

FOR IMMEDIATE RELEASE

Media Contact:

Jason Miko
Russell Public Communications
520-232-9840
jmiko@russellpublic.com

Orlando's Premier Medical Is First in Orange County to Offer GentleCure Model for Treating Common Skin Cancer Without Surgery

BURR RIDGE, Ill., October 21, 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 the availability of its GentleCure™ Experience in Orange County. [Premier Medical](#) in Orlando is the first medical practice in the county to offer it.

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. The GentleCure model combines this standard-of-care technology for dermatologists with technical, administrative, and regulatory expertise and support from SkinCure Oncology.

Dr. Tricia Khanna of Premier Medical noted, "Some 12,500 individuals in Orange 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."

"We at SkinCure Oncology are delighted to partner with Premier Medical 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 nearly 100,000 patients having been treated. 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.

###