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Media Contact:

Matt Russell
Russell Public Communications
520-232-9840
mrussell@russellpublic.com

**Pittsburgh's Golla Center Is First in Allegheny County to Offer
Nonsurgical Treatment for Common Skin Cancer**

BURR RIDGE, Ill., September 14, 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 at an event at Pittsburgh's [Golla Center for Plastic Surgery, Dermatology and Med Spa](#). It is the first medical practice in Allegheny County to offer the [GentleCure™](#) 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 with none of the side effects common to traditional Mohs surgery. [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 surgical treatment.

Dinakar Golla, M.D., of the Golla Center, noted, "More than 12,000 individuals in Allegheny County are expected to be diagnosed with nonmelanoma skin cancer this year, and it is absolutely essential for them to have information on all available treatment options, both surgical and nonsurgical, so they can make informed decisions about their care. Image-Guided SRT, the most exciting technological innovation in dermatology today, is the new standard of care for early stage nonmelanoma skin cancer. We call it the GentleCure experience, and we are proud to be the first in the region to offer it."

Joining Dr. Golla at the announcement was Allegheny County Councilwoman Anita Prizio, who said, "It is encouraging to me that residents of Allegheny County who are looking for a nonsurgical option for treating nonmelanoma skin cancer now have a local resource, and I offer my most sincere congratulations to Dr. Golla and the Golla Center for being the first medical practice in the county to offer the GentleCure experience."

"We at SkinCure Oncology are delighted to partner with the Golla Center to offer this highly effective, noninvasive treatment option for those in the Pittsburgh area," 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 65,000 patients having been treated over the last six years. Learn more about the company at [SkinCureOncology.com](https://www.SkinCureOncology.com), and visit [GentleCure.com](https://www.GentleCure.com) for helpful consumer and patient information.