



Your psoriasis treatment partner for tough-to-treat cases

WHAT WE DO

Solay is a telemedicine service that treats patients with psoriasis or eczema. Our healthcare team has specialized training in administering the Goeckerman regimen, which is a clinically proven therapy that uses a combination of coal tar and UVB light in a specific way to generate a potent therapeutic effect. We make this safe, effective treatment available to the patient at their own home.

BENEFITS



EXTREMELY EFFECTIVE

Even works on patients who have not responded to prescription drugs.



VERY SAFE

Can be safely administered to children, older adults, and patients who are immunocompromised.



LONG REMISSION TIME

Average length of remission is over a year. Our recommended post-treatment maintenance plan helps to prolong remission times even further.

BEFORE



ON BIOLOGIC

AFTER



AFTER HOME GOECKERMAN

(DISCONTINUED BIOLOGIC)

BEFORE

34-year-old male had severe psoriasis for 10 years. He used a biologic that helped reduce the number of psoriasis plaques, but he still had scaly plaques remaining on his legs despite consistently using his treatments.

AFTER

After 6 weeks of using our at-home therapy, the patient's psoriasis plaques cleared on his legs as well. He was able to stop using his previous prescription medications.

Individual results may vary

SOLAY CARE TEAM

WILSON LIAO, M.D.

CO-FOUNDER & SCIENTIFIC ADVISOR

- Professor and Vice Chair of Research in the UCSF Department of Dermatology
- Director of the UCSF Psoriasis and Skin Treatment Center



AMIT OM, M.D.

MEDICAL DIRECTOR

- Board-certified dermatologist and fellowship-trained Mohs surgery specialist
- Licensed in 8 states, with specialized expertise in complex skin diagnosis



TINA BHUTANI, M.D.

CO-FOUNDER & SCIENTIFIC ADVISOR

- Director of Clinical Research in the UCSF Department of Dermatology
- Co-director of the UCSF Psoriasis and Skin Treatment Center



SARAH HULSE, R.N.

NURSE DIRECTOR

- Led the Goeckerman program at UCSF for 10 years, caring for up to 17 patients a day
- Specialized in phototherapy and topical coal tar applications



THE SOLAY PARTNERSHIP



REFER PATIENT TO SOLAY

Provider uses our online referral form to refer their patient to Solay.

1



WE EVALUATE THE PT

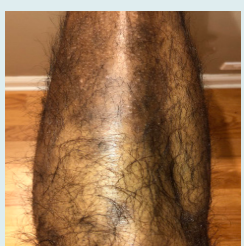
Our experienced care team designs a Goeckerman regimen tailored to the patient's skin condition.

2



WE SHIP MATERIALS

The necessary topical medications, wraps, supplies, and a UVB device is delivered to the patient's home.



WE TRANSFER CARE BACK

Once the patient has experienced significant clearance (~8 weeks), we transfer care back to the referring physician, along with our post-treatment maintenance plan.

3

We Treat the Patient

TOPICAL STEROIDS

An initial short course of topical steroids to prepare the skin for the regimen



UVB LIGHT

Timed exposure from our standing UVB panel unit



COAL TAR WRAPS

Worn either during the day or before bed



MONITOR & ADJUST

Periodic telehealth sessions to walk the patient through the treatment, monitor their progress, and adjust the therapy, as needed



COMPARATIVE TREATMENT ANALYSIS

	EFFICACY PASI75 in 3 mos	SAFETY potential risks	REMISSION avg length*
Topical Corticosteroids	~35% ¹	Local and systemic risks	<90 days ⁴
Phototherapy Alone	~40% ²	Very safe	~130 days ⁴
Biologics	47 to 88% ^{2,5}	Systemic risks ⁵	51 to 295 days ⁵
Goeckerman Therapy	>99% ³	Very safe	>1 year ⁶

*after treatment cessation



For latest pricing information, visit solayhealth.com/pricing

¹Institute for Quality and Efficiency in Health Care (IQWiG). (2006). Topical Treatments for Psoriasis. <https://www.ncbi.nlm.nih.gov/>
²Hyde K, Cardwell L, Stotts, R, Feldman S. Psoriasis Treatment Cost Comparison: Biologics Versus Home Phototherapy. Am J Pharm
³Lee E, Koo J. Modern modified 'ultra' Goeckerman therapy: a PASI assessment. J Dermatol Treat. 2005;16:102-107.
⁴Koo, J, Lebwohl, M. Duration of Remission of Psoriasis Therapies. J Am Acad Dermatol. 1999; 41(1): 51-59.
⁵Tian, D, Lal, Y. The Relapse of Psoriasis: Mechanisms and Mysteries. JID Innovations. 2022; 2(3): 100116.
⁶Mentzer A, Cram DL. The Goeckerman regimen in two psoriasis day care centers. J Am Acad Dermatol 1983;3:59-65.