

Feasibility and ROI for the CancerAid Coach Program

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Study Partner

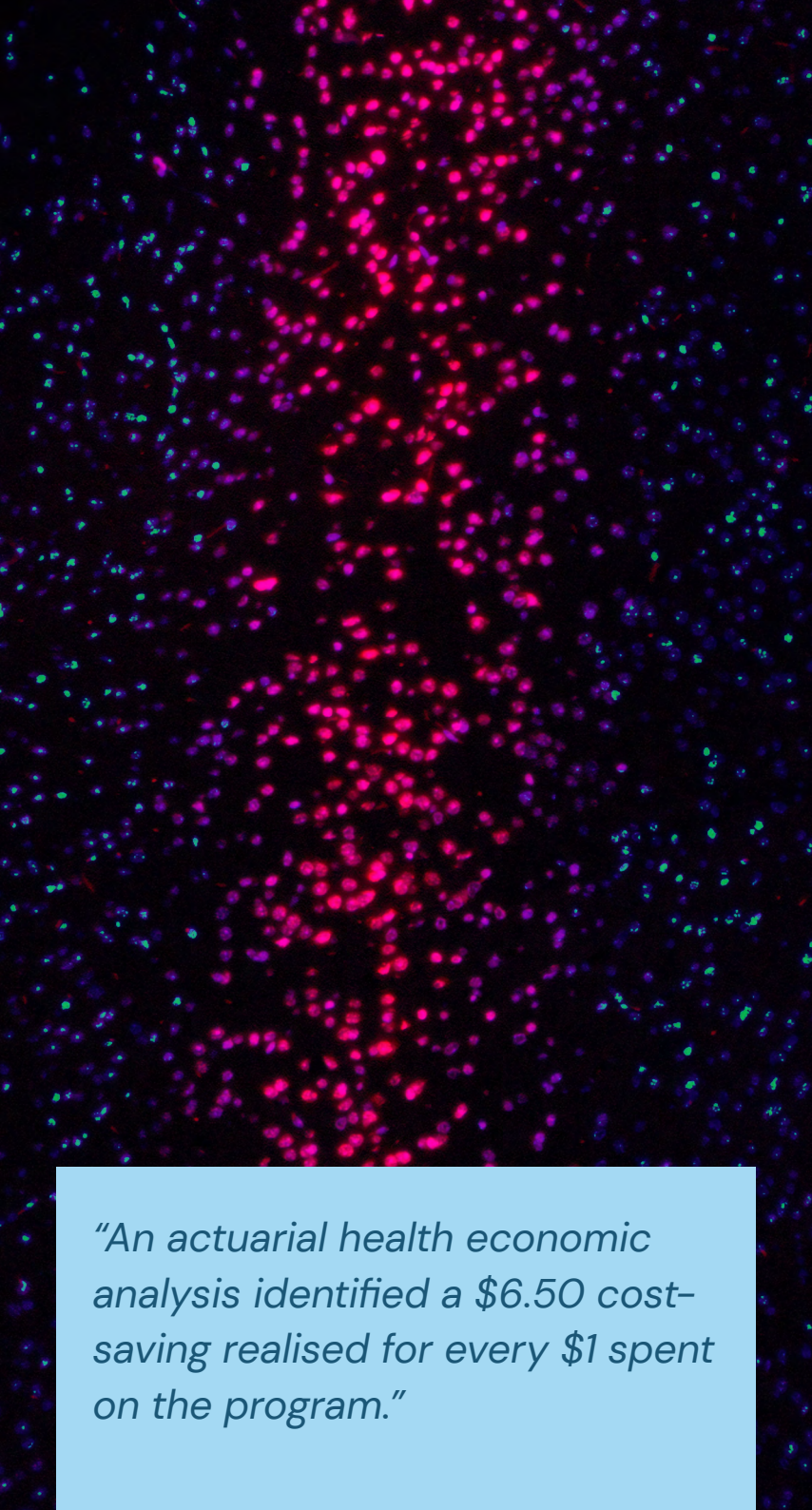
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Citation:

Ballurkar K, Murali-Ganesh R, Gulliver J et al. Feasibility and acceptability of a digital and telephone health coaching program to promote improved return to work outcomes...
Vic Cancer Surv. Conf. 2020

View Study:

www.survivorshipconference.com.au/conference-program



"An actuarial health economic analysis identified a \$6.50 cost-saving realised for every \$1 spent on the program."



Study Summary

This single-arm study evaluated 156 working-age Australians recruited from a life insurance company with a salary continuance policy.

The health coaching intervention included patient consent, onboarding onto the CancerAid™ smartphone application, and the provision of five patient educational modules consisting of videos and content delivered via calls, messaging, the smartphone application and email.

Program completion was 85% and with an overall Net Promoter Score of +73. Participants saw the CancerAid Coach Program as a beneficial support to their usual medical care. An actuarial health economic analysis identified a \$6.50 cost-saving realised for every \$1 spent on the program.

Key Demographics

156

study participants

48.3

median age

Key Outcomes



85%
program completion



+73 Net
Promoter Score



\$6.50
cost saving for every \$1 spent on the program

What does this mean for your organisation?

Employers can play a critical role supporting people affected by cancer through cost-effective interventions that positively impact health and quality of life like the CancerAid Coach Program.

CancerAid

National Innovation Centre

4 Cornwallis St

Eveleigh NSW 2015

Australia

raghav@canceraid.com

+61 429 724 428

canceraid.com

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