

Psoriasis JAMA Study Establishes Phototherapy Efficacy and Safety for All Patients

The Benefits of Home Phototherapy for Patients & Provider

Patient Benefits



Convenience

Long-term
Cost-Effectiveness**



No harsh side
effects**



82%
Of Psoriasis Patients*
**SAW NEARLY
CLEAR SKIN
AT 5 WEEKS****

When Prescribed NB-UVB Phototherapy

Provider Benefits

Simplicity

The ClearLink
Prescribers Portal
makes prescribing as
easy as clicking a
button.



Patient Safety & Efficacy

The ClearLink
Controller enables
safe, accurate, and
controlled treatments
every time.



Only Phothera Phototherapy
offers providers a seamless,
hassle-free way to prescribe
home phototherapy.

Our ClearLink Provider Portal
streamlines the prescribing
process to **save you time**, while
our onboard control software
ensures **safe and accurate
treatments every time**.

Start Prescribing Today at
clearlink.daavlin.com

*Suberythemogenic narrow-band UVB is markedly more effective than conventional UVB in treatment of psoriasis vulgaris, Walters, et al. Journal of the American Academy of Dermatology, Volume 40, Issue 6, June 1999, Pages 893-900

The Real-World Experience

- ~38% of dermatology providers have prescribed phototherapy in the last year¹
- 2/3rds of patients receiving home phototherapy did not switch to systemics²
- Home phototherapy costs 10-100X less than biologic treatments³
- Phototherapy combined with biologics enables better outcomes with fewer adverse reactions⁴

“ Phototherapy delivered at home or in the office resulted in excellent outcomes for patients... efforts should be made to make these safe, effective, and relatively inexpensive treatment options more available to patients in the modern era of psoriasis therapeutics.”

- Dr. Joel Gelfand, MD

Phototherapy Is Safe & Effective For:



Pregnant
Women⁵



The
Elderly⁶



The
Immunocompromised⁷



Children &
Young Adults⁸

Empower your patients with a treatment that is **effective, safe, and free of any harsh side effects**
or painful injections – **choose NB-UVB Home Phototherapy.**

1. Yang, J. (2024, May 6). Number of dermatologists by U.S. State 2023 | Statista. Statista. <https://www.statista.com/statistics/1302956/number-of-employed-dermatologists-by-us-state/>
2. Katz, K. A., & Stram, D. A. (2023). Home narrowband UV-B treatment for psoriasis. JAMA Dermatology, 159(9), 1006. <https://doi.org/10.1001/jamadermatol.2023.2332t>
3. Dermatology Times: <https://www.dermatologytimes.com/view/shedding-lite-on-at-home-phototherapy-treatment-for-psoriasis>
4. Rossi M, Rovati C, Arisi M, et al. A short cycle of narrow-band UVB phototherapy in the early phase of dupilumab therapy can provide a quicker improvement of severe atopic dermatitis. Dermatology. 2021;237(3):407-415. doi:10.1159/000512456
5. Bae YC, Van Voorhees AS, et al. "Review of treatment options for psoriasis in pregnant or lactating women: From the Medical Board of the National Psoriasis Foundation." J Am Acad Dermatol. 2012 Sep;67:459-77.
6. Bulur, I., Erdogan, H. K., Aksu, A. E., Karapinar, T., & Saracoglu, Z. N. (2018). The efficacy and safety of phototherapy in geriatric patients: a retrospective study. Anais brasileiros de dermatologia, 93(1), 33-38. <https://doi.org/10.1590/abd1806-4841.20185468>
7. Rácz, E., & Prens, E. P. (2017). Phototherapy of psoriasis, a chronic inflammatory skin disease. Advances in Experimental Medicine and Biology, 287-294. https://doi.org/10.1007/978-3-319-56017-5_24
8. 3Jury CS, McHenry P, Burden AD, Lever R, Bilisland D. Narrowband ultraviolet B (UVB) phototherapy in children. Clin Exp Dermatol. 2006 Mar;31(2):196-9. doi: 10.1111/j.1365-2230.2006.02061.x. PMID: 16487089.



Phototherapy Prescribing and Treating Made Easy with Guided Mode

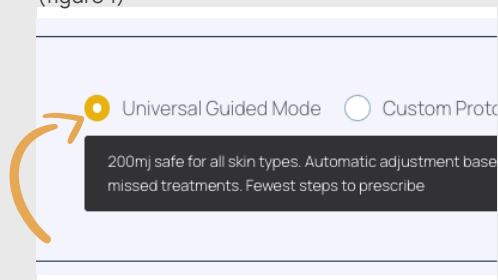
SIMPLICITY & EASE | NO FAXING | NO WRITTEN FORMS | NO WORRIES

Phothera now offers providers prescribing simplicity. Our ClearLink Provider Portal is an intuitive, online digital prescribing platform that saves healthcare providers and staff time and energy. Our HIPAA compliant platform features tools and functionality that make prescribing as simple as the click of a button.

See How Easy It Is To Prescribe:

- Choose the **ClearLink Controller** and **"Universal Guided Mode" (UGM)** on the ClearLink Provider Portal (figure 1)
 - **Universal Guided Mode** will start each skin type at 200 mJ and increase subsequent treatments by 15% – no need to customize
 - **Standard Guided Mode** allows the provider to customize the starting dose for each patient
- The patient's 1st dose is automatically configured on the device's ClearLink Controller (figure 2)
- The ClearLink Controller automatically adjusts subsequent doses based on patient responses (figure 3)
- Fixed exposure limiting software on the device ensures patients follow-up with their provider

(figure 1)



Universal Guided Mode is the **safest and fastest way to prescribe home phototherapy.**

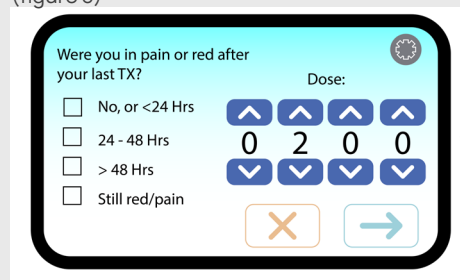
The built-in protocols ensure a safe and effective starting dose no matter the skin type and the subsequent treatments automatically adjust based upon the patient's response.

(figure 2)



When choosing a device with the **ClearLink Controller** and **Universal or standard Guided Mode**, the device comes preloaded with the first treatment – ensuring safe and accurate treatments every time.

(figure 3)



With **Universal Guide Mode** or standard **Guided Mode**, after the initial treatment, patients will be greeted with a question designed to monitor their progress.

Based upon the provided answer, the **ClearLink Controller** will maintain or adjust the subsequent treatment accordingly.

Introducing the PHOTHERA CARES Program

Phothera Cares is a program designed to ensure all patients receive the care they need. While the majority of major insurers cover phototherapy for psoriasis and atopic dermatitis, we understand that out-of-pocket costs can still be a barrier to treatment. We are doing our part to help break down those barriers for your patients!

With Phothera Cares, we:

- File claims and appeal denials on behalf of your patients who have been prescribed Phothera home phototherapy.
- Offer copay assistance programs to help alleviate out-of-pocket expenses

To Learn More About Prescribing or Phothera Cares, Contact Us:
info@phothera.com | phothera.com

Phothera Cares Eligibility criteria: Available to patients with commercial insurance coverage. Patients must have a valid prescription for an FDA approved indication. Program is not available to patients whose devices are reimbursed in whole or in part by Medicare, Medicaid, TRICARE, or any other federal or state program. Offer subject to change or discontinuance without notice. This is not health insurance and program does not guarantee insurance coverage. Limitations may apply.