

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.



Image-Guided SRT vs. SRT: *Advances in Radiation Oncology* publishes research

Advances in Radiation Oncology, a peer-reviewed publication of the American Society for Radiation Oncology (ASTRO), recently published research titled, "Image guidance improves freedom from recurrence in superficial radiation therapy for non-melanoma skin cancer," that underscores the superiority of Image-Guided SRT over older, non-image-guided SRT.

SRT was developed over 100 years ago and was the standard therapy for nonmelanoma skin cancer until Mohs micrographic surgery emerged in the 1930's ([here](#)). As Mohs surgery produced superior oncologic outcomes, SRT fell out of favor and became a second line therapy. The development and FDA clearance of Image-Guided SRT in 2015 led to a resurgence of interest in this technology, with initial results suggesting significantly improved outcomes over the older SRT.

The article's authors concluded, "IGSRT offers a paradigm-shifting treatment option for patients with NMSCs – offering statistically significantly improved outcomes compared

to standard SRT [without image guidance], and a more desirable toxicity profile to surgical options. This study demonstrates that IGSRT is associated with remarkably low recurrence rates, which are statistically significantly improved from the previous generations of SRT, and in line with modern outcomes for Mohs micrographic surgery."

Montana Senator Steve Daines praises Image-Guided SRT

Community leaders in Bozeman, Montana, celebrated the first availability of Image-Guided SRT at an event on January 25 at SkinCare MT, the local practice of Dr. Aaron Bruce. A video message from U.S. Senator Steve Daines was introduced by one of his aides. The senator congratulated Dr. Bruce and his team and said, "As your voice in Washington, I'll continue to advocate for our healthcare workers and patients alike to ensure accessible quality care, and coverage, for life-changing treatments like this one. This is a huge win for Montana's medical community and the future patients who will benefit. This breakthrough technology is sure to save lives. It's a big deal, so congratulations."

The event also featured a video from Senator Jon Tester, who said in part, and in addressing event host Dr. Bruce and other physicians present, that his family "couldn't have gotten through [his wife's bout with breast cancer a few years back] without the support and expertise of medical professionals like you. Skin cancer affects a whole lot of families, and I know that first-hand. A good friend of mine passed away about 10 years ago from skin cancer, and it took him fast. Prevention and early intervention are our most useful tools as we fight this disease. As your senator, I'll keep working to ensure that you have the tools and the resources you need so that folks across this nation have equal access to lifesaving screenings, treatments and clinical trials. Together, we'll make sure that all Montanans have the chance to live a happy and healthy life." Other notables at the event included Bozeman Deputy Mayor Joey Morrison and Montana State Senator Pat Flowers, the Senate Minority Leader. [NBC Montana](#) covered the event and spoke with SkinCare MT patient Christian Appel, who explained why he chose Image-Guided SRT.



Riding into spring, avoiding skin cancer surgery



A news feature with the above headline appeared in more than 2,500 newspapers nationwide in early March, highlighting the story of Todd Fishman, an avid cyclist in Louisville, Kentucky, who chose Image-Guided SRT to treat his basal cell carcinoma. Fishman, 57, said, "Biking is my escape – it gives me balance in my life," and explained that when he was told that Mohs

surgery was called for, he decided to do his own research. That research led him to Louisville dermatologist Dr. Denise Dickinson, who had recently begun offering Image-Guided SRT. Fishman's main concern was the possibility of scarring – his cancer was on his nose. As Fishman explained, "My doctor, using high-frequency dermal imaging technology to observe and precisely target the cancer cells, aimed and delivered low energy x-rays at the tumor. After my series of 15-minute sessions in her office, there was no evidence of skin cancer! This clearly was the better way to cure my cancer."

Individual U.S. dermatologists reach 1,000th Image-Guided SRT patient milestones

Seven dermatologists across the country have already treated over 1,000 patients each with Image-Guided SRT, with another 11 coming close to that number as the popularity of Image-Guided SRT grows. Forty states now boast at least one IGSRT practice, and the noninvasive treatment is gaining considerable media exposure and public support.

The seven 1,000-patient practices include:

- Polley Clinic of Dermatology, Fayetteville, Arkansas
- Tareen Dermatology, Roseville, Minnesota
- Tru-Skin Dermatology, Bastrop, Texas
- Holland Dermatology, Holland, Michigan
- Tru-Skin Dermatology, La Grange, Texas
- Dermatology & Cosmetic Laser (Laserderm Dermatology), Smithtown, New York
- Reading Dermatology, Reading, Pennsylvania

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



Practical Dermatology reports on study showing Image-Guided SRT yielding superior 2-year recurrence rates compared to Mohs surgery

The October 2023 issue of *Practical Dermatology* [highlighted a study](#) that was the first to compare two-year recurrence probabilities of Image-Guided SRT to Mohs micrographic surgery, and noted that it showed that Image-Guided SRT "bested Mohs micrographic surgery for individuals with early stage nonmelanoma skin cancers." The article quoted Dr. Daniel J. Ladd, Jr., Mohs surgeon and Chief Medical Officer of SkinCure Oncology, who said, "IGSRT should become a first-line recommendation for patients with early stage NMSCs, particularly for individuals who are poor candidates for or who refuse surgical resection." The study appeared in the journal *Clinical Translational Radiation Oncology*.

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 nonsurgical 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 75,000 patients have successfully experienced GentleCure. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.