

We've been working hard on an evolution of the CancerAid brand.

From June 13th, 2023, you'll see some big changes - all in the name of transforming the care in cancer.

Introducing Osara Health

As part of our rebrand, we wanted a person-centric name that also recognizes our Australian identity.

Osara is inspired and derived from several words with distinct meanings:

- Opem, the latin word for aid or assistance, embodying our commitment to providing support, safety and stability.
- Salus, the Latin word for health, represents our commitment to promoting wellness and healthy lifestyles for individuals living with and beyond cancer. Secondly, synergy, symbolizing collaboration and the collective impact, drives our efforts to create sustainable goals and foster a supportive environment.
- Piara, which is a Nyoongar word for the Candlestick Banksia tree, the First Nations language group for the south-west of Australia. The Piara was used in traditional Nyoongar bush medicine for its healing properties. Whilst we are now a global organization, we are proud of our Australian roots and acknowledge and pay respects to the First Nations Peoples across these lands.

We are committed to support, stability, empowerment and compassion. Our new name represents this.

A confident 'O' brandmark will represent our holistic value set - we'll be here for every part of your recovery journey.

Why rebrand?

This new name sheds a direct association with cancer, and invites a clear association with health. This was an important aspect to both the team and our participants. As we evolved, and with feedback from our many participants impacted by cancer, we know that cancer does not define people, and treating the condition is only one part of the recovery process. "CancerAid" was a constant reminder of a participant's condition, and not always aligned with their journey.



How do I contact your team during this time?

As we undergo the rebranding process, we will still be utilizing '@canceraid.com' email addresses. During this transition, you may start to receive emails from us using an '@osarahealth.com' as we strive to keep all of our customers informed of the change in our email address. No need to worry if you happen to send an email to '@canceraid.com' as it will still reach us. CancerAid will not be deactivated until later in 2023.

What does this mean for new customers?

Business continues as normal at our organization, and we are eager to collaborate with you in launching Osara Health within your company today.

What does this mean for existing customers?

We've now successfully presented the Osara Health rebrand and worked on the development of a customized transition plan for all of our current customers. If you are unaware of the planned transition date for your organization, please contact Rosie Bahen-Wright. You can also email contact@osarahealth.com and we'd be happy to assist you in finding the information you need.

What does this mean for participants on-program?

For participants engaging with CancerAid at the time of the rebrand launch, there will be no impact - they will complete their selected course under the CancerAid brand. This is to ensure the impact to participants is as minimal as possible.

The CancerAid program URLs will remain active until late 2023 so participants can refer back. After this time, these links will automatically redirect to Osara program URLs.

For any new participants that opt in after an organization's launch of Osara Health, they will complete their program under Osara Health rather than CancerAid.

Health coaches will be able to assist with rebrand messaging and questions from participants during this transition.



I'm a current customer and want to learn more about the rebrand. Who should I contact?

As a current customer, if you're seeking more information about the rebranding process, you can reach out to your key contact within our team. Alternatively, please send an email to contact@osarahealth.com and we'd be happy to assist you in finding the information you need.

More questions?

Please email contact@osarahealth.com and we'd be happy to assist you in finding the information you need.

It remains our top priority to ensure existing and new customers are informed of progress.