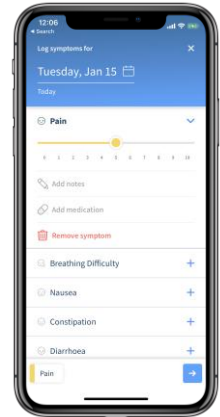




About CancerAid

CancerAid’s enterprise model provides health coaching and behavioural change solutions to pharmaceutical companies and insurance companies in the Australian market and primarily for working age oncology patients. The CancerAid app provides support and education to cancer patients and families through a community platform, health coaching and clinician-connected care, resulting in empowered patients who have better health outcomes.



ANDHealth+ Impact

CancerAid has progressed significantly during their time in ANDHealth+. CancerAid benefited from in depth coaching around defining a scalable business model and subsequent workshops around defining the business narrative which significantly contributed to the company’s shift in business model and messaging. The product now has improved their product market fit and commercial validation. Together with ANDHealth+ CancerAid have identified and successfully pursued an additional revenue stream and have since tripled their customer base and revenue across pharmaceutical and life insurance companies (as at June 30, 2019). These newly formed partnerships have required 7 new product releases. CancerAid have received recent coverage on their return-to-work health coaching for cancer patients in a Medical Journal of Australia Insight+ joint publication with ANDHealth and AIA (life insurance partner). CancerAid are now investment ready, and with the work undertaken through ANDHealth+, will have reduced the risk for their potential investors.

Testimonial

The ANDHealth+ program has been a key source of advice and assistance in CancerAid’s commercialisation. The industry insight of the panel members has helped us translate our digital health research into patient use, and mature our business model to reach Life Insurers with a sustainable business model which allows us to further support patients closely in their cancer care throughout Australia. From our experience, ANDHealth’s commercialisation support will be essential for the growth of Australia’s emergent digital health industry.

Dr Raghav Murali-Ganesh, Co-Founder & President, CancerAid



CancerAid Milestones

Milestones	Before ANDHealth+ 2018 Program	After ANDHealth+ 2018 Program
Business Strategy	●○ ○ ○ ○ ○	● ● ● ●○ ○
Legal Strategy	● ● ○ ○ ○	● ● ● ○ ○
Regulation	● ○ ○ ○ ○	● ● ● ○ ○
Commercial Validation	● ○ ○ ○ ○	● ● ● ○ ○
Business Development	● ● ● ○ ○	● ● ● ● ○
Investment Readiness	● ○ ○ ○ ○	● ● ● ●○ ○

*Note: CancerAid has agreed to all sentiments outlined in this case study

Challenges addressed during ANDHealth+

