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**Mountain View Dermatology Is First in Southern Arizona to Offer
Nonsurgical Treatment for Common Skin Cancer**

***Tucson Mayor Regina Romero Proclaims May 28 – June 3
Nonmelanoma Skin Cancer Awareness Week***

BURR RIDGE, Ill., May 25, 2023 -- [SkinCure Oncology](#), the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), the most advanced nonsurgical treatment for common skin cancer, today announced its availability in Southern Arizona. Tucson's [Mountain View Dermatology](#) is the first medical practice in Pima County to offer this GentleCure™ treatment experience.

Image-Guided SRT is the only treatment for nonmelanoma skin cancer (basal and squamous cell carcinoma) that uses ultrasound imaging to help clinicians direct low-level x-rays to targeted areas of the skin, killing cancer cells. [A study](#) published in the journal *Oncology and Therapy* showed that Image-Guided SRT produces a 99.3 percent cure rate for early stage nonmelanoma, making it just as effective as traditional Mohs surgical treatment.

Board certified dermatologist Marc Epstein, D.O., founder of Mountain View Dermatology, noted, "Given that sun exposure is the #1 cause of skin cancer, Arizonans are especially prone to developing nonmelanoma skin cancer. More than 82,000 individuals in our state – and 13,300 right here in Pima County – will be diagnosed with either basal cell or squamous cell carcinoma this year, and, regrettably, those numbers are on the rise.

"For those who avoid skin check-ups out of fear of possible surgery," Dr. Epstein continued, "this new noninvasive treatment should put them at ease. We call it the GentleCure experience, and it's covered by Medicare and most insurance plans."

Tucson Mayor Regina Romero echoed the importance of patient education as she proclaimed May 28 – June 3 Nonmelanoma Skin Cancer Awareness Week. "Individuals with nonmelanoma skin cancer should be informed by their physicians and healthcare providers of all available treatment options," the proclamation asserts, "and I encourage our residents to educate themselves on risk factors, preventive strategies, and available treatment options, with sincere congratulations to Mountain View Dermatology for bringing this nonsurgical technology to Tucson."

In a floor statement in the U.S. House of Representatives, published in the Congressional Record [here](#), Representative Juan Ciscomani, who represents Arizona's 6th Congressional District, noted, "Given that most States now offer this nonsurgical treatment, and more than 50,000 patients have been treated successfully with it, no one should avoid timely treatment for this common skin cancer."

“We at SkinCure Oncology are delighted to partner with Mountain View Dermatology to offer this highly effective, noninvasive treatment option for their patients” said Kerwin Brandt, Chief Executive Officer of the Chicago-based company. “Patients everywhere should have the choice of curing their nonmelanoma skin cancer without surgery.”

About SkinCure Oncology

SkinCure Oncology is the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), the most advanced nonsurgical treatment for common skin cancer. The company partners with quality-focused dermatologists, Mohs surgeons and other physicians to bring cancer center-level radiation therapy treatment to private practices. Presented to patients as the GentleCure™ experience, Image-Guided SRT is available from some 500 physicians nationwide, with more than 50,000 patients having been treated over the last six years. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.

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