

Managed Care Can Save 50% Annually on Psoriasis Disease Management



\$20,000 annual cost for life
Pharmacy Step Model

The Better Alternative
→

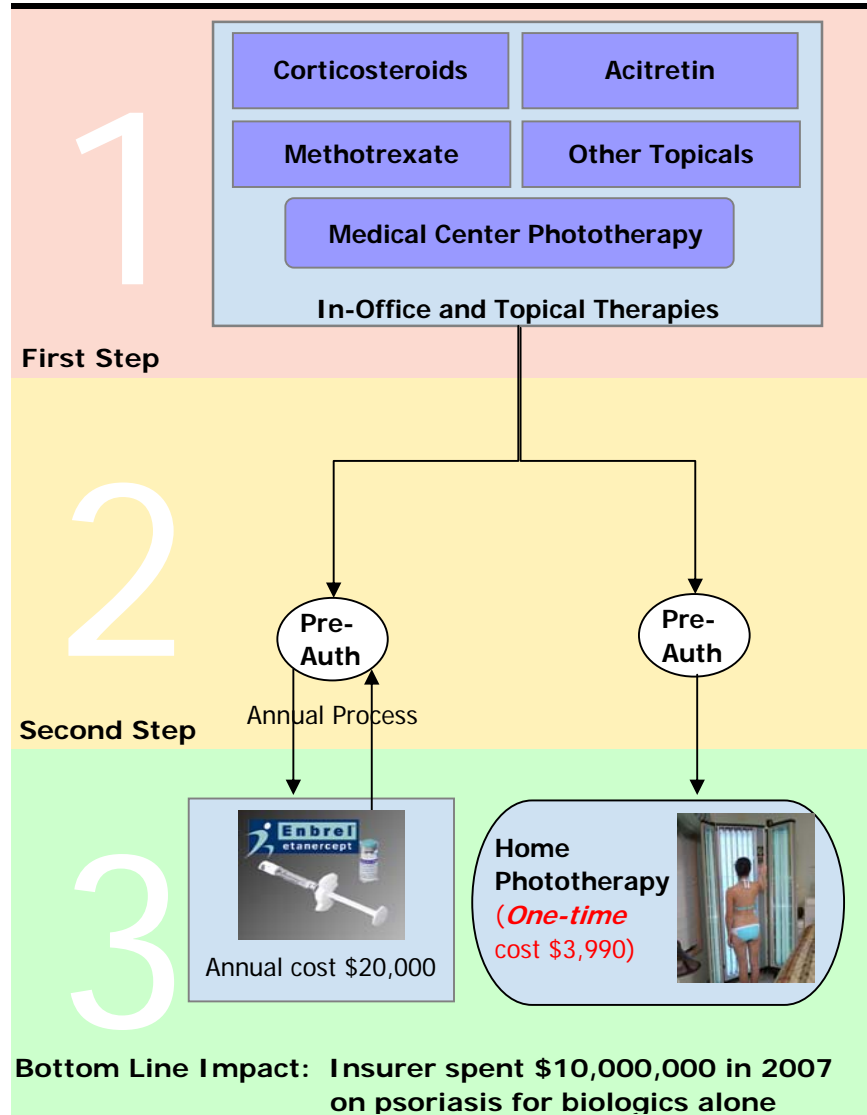


\$3,990 one-time cost for life
Integrated DME-Pharmacy Step Model

| Pharmaceutical Model | | Integrated Model |
|--|-----------------------------|----------------------------------|
| Biologics | First-Line Treatment | Home UV Light |
| \$20,000 <i>annual cost for life</i> | Economical | \$3,990 <i>one-time purchase</i> |
| 46% success rate | Effective | 80% success rate |
| Limited history; Multiple risks (immuno-suppressant) | Safe | 30 year history of safe use |

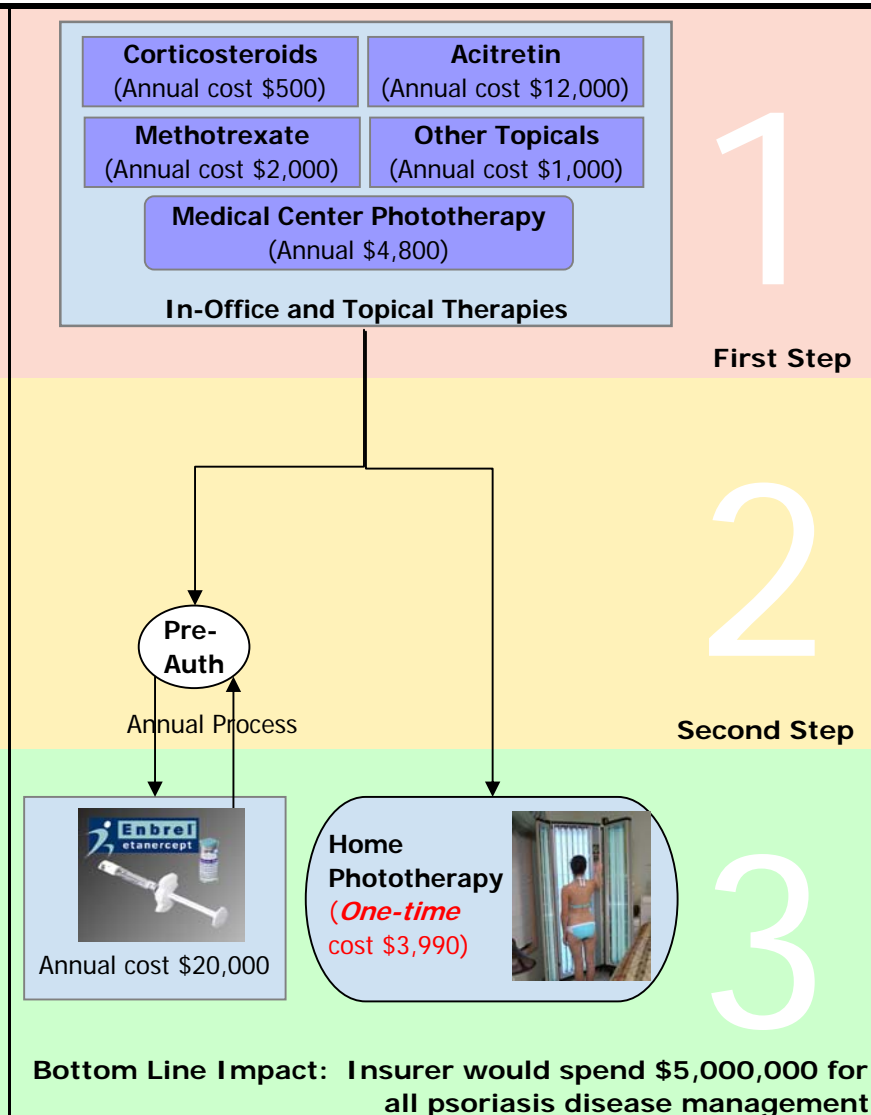
CURRENT:

Pharmacy Step Model



THE BETTER ALTERNATIVE:

Integrated DME - Pharmacy Step Model



Sources: Pierce D, Thomas C, Fleischer A, Feldman S. Cost of Psoriasis Therapy: Considerations for Therapy Selections. *Dermatol Nurs* 16(5):421-432, 2004
 Hankin C, Feldman S, Szczotka A, Stinger R, Fish L, Hankin D. A Cost Comparison of Treatments of Moderate to Severe Psoriasis. *Drug Benefit Trends*. 2005;17(5):200-214
 Yelverton C, Kulkarni A, Balkrishnan R, and Feldman S. Home ultraviolet-B phototherapy: A cost-effective option for severe psoriasis. *Managed Care Interface*, 2006; 19(1); 33-39

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FINANCIAL OPPORTUNITY

An average insurance company pays over \$10 million annually on Enbrel for psoriasis

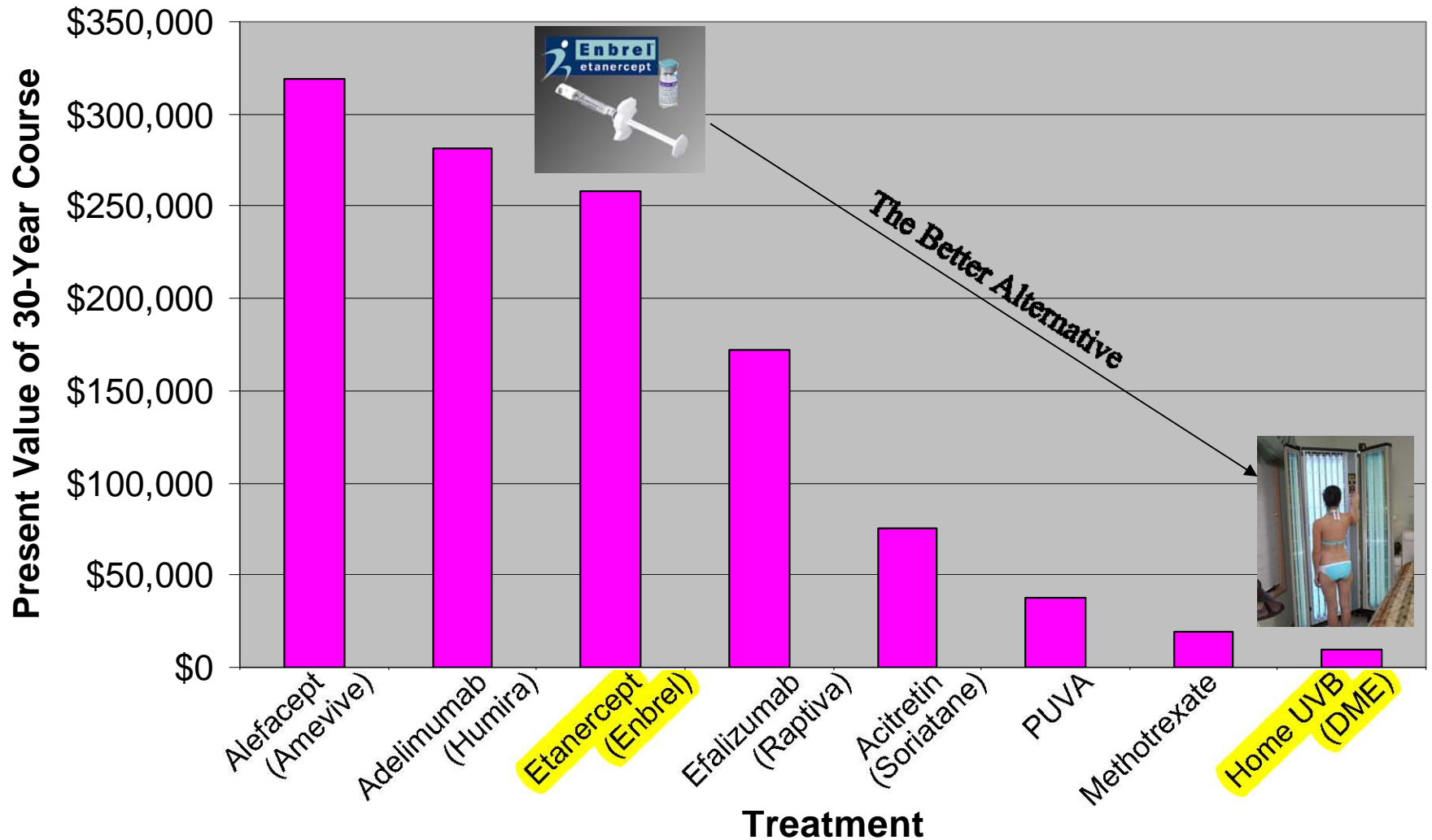
Per patient, you spend \$20,000 every year -- more than a house

What is the solution?

Encourage home UV light (DME) as alternative to Biologics

Save \$20,000 per patient annually

Home Phototherapy Less Expensive Than Biologics



Amounts consider equipment acquisition and maintenance, medication, laboratory and other procedures, and necessary follow-up. UVB = Ultraviolet B Phototherapy; PUVA = oral psoralen/ultraviolet A Phototherapy.

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WHAT IS PHOTOTHERAPY?

- Skin exposed to controlled amounts of UV light to slow psoriasis growth
- Regimen is 3 times weekly when acute; typically chronic
- Treatment typically done in medical center
- Can treat widespread psoriasis or psoriasis that resists topical treatment
- Proven safe and effective for over 30 years

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WHAT IS *HOME* PHOTOTHERAPY?

- One-time DME purchase
- More cost effective than medical center phototherapy or biologics
- Designed specifically for home use
- Allows patient to maintain psoriasis remission indefinitely
- Prescription and safety features ensure safe use under doctors supervision
- Used effectively for over 30 years; studies have shown high adherence.



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EFFICACY

Biologics

46% achieve PASI-75*

Immune suppression

Home Phototherapy

80% achieve PASI-75*

No side effects

*PASI = Psoriasis Area and Severity Index. Score indicated percent improvement

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SAFETY

| | <u>Biologics</u> | <u>Home Phototherapy</u> |
|--------------------------------|------------------|---------------------------------|
| Long-term data available | NO | Proven for over 30 years |
| <u>Risks and Side Effects:</u> | | |
| Immune suppression | YES | NO |
| Increased cancer risk | YES | NO |
| Deaths associated with therapy | YES | NO |
| Injection site reaction | YES | NO |
| Worsening psoriasis symptoms | YES | NO |
| <u>Safely Prescribed for:</u> | | |
| Children | NO | YES |
| Immune Suppressed Person | NO | YES |
| Pregnant/nursing women | NO | YES |

*Source: Enbrel ad