



BUSINESS WIRE

Empowering Primary Care: Florida State University Family Medicine Residency Program Sets a New Standard in Primary Care Skin Cancer Detection



Provided by Business Wire

Sep 5, 2024 10:00am

Empowering Primary Care: Florida State University Family Medicine Residency Program Sets a New Standard in Primary Care Skin Cancer Detection

DermaSensor Inc., a health technology company equipping primary care physicians (PCPs) with a non-invasive device for evaluating suspicious skin lesions and a proud member of the AAFP Foundation Partnership Program, is proud to recognize The FSU Family Medicine Residency Program - BayCare Health System (Winter Haven) in becoming the country's first Family Medicine Physician Residency Program to integrate DermaSensor into its curriculum. This innovative initiative underscores the program's commitment to providing comprehensive healthcare and enhancing the skills of future family medicine physicians.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240905795647/en/>



Nate Falk, MD, MBA, CPE, CAQSM, FFAFP Assistant Dean, Graduate Medical Education Professor, Family Medicine and Rural Health Founding Residency Program Director Florida State University College of Medicine Family Medicine Residency at BayCare Health System (Winter Haven) Board Chair, Winter Haven Hospital Foundation Chair of Continuing Medical Education, BayCare Health System (Photo: Business Wire)

“The incorporation of DermaSensor into our program's curriculum marks a significant advancement in primary care education. By integrating this technology into our resident training program, the Florida State University

Family Medicine Residency Program at BayCare Health System aims to empower its future physicians with enhanced skin cancer detection skills and the ability to provide the best possible care to their patients," said Dr. Nathan Falk. Dr. Falk is the founding Program Director of the Florida State University Family Medicine Residency Program at BayCare Health System as well as a board member of the Florida Academy of Family Physicians.

PCPs are emerging as unsung heroes in the healthcare landscape, particularly as patients across the nation face increasing wait times for dermatology appointments. With a vast and readily accessible network of PCPs, their crucial role in prompt detection and management of skin conditions cannot be overstated. In an era where dermatologist wait times can stretch for months, PCPs serve as the first line of defense against skin-related concerns. In light of skin cancer's continued status as the most prevalent cancer in the United States, with over 5.4 million diagnoses affecting more than 3 million people and costing over \$8 billion annually, family physicians' vigilance and skills play a pivotal role in ensuring timely detection and treatment.¹⁻³

Larry Anderson, Chief Commercial Officer of DermaSensor, expressed his enthusiasm for this groundbreaking collaboration, stating, "We are thrilled that the Florida State University Family Medicine Residency Program has adopted DermaSensor into their curriculum. This partnership represents a significant step forward in equipping future family medicine physicians with the tools they need to provide comprehensive care to their patients."

Jay Millson, Executive Vice President of the Florida Academy of Family Physicians (FAFP), added, "Recognizing that Florida has the second highest incidence of melanoma in the United States with more than 600 Floridians dying from melanoma annually, the FAFP is pleased to work with DermaSensor to support family physicians in the detection and treatment of skin cancer for Floridians."

About DermaSensor

DermaSensor Inc. is a health technology company designing non-invasive tools to better equip all physicians for skin cancer detection. The DermaSensor device is an affordable, handheld tool that uses spectroscopy and algorithms

to test skin lesions for cancer in seconds. It is currently FDA Cleared, CE Marked, and is available for sale in the U.S.

Citations

1. Rogers HW, Weinstock MA, Feldman SR, Coldiron BM. Incidence estimate of nonmelanoma skin cancer (keratinocyte carcinomas) in the US population, 2012. *JAMA Dermatol* 2015; 151(10):1081-1086.
2. The Lewin Group, Inc. *The Burden of Skin Diseases 2005*. Prepared for the Society for Investigative Dermatology, Cleveland, OH, and the American Academy of Dermatology Assn., Washington, DC, 2005.
3. Guy GP, Machlin SR, Ekwueme DU, Yabroff KR. Prevalence and costs of skin cancer treatment in the U.S., 2002-2006 and 2007-2011. *Am J Prev Med* 2015; 48(2):183-187. doi: 10.1016/j.amepre.2014.08.036.