



September 1, 2017

Fort Myers Dermatologist to Launch Skin Check Campaign

Florida Skin Center will launch a campaign – “Get your skin in the game. Check it!” – on Tuesday, Sept. 5, to provide free skin checks to patients at their Fort Myers, Cape Coral, Lehigh Acres and upcoming Punta Gorda locations as a way of combatting and raising awareness about skin cancer.

Founder Anais Aurora Badia, M.D., D.O., and her staff are slated to provide complimentary skin checks in addition to complimentary screenings for children, as well as first responders, active military and veterans on Children’s Day and Heroes Day respectively. The “Check It!” campaign kicks off less than three weeks ahead of the Take Your Skin To A Better Place 5K in support of the Skin Cancer Foundation. The event takes place on Saturday, Sept. 23, at JetBlue Park in Fort Myers.

A patient without insurance would save a cost of \$91 for a skin check, and a patient with insurance would save \$15 to \$65 in copays. The plan is for providers to offer one to three free skin checks per day. This will increase in the first quarter of 2018, following a grand opening of the office in Punta Gorda and the hiring of additional providers.

“This initiative is a result of the vision of the entire Florida Skin Center team who worked tirelessly to bring it to fruition,” Dr. Badia said. “Skin checks save lives. Now, we are not only sparing our patients a significant expense, but potentially saving them from the fastest growing cancer in the country and reminding those same people that we are the dermatologist to turn to for all skin care needs.”

Every skin check provided by Florida Skin Center involves a dermascope, a microscope-like tool that allows doctors and physician assistants alike to inspect lesions for cancerous characteristics. All providers are certified specialists and know what to look for during their thorough examination.

For more information on this regional movement, call (239) 561-3376. Online at FloridaSkinCenter.com. Updates will also be available soon on Florida Skin Center’s Facebook Page,

@FloridaSkinCenter.

About Florida Skin Center:

Florida Skin Center opened its doors in 2001. Now with three office locations in Fort Myers, Cape Coral and Lehigh Acres, as well as a fourth location coming to Punta Gorda in the first quarter of 2018, Dr. Badia and her staff maintain a focus on excellence in patient care, with same-day, early-morning and walk-in appointments readily available. Patients will always be greeted with spa-like treatment, including a hot towel, juice or coffee and informational videos as they wait for a provider to assist them. Insurance and billing are handled onsite, and scheduling is strategically constructed to move a patient's day along as he or she desires. Call (239) 561-3376. Online at FloridaSkinCenter.com.

(<http://www.businessobserverfl.com/press/detail/fort-myers-dermatologist-to-launch-skin-check-campaign/>)