

Media Report: 100,000th Patient with Skin Cancer Successfully Treated with Nonsurgical GentleCure™

In late April, SkinCure Oncology® announced that Patty Focken of Phoenix, Arizona, had successfully been treated for her nonmelanoma skin cancer (NMSC) using Image-Guided Superficial Radiation Therapy (Image-Guided SRT), presented to dermatology professionals and patients as the GentleCure Experience™. Focken was first diagnosed with NMSC in 2021 by her then-dermatologist when she was living in the Chicago area. That doctor and a second dermatologist both urged her to have surgery on a lesion on the bridge of her nose. Instead, Focken, who had recently learned about GentleCure, found a local dermatologist who offered the GentleCure noninvasive treatment option. “I was concerned,” she says, “with the possibility of surgical scarring that might accompany a Mohs procedure.” Her new dermatologist successfully treated her cancer with GentleCure.

Upon moving to Phoenix in 2021, Focken immediately sought out a dermatology practice offering GentleCure, as she was aware that she was at higher risk for a second NMSC. In late 2024, her Phoenix doctor, Genevieve Egnatios, MD, FAAD of Scottsdale Skin Boutique & Dermatology, detected a NMSC on Focken’s forehead and determined GentleCure was an appropriate treatment option. In a matter of weeks, over



100,000th SKIN CANCER PATIENT SUCCESSFULLY TREATED WITH NONSURGICAL GENTLECURE™

a course of quick GentleCure treatments, that cancer was successfully treated and Focken had become the 100,000th patient to experience the GentleCure solution. “The sessions lasted only minutes,” Focken notes, “and there was nothing to indicate to others that I was in treatment.”

A subsequent [feature story](#) was published in over 2,500 media outlets nationwide touting the accomplishment.

FIRST-IN-STATE OFFERING OF IMAGE-GUIDED SRT: TOPEKA, KANSAS



MATT DITCH, RADIATION THERAPIST, DEMONSTRATES HOW THEY USE IMAGE-GUIDED SRT FOR CBS AFFILIATE WIBW-TV

The number of states offering The GentleCure Experience continues to grow, with Kansas becoming the 43rd state. On June 11, Dr. Shekhar Challa of Topeka’s KMC Dermatology celebrated the availability at an event with a host of public officials, stakeholders, and local media. Mayor Michael Padilla offered remarks; U.S. Senator Roger Marshall spoke via video, introduced by John Mugler, his District Director; and Aaron Mays, Chairman of the Shawnee County, Kansas Board of Commissioners offered his thoughts. Kansas State Senator Brenda Dietrich presented a Senate Tribute and Kansas Governor Laura Kelly issued a Gubernatorial proclamation declaring the week of June 8 “Kansas Nonmelanoma Skin Cancer Awareness Week.” CBS affiliate [WIBW](#) and NBC affiliate [KSNT](#) covered the event.



Skin Cancer Awareness Month

On April 28, in advance of May's national Skin Cancer Awareness Month, SkinCure Oncology issued a press release highlighting the fact that 15 peer-reviewed studies underscore the efficacy of Image-Guided SRT as a nonsurgical treatment option for nonmelanoma skin cancer (NMSC). SkinCure Oncology Chief Executive Officer Kerwin Brandt noted that extensive clinical research, "as well as a recently **published consensus document** by six nationally recognized skin cancer experts, confirming that 'IGSRT is a safe and effective treatment option for NMSC' and 'can be considered a first line treatment for NMSC for appropriately selected patients.' Consistent with SkinCure Oncology's advocacy for informed consent, the panel also recognized that 'patients need to be offered all appropriate treatment options and should be a part of the decision-making process.'" The press release encouraged all to learn how to prevent, detect and treat the nation's most common cancer, NMSC.

Public Officials Focus on Image-Guided SRT

Local and state officials continue to express interest in Image-Guided SRT, visiting dermatology practices for briefings and demonstrations of the technology.

RECENT EVENTS:

► **Oregon State Representative Lucetta Elmer** was briefed by Dr. Stephanie Campbell of Campbell Dermatology in McMinnville, Oregon.

► **North Carolina State Representative Dante Pittman and State Senator Buck Newton** visited the office of Dr. Dennis Polley of the Polley Clinic of Dermatology and Dermatological Surgery in Wilson, North Carolina.

► **Ohio State Representative Rachel Baker** enjoyed a briefing by Dr. Tiffany Pickup of Dermatology Specialists of Greater Cincinnati in Cincinnati, Ohio.



BETSY GARNER, PRACTICE ADMINISTRATOR; DANTE PITTMAN, STATE REPRESENTATIVE (NC); NICOLE PERRY, RADIATION THERAPIST; MIKE WILKINSON, NURSE PRACTITIONER



SHANNON HUEZO, RADIATION THERAPIST; TENNILLE MCCOY, STATE ASSEMBLYWOMAN (NJ); DR. DANIEL KESSEL

► **Washington State Representative Terra Simmons** visited the practice of Dr. William Delgado of Frontier Dermatology in Poulsbo, Washington.

► **New Jersey State Assemblywoman Tennille McCoy** was briefed on Image-Guided SRT by Dr. Daniel Kessel of Kessel Dermatology in Hamilton Square, New Jersey.

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](https://www.SkinCureOncology.com), and visit [GentleCure.com](https://www.GentleCure.com) for helpful consumer and patient information.