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Metropolitan Dermatology Is First in Cumberland County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., June 19, 2025 -- [SkinCure Oncology](#), the industry leader in providing a comprehensive cancer center model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT or IGSRT) for the treatment of nonmelanoma skin cancer (NMSC), presented to dermatology patients and professionals as the GentleCure Experience™, today announced its availability in Cumberland County. [Metropolitan Dermatology](#) in Vineland is the first medical practice in the county to offer this 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. For patients treated with Image-Guided SRT, the cure rate (freedom from recurrence at six years) has been shown to be greater than 99 percent, with [researchers reporting](#) that for appropriately selected early-stage nonmelanoma skin cancers, Image-Guided SRT is a clinically equivalent alternative to Mohs surgery and statistically significant in superiority to non-Image-Guided SRT.

Dr. Alex Doctoroff, Medical Director of Metropolitan Dermatology and Clinical Assistant Professor of Dermatology at Columbia University Medical Center in New York noted that “Over 1,100 individuals in Cumberland 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 county to offer it.”

“We at SkinCure Oncology are delighted to partner with Metropolitan Dermatology 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 industry leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT or IGSRT), 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 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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