

# Advisors – Need an easy way to introduce critical illness insurance to your clients?

## We can help.

Our simple and affordable Critical Illness Rider makes it easy to talk about the benefits of critical illness coverage with your clients.

This rider can be added to Term Plus, Universal Life and Permanent Life products, allowing you to build a complete and highly affordable insurance solution.

## How does your client benefit?

- Payment of a tax-free lump sum benefit of \$20,000
- Coverage for the 3 most common illnesses: cancer, heart attack and stroke
- No additional underwriting required\*
- Built-in Assistance Benefit that offers a full range of services including a second medical opinion service in case of a critical illness diagnosis

For a more complete coverage, refer to our comprehensive Critical Illness stand alone insurance product that offers a variety of solutions adapted to meet your clients' needs.

**Start the critical illness conversation today and maximize your sales opportunities!**

\* \$20,000 of critical illness coverage automatically granted if life insurance coverage is approved at a standard rate and without any exclusions!

**beneva**

## Breaking through the most common misconceptions about Critical Illness insurance

Belief	Fact	Benefit
<b>“It won’t happen to me.”</b>	<ul style="list-style-type: none"> <li>• The reality is, everyone is at risk, no matter how young or healthy the individual may be.</li> <li>• The fact is, 27% of new cancers will occur in young and middle-aged adults (ages 20 to 59) in their most productive years for employment and raising families<sup>1</sup>.</li> <li>• And, while 1 in 4 Canadians will die of cancer<sup>1</sup>, the good news is most will survive it. However, not being financially prepared to deal with the additional costs involved may be overwhelming for the individual and their loved ones.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Critical illness insurance is a living benefit payable as a lump sum following the diagnosis of one of the covered illnesses including cancer.</li> <li>✓ Buying critical illness insurance at a younger age, while still healthy and insurable, will help reduce the underwriting requirements as well as help lock in guaranteed affordable rates.</li> <li>✓ Coverage provides added financial security and flexibility allowing the focus to be on recovery rather than on financial worry.</li> </ul>
<b>“I already have insurance coverage with my employer.”</b>	<ul style="list-style-type: none"> <li>• Many employer plans do not offer critical illness insurance.</li> <li>• Critical illness coverage is a complementary benefit to any employer group insurance plan.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unlike disability insurance, the critical illness payout is not based on the insured’s ability to work.</li> <li>✓ While disability income insurance replaces some of the insured’s income, critical illness insurance pays a lump sum benefit that can be used for income replacement or to cover any other additional expenses.</li> </ul>
<b>“Government healthcare will cover me.”</b>	<ul style="list-style-type: none"> <li>• Although Canadian healthcare system will cover most of the medical care costs, patients may still incur substantial out-of-pocket expenses such as treatment options or certain drugs that may not be covered by public healthcare, a stay in a long-term care facility or out-of-country care.</li> </ul>	<ul style="list-style-type: none"> <li>✓ A critical illness benefit offers additional flexibility for choosing treatment and care options by providing the necessary funds to the insured to be used however needed.</li> </ul>
<b>“I have enough saved up.”</b>	<ul style="list-style-type: none"> <li>• Savings such as RRSPs or personal savings could be quickly depleted.</li> <li>• Replacing a spouse’s income who has taken a prolonged leave of absence, to be by the side of a spouse or child that is ill, as well as child care or housekeeping costs during the recovery period are just a few unplanned financial expenses.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Critical illness coverage payout may be used to pay for expenses due to an illness without jeopardizing any savings that are intended to be used throughout the insured’s retirement years.</li> <li>✓ It helps the insured maintain their current lifestyle and their financial commitments such as mortgage and other debt payments without compromising their savings.</li> </ul>

<sup>1</sup> Canadian Cancer Society 2019

We recognize the need to get the most value for your clients. That is why we designed flexible critical illness plans that give your clients the complete protection at a price they can afford.

**Talk to your clients about available critical illness insurance options and help them build a solid financial plan designed with their specific needs in mind!**