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Media Contact:

Matt Russell
Russell Public Communications
520-232-9840
mrussell@russellpublic.com

Wichita Falls' Heights Dermatology Is First in County to Offer GentleCure Model for Treating Common Skin Cancer Without Surgery

Mayor Tim Short Proclaims Week of June 17 Nonmelanoma Skin Cancer Awareness Week

BURR RIDGE, Ill., June 17, 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 Wichita County. [Heights Dermatology](#) in Wichita Falls 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. Tejas Desai of Heights Dermatology noted, "Nearly 1,400 individuals in Wichita 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."

Wichita Falls Mayor Tim Short echoed the importance of patient education as he proclaimed the week of June 17 Nonmelanoma Skin Cancer Awareness Week. "Individuals with nonmelanoma skin cancer should be informed by their physicians and healthcare providers about all available treatment options, including image-guided superficial radiation therapy," the proclamation asserted, "and we encourage our residents to educate themselves on risk factors, preventive strategies, and available treatment options."

"We at SkinCure Oncology are delighted to partner with Heights 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 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 80,000 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.

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