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Rao Dermatology Is First in Monmouth County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., February 24, 2025 -- [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 Monmouth County, New Jersey. [Rao Dermatology](#) in Atlantic Highlands is the first medical practice there 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. Babar K. Rao, MD, FAAD, who is the founder and medical director of Rao Dermatology, a Board certified dermatologist, dermatopathologist, Mohs surgeon, former chairman of the dermatology department at Robert Wood Johnson and current chairman of the non-invasive diagnostic imaging group, NidiSkin, noted, "Nearly 6,000 individuals in Monmouth County and 73,000 statewide are expected to be diagnosed with nonmelanoma skin cancer this year alone. We know that sun exposure is the main cause of this type of cancer but there are other factors as well. We are proud to be the first practice in the county to offer this nonsurgical alternative to Mohs surgery."

Kerwin Brandt, chief executive officer of Chicago-based SkinCure Oncology, said, "We are delighted to partner with Rao Dermatology to offer this highly effective, noninvasive treatment option for their patients. It is critical that patients everywhere 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 nearly 100,000 patients having been treated. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.

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