

Considering Prescribing Biologic Therapy?

It Just Doesn't Compare To **The Power Of Light**
From *National Biological*



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 \$2,300 for lifetime use

THE **POWER** OF LIGHT
It Really Works Wonders!

Phototherapy Vs. Biologic Therapy

COMPARE!

Phototherapy

Biologic Therapy

Indication

Psoriasis: Most patients, regardless of age, with chronic plaque psoriasis.

Other: Multiple indications for use providing a variety of treatment options for phototherapy.

Indication

Adult patients with at least moderate to severe plaque psoriasis; excludes those patients with CD4+ T-lymphocyte counts below normal.

Safety/Side Effects

Excellent safety profile, typically with minimal side effects. Proven by decades of use.

Safety/Side Effects

Requires weekly monitoring of CD4+ T-lymphocyte counts during the 12-dose regimen.

Efficacy

Typically 20-25 treatments to clearing. Long term remissions for 90-95% of patients.

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.

Simplicity of Use

With appropriate use, phototherapy is easy to administer and well tolerated.

Simplicity of Use

Requires 12 IM or IV treatment regimen for each treatment cycle.

Insurance Reimbursement

Almost always reimbursed. Small co-pay for patient; enhanced revenue stream for physicians (recent increase in Medicare allowances).

Insurance Reimbursement

Not fully recognized. Potentially high co-pays for patients. Single course of therapy every 6-12 months \$12K-\$18K.



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