

WHITE PAPER

Reimagining Phototherapy: A Modern Model for Clinically Guided, At-Home UVB Treatment

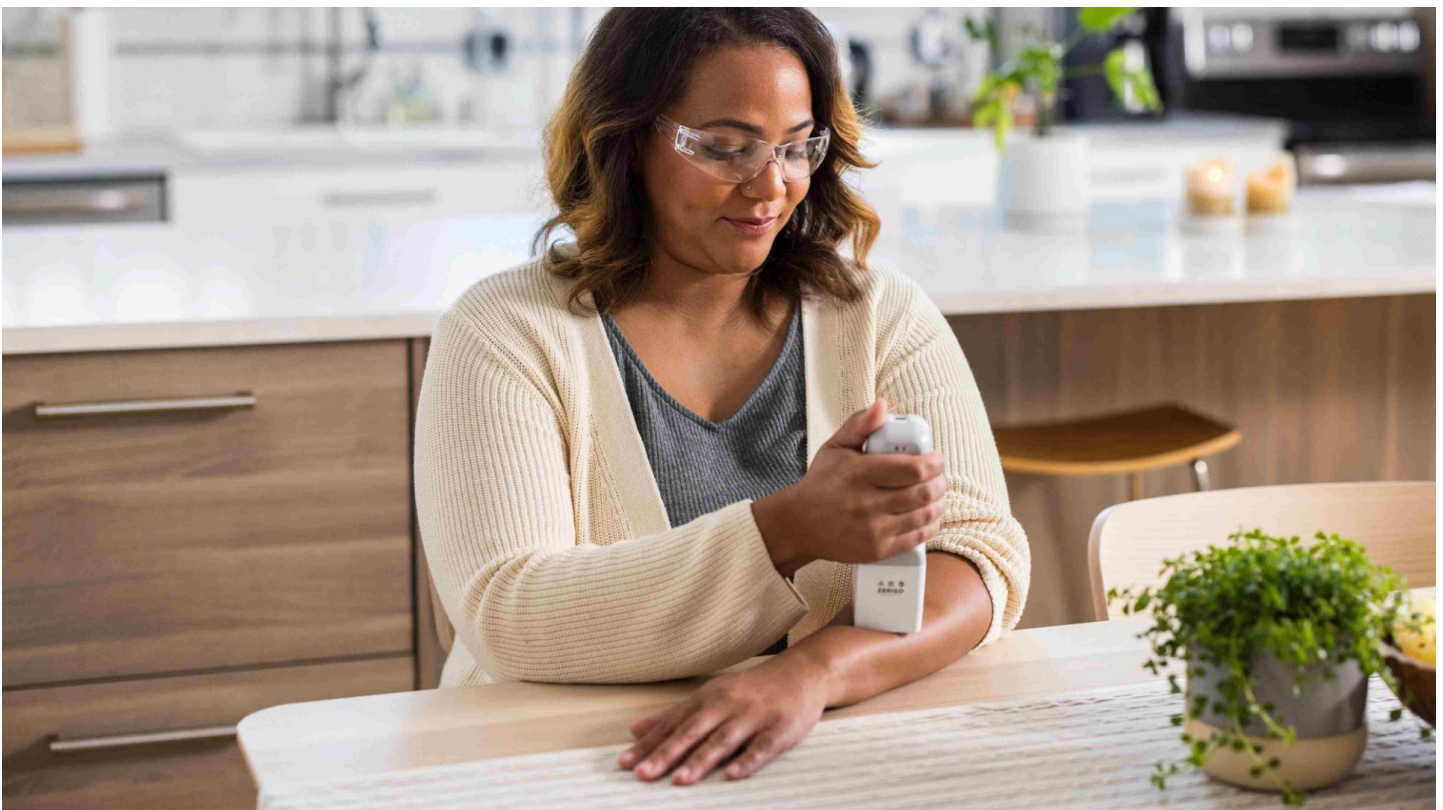
By Dr. Christine Gilroy, Chief Medical Officer, Zerigo Health

I. Executive Summary

Phototherapy is a clinically validated treatment for chronic inflammatory skin conditions, including psoriasis, vitiligo, and atopic dermatitis. Despite endorsement by the American Association of Dermatologists and its placement in therapy guidelines and in treatment guidelines, narrowband ultraviolet B (NB-UVB) phototherapy remains underutilized in dermatology. This underuse stems not from limitations in its clinical efficacy, but from logistical, administrative, and adherence-related challenges, particularly in at-home contexts.

This whitepaper presents data demonstrating that a digitally enabled, home-based phototherapy model can match the efficacy of in-office treatment while significantly improving patient adherence and reducing practice burden. When NB-UVB phototherapy is delivered with digital monitoring and a multidisciplinary support team, patients experience improved clearance rates, high satisfaction, better retention and participation in care.

Zerigo's Skin Health Platform provides a modernized approach to phototherapy delivery, supporting rather than replacing providers. All treatment begins with a physician referral, and patients remain under the care of their existing provider throughout the course of therapy. Zerigo's model is designed to extend a clinician's reach—not redirect it—by improving access, adherence, and outcomes while maintaining continuity of care. The platform offers transparency, workflow compatibility, and clinical control, making it a relevant and useful addition to any dermatologic care model. This paper outlines the challenges facing phototherapy adoption, shares clinical evidence and practice-level outcomes, and illustrates how providers can use Zerigo's Skin Health Platform as a safe, effective extension of their practice.



II. An Underutilized Opportunity

Despite its strong clinical foundation, phototherapy remains underutilized in routine practice. This is largely due to logistical and administrative challenges—including long wait times, prior authorization requirements, and documentation burden—as well as limited tools to support adherence and monitor outcomes in at-home settings. Without the infrastructure to streamline delivery and maintain clinical oversight, phototherapy is often deprioritized in favor of treatments that appear easier to implement, even when they may carry greater risks or costs.

Delayed, and Costly, Access to Treatment

In-office phototherapy often requires frequent visits during office hours; **2-3 times per week**. The frequency of visits leads to long wait times — average delay of **95 days for existing patients and 377 days (about 1 year) for new patients**.¹ These delays contribute to worsened flares and mental health impacts, prompting many patients to abandon treatment before it begins. Each visit also comes with a copay, ranging from \$17 to \$65², raising both the direct and indirect cost of office-based phototherapy.

Administrative Burden

Phototherapy requires **time-intensive prior authorizations, billing, and documentation**, making it operationally burdensome on providers. Even when clinically appropriate, many practices limit its use to avoid overwhelming staff.

Limited Monitoring for At-Home Care

Traditional home phototherapy lacks tools for **tracking adherence or treatment response**, leaving providers in the dark. This lack of visibility has historically undermined provider confidence and limited adoption.

The underutilization of an effective and well-established therapy reflects outdated delivery models, not deficiencies in the treatment itself. When the infrastructure around phototherapy improves (streamlining access, simplifying logistics, and enhancing monitoring) it becomes far easier to offer phototherapy consistently and at scale. The opportunity now lies in modernizing its delivery, embedding it within a more connected, efficient, and provider-aligned model of care, not in replacing or reinventing its clinical foundation.

III.
A New Standard for
At-Home Phototherapy

NB-UVB phototherapy is clinically well-established and remains one of the safest and most effective treatments for psoriasis, eczema, and vitiligo. The LITE Study, published in JAMA Dermatology, 2024, demonstrated that home-based NB-UVB therapy, when guided and monitored, is clinically equivalent to in-office treatment.³

Zerigo’s Connected Care Model

Zerigo’s Skin Health Platform is delivering at-home phototherapy in a connected, end-to-end care delivery model that combines a FDA-cleared, handheld NB-UVB device*, a smartphone-connected app for real-time treatment monitoring, and clinical support from licensed care teams, nurses, and virtual partners. As part of our enablement, Zerigo takes on all responsibility for the device support, distribution, and software, leaving providers and staff free to focus on patient care and outcomes.

Real-World Clinical Results

These outcomes are not theoretical—Zerigo’s platform is already demonstrating strong, measurable results in real-world settings. The following metrics highlight the clinical impact, adherence rates, and patient experience achieved through the Zerigo Skin Health Platform.

Key Success Metrics, Psoriasis**

	Zerigo	TNF-α Inhibitors	Interleukin Inhibitors	PDE Inhibitors
Adherence	75%	50-63% ⁴	46-72% ⁴	62% ⁵
Clear/PASI-75 16 weeks ⁶	74-90%	40-80%	62-89%	30.8%
Common Adverse Events (side effects) ⁷	Erythema <1%	53-58%	46-49%	41%
Retention (12-month) / Persistence ⁸	50%	32%	32%	30%

In a rapidly evolving eczema treatment landscape, Zerigo consistently demonstrates high levels of adherence, patient satisfaction, and tolerability. Clinical results in eczema mirror those seen in psoriasis, with patients benefiting from early intervention, ease of use, and consistent support.

Key Success Metrics, Eczema**

	Zerigo	IL 4/13 Inhibitor	JAK Inhibitor
Adherence	78%	60% ⁹	[Data not yet available]
Clear (EASI 75 at 16 weeks)	75%	51% ¹⁰	55-67% ¹¹
Common Adverse Events (side effects)	Erythema <1%	73% ¹²	30% ¹²

IV.
Patient Satisfaction

Patients consistently report high satisfaction with Zerigo’s platform, averaging **4.9 out of 5** on user experience surveys, and **95% of users describe the system as easy to use**.¹³ Treatment sessions are short—just **17 minutes on average**—and easily integrated into daily routines, reducing the friction that often leads to non-adherence or abandonment of treatment.

This high level of usability not only improves clinical outcomes but also fosters patient loyalty. When patients feel supported, empowered, and see visible results, they’re more likely to stay engaged with their current provider rather than seek alternative care.

“Great product and service. I can do my treatment on my own time and no need to go to a clinic. My Care Guide is very responsive and helpful, always in contact and doing follow up with me. Thank you!”
–Ashley M.

V. A Partner for Clinicians

Clinically supported and patient-friendly, Zerigo enables high-value care with less complexity—expanding access to care while reinforcing the central role of the provider in directing treatment.

Streamlined Referral and Treatment

Some patients find Zerigo through their health plans, but for many, they begin care with a referral from their provider. Once the patient is identified, Zerigo conducts a digital assessment to confirm the patient's insurance eligibility. Patients are then routed to a provider of their choice for a clinical eligibility protocol, either through a Zerigo telehealth partner or their existing private practice provider, and prescribed (if appropriate).

The Zerigo phototherapy device is shipped within 48 hours, accompanied by disease-specific education and treatment guidance. Patients can begin treatment at home in less than five days—achieving skin relief in as few as three sessions.¹⁴

From the moment of activation through treatment initiation and beyond, a licensed nurse or clinical care guide is available to support the patient, monitor for adherence and outcomes, and coordinate referrals back to the prescribing provider as needed.

If the patient opts in to sharing their treatment data, providers receive regular digital reports summarizing treatment adherence, protocol compliance, and clinical outcomes. This closed-loop communication, powered by Zerigo's Skin Health Platform and its full suite of clinical monitoring tools, ensures clinicians retain full visibility into their patients' treatment journey, improves treatment precision, minimizes treatment delays, and reinforces the physician-patient relationship.

A Connected Platform Delivers Better Results for Providers and Patients

Zerigo's Skin Health Platform Offers:



Clinical Support

Providers refer to virtual care partners who assess for eligibility, diagnose, prescribe, and provide guidance



Rapid Start

FDA-cleared, easy-to-use, handheld UVB phototherapy device



App-enabled Treatment Monitoring

Device-mobile app connection for dose adjustment, optimal treatment & patient engagement



Virtual Rx Management

Real-time, 1:1, clinical support from care guides

VI. Practice-Friendly Phototherapy

The Zerigo Skin Health Platform is designed to remove the traditional friction points that have historically limited the adoption of home-based phototherapy. By addressing the core challenges—administrative burden, treatment monitoring, and patient support—Zerigo makes it easier for providers to **prescribe, manage, and scale** phototherapy without disrupting their existing workflows.

The platform integrates directly into dermatology practice operations, supporting care delivery while minimizing added workload. It complements existing treatment pathways and empowers providers to offer guideline-supported, non-systemic therapy to a broader patient population.

Seamless Integration into Your Practice, with Day One Benefits



Operational Efficiency

- No prior authorization required.
- All documentation, eligibility determinations, and Rx processing handled by Zerigo.
- Initiation takes less than 5 minutes, patients usually start treatment in under 5 days.



Staff and Time Savings

- Zerigo's licensed care team oversees onboarding, education, and adherence follow-up.
- Providers maintain oversight without the daily operational load.



Scalable Access and Equity

- Enables access to care in rural or underserved communities without in-clinic infrastructure.
- Reduces barriers to care related to transportation, work schedules, and appointment bottlenecks.



Connected to Providers

- Zerigo requires a physician referral to initiate program enrollment.
- Patients remain connected to their provider for ongoing management and care escalation.
- Providers retain visibility into patient outcomes and treatment progress.

VII. Why Prescribe with Zerigo

Zerigo is not just a device—it's a clinically-guided care platform designed for today's dermatology practices. Built to complement provider workflows, it helps patients succeed with phototherapy while removing the barriers that have made it hard to access and scale.

Demonstrated Outcomes

- 80% clear/almost clear at 12 weeks¹⁵
- 75% adherence and 4.9/5 satisfaction rating¹³

Minimal Administrative Burden

- Zerigo assumes full operational lift—no prior authorization, documentation, or billing work required from clinical staff

Supports Provider–Patient Continuity

- All care begins with a provider referral and continues in close collaboration
- Patients are referred back for diagnosis, care escalation, or adjunct therapy when appropriate

Practice Growth and Efficiency

- Enables practices to scale phototherapy without expanding space or adding equipment or staff
- Reduces appointment congestion by decreasing need for in-office phototherapy

Zerigo's provider-first platform delivers consistent patient outcomes, increases adherence, and strengthens the provider–patient relationship through clear communication and referral-driven workflows. For dermatology practices seeking to improve care, scale services, and operate more efficiently, Zerigo represents a new standard for phototherapy delivery.



Zerigo offers a modern, evidence-based model for at-home NB-UVB treatment that aligns with how you already deliver care. To learn more about how Zerigo supports providers and patients with a streamlined, clinically-guided experience, scan the QR code and connect with our clinical team.

Notes

* Zerigo Health's ultraviolet-light-emitting medical device is intended for use in localized phototherapeutic treatment of dermatologic conditions such as psoriasis, vitiligo, atopic dermatitis (eczema), seborrheic dermatitis, and leukoderma on all skin types (I-VI). The device can be used at home or in a physician's office. Individual results may vary. U.S. federal law restricts this device to sale by or on the order of a physician.

** These comparisons are based on extrapolations and/or published results from multiple studies, are provided for informational purposes only, and have not been confirmed in head-to-head studies. Treatment outcomes/experiences may vary.

Citations

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