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DoctorsNow of West Des Moines Is First in Polk County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, IL, October 10, 2024 -- [SkinCure Oncology](#), the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), the most advanced nonsurgical treatment for common skin cancer, today announced its availability in Polk County. [DoctorsNow](#) is the first medical practice in the county to offer this GentleCure™ treatment experience.

Image-Guided SRT is the only treatment for nonmelanoma skin cancer (basal and squamous cell carcinoma) that uses ultrasound imaging to help clinicians direct low-level x-rays to targeted areas of the skin, killing cancer cells. [A study](#) published in the journal *Oncology and Therapy* showed that Image-Guided SRT produces a 99.3 percent cure rate for early stage nonmelanoma, making it just as effective as traditional surgical treatment.

Dr. Anna Holzer of DoctorsNow noted, “More than 4,800 individuals in Polk County are expected to be diagnosed with nonmelanoma skin cancer this year alone. We know that sun exposure is the main cause of this type of cancer, but there are other factors as well. For those who have been diagnosed with nonmelanoma skin cancer, we now offer a nonsurgical treatment option which we call the GentleCure Experience, and we are proud to be the first practice in the county to offer it.”

Joining Dr. Holzer at the announcement was West Des Moines Mayor Russ Trimble, who said, “I often boast about our game-changing quality of life amenities like our Jamie Hurd Amphitheater, our boathouse at Raccoon River Park, our parks, our trails and so much more. So many of these amenities get people outdoors, enjoying nature and everything West Des Moines has to offer. And while I love seeing people outside, it is critical that we take the necessary steps to protect ourselves from the sun’s rays to mitigate the risks of skin cancer. Unfortunately, estimates indicate that 4,800 people in Polk County alone will receive a nonmelanoma skin cancer diagnosis this year. For those people who do receive that diagnosis, I am grateful we now have more treatment options, including this new, nonsurgical standard of care called GentleCure, right here at home.”

Other special guests who spoke at the announcement included Noah Schrad, Regional Director for U.S. Senator Chuck Grassley, Wes Enos, Deputy Chief of Staff for U.S. Representative Zach Nunn, and Karen Lantz, a patient who shared her experience with GentleCure and why she chose this treatment option.

“We at SkinCure Oncology are delighted to partner with DoctorsNow in West Des Moines to offer this highly effective, noninvasive treatment option for their patients,” said Kerwin Brandt, Chief Executive Officer of the Chicago-based company. “Patients everywhere should have the choice of curing their nonmelanoma skin cancer without surgery.”

About SkinCure Oncology

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 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™ Experience, Image-Guided SRT is available from some 500 physicians nationwide, with nearly 100,000 patients having been treated. Learn more about the company at SkinCureOncology.com, and visit GentleCure.com for helpful consumer and patient information.

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