

ENSURE YOUR DRUG IS USED TO ITS FULL POTENTIAL

# CMISI

Exclusively  
for  
PHARMA

CancerMed's Medication Strategy Intensive



**CANCERMED**  
SIDE EFFECTS INSTITUTE

CancerMed Side Effects Institute | [cancer-med.com](http://cancer-med.com) | [info@cancer-med.com](mailto:info@cancer-med.com)

# PREFACE

**Dear Pharmaceutical Company Representative,**

Today is your day to grab what I call the “**Unfair Advantage**”.

I will show you the tools I've used to **turn untreatable side effects into treatable side effects**.

As a result, patients generally do not have to interrupt their treatment because of severe and persistent side effects. Consequently, **more patients will remain on lifesaving and life-sustaining cancer medications as long as needed**.

Side effects are still the **Achilles heel** of cancer medications, but with side effects measures alone you will not get side effects in control.

An effective framework is needed.

I'm going to share with you exactly **how you can improve the value of your cancer medication and give yourself an unfair advantage** whether you're a seasoned veteran or just starting out.

I'm excited to share with you how you can put the structures in place that will make every single cancer medication **stand out from the pack**.

The same information I'm about to share with you has contributed to many **great successes in pharmaceutical companies**.

- I remember the day that I was asked to present to the **president of Pfizer Europe** and his team to update them about “*Therapy Management Needs, Personalized Needs, Projects, Interdisciplinary Multinational Collaboration in Past, Now and Future*.” They were quite amazed about the results we had achieved so far.
- I remember looking out into my inbox a few years back and there was an email from the Dutch delegation of Merck – previously Merck Serono – with a request to record **a video for the Merck Family & Board** about the long-standing relationship I had with them and the successes throughout our projects we had done together. The request was awesome and the recording for the Merck Family & Board was even better.  
There was so much to tell!



# PREFACE

Unless you have worked on what I call **the ultimate cancer medication success formula** where you can make every single effective cancer medication stand out from the pack and be able to **gain and maintain more patients on your cancer medication** - all of those trained physicians and nurses, patient information and treatment algorithms, Advisory Boards, Clinical Evaluation Reports, Meet the Expert sessions, Keynote lectures on key conferences, video recordings - **none of it is really helping you.**

It might feel good, but are you really making that deep and lasting difference you've committed to, improving the lives of the patients whose lives depend on your cancer medication?

To be honest, what you started with **didn't fulfill the entire potential of your cancer medication.**

**If you want to fix the cancer medication success funnel, break it into pieces and fix the pieces.**

Improvements in segments of cancer medication successfunnels multiply!

**My ultimate hope** is that this brochure will provide you with the education and motivation you need to start making a few simple changes that will ultimately help your cancer medication to stand out in a sea of amazing cancer medications.

It's jam-packed with all kinds of elements to **educate, motivate, and inspire you** on the road to outstanding cancer medication success.

*Dr. Christine Boers-Doets*

Dr. Christine Boers-Doets  
Founder & Senior Side Effects Expert



# CHALLENGES *worth* ADDRESSING



**1 in 2** people will be diagnosed with cancer



Approximately **42%** of cancer patients will be treated with a targeted therapy/ immuno-oncology



Approximately **38%** of cancer patients cannot complete their treatment as planned due to ineffective management of side effects

# Is this your **CURRENT** situation?



“I'm thankful that your cancer drug is working for my cancer. But as you can see on my face, I'm saddled up with **imposing, debilitating, and devastating side effects** that demand more attention than the cancer and cancer treatment itself! The patient brochure I received about your drug, doesn't tell me how to manage the side effects resulting from your drug. What would you advise me to do?

- patient

“My colleagues and I gave input during the several advisory boards you organized for your cancer drug. Actually, there was no follow-up, so we do not know if our input was used.

- nurse-scientist



“On behalf of my company, I offer to organize a free training - for oncologists and nurses, but the oncologists are always too busy to announce and attend the training. I wish I could arrange these events faster and with more ease.

- pharmaceutical representative

# Do you prefer THIS situation?



“With the practical **up-to-date, congruent & profound** side effects measures I can treat the side effects effectively on my own – without depending on the availability of my treatment team.

This way **I'm in charge** and able to **stay on my life-prolonging drug**. Love it!

- patient

“The advisory boards you organized were worth it. We addressed the identified gaps. Now we are able to handle your cancer drug with way more ease. This way more patients can benefit longer from your drug. A win-win situation for all involved!

- nurse-scientist



“This is great! We organize now so many trainings with ease. Oncologists, pharmacists, nurses, and patient advocates, all together. Interdisciplinary. And they all benefit more than ever before. We really achieve things together which we would not have been able to achieve without implementation support.

- pharmaceutical representative





*one*  
**MONTH**

## *What would it MEAN to you...*

... when on average every patient would stay one month longer on your cancer drug?

### **Have you ever calculated what that would mean to your company:**

- \$500,000 more revenue each year?
- \$1,000,000?
- even more?

### **And what would it mean to:**

- patients?
- healthcare providers?
- society at large?

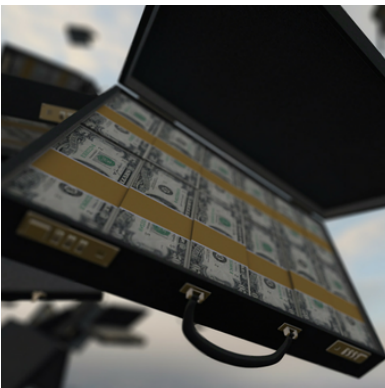
# CHALLENGE *for Pharma*

Suboptimal control



## EFFORT

Pharma companies put a lot of effort into several services & products to help healthcare providers and patients overcome the hurdles they encounter with their drug.



## RETURN ON INVESTMENT (ROI)

Precious time & money is wasted by pharmaceuticals without achieving expected results.



## WOULD YOU LIKE TO KNOW...

- the **weak links** in handling your cancer drug and how to fix them?
- how the order of addressing the **7 fundamental stages** of ultimate success in cancer medication affects your ROI?
- how patients can **stay as long as needed** on your drug?



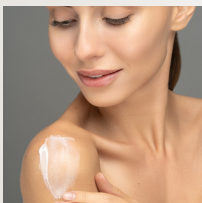
# WHO We Are

The **leading online side effects campus**

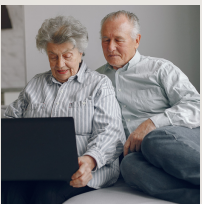
*CancerMed Side Effects Institute is the **LEADING ONLINE SIDE EFFECTS CAMPUS** in Europe and beyond*

We help people who are **professionally or privately** hindered by the side effects of (targeted) treatments in cancer to master them highly effectively with **up-to-date, congruent & profound side effects measures**, so they are **optimally prepared** to master the unwelcome events to come.

*All people with cancer have **THE RIGHT...***



...to be educated about the **preventive measures** to apply. This means patients know how to make especially their skin and mucosa more resistant to side effects.



...to get **the tools** to treat their side effects by themselves. This means they can treat their side effects at an early stage by themselves and this way prevent the side effects from getting severe.



...to be managed by a healthcare team with **collective expertise** in the treatment of cancer as well as **in the management of side effects** resulting from their cancer treatment. This means they are optimally equipped to get severe and sustaining side effects in control so dose modifications due to these side effects can be avoided and patients can stay on their lifesaving or life-sustaining drug.

We employ focus on the side effects of **targeted therapies** in cancer. Side effects of **immuno-oncology** and **endocrine therapies** we address too.

As a **global organization**, we are matchlessly placed to deliver **in-depth and profound training** and mentoring for people who are manufacturing, researching, selling, prescribing, and taking cancer medication.

## Our **MANTRA**

"Don't perform any dose delay, dose reduction, or early stoppage without applying up-to-date side effects measures with a proven strategy that works first!"

# WHAT We Do

We address the entire **cancer medication success chain**

## **PATIENTS** *First*

We empower people living with cancer. We provide people with cancer with an effective **6-step TARGET strategy**. This approach enables patients to control their side effects by themselves at an early stage, resulting in improved outcomes.



## **TREATMENT TEAM** *Second*

Patients are dependent on their treatment team. We educate this team with the **Side Effects Mastery Intensive** on how they can support patients. We provide **aftercare** to make the implementation happen.



## **PHARMACEUTICAL REPRESENTATIVES** *Third*

To assist the treatment team with the application of effective side effects management strategies, we also help pharmaceutical companies with **CancerMed's Medication Strategies Intensive (CMSI)** on how to develop supportive **products & services** that help patients to get the most out of their treatment.



# Why Work With Us?

Our Competitive **Advantage**

Competitors	CancerMed Side Effects Institute
Exclusive aftercare	Inclusive aftercare to make the implementation happen
Side effect reporting only	Side effect reporting + management by patients themselves
Treatment team in the lead	People with cancer in the lead
Treat side effect as one entity	Treat the side effect symptoms & signs
Prescription drugs needed	Over the counter products due often
Unresolved over a long timespan	Resolved within 48 hours
Expensive	Cheap
Many side effects stay unresolved	About 98% side effects resolved
Limited treatment outcome	Increased treatment outcome

*CancerMed's method is evidence-based and amplified with practice-based measures*



# ULTIMATE SUCCESS *in cancer medication*

Would you like to see the results faster and with **WAY** more ease?

## *Unfair Advantage*

***“At CancerMed we approach cancer medication differently. With that, you get different results.”***

The beauty of our method – and why I am so excited about what I want to share with you – is how simple it is. The advantage you give yourself comes from mastering only one strategy:

**The 7 fundamental stages of ultimate success in cancer medication.**

## *Implementation*

Speed of implementation is critical to your ultimate success in cancer medication since **the patent term of your drug is short**. So let's start. I invite you to say yes, show up fully, and invest in your cancer drug and the future of the patients whose lives depend on your drug!

*Dr. Christine Boers-Doets*

Dr. Christine Boers-Doets  
Founder & Senior Side Effects Expert

# INTRODUCING...

# CMSI

Exclusively  
for  
PHARMA

## CancerMed's Medication Strategy Intensive

Exactly how to achieve the targets of your cancer medication  
- faster and with more ease -  
with a proven 7-stage blueprint:

### **7 FUNDAMENTAL STAGES of ultimate success in cancer medication**

For passion-driven, service-based pharmaceutical representatives  
who wants to go from

***"I do what is expected from me"***

to

***"I'll do whatever it takes  
to fulfill the potential of our cancer medication"***

Make sure to apply all 7 fundamental stages before the launch  
*(after the launch it is out of your control)*

# The 7 FUNDAMENTAL STAGES

of ultimate success in cancer medication



Let's take a quick peek at the **7 Fundamental Stages of Ultimate Cancer Medication Success Formula**.

1. **Phase 1:** Ideation & conceptualization is built up from stage 7 to stage 1.
2. **Phase 2:** Based on the insights gained in phase 1, execution is built up from stage 1 to stage 7.

**CancerMed achieves leveraged success in cancer medication through exactly this reverse-engineered approach.**

All my years of experience are put together in the 7 Stages. These **7 Fundamental Stages** really are the key to how I have been able to serve pharmaceutical companies with their innovative cancer medication on such a high level.

Since the 7 stages depend on one another it is crucial to have all 7 stages in place. I am going to show you exactly the steps that we go through, and then I'm also going to actually use this as **my invitation** because I think it's time for you to get this tool in place.

*Dr. Christine Boers-Doets*

Dr. Christine Boers-Doets  
Founder & Senior Side Effects Expert

# The 7 Stages PATH

Let's work towards greater heights of your cancer drug



# The MODULES

Here's where we will **dig deep** into

## 01 **MODULE 1: KICKSTART**

**In this 1-day in-house training we will dig deep to make your cancer medication successful**

1. **Day 1: Stage 1 - Kickstart your cancer medication success: Accelerate your cancer medication success by leveraging 7 core competencies.** You will get to know yourself and your drug. We will explore which expertise your company has and which external expertise you need in each stage to be able to fulfill the potential of your cancer medication. We will explore how to ensure that all products & services throughout the 7 stages have the same structure & content and are congruent with the SmPC.

## 02 **MODULE 2: OPTIMIZE.ATTRACT.RESEARCH.**

**During this 3-day in-house training we will prepare your cancer drug and yourself for the launch:**

1. **Day 1: Stage 2 - Optimize your advisory framework: Structure & chair advisory tables/summits/boards.** You will learn how to optimize your advisory framework. How to structure & chair high-profit advisory tables/summits/boards. You will learn how to explore the level of side effects expertise you need and how you can attract side effects experts that can support you to get extended results from your drug.
2. **Day 2: Stage 3 - Attract iTeams: Identify & generate interdisciplinary cancer medication teams.** We dig deep into how to employ key disciplines. You will learn how to institute interdisciplinary settings and you will get to know how to identify, generate and train iTeams.
3. **Day 3: Stage 4 - Research side effects: Generate evidence - perform pilot studies on side effects that interfere continuation of treatment most often.** Within this module, you will get ready to design low-cost, high-impact side effects approach-centered studies. Both - prevention & treatment - will be addressed.

MODULE 3 on next page 



# The MODULES

Here's where we will **dig deep** into

## 03

### MODULE 3: MANAGE.LAUNCH.TREAT.

**During this 3-day in-house training we will explore the handling of your drug by third parties:**

- 1. Day 1: stage 5 - Manage side effects: Generate effective measures for the key side effects identified.** You will learn Christine's proven practical 6-step TARGET formula about terming, assessing, reporting, grading, educating, and treating side effects effectively within 48 hours. With this innovative 6-step approach you learn how to master the *imposing, debilitating, and devastating side effects* that demand more attention than the cancer and cancer treatment itself. Christine will show you how to master them highly effectively with *up-to-date, congruent & profound side effects measures*, so you are optimally prepared to master the unwelcome events to come. In addition, you will learn how to train healthcare providers on how to apply this innovative approach to your drug's side effects and how to implement this approach in daily practice.
- 2. Day 2: Stage 6 - Launch cancer medication: Train the trainers. We train CEOs, therapeutic area managers, product specialists, and medical, marketing & sales staff on how to ensure the full potential of your drug is used by healthcare providers and patients.** You will become crystal clear about your drug's unique selling proposition (USP), how to increase your drug's market value, and how to train healthcare providers and patients on how to handle your drug with way more ease. You will know how to train your staff to communicate this message.
- 3. Day 3: Stage 7 - Treat patients: Generate supportive products that support prescribers and users on how to handle your drug in all its facets.** The final stage. This becomes the easiest stage when you have performed stages 1-6 well. You will learn how to instruct patients properly; expand resistance to side effects and patient empowerment by embedding the different steps in a patient-driven co-care model. You will learn what to look for when reviewing and editing patient brochures and how to generate support kits.



Option 1

# CMSI Kickstart

*Give the prescription of your drug a boost with CMSI Kickstart*

What would you do **if you believed fully in your drug?**

You'd make it happen right? With the CMSI Kickstart program, we take you through an eight-week process where you will get insights into the 7 stages of success in cancer medication and then you'll have an opportunity to make a return on your investment with an upsell at the end.

What the CMSI Kickstart does, is give the prescription of your drug a boost within a very short time span by applying a couple of measures from the 7 stages of our reverse-engineered cancer-medication success approach and then you can make it all happen.

## What YOU GET

	<b>Value</b>
<b>1-day in-house training</b> about stage 1: "Accelerate your success in cancer medication by leveraging 7 core competencies"	€3,500
8 weeks of <b>support by email</b>	€2,500
Review & edit your <b>material for patients</b>	€2,500
Review & edit your <b>material for health care providers</b>	€2,500
<b>8 healthcare providers</b> can join the <b>adjusted Side Effects Mastery Intensive</b> ( <a href="https://cancer-med.com/intensive">https://cancer-med.com/intensive</a> ) and will get <b>8 weeks of aftercare</b>	€7,500
<b>Travel time &amp; travel costs.</b> We will travel within Europe to a location of your choice and we will take care of our travel & stay ourselves.	€1,000
<b>TOTAL VALUE (but not your price)</b>	<b>€19,500</b>

Read on to discover your actual price



## Option 2

# CMSI Laser Focus & Inspired Action Plan

*When you are ready to achieve the targets of your cancer medication faster and with more ease*

- We ensure that all products & services throughout the 7 stages have the **same structure & content and are congruent** with the SmPC.
- **In-depth strategy calls:** where we cover critical cancer medication success topics designed to keep you on track with applying the strategies you have learned in the trainings. These calls include call time, recordings, and templates.
- **7 Fundamental Stages of Ultimate Success in Cancer Medication book:** in every stage, you get the accompanying chapter of Dr. Boers-Doets' book. Each chapter goes along with evaluation points, so you can see easily what you have accomplished so far and where to work on.
- Each year we have **three spots** available. We would love to help you explore your drug's opportunities and make it happen!

## What YOU GET

	Value
You receive everything in <b>CMSI Kickstart</b> , plus:	€19,500
<b>N=10 study.</b> We will interview 10 patients about their experiences with your drug. The insights will help you compile your products & services	€20,000
<b>Module 2:</b> Stage 2, optimize your advisory framework, Stage 3, generate iT Teams, and Stage 4, research side effects	€22,500
<b>Module 3:</b> Stage 5, manage side effects, Stage 6, launch your cancer medication, and Stage 7, treat patients with your cancer medication	€22,500
<b>12 In-depth Strategy Calls</b>	€10,000
<b>12 BEST Next Move Q&amp;A / Hot-Seat Calls</b>	€10,000
<b>7 Fundamental Stages of Ultimate Success in Cancer Medication book</b> + accompanying checklists, templates, and more	€9,700
<b>16 instead of 8 healthcare providers</b> can join the <b>adjusted Side Effects Mastery Intensive</b> ( <a href="https://cancer-med.com/intensive">https://cancer-med.com/intensive</a> ) and will get 6 months of aftercare	€15,000
6 months of <b>support by email</b>	€15,000
<b>TOTAL VALUE</b>	<b>€144,200</b>

Read on to discover your actual price >



Option 3

# CMSI *Leveraged Progression Plan*

*When you are ready to unleash the full potential of your drug*

- We **record** all offline & online sessions we have together.
- We place all materials on an exclusive **online membership site** for your company only. You have access to all the training materials (videotaping of the live trainings, recordings of strategy calls, checklists, e-books, notes, and many more) – ideal when you want to dig deep into a module again and for those who couldn't attend or will join your company in the future.
- You have access for 10 years to the **membership area**, so even after your year-long immersion.
- All materials are available on-demand on your iPad and smartphone too, through a **mobile app!**

## What YOU GET

	Value
You receive everything in <b>CMSI Laser Focus &amp; Inspired Action Plan</b> , plus:	€144,200
<b>Videotaping</b> of all live trainings, MP3, and transcripts of all Strategy Calls	€17,500
Exclusive online <b>membership area</b> for your company only	€11,000
Material from the membership site will be available through a <b>mobile app</b> .	€4,500
<b>50 instead of 15 healthcare providers</b> can join the <b>adjusted Side Effects Mastery Intensive</b> ( <a href="https://cancer-med.com/intensive">https://cancer-med.com/intensive</a> ) and will get 1 year of aftercare	€30,000
Dr. Christine Boers-Doets as your <b>private mentor</b> for a full year to create your Leveraged Progression Plan	€27,500

**TOTAL VALUE**

**€234,700**

Read on to discover your actual price >



## *Unique* OPPORTUNITY

The growing number of patients that stop premature with their targeted therapy due to **suboptimal approached side effects** and the many more targeted cancer agents that will come to the market that will bring the same problem, is a global problem to be solved.

In doing so, it is an opportunity for **creating new & sustainable healthcare.**

# WE GO FURTHER *where others stop*

companies **we have served** so far with our innovative approach:



Your **COMPANY NAME** here too?  
mail to [info@cancer-med.com](mailto:info@cancer-med.com)

# SUCCESS *Stories*

2 examples how successful services can be when congruent with each other

## In-depth Training

**LEVEL  
UP** oncologie + onderwijs 

A dedicated side effects training environment based on the TARGET strategy and a combination of online and F2F training including aftercare ensured that physicians & nurses felt confident to handle targeted cancer therapies in all their facets. Through this program, Pfizer achieved more success with their cancer medication.



## SOS CARD

SOS-kaart

**Mucocutane bijwerkingen  
EGFR-remmers**

Dr. Boers-Doets developed an 'SOS-card' for physicians and nurses that lists emergency measures and a direct link to the article and assessment checklist that goes along with the card. Through this card, Roche achieved more success with their cancer medication.

# What PHARMACEUTICAL REPRESENTATIVES Say



*"Christine is a highly recommended professional who can teach and advise you in the medical science world."*

*- Dea Brouwer | Product Specialist Oncology Roche, The Netherlands*



*"I know Christine as a very scientific person who is attacked by the vicissitudes of (oncological) patients. I worked with her in the area of continuing education. The continuing educations of Christine are professional and well organized. Here is much room for the listener to pose questions. Great partner! "*

*- Johan Van Kampen | Therapeutic Area Manager Hematology Amgen, The Netherlands*



# SUCCESS Stories

Patients tell about Christine's side effects approach



*MS. de Koning:*

I developed 90% of the side effects that can come along with panitumumab. With help of the TARGET strategy, I was able to relieve the side effects within 48 hours every time. Even the nail of this finger was not removed at the emergency room because it was treated effectively with vinegar bathes supported with antibiotics. **Simple, effective and fast!**

*MR. Stipdonk:*

I suffered calluses my entire life, but the calluses grew exponentially large while on regorafenib. I was not able to walk anymore or enjoy my hobby. Christine explained how to apply the TARGET strategy to the calluses and how I could get rid of them. I followed the strategy and you can see the result: **I am still on regorafenib AND can enjoy my hobby again!**

The TARGET strategy led to hemorrhoid cream. Amazing what hemorrhoid cream on the hand palms and foot soles can do!



*MR. Schultze:*

My mother was diagnosed with NSCLC in September 2012 and treated with gefitinib. She wanted to stop treatment due to extremely painful nail folds. Through Christine's simple, but effective measures, resulting from the TARGET strategy, my mother was able to continue treatment for **5 more years!**

# In the MEDIA

inclusive interview with Ms. de Koning & Mr. Stipdonk from the previous page

**NIEUWE 'GERICHTE' KANKERBEHANDELINGEN GEVEN VEEL ERNSTIGE BIJWERKINGEN**

## Erger dan de kwaal...

**R** KANKERBEHANDELINGEN DIE NIET...  
**K**...  
**Landweer**...  
**Behaeven**...  
**Alrijn**...  
**Patënten staken therapie door neven-effecten**

MEDISCH

VOLGENS CHRISTINE BOERS-DOETS (ONDERZOEKER AAN HET LEIDS UNIVERSITEITAIR MEDISCH CENTRUM) IS DOELGERICHTE THERAPIE IN OPKOMST. "NU KRUGEN MENSEN MET KANKER VAKER EEN CHEMOKUUR. WERKT DOELGERIKTER BIJ DE BESTRIJDING VAN KANKER". STELT CHRISTINE. DAARBIJ ONTSTAAN ECHTER VAAK WEL HUID- EN SLIJMVLIESPROBLEEM, WAARDOOR MASSAGE WORDT AFGERADEN.

## KANKER EN MASSAGE (V) HUIDPROBLEMEN BIJ DOELGERICHTE THERAPIE

**Doelgerichte therapie**...  
**HUIDTILLAG MET ONTSTIKKINGEN**...  
**"Duizenden puistjes en pukkeltjes"**

## Skin toxicities caused by targeted therapies

Targeted drugs can result in a variety of skin toxicities that are unpleasant for the patient and, if unattended to, can lead patients to stop taking their drug as prescribed. Effective teamwork is required to ensure symptoms are identified and managed.

Mucocutaneous adverse events are relatively common with targeted agents, and there is a relationship between skin toxicities and side-effects as a whole. Papulopustular eruptions is the commonest skin toxicity, with dry skin, itchy skin and hand-foot skin reaction also being common. The figure overleaf illustrates some of the skin reactions that occur with targeted agents. These include trichomegaly (long lashes), which can occur with EGFR inhibitors, and blepharitis (inflammation of the rims of the eyelids), which is a common side-effect with EGFR inhibitors, but has not been reported very widely in the literature because no-one is looking for it carefully. The connection between skin toxicities and mucosal toxicities is illustrated by side-effects affecting both the eyelid and eye (mucocutaneous tissue).

There is a correlation between sinusitis (inflammation of the mucosal lining in the mouth), hand-foot skin reaction and rash. Their appearance is

**European School of Oncology e-groundround**

The European School of Oncology presents weekly e-groundrounds which offer participants the chance to discuss a range of cutting-edge issues with leading European experts. One of these is selected for publication in each issue of Cancer World.

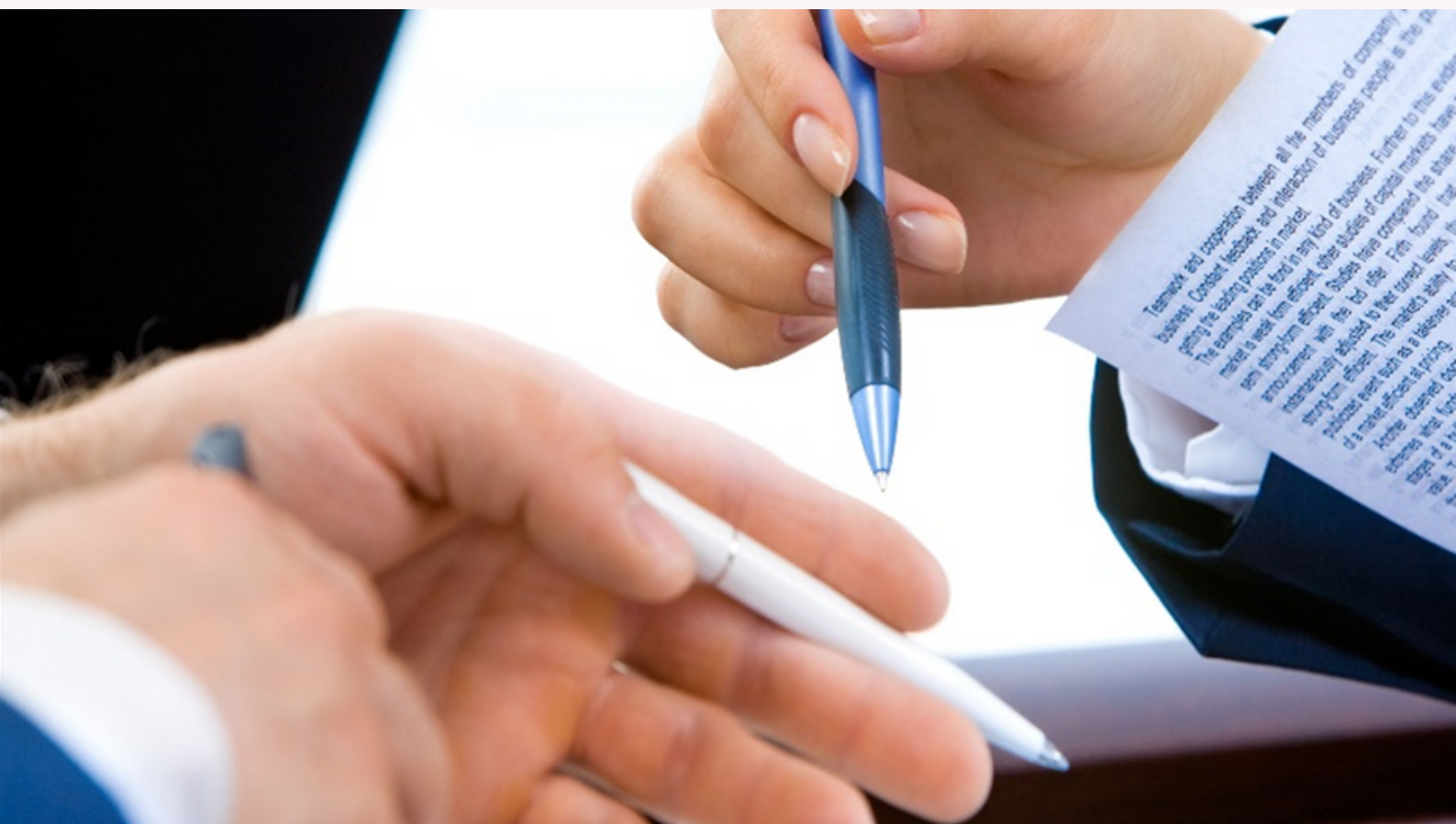
In this issue Christine Boers-Doets, from the department of Clinical Oncology at Leiden University Medical Centre in The Netherlands, reviews the occurrence and management of skin toxicities caused by targeted therapies. Anneli Young, from the University of Warwick, in Coventry, UK, poses questions arising during the e-groundround live presentation.

Written by Susan Major

The recorded version of this and other e-groundrounds is available at [www.e-oso.net](http://www.e-oso.net)

# Here's what YOU can ACHIEVE

Let's work towards greater heights of your cancer drug



01

The mindset behind success in cancer medication, including simple, no-cost measures you can take right away to instantly double or triple your success with your cancer medication.

02

The secret to increasing the value of your cancer drug... even when the effectiveness can't be increased anymore.

03

What you can do exactly for truly impactful success in cancer medication so you can gain and keep more patients for a longer time span on your cancer drug.

# Your OPTIONS

Your plan, your cancer medication success

*When you are committed, the 7 Fundamental Stages of Ultimate Success in Cancer Medication can be addressed within the 1-year immersion*



**CMSI Kickstart**  
(8 weeks)



Available for you when your drug passed FDA/EMA registration  
**AND**  
the prescription of your drug can use a boost

**€17K**

Value: €19,500



**CMSI Laser Focus & Inspired Action Plan**  
(6 months)



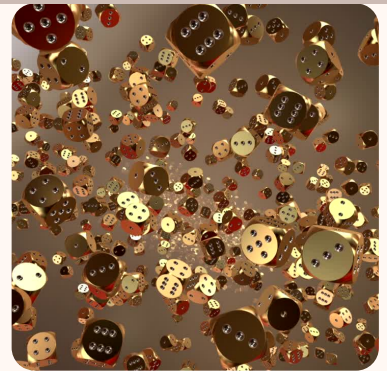
Available for you when your drug is at least one year before launch  
**AND**  
you are ready to achieve the targets of your cancer medication faster and with more ease

**€129K**

Value: €144,200



**CMSI Leveraged Progression Plan**  
(1 year)



Available for you when your drug is at least one year before launch  
**AND**  
you are ready to unleash the full potential of your drug

**€197K**

Value: €234,700

# Dr. CHRISTINE Boers-Doets

Founder & Senior Side Effects Expert

Dr. Christine Boers-Doets is a senior side effects expert in targeted therapy for cancer, nurse-scientist, author, trainer, coach, and mentor.

She helps people who are **professionally or privately** facing the side effects of (targeted) therapies in cancer to master them hard, early & short.

With her research, teaching, and mentoring she educates pharmaceutical companies, policymakers, universities, hospitals, home care organizations, and patient advocacies on how they can support patients to stay as long as needed on their lifesaving or life-prolonging cancer treatment.

She is an advocate of MASCC, the Multinational Association of Supportive Care in Cancer.



- She finished her **master's degree in Health Sciences** in 1997 at the University of Utrecht, The Netherlands.
- Until May 2012 she was a **clinical nurse specialist & research coordinator** at the Waterland Hospital in Purmerend, The Netherlands.
- In 2012 she **founded Impaqtt**, the CancerMed Foundation, to be able to complete her research program with special attention to finalizing her clinical adverse event trials on one hand and raising funding for new research & patient support projects on the other hand.
- In 2013 she **founded CancerMed** and in 2019 CancerMed B.V.
- Besides being full-time employed, and thereafter building her own company, Christine **completed her Ph.D. journey** in 2019 at the Leiden University Medical Center (LUMC), The Netherlands. Christine developed a conceptual co-care model that supports patients to complete treatment as planned. Her dissertation **"Towards a patient-driven approach to adverse events of targeted agents in oncology"** is the foundation of our company.

# Let's PAVE THE WAY!

Let's work towards greater heights of your cancer drug



## REACH OUT *to us:*

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