



At SkinCure Oncology, it's first and always about the patient. Our radiation therapists treat more than 1,000 patients a month with Image-Guided superficial radiation therapy with a demonstrated cure rate greater than 99%. We survey patients as they complete treatment, and when asked to rate how well their radiation therapist communicated with them, more than 99% of patients gave their therapist a top-box 4-out-of-4 stars rating.

Each year we fly our team of 300+ radiation therapists, medical assistants, and healthcare management professionals to a destination resort for training. Effective communication is always a key theme, but with more than 99% of patients already giving their therapist a 4-star score on communication, what's left to say on the subject?

We answered that question with a question: What Color Is Your Brain?®

Sheila worked with us in the weeks leading up to our event. She built a presentation specific to our organization and model of care. She worked with us to assess the Brain Colors of each of our employees and worked with us to develop Brain Color coded name badges and lanyards to create buzz when folks arrived at the venue. Once on stage, Sheila presented with passion and energy. Post-meeting, we surveyed our employees and here are just a few of the many comments we received:

Very insightful Loved how she simplified the personality test into something we can remember and utilize

Sheila did a wonderful job interacting with the crowd, making for a more engaging presentation

The concept was interesting, fun, and creative

It was fun to see what color I was

Very insightful

My favorite segment

This was very informative and eye opening on how we view our coworkers and vice versa

Great presentation!

I loved Sheila and her story

Truly enjoyed

It has been so helpful for me as a green person

She was amazing

I really got a lot out of it and thought it was spot on for communicating with co-workers and them communicating with me

I loved her

Such a great educator

Very beneficial

With close to half of our group indicating that they would find value in additional sessions on how to use Sheila's Brain Color model, we look forward to a long and rewarding relationship with Sheila!

Adam Lefton  
Chief Brand Officer