



## Re-imagining care for people living with chronic skin conditions

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IBI – Autoimmune Conditions: The health and productivity impact

# Innovating care for chronic skin conditions

Zerigo Health is **reimagining** treatment for chronic skin conditions by improving access to home phototherapy

Our innovative platform leverages the power of **technology, analytics and personalized support** to empower patients with effective, at-home treatment options



# Over 40 million Americans struggle with chronic skin conditions



- Understanding psoriasis and its impact

**Psoriasis** affects 2-3%<sup>1</sup> of the global population with red, flaky patches, impacting both physical and emotional health.

- Eczema: A common skin condition

**Eczema**, or atopic dermatitis affects 7%<sup>2</sup> of the population, is prevalent in children and can last into adulthood, causing itchy and inflamed skin.

- Vitiligo and its emotional effects

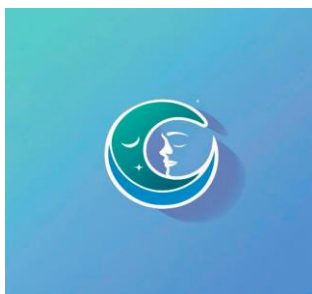
**Vitiligo** affect ~1%<sup>3</sup> of the population and leads to loss of skin pigment, resulting in white patches and often significantly affecting self-esteem.

<sup>1</sup><https://pmc.ncbi.nlm.nih.gov/articles/PMC8246333/>

<sup>2</sup><https://pmc.ncbi.nlm.nih.gov/articles/PMC9189744/>

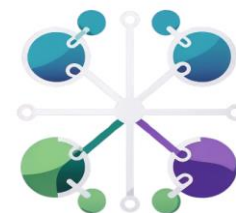
<sup>3</sup><https://pmc.ncbi.nlm.nih.gov/articles/PMC9544885/>

# The challenges for people living with chronic skin conditions are *complex and real*



4x occurrence of insomnia resulting from itch and sleep-related fatigue<sup>1</sup>

Eczema-related reduction in work productivity of 20-30%<sup>2</sup>

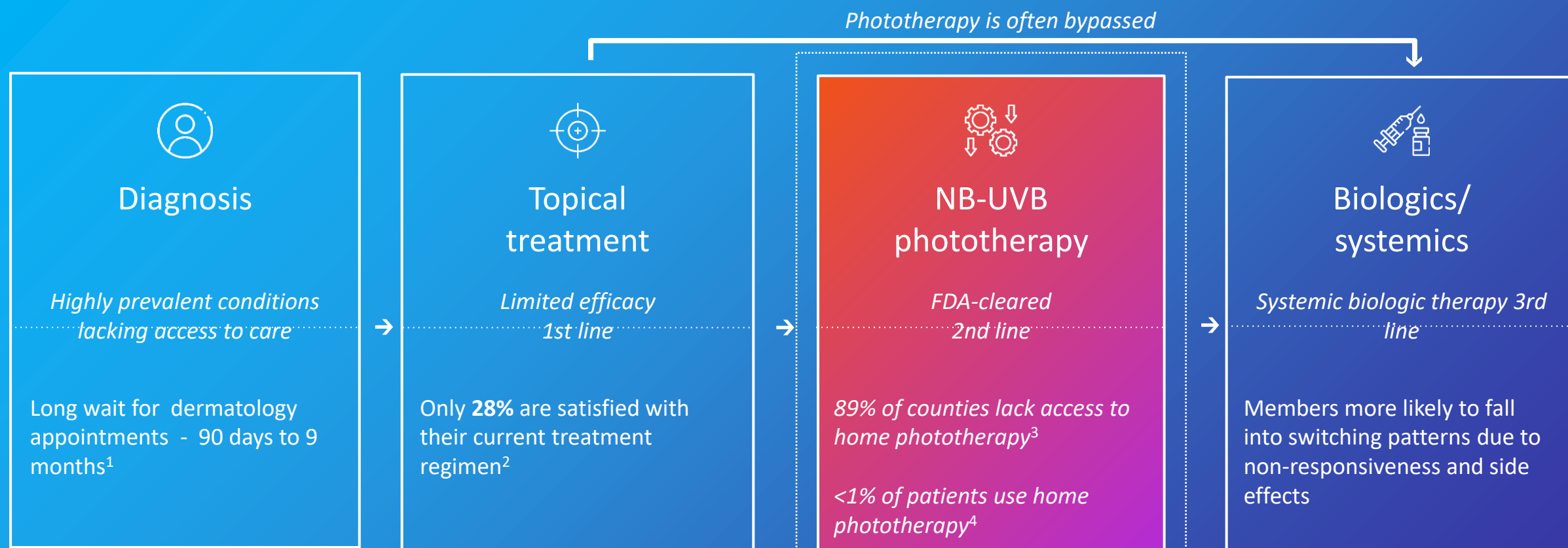


Comorbidities like obesity, anxiety, hypertension high in prevalence<sup>3</sup>

Members pay an estimated \$4423- \$6950 out of pocket for specialty medications<sup>4</sup>



# Today's standard of care struggles with access and cost



1. Luce, E, "Patient Reported Impact of Psoriasis and Expected Treatment Outcomes", poster presentation 50361, AAD 2024

2. <https://pmc.ncbi.nlm.nih.gov/articles/PMC5118025/>

3. [Role of phototherapy in the era of biologics – ScienceDirect](#)

4. Takeshita J, Gelfand JM, Li P, Pinto L, Yu X, Rao P, Viswanathan HN, Doshi JA. Psoriasis in the US Medicare Population: Prevalence, Treatment, and Factors Associated with Biologic Use. J Invest Dermatol. 2015 Dec;135(12):2955-2963. doi: 10.1038/jid.2015.296. Epub 2015 Jul 27. PMID: 26214380; PMCID: PMC4549797.

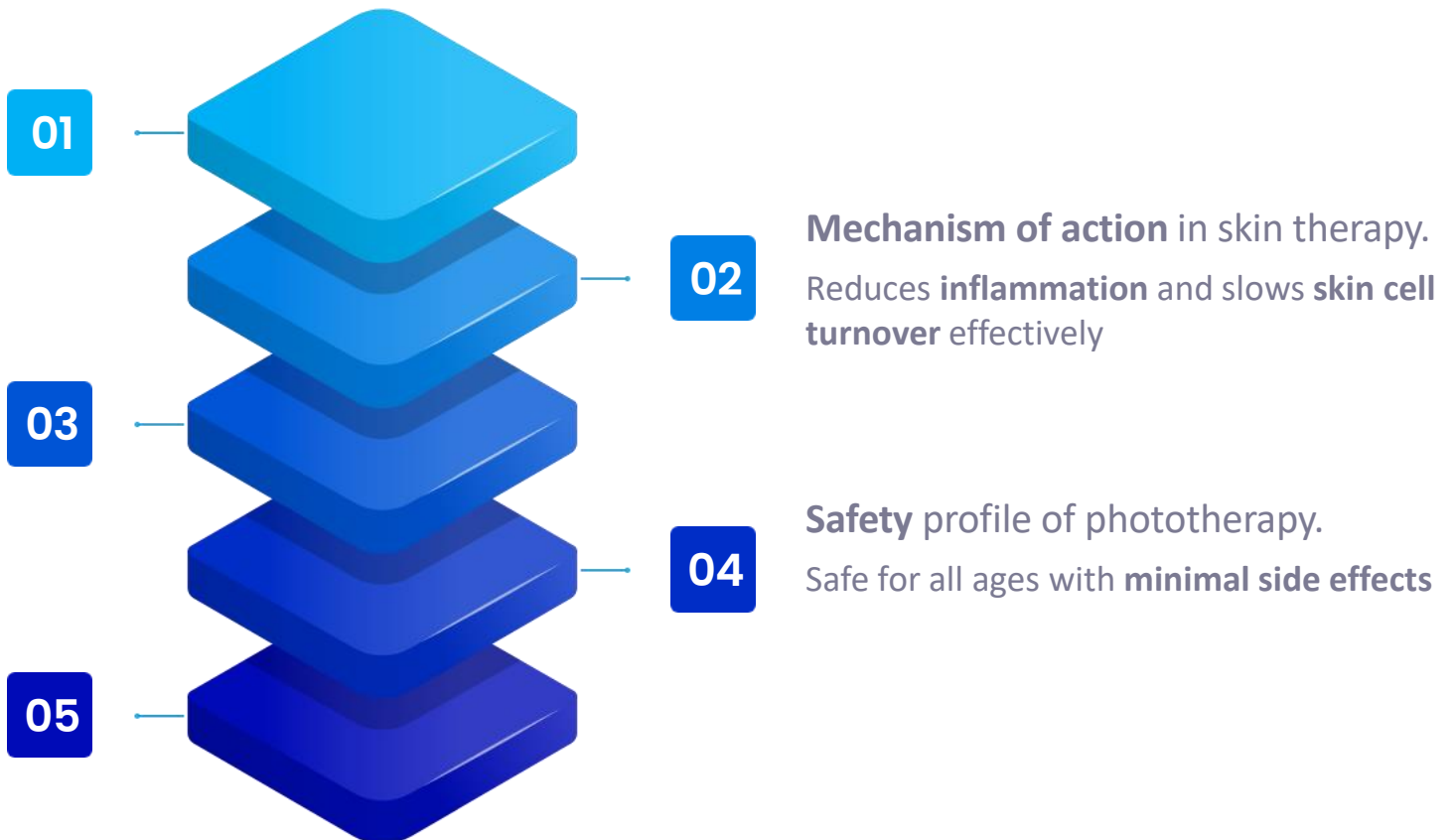
# Understanding the benefits of phototherapy in skin treatment

*Exploring Zerigo Health's Approach to Skin Conditions through Phototherapy*

**Phototherapy** as a treatment method.  
Utilizes **narrowband UVB** to address chronic skin issues

**Flexible** application in treatment.  
**NB-UVB light** can be used by itself or as a co-therapy with other treatments

**Clinical support** for efficacy.  
Backed by over **25 years** of clinical data supporting its use



# How Zerigo's platform uniquely helps organizations manage dermatological spend

# Zerigo Health: Revolutionizing access to home phototherapy

## Fda-cleared portable devices

Zerigo's **FDA-cleared portable UVB phototherapy device** allows patients to conveniently receive treatment in the comfort of their homes, enhancing patient experience and adherence



## Holistic care program

Our program provides patients with a **dedicated care guide, personalized treatment plans**, and a **mobile app** to track their treatment progress, ensuring comprehensive support throughout their journey

## Empowering patients

This treatment model empowers patients with control over their health, reducing the need for frequent clinic visits and enabling self-management of their condition effectively with no out-of-pocket cost

## Rapid treatment initiation

Patients can start their treatment quickly, often seeing results in **less than five days** after enrollment, which enhances satisfaction and encourages continued use of the therapy

## Life relief

By addressing the root causes of discomfort, Zerigo's platform significantly reduces the burden on members, allowing them to focus on bringing their best-selves to work, family and their communities

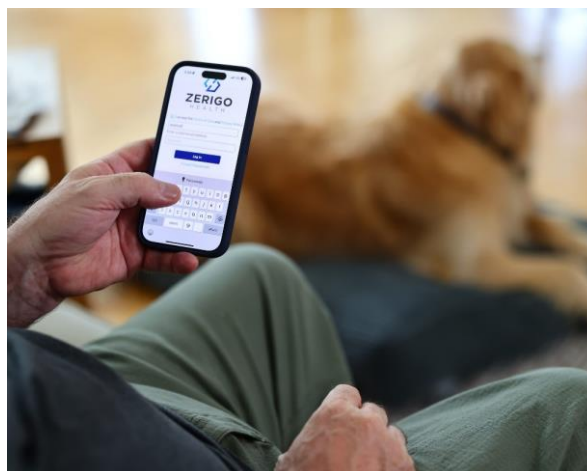
# Our innovation makes access to phototherapy convenient

*Zerigo's member-centric platform makes enrollment to treatment easy to achieve positive outcomes and cost-savings*



## Enrollment process

Member completes digital enrollment including real-time eligibility check and e-consent, ensuring a smooth start



## Personalized plans

Each patient receives a tailored treatment plan that considers their unique needs



## Ongoing support

Dedicated care guides assist patients throughout their treatment journey for better outcomes

1. Offered in conjunction with independent virtual care provider, CirrusMD.

2. The Zerigo Health Phototherapy System is an ultraviolet-light-emitting medical device. It 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 in the comfort of a patient's 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.

3. Zerigo Care Guides include RNs, MAs, and certified health and wellness coaches who can help coordinate and facilitate your discussion with your doctor. The Care Guides do not prescribe therapies or provide patient-specific medical advice. For questions about your prescription or treatment plan, please contact your doctor.

# Zerigo's platform gives members a positive experience and life-long support as flares reoccur



AI identifies **target population** and conducts multi-channel marketing campaigns

1



Member completes digital enrollment including real-time eligibility check and e-consent

2



Member automatically routed for virtual telehealth visit with physician visit to **obtain Rx**.

3



Member overnighted Zerigo's home phototherapy device to complete virtual onboarding session.

4



RN Care Guide provides personalized support to members as they treat 3x/week until clear

5



Member enjoys clear skin while connected to Zerigo during maintenance to ensure biologics are avoided

# We let the numbers do our talking when it comes to home phototherapy with Zerigo

**73%**

High adherence

The **adherence rate** among users is notably high due to the convenience of at-home treatment

**16.7 min**

Short sessions

Patients can manage their time effectively with an **average treatment time** of only 16.7 minutes

**<5 days**

Fast access

Patients experience less than **five days** from enrollment to starting therapy for quick relief

**\$0**

Out of pocket

Zerigo partners with plan sponsors to design no copay for members

**90%**

Patient satisfaction

A large majority of patients express satisfaction with their **treatment outcomes**

**50%**

Condition improvement

Patients see at least a 50% **improvement** in symptoms within the first month



"This has been the longest it's been without rashes for over 12 years! I feel like it's been a miracle!"

Diagnosis: Psoriasis

Age: 48

Sex: Female

Location: Greater Seattle

**First Zerigo treatment:** 11/12/2024


**Clear on first body location:** 11/21/2024

**Background:**


- Tried 15 doctors, including top specialists in Seattle
- 11 years of continuous steroid ointment use
- Exhausted all other psoriasis medications
- First time trying light therapy
- Expressed strong hope zerigo is “an answer to a prayer”

# Zerigo's home solution offers an effective option for members

## Psoriasis Advanced Therapies

Metric	 zerigohealth	TNF- $\alpha$ Inhibitors	Interleukin Inhibitors	PDE Inhibitors
Adherence	75%	50-63% <sup>1</sup>	46-72% <sup>1</sup>	62% <sup>2</sup>
Clear (PASI-75 16 weeks) <sup>3</sup>	74-90%	40-80%	62-89%	30.8%
Common Adverse Events	Erythema <1% <sup>4</sup>	53-58%	46-49%	41%
Retention (12-month) / Persistence	50% <sup>5</sup>	32%	32%	30%

## Phototherapy<sup>6</sup>

Metric	 zerigohealth	In-Office Phototherapy	Unsupported Home-Based Phototherapy
Adherence	75%	16%	51%
Clear (PASI-75 12 weeks)	79%	25.6%	32.8%
Common Adverse Events	Erythema <1%	Erythema 1.2%	Erythema 5.9%

1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8953825/>

2. Apremilast Adherence and Persistence in Patients with Psoriasis and Psoriatic Arthritis in the Telehealth Setting Versus the In-person Setting During the COVID-19 Pandemic - PMC

3. Wu JJ, Feldman SR, Guillemin I, et al. Home- vs Office-Based Narrowband UV-B Phototherapy for Patients With Psoriasis: The LITE Randomized Clinical Trial. JAMA Dermatol. 2024;160(12):1320–1328. doi:10.1001/jamadermatol.2024.2877

4. Study Details | Light Treatment Effectiveness (LITE) Study | ClinicalTrials.gov

5. Full article: Real-world treatment patterns and healthcare costs in patients with psoriasis taking systemic oral or biologic therapies

6. Gelfand, J, Armstrong, A, et al, "Home- vs. Office-based narrow band UVB phototherapy for members with Psoriasis" JAMA Dermatol doi: 10.1001/jamadermatol.2024.3897

# Market leading adherence and clinical results lead to savings

	National Health Plan	Large Regional Blues	Large Employer	National PBM
	<b>Focus:</b> Reduce progression for psoriasis & eczema <b>Timeline:</b> 18+ months <b>Activated:</b> 297 members	<b>Focus:</b> Reduce progression for psoriasis <b>Timeline:</b> 18+ months <b>Activated:</b> 179 members	<b>Focus:</b> Reduce progression & utilization for psoriasis and eczema <b>Timeline:</b> 5 months <b>Activated:</b> 98 members	<b>Focus:</b> Reduce progression & utilization for psoriasis and eczema <b>Timeline:</b> 9 months <b>Activated:</b> 138 members
<b>Adherence</b> Target: 65%	73% ✓	71% ✓	70% ✓	68% ✓
<b>Clinical Improvement</b> Target: 70%	90% ✓	87% ✓	88% ✓	79% ✓
<b>Member Satisfaction</b> Target: 4.6/5.0 (>80%)	4.8 ✓	4.8 ✓	4.9 ✓	95% ✓

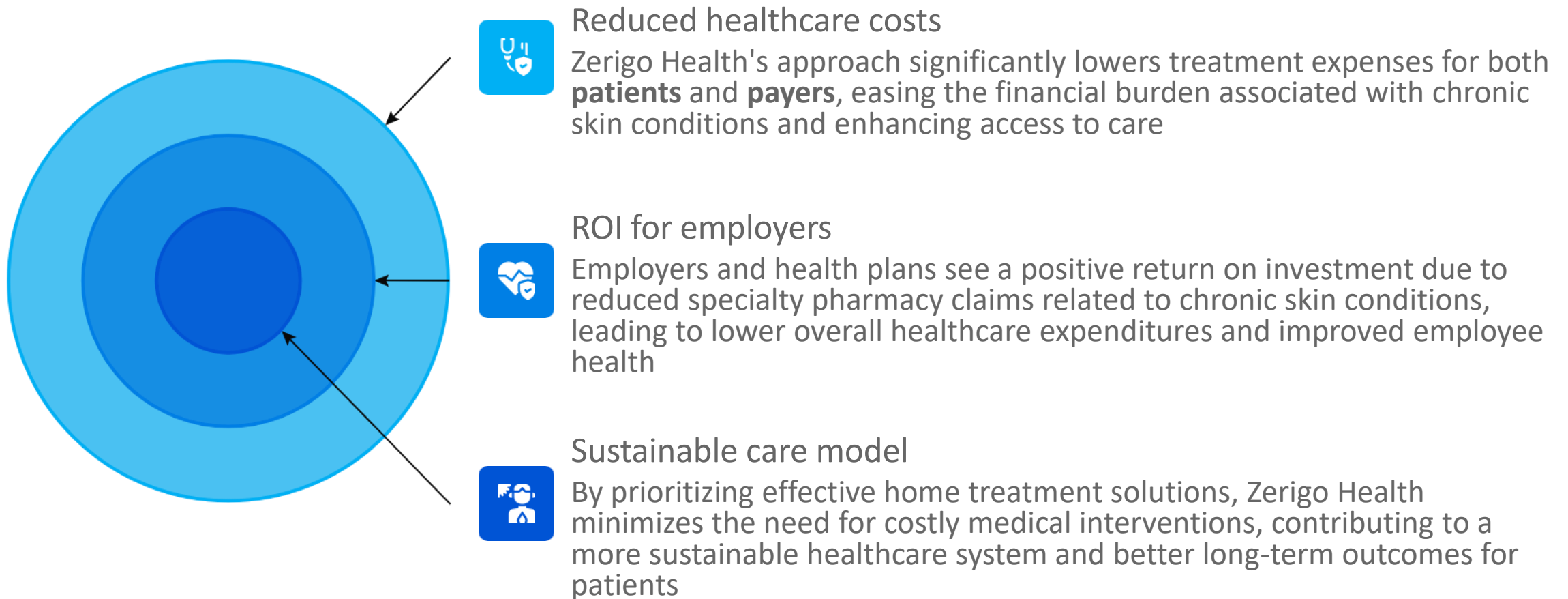


*"I'm so grateful for the Zerigo treatments. It really is life-changing!"*



*"I'm just so happy I got this treatment! Last year at this time it was a disaster, and the dermatologist really had no hope for me whatsoever."*

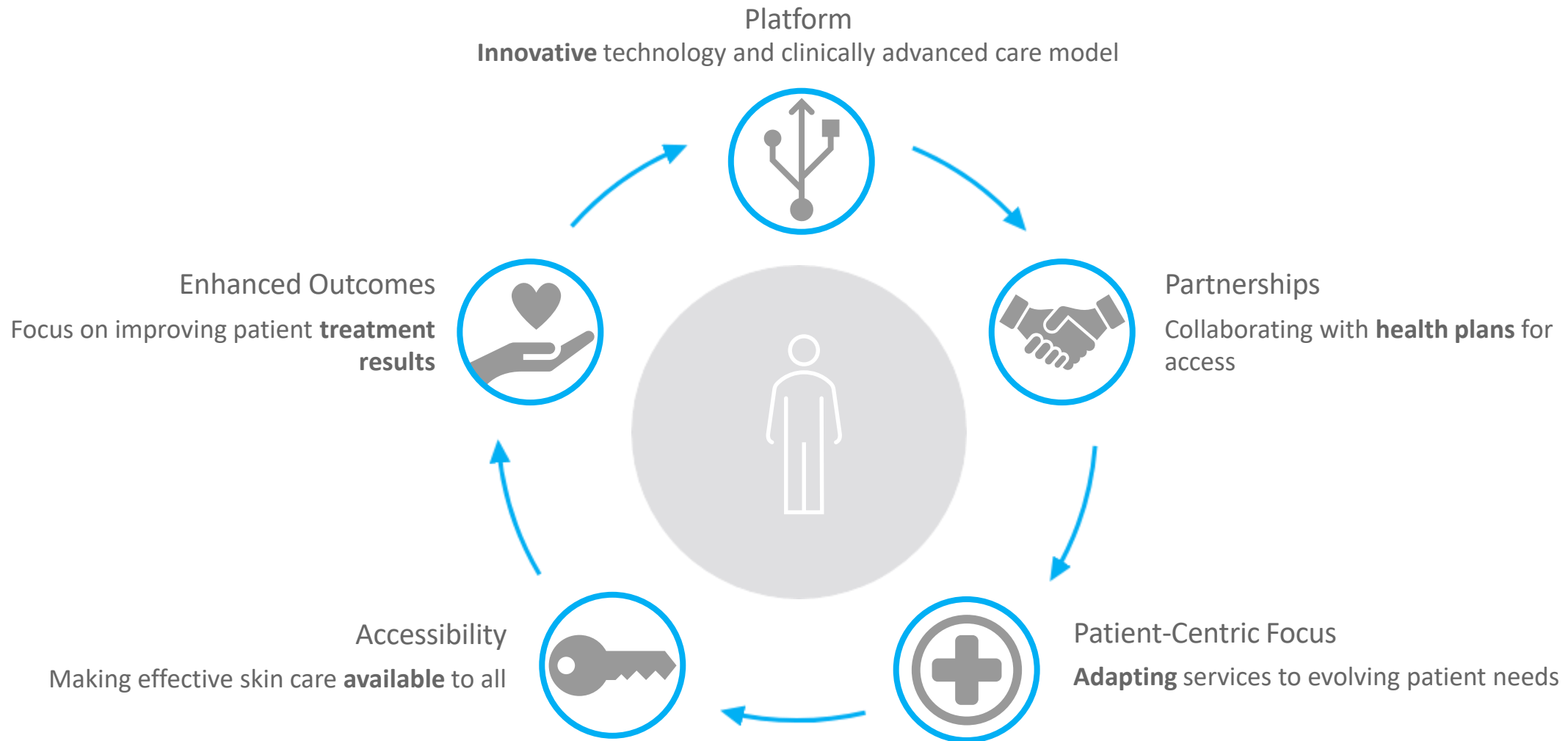
# Cost-effectiveness: A win-win for members and payors



# Blue Cross example: Tracking leading indicators and opportunity results

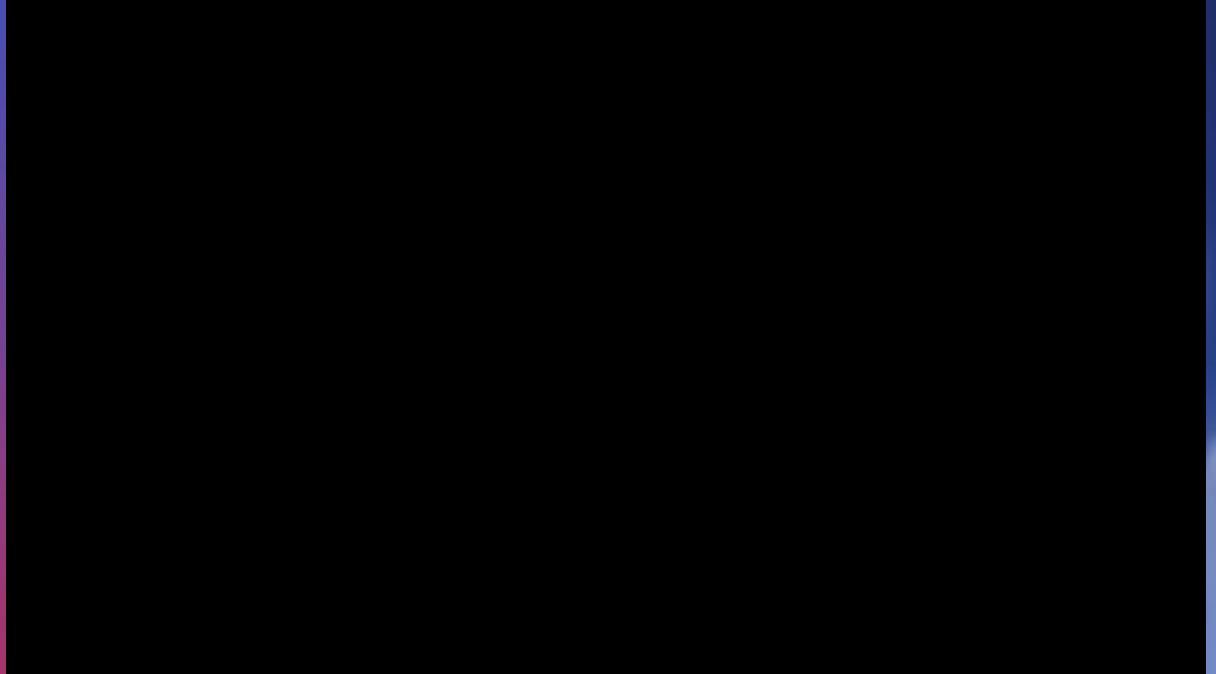
	Activations	Adherence	Member Satisfaction	Improvement	EOY	Progression to Biologics	2024 Estimated Total Rx Savings
ACTUAL	227	70%	4.8	91%		<2%	\$2.27M+
TARGET	● 200 (EOY'24)	● 67%	● 4.6 / 5.0	● 60%		NA – Baseline	\$10K annual savings per activated member
DEFINITION	# of activated members	Average Rx adherence (AAD guidelines)	Avg. rating extremely, very, or satisfied	% of members reporting improvement in ≥1 body location		% of members who progressed to a biologic	Reduced progression to biologics & systemic immuno-suppressants
		ZERO recorded complaints from network providers					SAVINGS CALCULATION: Cost savings assumptions independently validated by client and Zerigo

# Zerigo is thinking differently about chronic skin health



As we prepare for the 4th of July, here are more reasons to support our veterans

- Vietnam veterans are 1.6 times more likely to be diagnosed with psoriasis
- The prevalence of skin disorders in disabled Gulf War veterans is 47.7%



THANK YOU!