

Someone Like Me aims to be a companion and compendium of cancer related services for patients, and friends or family members of patients, going through cancer treatment. Someone Like Me is an app that participants can use on their smartphones, both iPhone and Android. It's designed not only for people currently going through cancer treatment, but also for those living with cancer and for life after treatment, so it supports people at all stages of the journey. It was set up by Vanessa Mooney following her own experiences of cancer treatment.

*'When I was going through cancer, I longed for real support – people who understood, and services I could trust. That's why I created Someone Like Me. As a breast cancer survivor, I know how important it is to feel seen, heard, and supported. This is a space to connect with others who truly get it. Listen to honest stories, find local wellness support – from yoga and physio to nutrition and more.'*

**Vanessa Mooney CEO & Founder**



## About Health Innovation Hub Ireland

Health Innovation Hub Ireland (HIHI) was established by the Department of Business, Enterprise and Innovation and the Department of Health and is supported by Enterprise Ireland (EI) and the Health Service Executive (HSE) to drive collaboration between the health service and enterprise. We offer companies the opportunity for pilot and clinical evaluation studies and we provide the health service access to innovative products, services and devices that they may not otherwise be exposed to.

HIHI is built on the recognition that collaboration with enterprise can benefit patient care, patient pathways

and outcomes. We assess all concepts for healthcare innovation from those on the frontline – from clinician to porter. We encourage healthcare professionals to get in touch with HIHI if they have an idea or solution to how something in your job might work better.



## The Healthcare Challenge

An estimated 42,000 people in Ireland develop cancer each year. Cancer exerts a wide range of effects on the body, which can be categorised as direct consequences of the malignancy and indirect effects related to its treatment. The most common physical symptoms include pain, fatigue, and emotional distress; these are frequently reported during active disease and treatment and may persist as chronic or late effects in survivorship.

Cancer also has a significant psychosocial impact, with survivors at risk for depression and anxiety due to the cost and burden of care. Cancer treatment can be an incredibly isolating experience and requires significant support to help navigate. Family and friends of those undergoing cancer treatment often feel significant emotional distress due to a feeling of being unable to help their loved ones.

The Someone Like Me app aims to provide the tools and resources needed to navigate the difficult cancer journey.



# The Healthcare Solution

Someone Like Me aims to be a companion and compendium of cancer related services for patients, and friends or family members of patients, going through cancer treatment.

The application has a host of useful features:

1. Connect with others going through similar treatment
2. Share updates on your journey
3. Contains a library of useful evidence-based resources
4. Maps out useful services in your area e.g. exercise classes
5. Features podcasts of people going through similar treatment

It is currently in private pilot testing but will be available for download from the Google Play and Apple App store soon.



## HIHI Role

Health Innovation Hub Ireland (HIHI) facilitated a pilot with the Trinity St. James's Cancer Institute. A group of 30 suitable participants were identified and agreed to use the Someone Like Me app and provide feedback on the app, including its design and content.

HIHI adds value through its structured, stage-gated framework that ensures meaningful insights and engagement with healthcare professionals.



## Outcome Report

The Someone Like Me app developed by Vanessa Mooney provided patient with a compendium of cancer related services and educational material to support them through and beyond their cancer treatment.

It received exceptionally high praise among patients and friends/family members for its design, educational material provided and emotional support. 100% of patients and at least 90% of family/ friends reported that using the app was helpful, emotionally supported them and made them feel less alone. The Someone Like Me app is an excellent example of a patient centred design, developed by a cancer survivor who understands the needs of those undergoing cancer treatment.

*“What the Someone Like Me app provides, is that connection to other people who have similar experiences, being able to share their stories and gain emotional and educational support outside the clinical setting. The app is easy to navigate, educational and most importantly a way to connect to others like you”. Patient and Public Partnership Lead, TSJCI*

## Testimonial

*“Jonny [Moran] has been incredible to work with and has supported me every step of the way during my pilot with St James's Hospital. His guidance, encouragement, and practical support made a huge difference, and honestly, I couldn't have done it without him.*

*The wider support from HIHI was equally valuable. I always felt backed, understood, and supported, which gave me the confidence to move the pilot forward in a hospital setting. I'm extremely grateful to Jonny [Moran] and the HIHI team for their belief in me and in the work I'm building.”*

Vanessa Mooney  
CEO & Founder  
Someone Like Me