

Pho^othera



Phototherapy Guidebook:

The Benefits of Adding Phototherapy to Your Practice

Benefits to the Patient

Hope for Patients with Psoriasis, Atopic Dermatitis, Vitiligo, and More.

In addition to physical symptoms, chronic skin conditions can also impact a patient's overall mental health - often making them feel depressed, socially isolated and embarrassed. As a result, these patients become adept at hiding their physical condition and personal suffering. Unsightly spots and plaques can be unbearable and emotionally devastating, damaging a patient's quality of life.

Fortunately for patients and providers, phototherapy offers a safe and effective solution¹ that can quickly improve the physical symptoms of many photoresponsive skin conditions and increase the overall quality of life for your patients.

Medical and psychiatric comorbidities complicate effective psoriasis patient management. These patients have higher incidence levels of Crohn's disease, multiple sclerosis, metabolic syndrome and cardiovascular disease. Psoriasis is also well documented to have a profound correlation to higher rates of mental health psychopathologies such as major depression, anxiety, sexual dysfunction and poor self-esteem.¹

With no cure, those suffering from chronic skin conditions can feel helpless and drop out of treatment. Yet hope can be revived with phototherapy as physicians can partner with their patients to improve long-term quality of life.

“ We all get a lot of satisfaction from seeing patients respond to this traditional treatment that utilizes state of the art modern technology. Dermatologists can play an integral role in the overall well being of patients suffering from severe skin disease and the opportunity to heal with ultraviolet technology is unique to our specialty.”

- Dr. Shroff-Mehta, M.D.



Phototherapy: The Clear Choice

Phototherapy (the use of light to treat the skin) has been shown to be notably safe and effective in controlling psoriasis, vitiligo, atopic dermatitis, and more¹. Its long-term side-effect profile is very favorable when compared to steroids, biologics, and other treatment options. Researchers have found that 52% of patients with psoriasis and 45% of patients with psoriatic arthritis are dissatisfied with their treatment². Of patients that discontinued biologic treatments, 25% said it didn't work, and 17% reported negative side effects; 30% remain untreated due to fear of injection².

Safe and Effective Non-Drug Solution

Sadly, phototherapy has been consistently under-utilized relative to other therapies, with less than 5% of patients receiving it. Phototherapy has minimal side effects (possible erythema) compared to alternatives and does not require injections. Studies have shown that people who receive UVB phototherapy do not have increased rates of skin cancer, compared to the general population³.

Most commonly used in the treatment of psoriasis, phototherapy is the first line of treatment for many patients because of its efficacy, safety, and cost¹. It offers a safe and effective solution for patients, even children⁴ and pregnant women⁵, who often can't be treated with other potentially harmful alternatives. Phototherapy brings an answer to many patients who are looking for a solution to fit their lifestyle.

Phothera phototherapy devices are FDA cleared and provide an effective, non-drug solution for the treatment of psoriasis and vitiligo. With phototherapy, physicians can help more patients experience life free from their skin disease.



20-40%
of patients on biologics
don't respond adequately.

30%
of patients eligible for biologics go
untreated due to injection fears.

\$135 Billion
is the total cost spent on treatments for psoriasis each year
- a cost that could be drastically reduced by widespread
adoption of phototherapy.



Kevin McCatfrey; Rampant dissatisfaction with psoriasis drugs study: MMM-online;
< <http://www.mmm-online.com/rampant-dissatisfaction-with-psoriasis-drugs/article309106>

(1) Fernández-Guarino M, Aboin González S, Gonzalez-Cantero A, Arsuaga C, Lázaro P (2020) Phototherapy with Narrow-Band Ultraviolet B in Adult Psoriasis: A Study in Clinical Practice. *J Clin Exp Dermatol Res*. 11:521. DOI: 10.35248/2155-9554.20.11.521

(2) Kevin McCatfrey; Rampant dissatisfaction with psoriasis drugs study; MMM-online; <<<http://www.mmm-online.com/rampant-dissatisfaction-with-psoriasis-drugs/article/309106>

(3) Hearn RMR, Kerr AC, Rahim KF, Ferguson J, Dawe RS. Incidence of skin cancers in 3867 patients treated with narrow-band ultraviolet B phototherapy. *British Journal of Dermatology*. 2008;159:931-935. doi: 10.1111/j.1365-2133.2008.08776.x.

(4) Pavlovsky M, Baum S, Shpiro D, Pavlovsky L, Pavlotsky F. Narrow band UVB: is it effective and safe for paediatric psoriasis and atopic dermatitis? *J Eur Acad Dermatol Venereol*. 2011 Jun;25(6):727-9. doi: 10.1111/j.1468-3083.2010.03832.x. Epub 2010 Aug 18. PMID: 20726938.

(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.

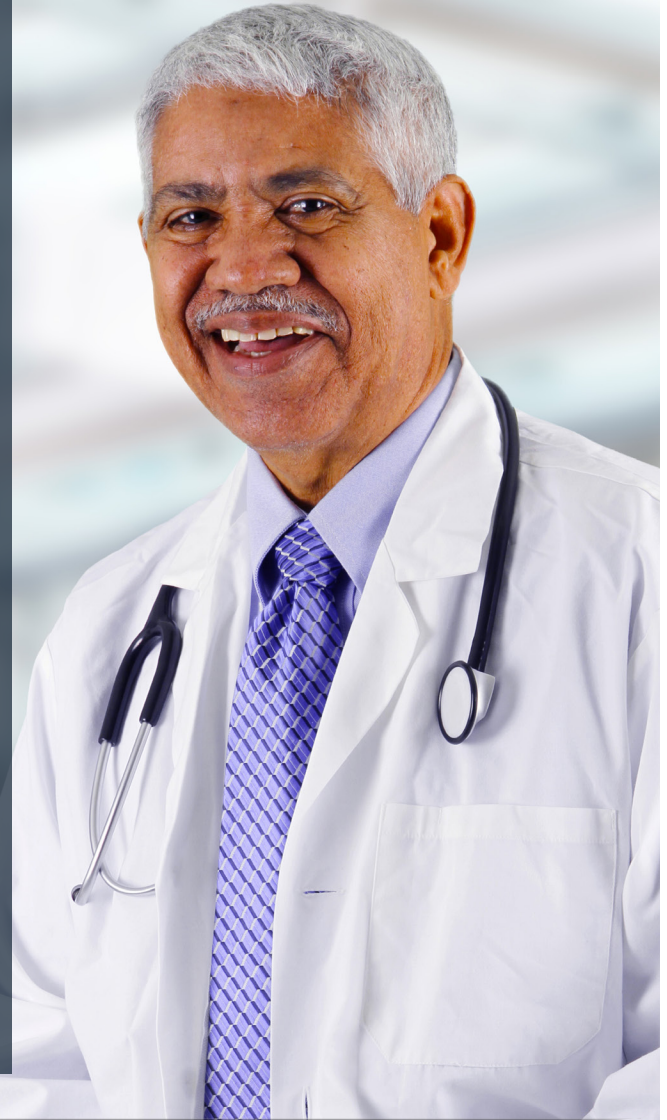
Benefits to the Practice

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, atopic dermatitis, and vitiligo.

Phototherapy is **simple and easy to administer** with your current staff. This allows you to assign appointments to support staff. The procedures for phototherapy are simple and straightforward. There are standard industry protocols for each skin type that make it safe and easy to start new patients and continue the process to clearance. **Some devices come with these protocols pre-programmed**, such as Phothera's 3 Series NeoLux with SmartTouch.

Offering light therapy in your office provides patients with a solution that they may not otherwise have access to and allows them to be treated by you and your staff — professionals they already know and trust.

Adding phototherapy to your practice can provide an **additional revenue source** that is quick to implement with little disruption to the practice.



Getting Started

There are many different types of phototherapy devices available, ranging from full-body cabinets to small hand-held or table top devices. Phothera can help you select the device that is right for your practice using a number of factors, including anticipated patient volume, available space, and the long term goals of your practice.

The typical phototherapy patient will require 2-3 treatment sessions per week, and most insurance carriers readily reimburse for phototherapy. For uninsured patients, a “cash payment” option is still profitable due to phototherapy’s extremely low cost per treatment (approximately \$0.66 of consumables and electricity/treatment). This will also allow you to keep the treatment affordable for cash paying patients.

Return on Investment

Phototherapy has an excellent return on investment based on the volume of patients you are serving. With as few as two treatments per day, your monthly revenue is estimated to be around \$4,740*, meaning your investment can be recouped in 6 months or less! In addition, Phothera offers multiple clinical device options to help lower upfront expenses while you are getting your phototherapy practice off the ground. For a personalized report on cost and earning potential on any Phothera unit, email clinical@phothera.com.

Reimbursement

Phototherapy is widely recognized as a safe, effective, non-drug treatment and, as such, is almost always reimbursed by private insurers and Medicare under CPT code 96910. This code simply requires that the patient use a petrolatum/tar based product, such as mineral oil, before treatment with UVB light. Reimbursement varies by carrier, but the published Medicare “non-facility” (in-office) payment rates on the [cms.gov](https://www.cms.gov) website lists the following rates for the 2018 national average:

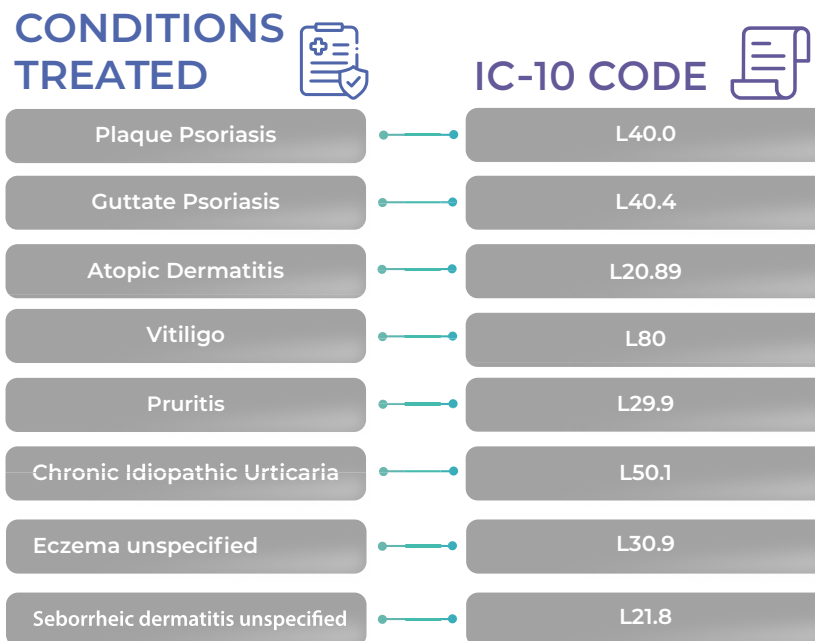
CPT Code	Reimbursement Rate - National Average
96910 (photochemotherapy with UVB) ¹	\$118.50 / treatment
96900 (phototherapy with UVB) ²	\$24.97 / treatment
96912 (photochemotherapy with UVA) ³	\$100.86 / treatment

When billing insurance, it is important that the billing codes are paired with the appropriate ICD-10 diagnosis code.

Quick Tip:

For maximum reimbursements, be sure to document the usage of mineral oil/petrolatum and utilize the CPT Code 96910 for NBUVB treatments.

ICD-10 codes for conditions often treated with phototherapy can be found below but are not limited to this list:



*This list represents some of the main conditions treatable with phototherapy. There are other conditions and associated ICD-10 codes, including those for other types of psoriasis.

(1) CMS.gov. (2024, January 25). <https://www.cms.gov/medicare/physician-fee-schedule/search?Y=0&T=4&HT=0&CT=3&H1=96910&M=5>
(2) CMS.gov. (2024b, January 30). <https://www.cms.gov/medicare/physician-fee-schedule/search?Y=0&T=4&HT=0&CT=3&H1=96900&M=5>
(3) CMS.gov. (2024c, January 31). <https://www.cms.gov/medicare/physician-fee-schedule/search?Y=0&T=4&HT=0&CT=3&H1=96912&M=5>
**Total based upon national average reimbursement utilizing CPT96910

Clinical Phototherapy Instructions

1 Identify Beginning Dose

First treatments are typically based on a patient's skin type per the Fitzpatrick Scale (below). Skin types are classified by genetic disposition and reaction to sun exposure.

Skin Type	Patient Coloring	Characteristics	Initial NB UVB Psoriasis Dose
I & Vitiligo	White; very fair; red or blonde hair; blue eyes; freckles	Always burns, never tans	200 mJ
II	White; fair; red or blonde hair; blue, hazel or green eyes	Usually burns, rarely tans	300 mJ
III	Light skinned, sandy hair, any eye color (very common)	Sometimes burns, tans slowly	400 mJ
IV	Light brown skin; brown hair; hazel, green or brown eyes	Rarely burns, tans easily	500 mJ
V	Brown skin; brown or black hair; brown eyes	Rarely burns, tans profusely	700 mJ
VI	Dark brown or black skin and hair; dark brown eyes	Never burns, always tans	800 mJ

Disclaimer: Starting dose recommended with Phothera phototherapy units. Other manufacturers' instructions

2 Increase Dose as Warranted

Consecutive treatments should be increased at 10% or 15% to stay ahead of the skin's natural tendency to photoadapt. We recommend increasing patient treatments at the higher 15% - 20% if they can tolerate it, which will result in faster clearance and higher patient satisfaction.

3 Adjust as Needed

There may be times that your patient experiences the need for change in their treatment protocol such as missed treatments or an unexpected skin reactions. We can provide guidance under these circumstances.



I have had success treating varying chronic skin conditions such as psoriasis, vitiligo, atopic dermatitis, lichen planus, CTCL t-cell lymphoma, and other inflammatory conditions. This wide assortment of treatable conditions keeps all of our Daavlin devices in full operation throughout the week."

- Dr. Stephen Switlyk, M.D.

Starting Your Phototherapy Practice

1. Facility Selection: When selecting a facility for your phototherapy practice, patient convenience is key. Having a location that is situated near public transit or parking infrastructures ensures your patients have direct access to your facility – making the process as easy as possible and ensuring they adhere to their prescribed treatment protocols.

Pro Tip: If possible, secure a location near restaurants that offer to-go or can expedite food orders. Having this option nearby allows your patients to schedule their treatments over their lunch hour without feeling rushed.

2. Equipment Acquisition: When selecting a device for your practice, take into consideration these factors:

- Projected Patient Throughput – How many patients per day do you expect to be treating? Market population and location play a pivotal role in determining this number. To accommodate a clinic's expected throughput, Phothera offers a variety of clinical options that can be suited to your specific needs.
- Staffing Requirements – Who will be primarily in charge of administering patient treatments? Often, nurses are the ones who administer the treatments so having equipment that is user friendly is critical. Ask about Phothera's SmartTouch – a user friendly operating system available on Phothera clinical devices. SmartTouch saves you, and your staff, time and energy.
- Device Setting – Carefully measure your available space and determine which clinical device will fit. In addition, ensure your setting has, or can be upgraded to meet the required electrical specifications. Have questions? Our team of experts are here to help you with your device selection. Email clinical@phothera.com to inquire.

3. Staffing, Training, & Education: Hire qualified staff, including licensed medical professionals (e.g., dermatologists, nurses) and support staff (e.g., receptionists, technicians). Provide training on phototherapy techniques, proper CPT billing codes, patient care, safety protocols, and customer service to ensure high-quality care and patient satisfaction. Need annual training to keep your staff current? Phothera has the solution – ask us about our available digital training options.

4. Marketing and Promotion: Develop a marketing strategy to attract patients to your practice. This may include creating a professional website, participating in healthcare networks, networking with referring physicians, advertising through various channels (e.g., online, print, social media, Phothera's website directory), and offering promotions or discounts to attract new patients. Phothera also offers a variety of marketing collateral that can easily be updated to include your clinic's information.

5. Patient Education and Consent: Educate patients about the benefits, risks, and expectations of phototherapy treatment. Obtain informed consent from patients before starting treatment, ensuring they understand the procedure, potential side effects, and any necessary precautions. Ask us how Phothera technology can help you mitigate adverse reactions.

6. Quality Assurance and Continuous Improvement: Implement quality assurance measures to ensure the safety, effectiveness, and consistency of phototherapy treatments. This may involve regular equipment maintenance, annual staff training, monitoring patient outcomes, soliciting feedback from patients, and staying updated on the latest developments in phototherapy research and technology.

7. Collaboration and Referral Network: Foster relationships with other healthcare providers, such as dermatologists, primary care physicians, and allied health professionals, to facilitate referrals and collaborative care for patients with complex dermatological conditions.

By following these steps and remaining committed to delivering high-quality care, you can establish and grow a successful phototherapy practice.

Phototherapy Training

A well-trained phototherapist will be able to put patients at ease, educate them about phototherapy, and administer treatment following physician-directed protocols with a high level of safety.

Phothera offers a variety of training opportunities for clinics to choose from, including in-person trainings with our service technicians and virtual 1:1 appointments.

To further expand your clinic's knowledge and expertise, book a training seminar now by emailing clinical@Phothera.com.

Choosing the Right Path For Your Clinic

Phototherapy provides you with several options when prescribing: in-office phototherapy, at-home phototherapy, or a hybrid of the two. Only Phothera phototherapy offers this level of flexibility and sophisticated technology.

Outlined below are the key points to each scenario and items to consider when choosing the path that is best suited to your clinic. Our highly experienced team has helped hundreds of clinics worldwide choose the option that best suits their needs.

Email clinical@Phothera.com to discuss your options.

The image displays three vertical panels, each representing a different phototherapy option. Each panel has a dark blue header with a colored border (purple for Home, blue for Dual Path, and orange for In-Office) and a list of benefits marked with green checkmarks.

- HOME Phototherapy**
 - ✓ Highly Effective
 - ✓ Safe
 - ✓ Device Selection
 - ✓ Patient Convenience
 - ✓ Ease of Use
 - ✓ Long-Term Affordability
- DUAL PATH Phototherapy**
 - ✓ Highly Flexible
 - ✓ Highly Effective
 - ✓ Safe
 - ✓ Device Selection
 - ✓ Patient Convenience
 - ✓ Adherence
 - ✓ Expert Guidance
 - ✓ ROI
 - ✓ Advanced Technologies
- IN-OFFICE Phototherapy**
 - ✓ Adherence
 - ✓ Safe
 - ✓ ROI
 - ✓ Advanced Features
 - ✓ SmartTouch Technology
 - ✓ Multi-Machine Capabilities

Home Phototherapy

Home phototherapy offers several advantages, for individuals seeking treatment:

Convenience: Home phototherapy provides the flexibility of receiving treatment at a time that suits the individual's schedule, eliminating the need for regular clinic visits.

Cost-Effective: Over time, the costs associated with traveling to a clinic, including transportation and potential time off work, can add up. Home phototherapy eliminates these costs, offering a more budget-friendly option.

Consistent Treatment: Patients can adhere to a consistent treatment schedule in the comfort of their own home, which is crucial for the effectiveness of phototherapy in managing certain skin conditions.

Privacy and Comfort: Home treatment allows individuals to undergo phototherapy in a familiar and comfortable environment, maintaining their privacy throughout the process.

Long-Term Management: For chronic conditions requiring long-term treatment, home phototherapy provides a sustainable solution, empowering individuals to manage their health proactively.

In-Office Phototherapy

Clinical phototherapy, conducted in a supervised healthcare setting, can be the best option for several reasons:

Expert Oversight: Clinical phototherapy is administered under the supervision of healthcare professionals, ensuring that treatment plans are tailored to the individual's specific condition, skin type, and medical history.

Precise Dosage Control: Healthcare providers can precisely control the dosage and duration of phototherapy sessions, optimizing treatment effectiveness while minimizing the risk of adverse effects.

Specialized Equipment: Clinics typically use advanced and specialized phototherapy equipment, providing a more comprehensive and targeted approach to address specific dermatological conditions.

Immediate Assistance: In a clinical setting, medical assistance is readily available in case of any unexpected reactions or side effects, offering a higher level of safety and peace of mind.

Monitoring and Adjustments: Healthcare professionals can closely monitor a patient's progress during clinical phototherapy, making necessary adjustments to the treatment plan, based on the individual's response and changes in their skin condition.

Comprehensive Skin Assessment: Clinical phototherapy allows for a thorough skin assessment by dermatologists or other specialists, ensuring accurate diagnosis and ongoing evaluation of the effectiveness of the treatment.

Access to Specialized Treatments: Clinics may offer a broader range of phototherapy options, including combination therapies or access to emerging technologies, providing patients with a more extensive array of treatment possibilities.

Educational Support: Patients receive guidance and education from healthcare professionals on proper skincare practices, potential side effects, and long-term management strategies, fostering a better understanding of their condition.

Suitability for Severe Cases: For severe skin conditions that require intensive or specialized treatment, clinical phototherapy is often the preferred choice due to the comprehensive care and resources available in a medical setting.

Dual Path Phototherapy

Offering in-office phototherapy followed by a transition to home phototherapy can be a strategic approach for several reasons:

Customized Treatment Plans: In-office phototherapy allows healthcare professionals to assess patients' skin conditions, tailor treatment plans, and ensure the initial sessions are administered under expert supervision. This personalized approach ensures that the treatment aligns with each patient's unique needs.

Efficient Initiation of Treatment: In a clinical setting, patients can start phototherapy promptly after diagnosis without the delays associated with setting up equipment at home. This ensures a swift initiation of treatment, particularly important for managing certain dermatological conditions effectively.

Expert Guidance and Monitoring: Initial in-office sessions provide healthcare professionals with the opportunity to educate patients on proper usage, safety precautions, and potential side effects. The hands-on guidance during this phase helps build patient confidence and ensures proper compliance with the treatment plan.

Safety and Adverse Event Management: Clinical settings offer immediate access to medical assistance in case of unexpected reactions or adverse events. This is crucial during the initial stages of treatment when patients may be adjusting to the therapy.

Comprehensive Skin Assessments: In-office sessions enable healthcare professionals to conduct comprehensive skin assessments, track progress, and make necessary adjustments to the treatment plan based on individual responses. This ongoing monitoring ensures the efficacy of the therapy.

Patient Education: In-office visits provide an opportunity for healthcare professionals to educate patients on the long-term management of their condition, including potential lifestyle changes, skincare practices, and the importance of regular follow-ups.

Insurance Coverage and Reimbursement: In many cases, initial in-office phototherapy sessions are more likely to be covered by health insurance plans, easing the financial burden on patients.

Flexibility and Convenience: After the initial phase of in-office treatment, transitioning to home phototherapy offers patients greater flexibility and convenience. This can lead to higher adherence rates as patients can integrate treatment into their daily routines.

Reduced Clinic Visits: Transitioning to home phototherapy reduces the frequency of clinic visits, freeing up healthcare resources and providing a more convenient option for patients, especially those who may face challenges with transportation or scheduling.

Patient Empowerment: Allowing patients to continue phototherapy at home empowers them to take an active role in their healthcare – fostering a sense of independence and responsibility.



**Not all phototherapy companies are created equal.
Experience the Phothera difference.**

Our Staff - We are well known for our friendly and professional staff and are committed to you and your practice.

Our Support - When you choose a Phothera phototherapy unit, you can rest easy knowing that you have a high quality device backed by a full warranty and technical support. Take advantage of our on-line chat and extended office hours.

Our Products - We lead the industry with a full line of clinical and home products tailored to every need. With industry leading innovation, you can count on Phothera to bring you the latest in phototherapy technology.

For information please contact Phothera:

216.831.0600 | Phothera.com | clinical@phothera.com

“

Of the companies producing these units Daavlin has proven to be the industry leader and pace setter and has an extremely professional company from top to bottom from design to production to support..”

- Dr. David Vasily, M.D.