

# Media Release

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## ClearView partners with Osara Health to support customers affected by cancer

Listed life insurance company, ClearView Wealth Limited, has partnered with cancer support and education provider, Osara Health, to give claimants access to a digital health care program that is proven to help improve health and wellbeing.

Utilising Osara Health's *Cancer Coach* program, ClearView customers who have been diagnosed with cancer will gain access to professional health coaches, educational resources and practical strategies to support them on their cancer journey.

The *Cancer Coach* program, which has been developed by clinicians and validated by experts, uses expertise, empathy and technology to provide holistic, confidential and flexible care, all from the comfort of a person's home.

According to Joanne Faglioni, ClearView Group Executive Operations, the *Cancer Coach* program forms part of a broad suite of allied health services available to ClearView customers including prehabilitation, exercise physiology, and occupational rehabilitation support. The group also offers executive and business coaching for self-employed people.

"We exist to pay claims but we don't want to stop there. We want to support our customers at every stage of their health journey from diagnosis to treatment and recovery," Faglioni said.

"We are investing in our customer proposition by offering occupational rehabilitation services to assist people to return to work, exercise programs to improve their health & rebuild function, as well as services to help support and improve customer wellbeing. Some of these services, including *Cancer Coach*, are available to trauma customers, who have received a lump sum benefit, demonstrating ClearView's commitment to supporting customers to achieve a better quality of life through increased physical and mental health."

Dr Raghav Murali-Ganesh, CEO and Co-founder of Osara Health, and Radiation Oncologist, said the *Cancer Coach* program had been successful at improving quality of life for many patients, citing internal research that half of participants reported an improvement in their physical health with nearly a third reported feeling less pain<sup>1</sup>.

Over 73% of participants said they were more likely to return to work and their previous daily activities<sup>2</sup>.

"Our program has been developed by oncologists and we are experts at eliciting positive behaviour change in people impacted by cancer," Murali-Ganesh said.

"We are focused on empowering patients to achieve better health outcomes and we are the only clinically-validated return-to-work solution for people with a cancer diagnosis. Partnering with ClearView allows members to gain access to these programs in the event of a severe health crisis like cancer and demonstrates their commitment to the health and wellbeing of their members."

Osara's *Cancer Coach* program includes access to the group's award-winning app, which makes it easy for users to track symptoms and proactively manage their mental health, nutrition and exercise.

A key aim of the program is to convert people from being reactive recipients of care to proactive participants in their care.

1. Seebacher N et al, Usability and Quality of Life Assessment of a Digital-Based Coaching Intervention for Cancer Survivors, Victoria Cancer Survivorship Conference Accepted Abstract, March 2022.

2. Lo J et al, A Digital Coaching Intervention for Cancer Survivors with Job Loss: Retrospective Study, JMIR Cancer 2021.

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### **About ClearView**

ClearView is an ASX-listed diversified financial services company which partners with financial advisers to help Australians protect and build their wealth, achieve their goals and secure a comfortable financial future. The Group's two business segments: Life Insurance and Wealth Management are focused on delivering quality products and services.

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