

Welcome to SkinCure Oncology's *On Point*, nonmelanoma skin cancer news and insights, featuring new skin cancer data, research, legislative and regulatory developments, case studies, and more.

50,000 Patients Treated with Image-Guided SRT

Fifty thousand Americans have had their skin cancer cured without going to hospitals or undergoing traditional Mohs surgery, avoiding that treatment's pain, bleeding, surgical scarring and, often, need for follow-up reconstructive surgery. **The nation's 50,000th case of curing common (nonmelanoma) skin cancer with GentleCure™, a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), occurred at Reading Dermatology, the private practice of Jason Hendrix, D.O., in Pennsylvania, in early March 2023.**

The patient was Jeffrey Keating, D.P.M., a 74-year-old retired podiatrist from Birdsboro, Pennsylvania, whose lifelong habits of golfing, sailing and driving in his top-down convertible likely contributed to his history of skin cancer.

Image-Guided SRT is the only treatment for nonmelanoma skin cancer (basal and squamous cell carcinomas) that uses ultrasound imaging to help clinicians direct low-level X-ray energy to targeted areas of the skin, killing cancer cells without surgery. Research shows that the technology produces a 99.3 percent cure rate for early-stage nonmelanoma skin cancer, making it just as effective as Mohs surgery, and treatments are covered by Medicare and most insurance plans.

Dr. Hendrix noted, "More than three million Americans are diagnosed with nonmelanoma skin cancer each year, making it the most common form of cancer. Sun exposure is the primary cause and year-round sun effects are cumulative over one's lifetime, so those who spend a lot of time outdoors plus seniors, those with light skin, users of tanning beds and people with family histories of skin cancer are especially susceptible. With all its advantages, GentleCure is the new non-invasive standard of care."

Patient Keating added, "As a physician myself, I know that it's critically important for patients to understand all their treatment options. Having experienced Mohs surgery, the idea of no pain or scarring with GentleCure was very attractive. Actually seeing the cancer shrink and disappear on the ultrasound imaging screen was so reassuring. I have a friend who had Mohs surgery on a facial lesion, and he had a flap of skin cut from his scalp and stretched over the site of his excised lesion; that was not something I wanted to experience. Today, I am fully cured and could not be happier with the GentleCure process and the results."



Jeffrey Keating

First in the State – Fargo, North Dakota

Rachel Ness, M.D., founder of the Fargo Center for Dermatology, announced on November 17 the first-in-North Dakota availability of Image-Guided SRT. At a briefing for public officials, community stakeholders, and the media, Dr. Ness said, “More than 7,300 North Dakotans are diagnosed with some 12,000 basal cell or squamous cell carcinomas every year, and regrettably, that number is on the rise. Also, it’s important to remember that skin cancer is a year-round threat, since up to 85% of harmful UV rays can penetrate cloud cover, and the sun’s rays are reflected by sand, water, snow and ice. Given these facts, I am particularly pleased to bring Image-Guided SRT to the State, offering this remarkable non-surgical option for common skin cancer to our population.” Joining Dr. Ness at the briefing was Fargo Mayor Tim Mahoney, North Dakota State Representative Greg Stemen, U.S. Senator John Hoeven via video and represented by his state director Jessica Lee, and an aide to U.S. Representative Kelly Armstrong. [KVLV, the local CBS affiliate](#), covered the event and Dr. Ness was interviewed by [WDAY News Talk 93.1 FM](#). In addition, Governor Doug Burgum Proclaimed November 14-20 as “Nonmelanoma Skin Cancer Awareness Week.”

First in the State – Worcester, Massachusetts

The Bay State also had a first-in-state announcement with Sabrina Waqar, D.O., of Commonwealth Dermatology announcing the availability of Image-Guided SRT on January 17 in Worcester, Massachusetts. Dr. Waqar noted, “Non-melanoma skin cancer is all too common in Massachusetts, affecting some 65,000 individuals annually. Sun exposure is the primary cause, so those who spend a lot of time outdoors plus seniors, those with light skin, users of tanning beds and people with family histories of skin cancer are especially susceptible. Image-Guided SRT is the new standard of care and we are proud to be the first in Massachusetts to offer it.” Worcester District 2 City Councilor Candy Mero-Carlson spoke at the announcement and a patient, John Egan, told of his positive experience with GentleCure. A number of community organizations, including the Worcester Regional Chamber of Commerce, sent representatives and two TV stations, [NBC 10 Boston](#), and [Spectrum News 1](#), covered the announcement.

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



Image-Guided SRT featured in *Practice Link* and *Today's Geriatric Medicine*

Image-Guided SRT was featured recently in *Practice Link Magazine*, an award-winning publication for physicians reaching 80,000 practitioners, fellows, and residents. The Spring 2023 issue features Image-Guided SRT in their [Tech Notes section](#), affirmatively answering the question, “Can SkinCure Oncology’s image-guided superficial radiotherapy lead to fewer painful surgeries?” The March/April 2023 issue of *Today's Geriatric Medicine*, which targets internists, geriatricians, psychiatrists and other physicians, nurse practitioners and physician assistants, expounds on the “new standard of care” that Image-Guided SRT represents, and describes the technology in depth.

SkinCure Oncology is the national provider of GentleCure™, 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 radiation therapy treatment to physician offices. Image-Guided SRT is available from some 500 dermatologists across the country, and more than 50,000 patients have successfully experienced GentleCure over the last six years. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.