

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

"Too Much Sun Can Cause Skin Cancer, But This Woman Was Cured Without Surgery"

A news feature with the above headline ran in more than [2,500 newspapers](#) nationwide last August, highlighting the story of Cheryl Cayford, a Seattle-area resident who had been diagnosed with skin cancer twice before and successfully treated with Mohs surgery. When she was diagnosed a third time, she remembered the pain and scarring of her prior surgeries and instead opted for a new treatment, which has proven just as successful as Mohs – nonsurgical Image-Guided Superficial Radiation Therapy, also known as IGSRT or The GentleCure Experience™. The treatment involves low-level x-rays precisely targeted with the aid of high-resolution ultrasound imaging and usually involves multiple 15-minute treatment sessions over roughly six weeks. "I was in and out in minutes," she said, "and during each visit my provider showed me ultrasound images of the cancer cells shrinking away. Today, I'm cancer-free with no visible signs of having had any medical procedure at all."

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— CHERYL CAYFORD

First-in-State Offerings of IGSRT: Waterville, Maine and Reno, Nevada

The number of states offering The GentleCure Experience continues to grow, as dermatology practices in Maine and Nevada introduced the treatment, bringing the total to 42 states.

On November 14, Dr. Jerald Hurdle of Kennebec Medical Consultants in Waterville, Maine, celebrated the availability, with Mayor Michael Morris and State Representative Colleen Madigan attending and making remarks, and U.S. Senator Susan Collins and Maine

Governor Janet Mills sending congratulatory letters. Representative Madigan underscored that IGSRT is "research driven", and she thanked Dr. Hurdle for bringing it to Waterville. Elaine Lister, a patient, spoke about why she chose IGSRT and two TV stations, [WABI 5/CBS](#) and [ABC 7/FOX 22](#), covered the event.

On January 16, Dr. Dr. Billie Casse of Reno Tahoe Dermatology in Nevada hosted an introductory event. Reno City Councilmember Brandi Anderson and Molly Rose Lewis, Northern Nevada Community Manager for U.S. Senator Jacky Rosen, spoke and a GentleCure patient, Lawrence Cross, shared insights into his successful treatment. The local NBC and ABC TV affiliates covered the event.



WATERVILLE RTT TRACY CARTER DEMONSTRATING THE IGSRT TECHNOLOGY TO WATERVILLE MAYOR MICHAEL MORRIS AND MAINE STATE REPRESENTATIVE COLLEEN MADIGAN

First-in-County: Polk County, Iowa

Residents of West Des Moines, and Polk County, Iowa, now have access to The GentleCure Experience. On October 10, Dr. David Stanek of DoctorsNow in West Des Moines held an event to celebrate their offering of the treatment. DoctorsNow Chief Medical Officer Dr. Anna Holzer shared comments, and West Des Moines Mayor Russ Trimble noted that he and his wife and four children are “frequent flyers” at the practice. Other speakers included Noah Schrad, Regional Director for U.S. Senator Chuck Grassley; Wes Enos, Deputy Chief of Staff for Congressman Zach Nunn; State Representative Mary Madison; and Karen Lantz, a patient who recently completed her IGSRT treatment. TV stations [KCCI/CBS](#) and [WHO/NBC](#) covered the affair, and Dr. Holzer authored an article for the Polk County Medical Society magazine, the [Bulletin](#).



IOWA STATE REPRESENTATIVE MARY MADISON AND NOAH SCHRAD, REGIONAL DIRECTOR FOR U.S. SENATOR CHUCK GRASSLEY, AT THE EVENT IN POLK COUNTY, WEST DES MOINES

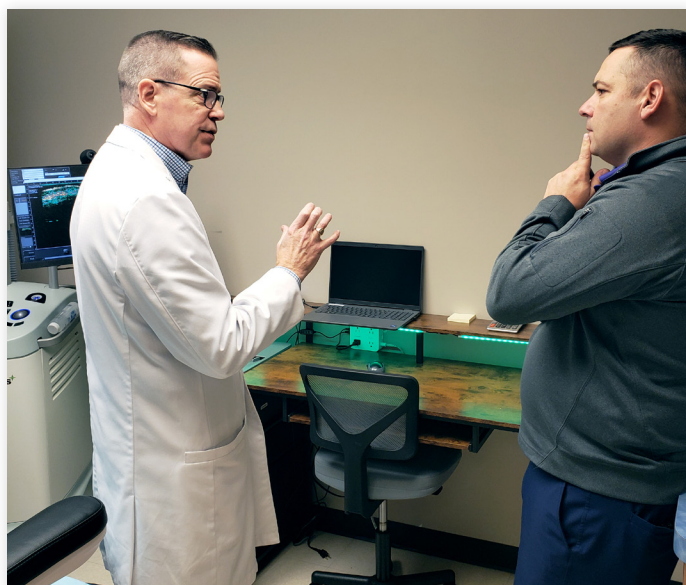
Awareness Growing Among Public Officials

Awareness of this new technology continues to capture the attention of public officials, as Lexington, Kentucky, Mayor Linda Gorton proclaimed the week of September 23, 2024, “Nonmelanoma Skin Cancer Awareness Week.”



Her proclamation noted, “Individuals with nonmelanoma skin cancer should be informed by their physicians and healthcare providers about all available treatment options,” citing IGSRT as a treatment option. The proclamation also recognized SkinMD of Lexington as the first medical practice in Fayette County to offer the treatment.

On November 22, 2024, Ohio State Representative Haraz Ghanbari toured the practice of Dr. William Dillion in Bowling Green and was briefed on GentleCure.



OHIO STATE REPRESENTATIVE HARAZ GHANBARI WITH DR. WILLIAM DILLON AT HIS PRACTICE IN BOWLING GREEN

For more information about IGSRT, please visit SkinCureOncology.com



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, with nearly 100,000 patients having successfully experienced GentleCure. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.