

Cape Coral

L I F E S T Y L E™

February 2018

Around Town

Florida Skin Center Discovers First Malignant Melanoma Case Since Launch of Free Skin Check Campaign



Florida Skin Center has discovered the first case of malignant melanoma since the launch of the “Get your skin in the game. Check it!” campaign nearly three months ago. Shirisha Vallarapu, a board-certified physician assistant, examined the patient at the Fort Myers location as part of one to three free weekly skin checks provided by the dermatological facility.

“This guest heard about our complimentary service and was checked from head to toe with a dermascope,” Vallarapu says. “When I found something suspicious in a sun-exposed area, I ran a biopsy and ultimately referred the patient for treatment, as well as encouraged the patient to follow up with Florida Skin Center on a regular basis.”

The campaign is available at the Fort Myers, Cape Coral, Lehigh Acres and upcoming Punta Gorda locations. When the Punta Gorda office opens this year, the number of free skin checks per week will increase. These free skin checks save Southwest Floridians without insurance up to \$91. Those with

insurance save \$15 to \$65 in copays. Florida Skin Center has completed approximately 50 free skin checks to date. The staff's goal ultimately is to perform more 100 free skin checks per month.

For more information on this regional movement, call 239.561.3376 or visit FloridaSkinCenter.com or @FloridaSkinCenter on Facebook.

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