

## FOR IMMEDIATE RELEASE

### Media Contact:

Matt Russell  
Russell Public Communications  
520-232-9840  
[mrussell@russellpublic.com](mailto:mrussell@russellpublic.com)

## Medford's Clinic for Dermatology & Wellness Is First in Southern Oregon to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., October 3, 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 Jackson County at an event at Medford's [Clinic for Dermatology & Wellness](#). It is the first medical practice in Southern Oregon 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 surgical treatment.

Dr. Kevin Wright of the Clinic for Dermatology and Wellness noted, "Some 41,000 Oregonians are expected to be diagnosed with nonmelanoma skin cancer this year alone, and that includes nearly 2,500 individuals who live right here in Jackson County. We know that sun exposure is the main cause of this type of cancer, but there are other factors as well. For those who have been diagnosed with nonmelanoma skin cancer, we now offer a nonsurgical treatment option which we call the GentleCure experience, and we are proud to be the first practice in Southern Oregon to offer it."

Joining Dr. Wright at the announcement was Medford Mayor Randy Sparacino, who said, "Medford is known across the country as an outdoors playground, with residents and visitors alike enjoying our spectacular golf, fishing, foraging, boating, and water sports opportunities, not to mention trekking through our area vineyards recognized as global wine destinations. But fun under the sun comes with a personal responsibility to be smart by protecting our skin against those harmful sun rays. The threat of nonmelanoma skin cancer is very real here in the Rogue Valley, and I'm pleased to know that Medford is now home to Southern Oregon's only advanced nonsurgical treatment option for curing these common skin cancers. I commend Dr. Kevin Wright and the Clinic for Dermatology and Wellness for their leadership in bringing this new standard of care to Medford."

America Silva, field representative for U.S. Senator Ron Wyden, attended the event and delivered a statement on the senator's behalf that read, in part, "I want to express my wholehearted appreciation and gratitude for the work of Dr. Kevin Wright and the team at the Clinic for Dermatology & Wellness. Their work is increasing both the quality and accessibility of cancer treatment in Oregon and is a demonstration of the treatments we need to make sure all Oregonians with skin cancers have access to."

“We at SkinCure Oncology are delighted to partner with the Clinic for Dermatology and Wellness 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 65,000 patients having been treated over the last six years. Learn more about the company at [SkinCureOncology.com](http://SkinCureOncology.com), and visit [GentleCure.com](http://GentleCure.com) for helpful consumer and patient information.

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