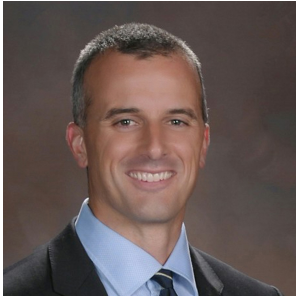




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## Protecting your family's financial security with critical illness insurance

Everyone understands the value of life insurance – it provides your family with financial protection in the event of your passing. Yet very few people consider the financial repercussions of recovering from a serious accident or illness. You may be left without regular income and your savings can be depleted. The good news is that, more than ever, advances in medical science make it possible to survive an injury or illness and resume a meaningful lifestyle.

### “Because you are going to live”

Gaining popularity in Canada, critical illness insurance has already proven its worth in the United Kingdom, South Africa, South Korea, Australia and the United States. It was developed by Dr. Marius Barnard, the brother of the first doctor to successfully complete a heart transplant, who recognized the financial burden entailed in the recovery from that procedure.

Dr. Barnard's philosophy is, “You need insurance not because you're going to die, but because you're going to live.”

### What can critical illness coverage do for you?

Critical illness insurance provides a one-time lump sum tax-free cash benefit should an insured individual be diagnosed with and survive 30 days from one of a number of predetermined covered illnesses, including cancer, Parkinson's or Alzheimer's disease, or in such events as a heart attack, stroke and/or bypass surgery.

Today:

- 95% of Canadians who make it to hospital after a heart attack survive.<sup>1</sup>
- More than 90% of Canadians who have a heart attack and more than 80% who have a stroke and make it to hospital will now survive.<sup>2</sup>
- Over 82% of children with cancer survive at least five years after diagnosis.<sup>3</sup>
- Based on 2011 estimates, almost 40% of Canadian women and almost 45% of men will develop cancer during their lifetimes.<sup>4</sup>

The benefit of this type of policy is that it allows you to focus on what will be important to you – a return to health and well-being, without worrying about finances. You can spend the money any way you choose.



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### **Family protection**

Coverage is available for children from birth to age 18. Children's coverage allows you to obtain the best possible care for your child. It can also allow you to take time off work to be with your child, pay for unique or extraordinary care, hire a caregiver to attend to other children, travel for special care, or for any other reason you choose.

### **Protecting your quality of life**

A life-threatening disease or disorder can be a life-altering event and can dramatically change the quality of life you and your family enjoy today. While medical costs are covered by health insurance, the tax-free benefit of a critical illness policy will help you return to the quality of life you expect and deserve. This benefit may assist in maintaining your independence and dignity.

### **Adapting lifestyles**

What if a family member or friend had to stop work to care for you during your recovery? What if you had to care for someone else? For most people, the financial option to stay with and care for another person is not without

consequence. Critical illness coverage can provide the funds for this to occur. Whether you're modifying your home to cope with lifestyle changes or paying for an attendant nurse, critical illness insurance can help ease financial pressures when you need it most.

### **Financial commitments**

Critical illness coverage provides financial safeguards in the event of a loss of income or the depletion of assets that could damage your financial affairs. While you return to health, there is no need to worry about where the money will come from for your continuing financial commitments.

Concerns for your children's education, the affordability of something for yourself or for others, or debts owed to creditors may be relieved. So may the fear of liquidating your investments and the tax consequences and other effects on your retirement or estate planning.

### **Consider the following situation**

David, a professional accountant, thought he had prepared himself well for retirement by setting up his own firm. That was before he was diagnosed with cancer. Hospitals able to treat him close to his home could not provide him treatment for 15 weeks. He could not afford the expense of travelling to another hospital, not to mention taking time off from his practice because this was his only source of income.

If David had not had a critical illness policy, he and his wife may have had to retire much later, or they may have been forced to sell their business, home and other valued possessions. Fortunately for David and his wife, David's cancer was covered under the critical illness policy definition, and the policy provided a tax-free benefit that enabled them to travel to a facility that provided world-class treatment for his condition and to pay off creditors. After treatment, it afforded him the time to remain at home recovering for three years.



While some medical costs are covered by health insurance, the tax-free benefit of a critical illness policy will help you return to the quality of life you expect and deserve.

Whether you're modifying your home to cope with lifestyle changes or paying for an attendant nurse, critical illness insurance can help ease financial pressures when you need it most.

### No limits to how you can use the benefit

The lump sum benefit may be used at your discretion: you can use it to make modifications to your home to accommodate your condition, pay for prescription drugs or treatments

not covered by government or private plans, obtain the best medical treatment domestically or in other parts of the world or enable your spouse to stop working to help care for you. The possibilities are unlimited.

### Commonly covered critical illness conditions\*

- Alzheimer's disease
- Aortic surgery
- Aplastic anemia
- Bacterial meningitis
- Benign brain tumour
- Blindness
- Cancer
- Coma
- Coronary artery disease (requiring surgery)
- Deafness
- Heart attack
- Heart valve replacement
- Kidney failure
- Loss of independent existence
- Loss of limbs
- Loss of speech
- Major organ transplant recipient
- Major organ transplant waiting list
- Occupational HIV injury
- Multiple Sclerosis
- Motor neuron disease (ALS or Lou Gehrig's disease)
- Paralysis
- Parkinson's disease
- Severe burns
- Stroke

\* Covered illnesses may vary by insurer. All insurers cover cancer, heart attack, heart disease and stroke.



The lump sum benefit may be used at your discretion.

Please contact us to learn more about critical illness insurance.

### Canada's top living benefit solutions

There are a number of insurance companies operating in Canada. To ensure you are offered the most competitive and comprehensive insurance products in the industry, your coverage will be provided by one of our leading insurance suppliers.

### We can help make a difference

Whether your insurance needs are simple or complex, there is a solution for you. We will analyze your situation, determine your needs and implement a strategy that will either protect or grow your assets. But no matter what your needs are the solution will always be geared toward achieving one distinct goal – enhancing your wealth.

Concerns for your children's education, the affordability of something for yourself or for others, or debts owed to creditors may be relieved. So may the fear of liquidating your investments and the tax consequences and other effects on your retirement or estate planning.

<sup>1</sup> The 2015 Heart and Stroke Foundation Report on the Health of Canadians. [www.heartandstroke.on.ca](http://www.heartandstroke.on.ca)

<sup>2</sup> The 2014 Heart and Stroke Foundation Report on the Health of Canadians. [www.heartandstroke.on.ca](http://www.heartandstroke.on.ca)

<sup>3</sup> Conference Board of Canada. "The Canadian Heart Health Strategy: Risk Factors and Future Cost Implications." February 2010.

<sup>4</sup> "General Cancer Statistics at a Glance." Canadian Cancer Society, 2011.