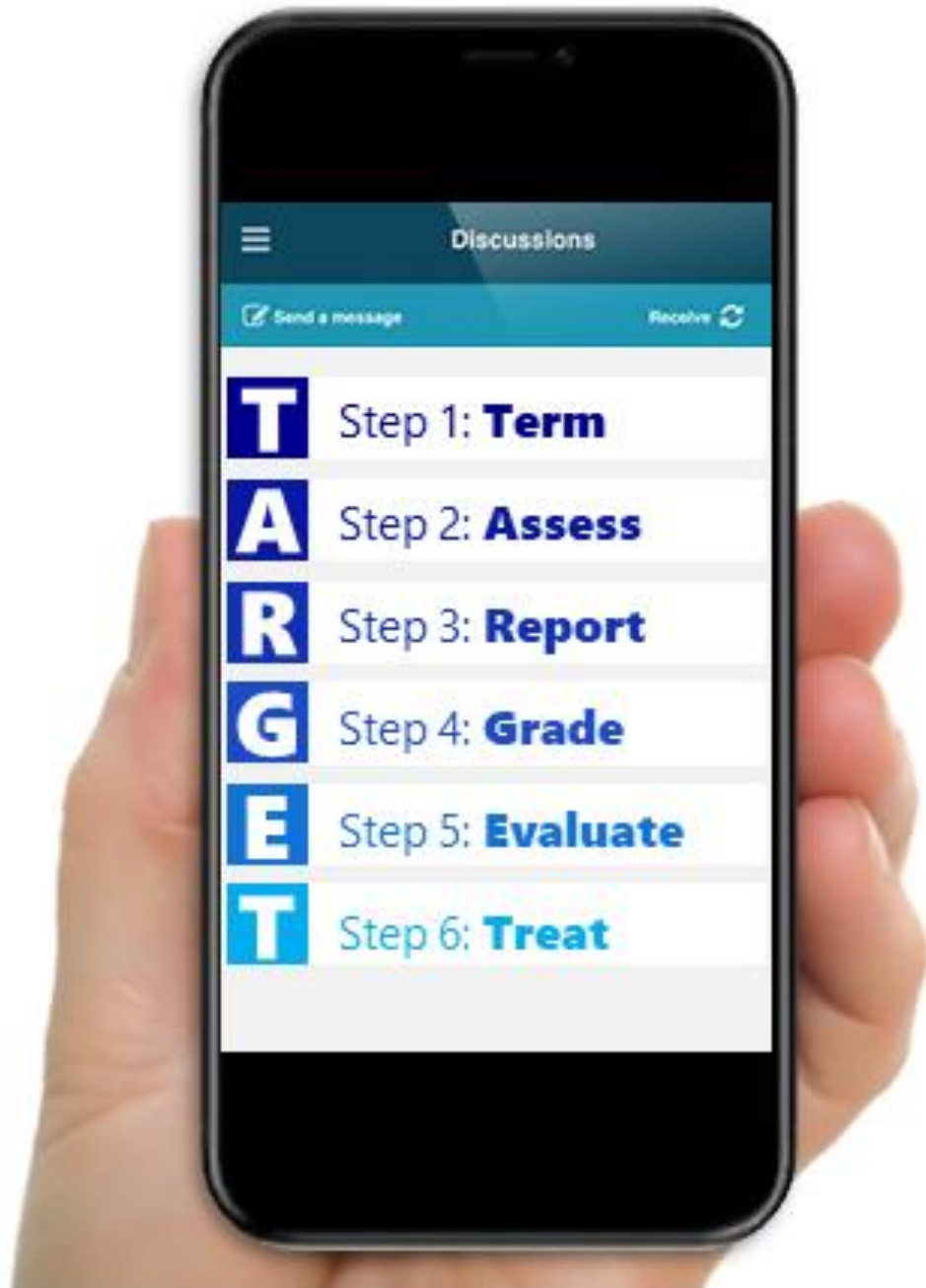


THE TARGET-APP

JOIN ME IN REALISING THE TARGET-APP



CancerMed
Be prepared for the side effects

The TARGET-app will be the most complete app available to help monitor AND treat side effects of cancer drugs.



BECOME INNOVATION PARTNER OF THE TARGET-APP

Side Effects of targeted anticancer therapies

Despite clinical classes, workshops, training courses, conference lectures and literature review, it's still challenging for physicians and nurses to effectively manage side effects of targeted anticancer therapies.

- Due to the persistent side effects, patients experience less quality of life.
- Persistent and/or serious side effects are a reason to stop life-saving or prolonging treatments too early.
- This can cause patients to die too early.

Since side effects can in many cases be treated pro-active and effectively this is unnecessary.

The TARGET-app

The TARGET-app can contribute to the effective and early management of side effects. It will contain 150 possible side effects of [targeted anticancer therapies](#), including immuno-oncology as well as endocrine therapies.

The Side Effects Expert who is trained in applying the TARGET-method can use the app to find the best treatment option quickly and effectively without the need to study the book or watch the training videos. Patients can also go through the steps in the app by themselves and treat their side effects or consult their Side Effects Expert when prescription drugs are needed.

Through my book and trainings, I have educated tens of thousands of patients, healthcare providers, and pharmaceutical companies on how to use the method. Now the time has come to expand and support the book and masterclasses with an app. By making the information easily available, it will be of great use in daily practice.

Please join me in making the TARGET-method available to many more healthcare providers and patients, starting in the Netherlands!

You can contribute to the realization of the TARGET-app and we look forward to welcoming you as an innovation partner and ambassador.

Dr. Christine Boers-Doets

CancerMed BV





www.thetargetsystem.com

CANCERMED BV

CancerMed is Dr. Christine Boers-Doets' organization in which she focuses on training medical professionals, patients, and pharmaceutical companies in the application of the TARGET-method. It is also the organization that will support and maintain the Target-app.

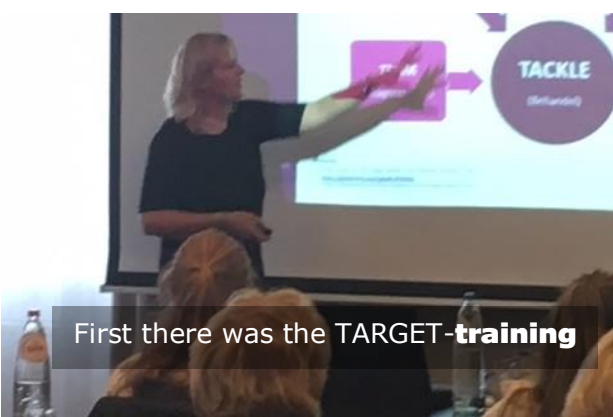
CancerMed's **vision**: by 2030 one hundred million (100,000,000) people will complete their cancer treatment as planned thanks to the use of the 6-step TARGET-strategy.

CancerMed's **mission**: help patients and those facilitating the use of cancer drugs how to apply the TARGET-strategy to the side effects so that patients experience fewer side effects, experience a higher quality of life, and can continue their life-saving or prolonging treatment, increasing the chance of a longer life in good quality.

CancerMed works closely with MASCC, the Multinational Association of Supportive Care in Cancer.

KNOWLEDGE TRANSFER

Over two decades, Dr. Boers-Doets has provided training in the field of side effects of targeted anticancer therapies. First monodisciplinary, now interdisciplinary. In the beginning, trainings were quite short and over the years, the training courses have become more complete and therefore more useful for participants to apply in daily practice. Instead of superficially reviewing 20 side effects within 60 minutes, Dr. Boers-Doets now takes an average of 60 minutes to fully address one side effect. She takes the students through the 6 steps of the TARGET-method to move from a serious or persistent side effect through a targeted treatment option to an effective approach for the side effects. You can read all about the TARGET-method at <https://thetargetsystem.com/>.



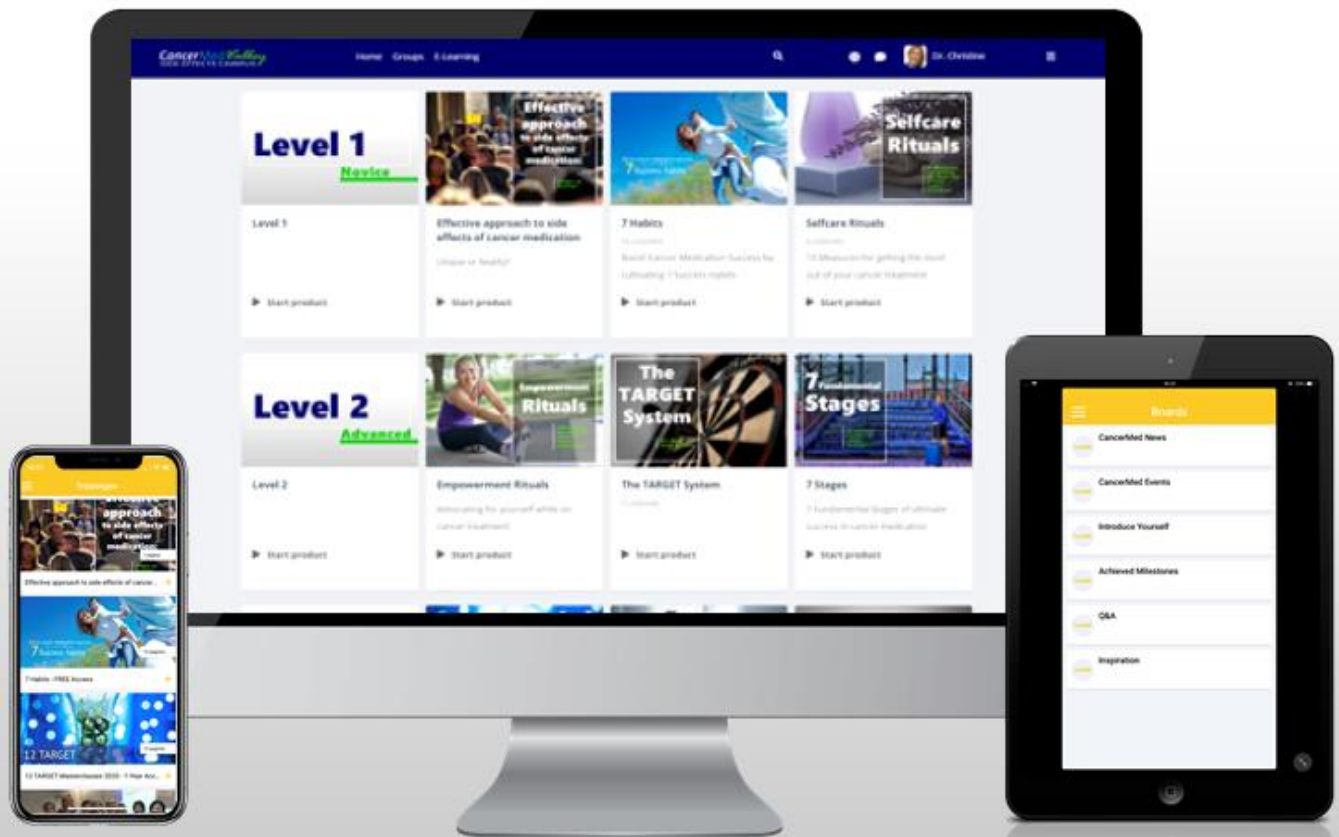
First there was the TARGET-training



Then the TARGET-book



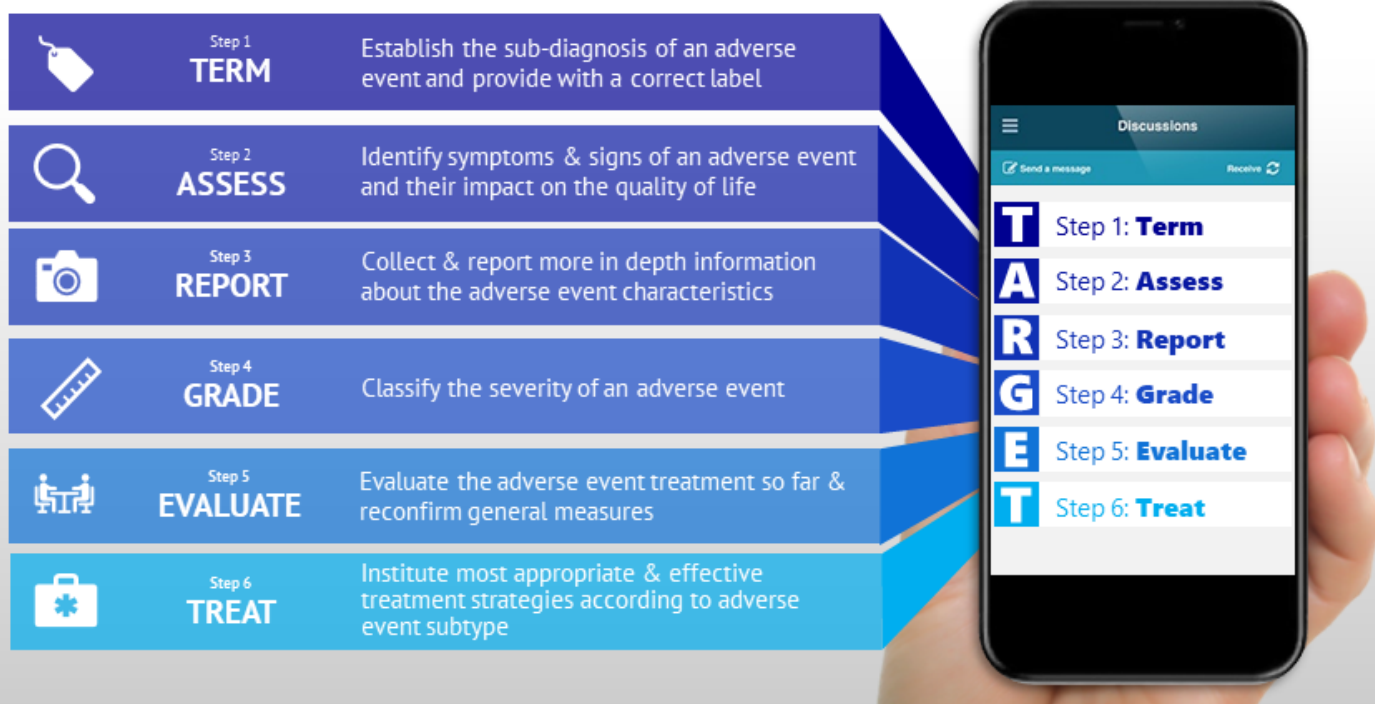
Now comes the TARGET-app



THE 4 PILLARS OF CANCERMED

CancerMed will soon consist of four pillars.

1. **Impaqtt Foundation**, CancerMed's Research & Development non-profit organization with the goal of *gathering, developing, and updating knowledge of side effects management*. To reach this, we investigate effective treatment options for side effects of cancer medication. Treatment options that have proven successful in practice will be prioritized for clinical investigation so that treatment advice can be incorporated into current guidelines.
2. **CancerMed Valley**, the online side effects campus with the goal of *transferring side effects management knowledge (interdisciplinary educating, training, and informing)*. The TARGET-eCourse and the TARGET-book are also part of this. The online Academy was developed with the experience and feedback from the offline training courses. From beginner to expert, training courses are available for every discipline and level of expertise. Trainees are trained here to become certified Side Effects Experts.
3. **Network of Side Effects Experts** with the goal of *expanding, strengthening, and supporting the mutual transfer of knowledge and InterVision with regard to side effects management*. The InterVision mainly takes place online, via monodisciplinary peer groups.
4. **TARGET-app** with the goal of *supporting the certified Side Effects Experts to implement the learned TARGET-method in daily practice*. Side Effects Experts can invite their patients to use the TARGET app and enter their side effects. This ensures that the 6 steps are followed systematically, ensuring optimal side effects treatment for the patient with help of the Side Effects Expert.



THE TARGET CONCEPT

Dr. Christine Boers-Doets is a health scientist with a nursing background. From daily practice she has developed an approach that has proven to be particularly effective for combating side effects of targeted anti-cancer therapies, the TARGET-method:

1. **Term.** Determine the side effect sub diagnosis.
2. **Assess.** Identify the symptoms and signs of the side effect and its impact on quality of life.
3. **Report.** Collect & report detailed information on symptoms and signs.
4. **Grade.** Grade the severity of the side effect.
5. **Evaluate.** Evaluate the effect of the measures taken.
6. **Treat.** Initiate the most appropriate and effective treatment strategies.

Her book about this topic was published in 2014. See <https://thetargetsystem.com>. This book and the approach described is recommended by professors of medical oncology inside and outside The Netherlands.

TOGETHER: ONE GOAL!

Together we have one goal, help people complete their anticancer treatment as planned with minimal side effects and optimal outcome.

The TARGET-app will be the most complete app available to help conquer side effects of cancer drugs and will make the lives of both patients and healthcare providers easier.

The app will significantly decrease the workload for healthcare providers. Focused and step-by-step treatment of side effects instead of decreasing or even stopping cancer treatment saves a lot of work and money.

Patients will get and keep more control over their treatment. Using the app, they can easily determine which side effect they are facing and treat them accordingly within 48 hours. Is a prescription drug needed? Then the patient can provide the given advice to his Side Effects Expert.

Therefore, we are looking out for collaboration. Together against Side Effects!





LAUNCH IN 3 PHASES

The generation of the app will be realized in phases:

Phase 1 - First 20 Side Effects

The TARGET book contains the following 20 side effects:

1. Dry skin (xerosis)
2. Itch (pruritus)
3. Skin cracks (fissures)
4. Maculopapular rash
5. Papulopustular rash
6. Hand-foot skin reaction
7. Nail plate changes
8. Nail fold inflammation (paronychia)
9. Pyogenic granuloma
10. Hypertrichosis
11. Hirsutism
12. Alopecia
13. Stomatitis
14. mTOR inhibitor associated stomatitis (mIAS)
15. Loose Stool
16. Diarrhea
17. Dysfunctional tear syndrome (DTS)
18. Blepharitis & meibomitis
19. Nasal vestibulitis
20. Genital area infection

In Phase 1, these 20 side effects will be processed in the app. To this end, the book will first be translated from English into Dutch and the text will be modified so that the twenty side effects can be put in the app. The translation agency will translate one side effect each time. As soon as a side effect has been translated, the side effect will be put in the app. This way we ensure that the app can grow steadily.

In the meantime, healthcare providers will be trained to become Side Effects Experts. The TARGET-app will initially be tested internally by the certified Side Effects Experts who have been trained to work with the TARGET-method. In this way, all improvements and updates can be done in an evolutionary process before the TARGET-app will be made publicly available.

Phase 2 - Translation

In Phase 2, the content of the TARGET-app will be translated into English and German because we master these languages and can easily monitor the translation process and make adjustments if necessary. After successful implementation of these two languages, this method can serve as a model for additional languages. Oncologists from France and Switzerland have already indicated that they want to start using the TARGET-app.

Of course, we are open for suggestions for any other languages.

Our ultimate goal is that the TARGET-app becomes available in 80% of all countries worldwide.

Phase 3 - Complement

In phase 3 additional side effects will be added to the app. In addition to the 20 addressed side effects in the TARGET-book, a lot of information has already been collected from another 130 side effects. This information needs to be filtered, organized, and also translated before it can be processed in texts for the app.



TIMELINES

As soon as the starting capital is available, the translation of the English TARGET-book into Dutch and the initial development of the TARGET-app will be started, which is expected to take 6 months.

This will be followed by extensive testing of the app by trained Side Effects Experts for another 3 months before moving on to phase 2.

The English version of the book is already finished, so the book only needs to be translated into German.

We expect to need 6 months for this process. In fact, testing of the app in additional languages by Side Effects Experts is not necessary because the different languages run synchronously with the Dutch-language app. After that, the translation to other languages can be made. These translations can also run synchronously as the protocol for them will be ready by then.

Making the additional 130 side effects available will take an average of one month for CancerMed, one month for the translation agency and one month for the app builder.

Initially, oncologists, hematologists, pulmonologists, radiation oncologists, dermatologists, nurses, and nurse specialists will be trained in the use of the TARGET-app. At a later stage, cardiologists, ENT doctors, oncological foot care providers, skin specialists, physiotherapists, psychologists, and pharmacists will be also trained.

INNOVATION PARTNERS

You can join us in realizing the TARGET-app.

For the initial development of the TARGET-app ongoing conversations are taking place with various suppliers of existing, certified solutions (by a label from the Ministry of Health).

In addition, the first phase requires funding for the translation of the TARGET-book into Dutch, for pilots, marketing and sales, and to ensure that the TARGET-app is used by Side Effects Experts in hospitals and home care organizations, patients themselves and pharmaceutical companies and is supported by health insurers.

We expect to collect funds through sponsorships, grants, and donations through innovation partners to realize the first phase.

After successful implementation, the app will be expanded in phases 2 and 3 so that more side effects can be added, and multiple languages will become available in the TARGET-app.

You are highly welcomed as an innovation partner. Should you have any questions or remarks, but also if you want to get in touch and make an appointment, do not hesitate to contact us!

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