



## Your Years: Help Your Doctor to Help You



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Your Years



Petra Hoogendoorn, Founder and CEO



<https://www.goings-on.nl/>



Netherlands

### My challenges

- Young company
- Profile mainly technical (engineering)
- Looking for a sound business model to sell their solution

### eHealth HUB support

**Lean Startup Academy Bucharest [2017].** “The Lean Startup Academy helped us dig deeper. Who is our customer? What is their exact problem? Using every possibility to check our assumptions and test our solution, the Lean Startup Academy helped us to get more clearance on these aspects. Our aim is to become one of the first eHealth products in the national guidelines, contributing to acceptance and implementation in and beyond the Netherlands.

The first researches into monitorapps in oncology show an increase in quality of life and months of lifetime. Now, we are cooperating with patient organizations, the Netherlands Cancer Institute, Leiden University Medical Center and University incubator Utrechtinc, with a view to validating Goings-On, adding to the consensus and contributing to the right treatment and care at the right time while getting Goings-On available and reimbursed.

### The company

I founded Your Years and started making Goings-On when my husband died from a brain tumor. Goings-On is a personalized monitor app which enables cancer patients, family members and their clinicians to monitor their goals and symptoms, to help get the right treatment at the right time and prevent caregiver burnout.



# eHealth HUB *Stories*

## Learning points ●

*“Our aim is to help the doctor to help you, becoming the first eHealth product in the national guidelines and contributing to acceptance and implementation in and beyond the Netherlands. We also aim to get refunded by care insurers to fund our next steps to get there. It is certainly not a beaten path. Every support is welcome.”*

**Petra Hoogendoorn**, Founder and CEO

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## eHealth HUB services



### Lean Startup Academy

The Lean Startup Academy provides eHealth SMEs with the opportunity to mature their business by systematically testing their ideas against the market.



The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant **Agreement No727683**.



[www.ehealth-hub.eu](http://www.ehealth-hub.eu)



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