

Considering Prescribing Biologic Therapy?

DARE TO COMPARE

Phototherapy	Biologics
<p>Indication Psoriasis: Most patients, regardless of age, with chronic plaque psoriasis Other: Multiple indications for use providing a variety of treatment options for phototherapy</p>	<p>Indication Adult patients with at least moderate to severe plaque psoriasis; excludes those patients with CD4+ T-lymphocyte counts below normal</p>
<p>Safety/Side Effects Excellent safety profile, typically with minimal side effects. Proven by decades of use.</p>	<p>Safety/Side Effects Requires weekly monitoring of CD4+ T T-lymphocyte counts during 12-week-dose regimen</p>
<p>Efficacy Typically 20-25 treatments to clearing. Long term remissions for 90-95% of patients.</p>	<p>Efficacy Only 21% of patients achieve 75% PASI score (IM). Only 14% of patients achieve 75% PASI score (IV). Median duration of response is two months with drug (IM) or placebo.</p>
<p>Simplicity of Use With appropriate use, phototherapy is easy to administer and well tolerated.</p>	<p>Simplicity of Use Requires 12 IM or IV treatment regimen for each treatment cycle</p>
<p>Insurance Reimbursement Almost always reimbursed. Small co-pay for patients; enhanced revenue stream for physicians (recent increase in Medicare allowances).</p>	<p>Insurance Reimbursement Not fully recognized. Potentially high co-pays for patients. Single course of therapy every 6-12 months \$12K-\$18K.</p>

BENEFITS OF PHOTOTHERAPY:

Proven Long Term Clearing...effective for 90-95% of patients

Outstanding Safety Profile...Proven by decades of use

Non-invasive...Easy to administer

Insurance Reimbursement...A significantly improved revenue stream

Easily Affordable...In-office treatments cost a fraction of what biologics cost. Office equipment pays for itself! Home phototherapy costs the patients less than \$2300 for lifetime use



Call us for information: 800-338-5045