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Fort Myers Dermatologist Finds Success with Skin 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 (PA), 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," said Vallarapu. "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 'free skin check campaign' is available at the Fort Myers, Cape Coral, Lehigh Acres and upcoming Punta Gorda locations. When the Punta Gorda office opens in 2018, 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 is to ultimately perform over 100 free skin checks per month.

"One way or another, Florida Skin Center is catching Malignant Melanoma and spreading skin cancer awareness," said Anais Aurora Badia, M.D., D.O., Founder. "Many new guests have made their way into our exam rooms thanks to this regional campaign, and spreading awareness to those who need it most, both before and after treatment, is one of many battles we fight to keep tragedies from happening on our watch."

For more information on this regional movement, call (239) 561-3376. Online at FloridaSkinCenter.com. Updates can also be found 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.

(<https://www.businessobserverfl.com/press/detail/fort-myers-dermatologist-finds-success-with-skin-campaign/>)