

Phothera Webinar: Introducing Phothera

A New Era In Phototherapy

1.23.25

Phothera

Agenda:

- **Introducing Phothera: (5 minutes)**
 - Explaining the vision, mission, and benefits of Phothera
 - Uncovering how Phothera is overcoming the 3 most common barriers to prescribing.
 - Addressing common concerns and barriers to prescribing
- **The Latest Developments in Phototherapy: (5-10 minutes)**
 - A quick review of the latest studies and findings.
- **Product Lineup – Features & Benefits: (5-10 minutes)**
 - Introducing the expanded Phothera home phototherapy product lineup
 - Product highlights, features and benefits
 - Associated HPCP Codes
- **Prescribing Made Easy with ClearLink w/Live Demo: (10-15 minutes)**
 - An introduction to ClearLink and how it is making prescribing secure and simple
- **Closing Remarks & Summary (5 minutes)**
- **Q&A**

The Story Behind Phothera

Two industry leaders coming together to advance phototherapy



Phothera is the blending of two industry leaders, Daavlin and NatBio and represents a significant advancement in phototherapy for patients and healthcare providers. Specializing in the manufacturing, selling, and servicing of UV light phototherapy equipment and systems for use in homes, hospitals, doctors' offices, and clinics. UV phototherapy treats psoriasis, eczema, vitiligo, and other skin conditions.

Phothera stands as a pivotal advancement in phototherapy, offering accessible and effective solutions for both patients and healthcare providers, while fostering a supportive environment for those managing chronic skin conditions

Introducing Phothera

Mission:

Our goal is to transcend the boundaries of medical devices by establishing phototherapy as a **holistic lifestyle choice** for those who prioritize health, wellness, and safety.

We aim to empower our patients to not only treat symptoms effectively, but also **enhance their overall mental well-being**. Through innovative solutions and unwavering support, Phothera strives to **create a community** where health and happiness go hand in hand, fostering a balanced and fulfilling life for all who choose our path.

A NEW ERA IN HOME PHOTOTHERAPY

What this means for you:

- **Unmatched Expertise**

The same trusted team of phototherapy specialists you've relied on is here to support you with personalized care and guidance.

- **Simplified Care for Providers**

With advanced, user-friendly phototherapy devices and cutting-edge technology, Phothera makes prescribing and monitoring treatments easier than ever.

- **Enhanced Patient Outcomes**

Seamless integration and enhanced monitoring capabilities ensure efficient, effective, and optimized treatment plans for every patient.

- **Wider Selection and Customization**

Phothera's expanded home phototherapy lineup offers customizable solutions for every need, from spot treatments to full-body devices, with versatile lamp and controller options.

- **Expanded Network Access**

Phothera's growing network of in-network partners ensures broad coverage while reducing out-of-pocket expenses for patients in need

1

EXPANDING PATIENT COVERAGE & ACCESS

Now, providers can prescribe with full confidence knowing that Phothera's expanded in-network insurance partnerships offer more choice for coverage than ever.

In addition, to ease any out-of-pocket costs, Phothera offers convenient payment options and/or the possibility of waving patient copays.

2

ENHANCED PATIENT CARE & TRAINING

We have restructured our internal teams and processes to ensure every patient need is met.

From simple patient inquiries to helpful patient training tutorials, our team and resources are there for you and your patients.

3

STREAMLINED PRESCRIBING

Phothera's digital prescribing tools make prescribing easier than ever.

ClearLink enables providers with an intuitive and HIPAA compliant platform for prescribing while our improved communication ensures full transparency throughout the entire prescription process.

ADDRESSING THE 3 KEY BARRIERS TO PHOTOTHERAPY ACCESS

Phototherapy Developments

The latest phototherapy studies showcase that there has never been a better time to prescribe.

A NEW ERA IN PHOTOTHERAPY



LITE Study validates efficacy of home phototherapy

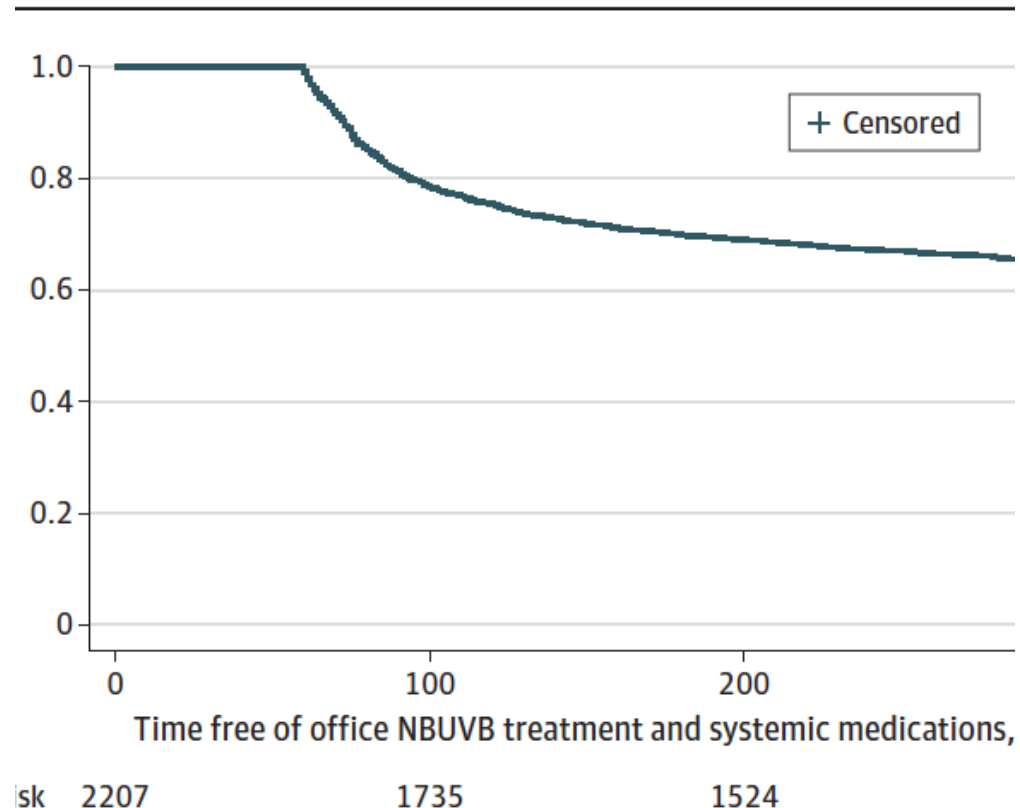
Key Notes & Findings:

- Home phototherapy is just as effective as in-office treatments
- Home phototherapy promotes improved adherence due to convenience
- Phothera's ClearLink Controller in Guided Mode used as primary means of treatment delivery – ensuring accurate and effective treatments
- Home phototherapy is 10-100 times less expensive than biologics
- Patients' dependency on topicals decreased during trial and, overall, patients were less likely to start an oral or biologic treatment
- Shown to be effective across a variety of different skin types

"ADDING PHOTOTHERAPY TO THE MIX CAN REALLY HELP US MAINTAIN RESPONSE, HELP PEOPLE, AND GET TO THE ULTIMATE OBJECTIVE WE ARE TRYING TO ACHIEVE FOR THEM."

DR. JOEL GELFAND, M.D.

. Kaplan-Meier Curve



“ LACK OF USE OF IN-OFFICE TREATMENTS MIGHT REFLECT HOME NBUVB TREATMENT EFFECTIVENESS AND OTHER POTENTIAL BENEFITS, INCLUDING CONVENIENCE FINANCIAL BENEFITS AND MEDICAL BENEFITS (POTENTIALLY AVOIDING ADVERSE EFFECTS OF SYSTEMIC THERAPIES).”

Home Narrowband UV-B Treatment for Psoriasis: A cohort study.

JAMA Dermatology September 2023 Volume 159, Number 9.
doi:10.1001/ JAMA Dermatol.2023.2332

Key Notes & Findings:

- Study focused on Kaiser Permanente – which, at the time of the study, KP covered approximately 4.6 million lives
- Nearly two-thirds of members who received home NBUVB did not use systemic therapy during the year following home NBUVB machine receipt.
- Equipment used: Daavlin 7 Series T4 (Phothera 600), NBUVB

Phothera Home Phototherapy Products

Showcasing the expanded home phototherapy product lineup from Phothera

A NEW ERA IN PHOTOTHERAPY

Scalp and Spot

HCPC Code: E0691



[LEARN MORE: CLICK HERE](#)

Phothera 100

Formerly Daavlin DermaPal

- Single lamp
- DT Controller
- Lamp options:
 - Narrowband UVB
 - UVA
- Slim, lightweight, portable, and great for travel
- Comb attachment parts the hair for effective scalp treatments while also acting as a distance guide for consistent treatments



Phothera 100XL

Formerly NatBio DermaLume 2X

- Two lamps
- DT Controller
- Narrowband UVB
- Lightweight and convenient to store
- Expanded treatment area makes the Phothera 100XL a great option for slightly larger than average spot conditions.



Localized (Panel)

HCPC Code: E0691



[LEARN MORE: CLICK HERE](#)

Phothera 200

Formerly Daavlin 1 Series

- Four lamps
- Control options:
 - ClearLink Controller
 - DT Controller
- Lamp options:
 - Narrowband UVB
 - UVA
 - UVA 1
- Optional stand enables the Phothera 200 to swivel into a variety of configurations for comfortable and precise treatments



Phothera 200XL

Formerly NatBio Handisol

- Two or four lamps
- DT Controller
- Narrowband UVB
- The precision molded case features a built-in carrying handle for easy transporting and positioning



Large Panel

HCPC Code: E0693 & E0694



Phothera 600 (E0693)

Formerly Daavlin 7 Series and NatBio Panosol 6/6+

- Four or six lamps
- Control options:
 - DT Controller (4 lamp)
 - ClearLink Controller
- Narrowband UVB
- 6' tall
- Slim and lightweight design
- Weight: 75 lbs



Phothera 600-3D (E0694)

LXTE
STUDY

- Eight or twelve lamps
- Wings wrap the patient in 180 degrees of therapeutic light
- Control options:
 - DT Controller
 - ClearLink Controller
- Lamp options:
 - Narrowband UVB
 - UVA / UVA 1
- 6' tall
- 106-129 lbs



Phothera

[LEARN MORE: CLICK HERE](#)

Prescribing Made Easy with ClearLink

Streamline prescribing and save time and energy when you utilize the ClearLink Prescribers Portal

A NEW ERA IN PHOTOTHERAPY

ClearLink Prescribers Portal

Prescribing is as easy as the click of a mouse



Manage all of your
patients, prescriptions
and patient instruction
one place.

Our ClearLink Provider Portal has been updated to syn...
latest innovation, the ClearLink Control System with Pr...
Guided Protocols.

Get Started



Easily manage patients and
prescriptions from one
dashboard



Secure and HIPAA compliant –
you and your patient's critical
data is safe and secure with
ClearLink



Allow approved staff to
complete prescriptions and
submit for review



Create your own profile or join
an existing practice to access
historical data



Create global protocols which
expedites the prescribing
process – saving you and your
staff even more time

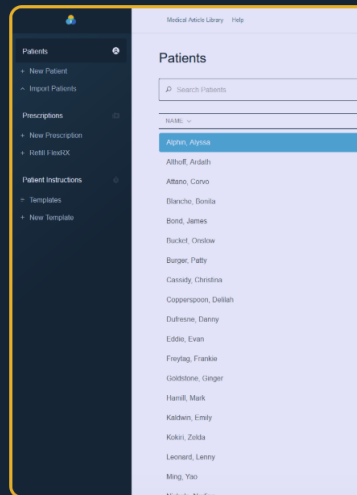
SIGN UP & START
PRESCRIBING TODAY!

[CLICK HERE](#)

Manage all of your
patients, prescriptions,
and patient instructions in
one place.

Our ClearLink Provider Portal has been updated to sync with our latest innovation, the ClearLink Control System with Prescription Guided Protocols.

Get Started



ClearLink Live Demo

Goal: Provide a high-level overview of the ClearLink Prescribers Portal

- Demo to include:
 - Portal features overview
 - How to sign up or join an existing practice
 - How to prescribe
 - Assigning user roles and permissions
 - And more

CLEARLINK.DAAVLIN.COM

Summary

A NEW ERA IN PHOTOTHERAPY

IN SUMMARY:

- Phothera is the joining of two industry leaders, Daavlin and NatBio to to expand access and deliver innovative solutions to those in need.
- Phothera's expanded in-network coverage and convenient payment options ensures patients receive the best care possible with the least financial impact.
- Phothera offers providers and patients choice and peace-of-mind:
 - **Control Options** – Depending on patient and provider needs and wants, a majority of Phothera devices can be configured with either the DT or ClearLink Controller – each suitable for a variety of treatment scenarios.
 - **Lamp Options** – Only Phothera offers providers the ability to choose from a variety of different lamp wavelengths – ensuring an effective solution for all.
- Modern studies, such as the **LITE Study**, validate home phototherapy's effectiveness and long-term financial benefits to patients.
- Phothera's expanded home phototherapy lineup consists of products ranging in size from spot and scalp to full-body treatment options.
- Streamlined processes and enhanced support ensure providers and patients have the tools and confidence needed for every step of the treatment journey.
- **ClearLink** makes prescribing quick and easy by streamlining the prescribing process through customizable tools and amendable templates in an intuitive digital platform.
- To learn more, visit Phothera.com

Phothera

Thank you.

Phothera is here to address any questions or concerns you may have. For inquiries, please email info@phothera.com

For helpful prescribing tools and resources, or to request printed patient material, visit phothera.com

Frequently Asked Questions

“Will this affect my in-office device or the prescribing process?”

- No, all existing devices and services will remain in place and customers can expect the same qualified team of experts to be there when needed. Home prescribers can rest assured that the process they utilize will also remain the same – the only change to their standard forms or process will be the device naming structure.

“How will Phothera benefit me?”

- Phothera simplifies home phototherapy for healthcare providers with advanced, user-friendly phototherapy devices. Our cutting-edge technology makes it easier than ever to prescribe and monitor patient care, ensuring treatments are efficient and effective. With seamless integration and enhanced monitoring, Phothera allows providers to deliver the best care while optimizing their time and resources.

“What does this mean for my patients?”

- Your patients now have access to the latest and greatest in phototherapeutic care. Phothera enables your patients to choose from a broader selection of products and customizable control systems – ensuring they receive the exact product to match their needs. In addition, Phothera offers wider and more expansive insurance coverage options.

“How does this consolidation impact the healthcare ecosystem?”

- Phothera streamlines access to cost-effective treatment, easing the financial strain on an already burdened healthcare eco-system. The combined resources of Phothera will enable faster innovation, broader coverage and indications, including conducting more clinical trials.