected skin cancer referral pathway that facilitates specialist Dermatology assessment within 2 weeks (2-week wait; 2WW).[2] We describe the impact of COVID-19 on MM detection, based on data from a dermatology department in central London.

Our primary objective was to compare detection rates of MM before and during the UK Government-mandated lockdown on 23 March 2020. This included MM diagnosed at the University College London Hospitals (UCLH) Dermatology Department, during the periods 27 January 2020–22 March 2020 and 23 March 2020–18 May 2020 (inclusive). Cases were identified from the hospital laboratory database and included a new histological diagnosis of melanoma *in situ* (Mis), lentigo maligna, invasive melanoma or metastatic melanoma.

In total, 17 newly diagnosed, histologically confirmed cases of MM were identified, comprised of 8 cases before and 9 cases during lockdown. Most of the cases represented early or thin MM, including Mis (n = 7, 44%) and stage 1 MM (n = 7, 41%). MM detection rates were higher during 'lockdown': 5.73% vs. 1.70% of the total cases reviewed in the 2WW skin cancer clinic for each specified time period (n = 481 before lockdown n = 157 during lockdown).

These findings highlight the importance of continued dermatology cancer services during the UK COVID-19 lockdown, as nine MM may not have been detected otherwise. The high proportion of early melanomas diagnosed exemplifies the efficacy of this rapid-access skin cancer service. Not only was there ongoing MM detection but there was in fact a three-fold higher percentage detection rate demonstrated throughout the UK COVID-19 lockdown. There are a number of factors that may be implicated in this higher MM detection to referral ratio, including patient self-selection in a setting of heightened anxiety and restricted health care services. Ongoing monitoring after lockdown will be performed to explore whether there is a statistically significant difference between both referral and detection rates. This information may guide complex decision-making and demonstrates the necessity of MM skin cancer services, even in times of national emergency and gross disruption of normal medical services.

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