

## Helping Patients With Skin Cancer Make Informed Treatment Decisions

At GentleCure, we believe that every person with nonmelanoma skin cancer (NMSC) should have access to the most effective, advanced treatments and a voice in deciding which option is right for them. Our goal is to empower people at risk for skin cancer with the fair and balanced information needed to participate in their own self-care and work with their doctors to make informed treatment decisions based on their clinical factors and personal goals.

### The GentleCure Outreach Program

<b>WHO</b> is the program for?	Residents at senior facilities, as well as their friends and family
<b>WHAT</b> is the program about?	<p>Skin cancer information seminars that educate people on the:</p> <ul style="list-style-type: none"> <li>▪ Primary causes of skin cancer and how to spot it</li> <li>▪ Latest advances in treatment and most effective nonsurgical and surgical treatment options</li> <li>▪ Healthcare providers in the area who offer these surgical and nonsurgical options</li> </ul>
<b>WHY</b> is the program important?	<ul style="list-style-type: none"> <li>▪ Older people are at high risk of developing skin cancer</li> <li>▪ Advances in technology have given rise to newer nonsurgical treatment options that have been shown to deliver optimal clinical and cosmetic results</li> <li>▪ Patient engagement strategies emphasize shared decision-making, where preferences, needs, and values are factored into the treatment decision process</li> <li>▪ The more people understand the options available to them, the better equipped they will be to participate in their care plan and have a satisfactory treatment experience</li> </ul>

### About Lisa Brandt MS, APRN, CRNA

*Director of Patient Education and Advocacy at GentleCure*

Lisa has **20+ years of healthcare experience** in preoperative evaluation, intraoperative anesthetic management, and postoperative evaluation of patients in hospital and ambulatory surgical settings



National Board of  
Certification & Recertification  
for Nurse Anesthetists



Advanced Practice Registered Nurse,  
Certified Registered Nurse  
Anesthetist (Illinois)



Registered Professional  
Nurse (Illinois)

To learn more about our Skin Cancer Outreach Program and to speak directly to Lisa, call 312-262-4587.  
Or, visit [GentleCure.com](http://GentleCure.com) today.

**Reference:** 1. Yu L, Oh C, Shea CR. The treatment of non-melanoma skin cancer with image-guided superficial radiation therapy: an analysis of 2917 invasive and in situ keratinocytic carcinomas lesions. *Oncol Ther*. 2021. Published online February 5, 2021.