

Welcome to On Point, nonmelanoma skin cancer news and insights from SkinCure Oncology, which periodically presents current data on skin cancer, research findings, legislative and regulatory developments, case studies, and more.



National Media Tour

Dr. Daniel Ladd, past president of the American Osteopathic College of Dermatology, member of American Academy of Dermatology, Medical Director and Founder of Tru-Skin Dermatology, and Medical Director at SkinCure Oncology, was featured in two dozen television and radio news programs in September, addressing year-round sun safety issues. Dr. Ladd also discussed the range of available treatment options for nonmelanoma skin cancer, including Image-Guided Superficial Radiation Therapy (Image-Guided SRT), noting the important role dermatologists play in helping patients make fully informed choices among their treatment options.

In interviews, Dr. Ladd cited the 99.3% cure rate for Image-Guided SRT, its current availability in 35 states, and the fact that 500 dermatologists across the country are currently offering this advanced, non-surgical treatment option to their patients, with exceptional clinical and cosmetic outcomes.

Originating from a studio in Austin, Texas, these individual interviews were broadcast via satellite to stations across the country. Markets included Atlanta, GA; Birmingham, AL; Cedar Rapids, IA; Charleston, SC; Chicago, IL; Columbia, SC; Denver, CO; Flint, MI; Los Angeles, CA; Miami, FL; Oklahoma City, OK; Roanoke, VA; San Diego, CA; Springfield, MO; Tulsa, OK; and West Palm Beach, FL.

Dr. Ladd also appeared on two nationally syndicated radio shows, bringing his important message to hundreds of stations from coast to coast.

Viewers and listeners were encouraged to visit www.GentleCure.com for more information about skin cancer, treatment options, Image-Guided SRT, the locations of dermatology practices offering this non-surgical technology, and other helpful resources.

First in the State – Waterloo, Iowa

David Congdon, M.D., founder of the Cedar Valley Center for Skin Cancer in Waterloo, Iowa, announced on July 27 the first-in-Iowa availability of Image-Guided SRT. At a briefing for public officials, community stakeholders, and the media, Dr. Congdon stated that in all of his two decades of practice, “no technological innovation has been as exciting for my team and my patients as this new non-surgical treatment for common skin cancers.” Joining Dr. Congdon at the announcement was Waterloo Mayor Quentin Hart, U.S. Senator Charles Grassley via video, and representatives of U.S. Senator Joni Ernst and Congresswoman Ashley Hinson. The Waterloo/Cedar Falls [Courier](#) covered the event, as did [KGAN](#), the local CBS affiliate, and [KXEL News Talk 1540](#).

“Now There’s a Painless Cure for the Most Common Cancer Type”

[A news story](#) with the above headline appeared in more than 2,500 newspapers around the country in late August, highlighting the plight of Ruby Wepler, an 86-year-old lifelong tennis player in Stow, Ohio, who had Mohs surgery on her face three years ago and recalls how “scary” and “painful” the surgery was. The story ends on a high note, as when Ruby subsequently discovered a new nonmelanoma lesion on her face, she opted for Image-Guided Superficial Radiation Therapy. That treatment, she said, “took no time at all. They went out of the room, pushed the button and a minute later they come back and it’s all over. After a series of treatments, the cancer is gone and there’s no scarring at all.”

Dr. Alpesh Desai Featured in Onco’Zine

Dr. Alpesh Desai, a leading board-certified dermatologist at Heights Dermatology in Texas, and past president of the American Osteopathic College of Dermatology, wrote a feature article for Onco’Zine, a professional journal that reports on current research and developments in oncology and hematology. In his August article, Dr. Desai opined about the [“Right to Know: The Critical Importance of Options and Choices in Skin Cancer Treatment.”](#) focusing on the fact that patients have a right to know about both surgical and non-surgical options, such as Image-Guided Superficial Radiation Therapy. Given these options, “along with a clear explanation of the side effects and risks associated with each,” patients will be able to “provide truly informed consent and make the best decision for their treatment journey.”

Gubernatorial Proclamations in Alabama, North Dakota and South Dakota

Alabama Governor Kay Ivey proclaimed the week of June 26 “Nonmelanoma Skin Cancer Awareness Week,” following on the heels of other governors making similar pronouncements. In her proclamation, Governor Ivey explained skin cancer risk factors and encouraged the public to discuss treatment options with their doctors, specifically mentioning Image-Guided Superficial Radiotherapy.

In South Dakota, Governor Kristi Noem proclaimed the week beginning November 7 to be “Nonmelanoma Skin Cancer Awareness Week,” noting that some 9,000 South Dakotans are diagnosed with nonmelanoma skin cancer each year, and underscoring that “treatment options for nonmelanoma skin cancer in South Dakota now include not only Mohs surgery but also the newest FDA-cleared non-surgical treatment known as image-guided superficial radiotherapy.”

And in North Dakota, Governor Doug Burgum officially proclaimed the week of November 14-20 “Nonmelanoma Skin Cancer Awareness Week,” also highlighting “the newest FDA-cleared non-surgical treatment known as image-guided superficial radiotherapy.”

**For more information about
Image-Guided SRT, please visit
www.SkinCureOncology.com.**



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 non-surgical technology for the treatment of common skin cancers. The company partners with quality-focused dermatologists and Mohs surgeons to bring cancer center-level radiotherapy treatment to physician offices. To date, SkinCure Oncology is working with more than 240 dermatology practices across the country, and nearly 50,000 patients have been treated with Image-Guided SRT over the last five years. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.