### **Association - Coach and Caregiver**

##### Launch EDM - Week 1

Theme: Announcement

- Header 1/Subject line: If you’re impacted by Cancer, we’re here to support you.

- Header 2/Preview: We’re committed to the health of you and your loved ones.

Hi [name],

We care about the health and wellbeing of you and your loved ones. Because we know that cancer can impact us all, we’re pleased to announce Osara Health’s dedicated support is now available to our members and their families.

Have you been given a cancer diagnosis, or are you taking on the role of a caregiver to someone who has? If so, you’ve got confidential access to a health coach, resources and useful guides to help you take care of yourself as you navigate cancer treatment or caregiver responsibilities.

Osara Health is free for you to access, and is designed by medical professionals so you feel supported, informed and in control of health outcomes and your wellbeing.

For people that have been diagnosed with Cancer, Cancer Coach is designed to help you improve your experience through meditation, diet, and exercise and will even help you work better with your treatment team.

For people taking on a caregiver role, the Cancer Caregivers will teach you how best to look after your loved one, whilst ensuring your wellbeing.

You can find out more here. [Intranet link]

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##### EDM 2 - Week 3

Theme: More info

- Header 1: We’re working with Osara Health to put the care back into cancer.

- Header 2: If you or a loved one has been diagnosed with cancer you’ve got free access to Osara

Hi [name],

Cancer touches everyone. Cancer care should, too. Osara Health is empowering individuals living with cancer through empathy and technology - because you’re a valued [member] of our team, you and your family have got the support you need to keep going.

We’ve recently partnered with Osara Health to offer all members and their immediate family free access to their support and wellbeing offer. Osara is designed by doctors, oncologists, health coaches and researchers to help patients take control of their cancer care and helps caregivers support others whilst looking after themselves - all whilst improving clinical outcomes.

With Osara you’ve got confidential access to:

● A dedicated health coach

● Weekly modules and resources across a range of cancer self-management tools

● Access to the Osara Health app to track symptoms

To find out more about Osara or to enrol, please visit

[Intranet Link]

EDM 3 - Week 6

Theme: Testimonial

Subject line: Learn why caregivers and those with cancer are turning to Osara Health

Preview: “It’s helped us have better conversations with our Drs, for that I’m so grateful.”

Hi [name],

Osara Health has been supporting people impacted by cancer globally for several years - they’ve been able to help people get on track with diet and exercise, have improved health outcomes by giving people the tools they need to focus on their physical and mental well-being and have equipped patients and caregivers with the confidence to shape conversations with clinicians.

Our members and their families now have confidential access to Osara support. Hear it from caregivers and patients who have already experienced the benefits:

Osara Health for patients [embed video: testimonial]

 Ask Osara team for video link

To find out more about Osara or to enrol, please click here.

[Intranet Link ]