



**AIA Australia Limited**  
(ABN 79 004 837 861 AFSL 230043)  
PO Box 6111  
Melbourne VIC 3004  
Phone : 1800 333 613  
Fax : 1800 832 266  
AIA.COM.AU

## Media Release

### **AIA Australia extends innovative CancerAid program to its AIA Health customers**

**Melbourne, 6 February 2023.** Leading life, health and wellbeing insurer AIA Australia has announced that after four years of delivering positive impacts for its life insurance customers, the CancerAid program will be extended to its AIA Health customers.

Last year, 162,000 new cases of cancer were expected to be diagnosed in Australia.<sup>1</sup> While cancer survivorship is improving,<sup>2</sup> side effects can last long after treatment has been completed, resulting in a profound impact to patients' quality of life.

The new partnership between AIA Health and CancerAid will mean that customers diagnosed with cancer can access Cancer Coach- an educational, behavioural change program which endeavors to support people living with cancer to take back control of their cancer care, in the hope of achieving more favorable outcomes.

The impacts of this partnership hold exciting potential, with the CancerAid Cancer Coach program being proven to increase successful return to work outcomes and improve patients' overall symptoms. In late 2021, AIA Australia and CancerAid released research which was published in [JMIR Cancer](#), a leading medical journal and was shared at [ASCO's \(American Society of Clinical Oncology\) Journal of Clinical Oncology](#).

- Patients in the program are 73 per cent more likely to return to work.
- 39 per cent of patients in the program report improvement of their symptoms.
- Patients return to work on average 16.5 weeks earlier than patients receiving regular care alone

CancerAid was founded in 2015 by oncologists wanting to improve the cancer journey for patients. The Cancer Coach program offers a considered combination of technology, evidence-based resources and human support designed around the core pillars of cancer care, empowering participants with information and tools.

Cancer Coach by CancerAid is delivered digitally to participants. Through the holistic health program, cancer patients have access to one-on-one support and personalised education from a trained Health Coach, evidence-based tools and resources to improve both their physical and mental health and access to the CancerAid app to manage their diagnosis such as symptom tracking.

Damien Mu, CEO and Managing Director of AIA Australia said, "At AIA Australia our purpose is to make a difference in people's lives. A cancer diagnosis can have a devastating impact on the livelihoods of our customers and those around them, however, tools such as the CancerAid Coach program can make a significant positive impact.

"Through our AIA Embrace network, we have been able to establish a meaningful and strong relationship with CancerAid over the last few years. This has enabled us to publish leading research together and empower many of our life insurance customers while they are undergoing treatment for cancer. I'm thrilled that we can now strengthen this valued partnership and provide our AIA Health Insurance customers with access to this incredible program.

<sup>1</sup> [Cancer data in Australia, About - Australian Institute of Health and Welfare \(aihw.gov.au\)](#)

<sup>2</sup> <https://www.aihw.gov.au/news-media/media-releases/2021-1/december/cancer-survival-rates-continue-to-improve-while-de#:-:text=However%2C%20there%20has%20been%20a,70%25%20in%202013%E2%80%932017.>

Dr Raghav Murali-Ganesh, CancerAid CEO and Co-Founder and Oncologist said, "We are thrilled to announce the extension of our successful partnership with AIA Australia, reflecting the positive impact we've been able to achieve for their life insurance customers. Cancer is a disease that affects us all, and we believe that cancer care should be accessible to everyone. This extension is a testament to the strength of our partnership and our shared commitment to delivering holistic support and care for those impacted by a cancer diagnosis.

At CancerAid, we understand that cancer can be isolating. That's why our programs aim to ensure that participants feel supported, maintain connections, and adopt positive behavior changes. With the support of AIA Australia, we can empower cancer patients to take control of their journey and feel like they're in the driver's seat.

AIA Australia has been a long-term partner of CancerAid, as a leader in their field they understand that holistic care in cancer is the way forward. Together, we will be there for those moments that matter, providing comprehensive support and care to those impacted by cancer."

AIA Health Insurance will be sharing more information about CancerAid with its customers in the coming weeks.

Contact: Kathryn Kelly  
AIA Australia  
T: +61 466 595 136  
E: kathryn.kelly@aia.com

Chloe Pickering  
CancerAid  
T: +61 488 734 890  
E: chloe.pickering@canceraid.com

#### **About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 3.7 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIF Life Insurance Company of the Year (2022), Women in Finance Employer of the Year Award (2018 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at [www.aia.com.au](http://www.aia.com.au).

#### **About AIA Health**

With a unique customer value proposition that focuses on life, health and wellbeing, AIA Health helps its customers to lead a healthier, longer, better life. First launched in 2017, AIA Health is one of Australia's fastest growing private health insurers, providing Australians with innovative cover that protects and rewards. AIA Health comes with AIA Vitality- a science-backed digital health and wellbeing program that incentivises customers to eat well, move well and complete preventative health checks.

AIA Health is part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group. AIA Group was first established in Shanghai more than a century ago in 1919. AIA Health has been recognised with multiple awards including the WeMoney Insurance Awards Health Insurer of the Year (2022), WeMoney Insurance Awards Best for Quality (2022) and Product Review Awards Health Insurer of the Year (2021 and 2022). Further information at <https://www.aia.com.au/en/individual/health-insurance.html>

#### **About CancerAid**

CancerAid is changing the way we provide cancer care by empowering patients from diagnosis, through treatment, and beyond. CancerAid provides patients with digital tools, personal coaching and educational resources assisting them to better understand their diagnosis, adopt positive behavioural changes and be engaged in their own care. CancerAid's support program delivered in conjunction with the award-winning CancerAid app is developed in synergy with patients and caregivers with the purpose of reducing side effects and improving outcomes.

For more information about CancerAid, please visit [www.canceraid.com](http://www.canceraid.com).

Linkedin - <https://www.linkedin.com/company/canceraid/>

Twitter - [https://twitter.com/CancerAid\\_app](https://twitter.com/CancerAid_app)

Copyright © 2023 AIA Australia Limited (ABN 79 004 837 861 AFSL 230043). This is general information only, without taking into account factors like the objectives, financial situation, needs or personal circumstances of any individual and is not intended to be financial, legal, tax, medical, nutritional, health, fitness or other advice. The source information is current as at date month year and may be subject to change. While the information contained herein is believed to be accurate, AIA Australia expressly disclaims any and all liability for representations or warranties, expressed or implied, contained in, or for omissions from, the information.

Commented [MCC1]: Insert actual date