

# Getting Started with Phototherapy

A quick reference guide for clinicians considering prescribing in-office or at-home phototherapy treatments.



# Phototherapy: The Clear Choice

## TREATMENT TYPE

% of Patients to reach  
**PASI 75**

Time Period



Treatment Type	% of Patients to reach PASI 75	Time Period (Treatments)
Narrowband UVB Phototherapy <sup>2</sup> ✓	95.1% - Guttate Psoriasis 82.7% Plaque Psoriasis	7-10 Weeks (20-28 Treatments)
Biologic: Ixekizumab (Taltz) <sup>4</sup>	89.1%	12 Weeks
Biologic: Risankizumab (Skyrizi) <sup>5</sup>	87%	12 Weeks
Biologic: Tildrakizumab (Ilumya) <sup>7</sup>	74.4%	16 Weeks
Oral Medication: Apremilast (Otezla) <sup>3</sup>	39.8%	16 Weeks
Biologic: Brodalumab (Siliq/Kyntheum) <sup>5</sup>	83%	12 Weeks

## Why should I offer phototherapy?

Commonly used in the treatment of psoriasis, phototherapy is a first-line treatment for many patients because of its efficacy<sup>1</sup>, safety<sup>1</sup>, and low cost. It provides an option for elderly patients, pregnant women, children, and immunocompromised patients who often can't be treated with other methods.

Phototherapy has minimal side effects (erythema) compared to other treatment modalities, and does not require any secondary treatment procedures. In all, phototherapy allows your practice to provide safe and effective treatment to almost any patient who is living with symptoms associated with a photoresponsive skin condition.

## Is it right for my office?

Adding phototherapy to your practice can significantly increase the number of patients you treat and widen your scope of practice, while bringing an important service to patients with a variety of skin conditions including psoriasis, vitiligo, atopic dermatitis, and more.

Phototherapy is easy to administer, allowing you to quickly train and utilize existing support staff to deliver treatments.

## Growing Revenue with Photherapy

In-office phototherapy has an excellent return on investment. With as few as two treatments per day, your monthly revenue will be approximately \$4,740\*. You could recoup your investment in as few as six months!

Phothera offers a variety of clinical devices to choose from, so no matter your patient volume or budget, Phothera has a solution for every need.

Ready to learn more? Contact us today.

# Phothera

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\*Total based upon national average reimbursement utilizing CPT96910

## Is home phototherapy an option?

Absolutely. In fact, Phothera recommends a two-step method when prescribing phototherapy; in-office treatments and then a transition to home.

Once a patient has become accustomed to phototherapy in your office, you may wish to transition them to home phototherapy. We offer a complete line of home devices which allows patients to continue treatment conveniently at home, under your instruction, with regular follow-up appointments. Using the ClearLink Controller, Phothera's proprietary control software, you now have more control over your patients' treatments than ever before.

Available in multiple modes, the ClearLink Controller ensures that the treatment you prescribe is the treatment your patient receives. Need to check your patients' treatment history? Not a problem. The ClearLink Controller offers the ability to export patient data via a thumb drive, and upload these files into your patient portal or EMR system. Thus, allowing you to monitor patient progress and protocol adherence.

With Phothera home phototherapy devices, you have peace of mind knowing that your patients are receiving the treatments they need.

1

### Consultation

New patients may know very little about phototherapy and how it works. Consultations are a great time to address any patient concerns, provide insight, and inform the patient how phototherapy works.



2

### Treat In-Office

With the two-step approach, prescribing in-office treatments is step 1. In-office treatments allow time for the patient to become comfortable with the procedure as well as providing a platform for the provider to monitor and alter the treatment if needed.



3

### Analyze In-Office Success

Your patient has completed their initial round of in-office treatments and it is now time to analyze their results. This phase is ideal for discussing the option of transitioning to home treatments or whether the patient should continue with in-office.



4

### Transition To Home

You have analyzed the results of in-office treatments and have decided to proceed with step 2 of the two-step method - transitioning your patient to treating at home. Don't worry, you can still monitor your patients' results by scheduling follow-up appointments which may be insurance reimbursable.



5

### Follow-Up Consults

Follow-up consultations are a great time to discuss treatment progress, any possible issues, or to simply reconnect with your patients, before refilling their prescription.



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