

CLEAR SKIN, in Collaboration with Zerigo Health

At-Home Psoriasis and Eczema Care

A value-based dermatology solution with proven specialty drug savings and improved access to guideline-supported care.



Dermatology Drug Spend Has Quadrupled in 10 Years

Health plans face double-digit growth in dermatology specialty pharmacy costs, driven by high-cost advanced therapies. Providers frequently bypass guideline-recommended UVB phototherapy, contributing to increased use of costly biologics and biosimilars. Clear Skin addresses this challenge through provider engagement, member support, and at-home UVB phototherapy that helps members access appropriate treatment earlier with at-par clinical outcomes.

Clear Skin Delivers Low-Cost, At-Home Therapy



Clear Skin combines fully supported, at-home UVB phototherapy with provider engagement strategies designed to increase access, treatment initiation, and adherence for members with psoriasis and atopic dermatitis. By helping dermatologists promote guideline-supported UVB therapy before progression to advanced treatments, Clear Skin improves outcomes while reducing reliance on high-cost specialty medications.

- **FDA-Cleared, Handheld Device:** Ultraviolet light (UVB) for easy at-home treatment, backed by clinical research.
- **Mobile App with Analytics and Personalized Insights:** Customized treatment plans with real-time progress updates and AI insights.
- **Provider Engagement and Incentives:** Provider education and value-based bonuses support treatment initiation, adherence, and appropriate use of UVB phototherapy.

Why Plans Choose Clear Skin

- ✓ 80% clinical improvement at 12 weeks
- ✓ No cost to members and 75% adherence
- ✓ <5 days from enrollment to treatment
- ✓ Low provider abrasion with no prior authorization
- ✓ Provider engagement that drives treatment adherence
- ✓ \$10K PMPY savings for identified members
- ✓ 80% reduction in progression to advanced therapies
- ✓ 2:1 guaranteed ROI

PURE DERM

Managing the Drivers of Dermatology Spend

Delivering up to 25% savings through value-based reimbursement, treatment pathway management, and specialty pharmacy oversight.



Dermatology Costs Are Shaped by the Decisions Made Along the Care Journey

Dermatology is one of the fastest-growing areas of specialty spend. From skin cancer surveillance and procedural care to psoriasis, eczema, and specialty pharmacy utilization, treatment decisions can significantly impact outcomes and total cost of care.

Pure Derm brings greater accountability to dermatology management through value-based models, clinical expertise, specialty drug management, and targeted programs designed to improve outcomes while managing cost.

Programs such as Melanoma Follow-Up help identify members who may be overdue for recommended surveillance and follow-up care, while Clear Skin expands access to guideline-supported UVB phototherapy before escalation to high-cost biologics through provider engagement, member support, and at-home UVB Therapy treatment.

Together, these initiatives help health plans close care gaps, support appropriate treatment pathways, and create greater control over dermatology spend.

Specialized Expertise. Measurable Results.

Our integrated dermatology model aligns networks, incentives, clinical guidance, and operations around measurable results. With accredited, certified infrastructure, health plans gain greater visibility, accountability, and control over dermatology performance and spend.

A More Accountable Approach to Dermatology Management



Value-Based Reimbursement

Creates accountability for quality, access, outcomes, and cost performance.



Treatment Pathway Management

Clinical oversight promotes evidence-based care and more consistent treatment decisions.



Specialty Drug Management

Guideline-supported treatment pathways help manage biologic utilization and specialty pharmacy spend.



High-Performing Provider Networks

Curated and credentialed dermatology networks support quality, access, and member experience.

Transform dermatology from cost center to value driver.

Take the next step to improve outcomes and reduce specialty spend.

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Our excellence is your edge