



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

From May 3rd, 2023, you'll see some big changes - all in the name of transforming the care in cancer.

Introducing Opara Health

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

Opara is a combination of two words, beginning with the word 'Opem', which is the latin word for aid or assistance. The second word we leaned on for inspiration was '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 renewal, rejuvenation, nurture and compassion. Our new name represents this.

A confident 'O' landmark 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 '@oparahealth.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 mid 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 Opara Health within your company today.

What does this mean for existing customers?

We've now successfully presented the Opara 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@oparahealth.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 mid 2023 so participants can refer back. After this time, these links will automatically redirect to Opara program URLs.

For any new participants that opt in after an organization's launch of Opara Health, they will complete their program under Opara 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@oparahealth.com and we'd be happy to assist you in finding the information you need.

What about the CancerAid app?

Opara Health is proud to announce the launch of its new cancer support app, set to officially launch on May 3rd, 2023. The first version of the app features a streamlined design interface, while still incorporating the most widely used features of the current CancerAid app, such as symptom tracking and access to community resources.

More questions?

Please email contact@oparahealth.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.