

## FOR IMMEDIATE RELEASE

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## **Lexington's SkinMD Is First in Fayette County to Offer Nonsurgical Treatment for Common Skin Cancer *Mayor Linda Gorton Proclaims Week of September 23 Nonmelanoma Skin Cancer Awareness Week***

BURR RIDGE, Ill., September 19, 2024 -- [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 Fayette County. [SkinMD](#) is the first medical practice in the 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 surgical treatment.

Dr. Samuel Pruden of SkinMD noted, "More than 3,200 individuals in Fayette County 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. 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 the county to offer it."

Lexington Mayor Linda Gorton echoed the importance of patient education as she proclaimed the week of September 23 Nonmelanoma Skin Cancer Awareness Week. "Individuals with nonmelanoma skin cancer should be informed by their physicians and healthcare providers about all available treatment options," the proclamation asserted, citing Image-Guided SRT as an FDA-cleared treatment option. The proclamation also recognized SkinMD as the first medical practice in Fayette County to offer Image-Guided SRT.

Also noting the historic news was U.S. Representative Andy Barr, who said, "Congratulations on bringing this nonsurgical alternative to Mohs surgery for skin cancer to Lexington. It is my understanding that Image-Guided Superficial Radiation Therapy is a breakthrough skin cancer treatment and is covered by Medicare. This is great news for the many Kentuckians who need treatment of nonmelanoma skin cancer."

Kentucky State Senator Reginald Thomas added his voice to the commendation as well, noting, "With outdoor activities being such a popular pastime in Kentucky, I am aware that the risk of skin cancer is

high. Thanks to your efforts, people will now have more options for treatment in the event they receive such a diagnosis. Thank you for providing a greatly needed and important service to Lexington.”

“We at SkinCure Oncology are delighted to partner with SkinMD 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 90,000 patients having been treated. 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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