



2018

Advanced Skin Cancer Screening



Research Collaboration
2/1/2018

Advanced Skin Cancer Screenings

Advanced Skin Cancer Screenings (ASCS) are part of a collaboration to advance skin cancer research with the OHSU Knight Cancer Institute, Skin Cancer Free, and DermDetect LLC. The ASCS Collaboration is under the Medical Direction of Sancy Leachman, M.D., Ph.D., Professor and Chair of Dermatology, OHSU, and Director, Melanoma Research Program, Knight Cancer Institute. Dr. Leachman serves as the Medical Director for Skin Cancer Free for the ASCS collaboration.



ohsu.edu/ascs



skincancerfree.org



dermdetect.com

Why This Collaboration?

The statistics for Skin Cancer are daunting and disturbing:

- Each year in the U.S. over 5.4 million cases of nonmelanoma skin cancer are treated in more than 3.3 million people.
- Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon.
- Over the past three decades, more people have had skin cancer than all other cancers combined.
- One in five Americans will develop skin cancer in the course of a lifetime.
- Between 40 and 50 percent of Americans who live to age 65 will have either basal cell carcinoma or squamous cell carcinoma at least once.
- Over 10,000 people will die of invasive melanoma this year.

** Facts and statistics: skincancer.org

Our Objectives

1. Provide over 100,000 participants with Advanced Skin Cancer Screening Examinations.
2. Help provide ASCS Examinations to people not currently seeing a dermatologist for their skin care or not able to afford the full cost of a skin cancer screening.
3. Help support the development and delivery of methodologies and technologies to detect melanoma and other skin cancers earlier.
4. Help improve overall skin cancer survival rates.
5. Provide support for research to document the effect of early skin cancer screenings.
6. Support and promote efforts that will lead to eventual health care coverage for early ASCS Examinations by Medicare, Medicaid, and private insurance providers.

We Rely on a Combination of Donations and Paid Examinations To Do Our Work

This collaboration, which began in 2017, is fully funded by Skin Cancer Free using a combination of donations and paid examinations. We are intending to provide over 100,000 ASCS examinations throughout the U.S. beginning in February 2018.

- Donations are used to help pay for ASCS Examinations for people who can't afford them. Donations to SkinCancerFree come from anyone wishing to contribute to skin cancer research, including philanthropic organizations, individuals, and companies. All donations are fully tax deductible.
- ASCS Examinations are purchased by corporations, associations, organizations, clubs, and medical professionals who wish to provide examinations for their employees, associates, members, or patients.
- Individuals can also purchase ASCS Examinations for themselves or their families.
- \$150 of the standard fee for each ASCS Examination is tax deductible as a research donation, which we use to help provide ASCS Examinations to people who can't afford them.

Why Are Corporations Targeted for both employee ASCS Examinations and Donations?

We believe that Academic Medicine needs private innovation from organizations committed to improving healthcare while reducing cost. Corporations can effectively support research as evidenced by biometric screening according to the [Willis 2014 Health & Productivity Survey](#), 74% of US employers now include a biometric screening as part of their workplace wellness programs. This is a win-win approach for everyone – it diminishes health plan cost for the corporation while enhancing employee benefits and protecting employees.

We believe it is now time to add screenings for the skin – the largest organ in our body – for everyone.

Who Provides the Examinations?

Skin Cancer Free uses DermDetect LLC to provide ASCS Examinations throughout the United States under the supervision of a Regional Care Physician for each locality.

DermDetect has developed extensive technology and methodologies to provide and support ASCS Examinations, including a Mobile Testing Coach for remote or rural locations. Examinations can also be provided at any local point of convenience for the participant, including their personal care physician's practice, a club, office, or any other location.

DermDetect provides secure access for participants and their doctors to ASCS Examination results via secure HIPAA-compliant cloud storage called the DermCloud™. The DermCloud allows remote review of all ASCS Examination images by skilled OHSU Dermatologists and the secure delivery of ASCS Examination results to the participant. OHSU uses anonymous examination images to support their skin cancer research projects.



[DermDetect](#)
Mobile Testing Coach

Now is Your Opportunity to be Part of This Breakthrough Effort in Skin Cancer Detection.

We need your help now and hope you'll consider supporting our cause.

You can participate as a donor, a company providing examinations for your employees, a doctor or clinic providing examinations for your patients, a community outreach organization providing examinations for your local community, or as an individual who wants a personal examination. You'll help save lives and help expand and improve early detection of melanoma and other skin cancers for everyone. Use the form below or register on-line to indicate your interest, donate, or to request an ASCS Examination.

This is your opportunity to help valuable research that will save lives.

Thank you in advance,

Roger D. Sparks, CEO

skincancerfree.org

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Name:		Call Us Today Skin Cancer Free 2549 Eastbluff Dr. Suite B-285 Newport Beach, CA 92660 949.203.3820
Email:		
City, State:		
Phone:		
<p><input type="checkbox"/> I'm interested in being a donor skincancerfree.org/donation/</p> <p><input type="checkbox"/> I'm an employer interested in obtaining ASCS Examinations for my employees skincancerfree.org/employee-wellness/</p> <p><input type="checkbox"/> I'm a primary care physician interested in obtaining ASCS Examinations for my patients skincancerfree.org/primary-care-physicians/</p> <p><input type="checkbox"/> I'm a physician or a dermatologist who would like to be involved with your collaboration skincancerfree.org/dermatologists/</p> <p><input type="checkbox"/> I'm interested in a personal ASCS Examination skincancerfree.org/book-examination/</p>		