

Groundbreaking Survey Highlights Patient Preferences in Skin Cancer Care: Top Priorities Include Autonomy and Nonsurgical Options

SkinCure Oncology last month published the results of a [groundbreaking survey on patient preferences](#) in skin cancer care, revealing that patients want greater autonomy, diverse treatment options, and clinical decisions that are driven by medical necessity rather than insurance restrictions. The survey explored how personal experiences with skin cancer relate to proactive screening behaviors, and it identified the primary factors driving treatment choices for patients facing nonmelanoma skin cancer (NMSC) diagnoses.

Respondents with direct exposure to skin cancer are significantly more likely to engage in regular dermatologic screenings, and the frequency of these vital skin examinations increases sharply with a respondent's age, higher education level, and robust health insurance coverage. Seventy-nine percent of those with a history of skin cancer visit a dermatologist for a skin check at least once a year, compared to 32 percent without a history of skin cancer.

Overall concern about skin cancer is high, peaking among older populations and individuals who have previously navigated a diagnosis.

When weighing their medical options, respondents ranked their top considerations as: cure rate (84 percent); avoidance of surgery (58 percent); cosmetic outcomes (45 percent); and insurance coverage (39 percent).

Surprisingly, traditional physician recommendations ranked lower than these concerns, underscoring the determination of patients to make their own fully informed choices. Doctor recommendation, cost of treatment, and convenience each was chosen by 19 percent of respondents, while 17 percent chose recovery time.

Survey participants expressed a strong preference (96 percent) for having multiple treatment options, including both surgical and nonsurgical, with most patients favoring nonsurgical treatments when outcomes are comparable. Additionally, respondents expressed overwhelming concern (94 percent) about insurance limitations and (at 96 percent) emphasized that treatment decisions should be driven by patients and physicians, rather than insurers or external entities.

The cross-sectional survey of 1,152 respondents was conducted between March and April, 2026, by GentleCure® by SkinCure Oncology.

[The Dermatology Digest](#) reported on the survey with the headline, "Survey Highlights What Non-melanoma Skin Cancer Patients Really Want From Treatment."

Politico Interview with SkinCure Oncology CEO Kerwin Brandt

Washington media outlet *Politico* and their sister publication *Politico Pro* reported in late July on the ongoing battle over Medicare reimbursement cuts for the nonsurgical treatment of NMSC using Image-Guided SRT. The articles highlighted the efforts of Republican senators and representatives who are urging that the cuts be delayed, noting that older Americans in more rural parts of the country benefit from this treatment and cutting reimbursement would force them to travel longer distances or submit to Mohs surgery. The articles quoted SkinCure Oncology CEO Kerwin Brandt, who stated, "We have the ability to take this technology right into the rural community, and these patients are treated right in their own hometowns, in their local dermatology office... It's a tremendous benefit for patients, and it's a tremendous benefit for access to care."

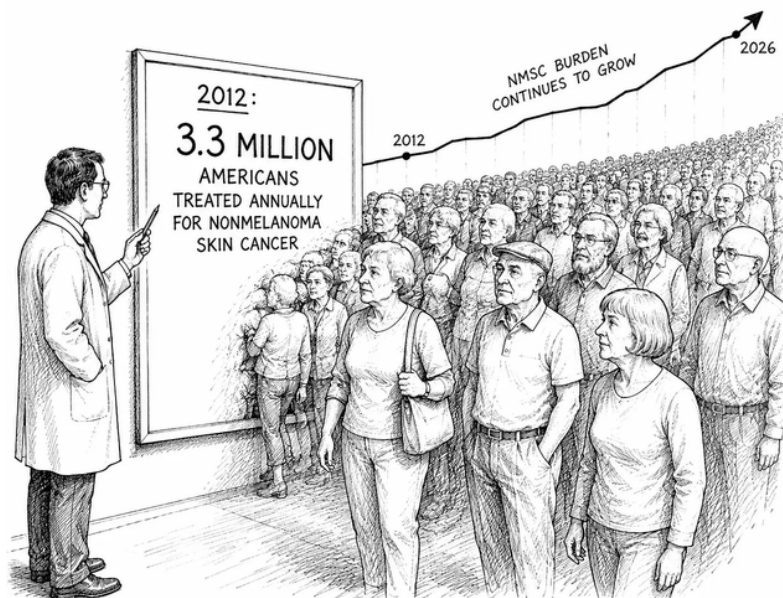


Sen. Roger Marshall (R-Kan.) along with four House and Senate colleagues, is calling on the Trump administration to boost Medicare pay for a skin cancer treatment offered in dermatology offices.

Updating U.S. Skin Cancer Data

The estimate of 3.3 million Americans treated each year for nonmelanoma skin cancer has been used since 2015 and it stems from a 2012 study. Given the U.S. population growth over the last 14 years, that figure is likely outdated, argues SkinCure Oncology Chief Brand Officer Adam Lefton in the *Skin Cancer Treatment Journal*. He calculates some 4.7 million Americans are now being diagnosed with NMSC each year, with 6.7 to 7.7 million lesions. Lefton used four methods to substantiate these figures, and he notes, “Not everyone diagnosed is treated, and among those treated, the intensity of intervention varies enormously,” breaking that out into “standard treatment” to which he ascribes 3.1 million individuals, and “specialized intervention,” to which he ascribes roughly 1.4 million individuals. Lefton urges the public health community to:

- Retire 3.3 million and 5.4 million as present-tense statistics, as they describe a country that has since added 20 million people over the age of 65.
- Adopt a modern working estimate of 4.7 million people and 6.7 to 7.7 million lesions.
- Distinguish diagnosis vs. treatment vs. intensity of intervention. A single headline number obscures the part of the burden that is growing fastest and straining hardest against capacity.
- Fund a proper re-estimate. The reason the field still leans on an outdated estimate is that NMSC is not captured in national cancer registries. That is a solvable problem, and the organizations that benefit from accurate numbers should help solve it.



SkinCure Oncology Turns 10 in October

SkinCure Oncology, based in Burr Ridge, Illinois, will celebrate their tenth anniversary in October. A special edition of On Point will highlight related activities, corporate milestones and more.

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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 ExperienceSM, Image-Guided SRT is available from some 500 physicians nationwide, with well more than 140,000 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.