PhotoMedex Covers XTRAC Laser Treatment Co-Pay for Children with Psoriasis

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MONTGOMERYVILLE, Pa., Aug. 4, 2011 /PRNewswire/ -- PhotoMedex [1], Inc. (NASDAQ: PHMD [2]), an innovator of medical devices, today launches a co-pay reimbursement offer* [3] to assist the families of children who suffer from psoriasis. In honor of the National Psoriasis Awareness Month [4] in August (and continuing through November), children, who may not have been able to afford treatments, will have their XTRAC® Excimer Laser (www.XTRACLaser.com [5]) treatment co-pays covered by PhotoMedex. All major insurance companies reimburse for XTRAC laser treatments, and now with co-pays covered, new hope is available for this underserved population.

For many children, the disease goes beyond the physical painful red dry patches of scaly, thickened skin and can create emotional scars. Nearly 50 percent of children with psoriasis report that they have been bullied because of their disease. In a National Psoriasis Foundation survey of children with psoriasis, 44 percent reported that they have been bullied by their peers, and 38 percent stated the abuse was a direct result of their psoriasis. Of those bullied, 65 percent said it caused anxiety, and nearly one-quarter had a decrease in academic performance.

About 20,000 children under the age of 10 are diagnosed with psoriasis every year in the United States. The XTRAC laser treatment provides relief from itching, redness and pain; without the negative side-effects commonly associated with other treatments, ranging from premature aging of healthy skin to the risk of malignancies and tuberculosis. The XTRAC laser is the only clinically proven, FDA-cleared, dermatology excimer laser with independent safety and quality c
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SOURCE [6]

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