



Financial Services

“You need insurance not ONLY because you are going to **die** BUT because you are going to **SURVIVE!**”

**Dr. Marius Barnard**

# Solution for you



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## *Critical Illness Insurance Plans*

Provide a lump sum benefit to the policy owner after the diagnosis of any one of the covered “critical illnesses” once you have survived a waiting period.

# Critical Illnesses covered:

- Heart Attack
- Coronary bypass
- Stroke
- Cancer
- Aortic surgery
- Heart valve replacement
- Benign brain tumor
- Multiple Sclerosis
- Kidney Failure
- Paralysis
- Coma
- Major Organ Transplant / **waiting list**
- Severe Burns
- Deafness
- Blindness
- Loss of Limbs
- Loss of Speech
- Occupational HIV injury
- Motor Neuron Disease (ALS)
- Parkinson's Disease
- Alzheimer's Disease





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# How CI Works

- Must survive 30 days after diagnosis
- Cancer excluded for 90 days after issue
- CI terminates on 1st claim
- Optional Refund of premium on death if no claim

**7**

**7**

**7**

**Critical illness  
claim  
\$100,000**

**Death  
100%  
Return of  
premium**

**No claim  
100% return of premium  
@ 75**

Ask yourself...

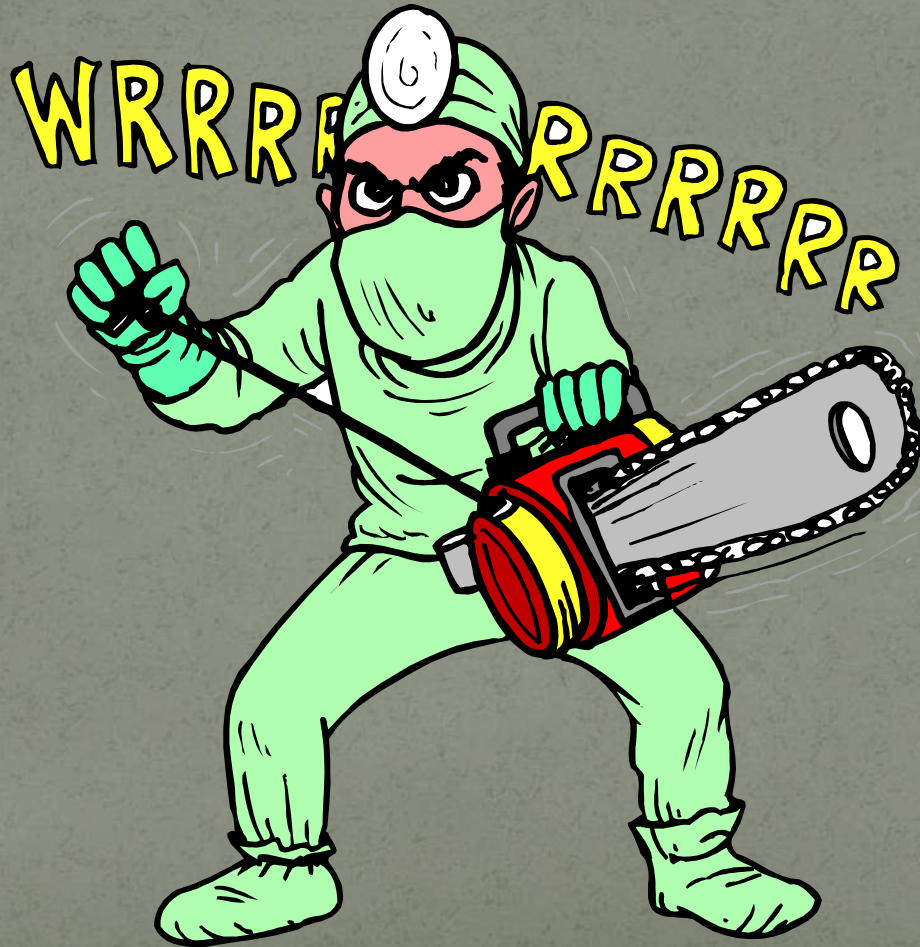


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*Will our medical system get better  
or worse?*



# Statistics

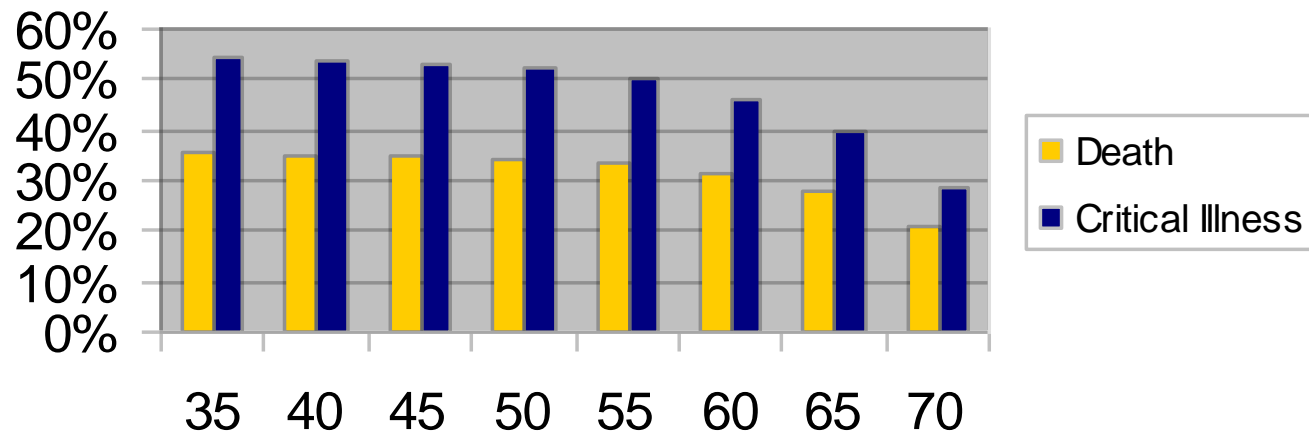


# Protecting your life



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## The risk of critical illness compared to the risk of death before the age of 75 - Males



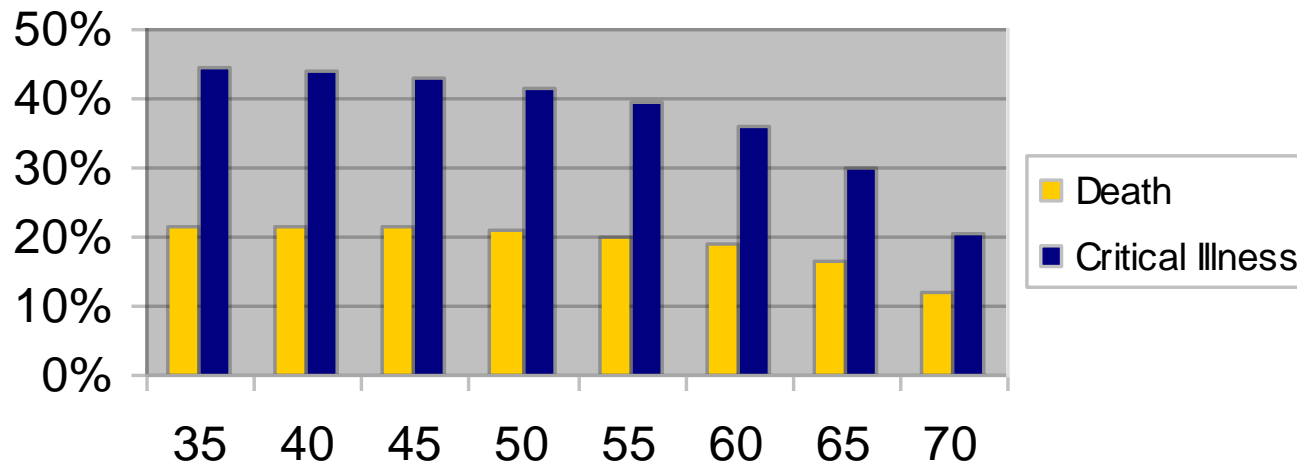
Source: Munich Re using National health and mortality data based on the 22 conditions covered by Lifecheque, November 2002

# Protecting your life



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## The risk of critical illness compared to the risk of death before age 75 - Females



Source: Munich Re using National health and mortality data based on the 22 conditions covered by Lifecheque, November 2002

# Cancer Facts for Men



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- 1 in 8 Canadian men will be diagnosed with Prostate Cancer this year.
- Men are at highest risk for Testicular Cancer between the ages of 15 – 35
- 1 in 11 men will develop Lung cancer

**Source: Vancouver General Hospital**



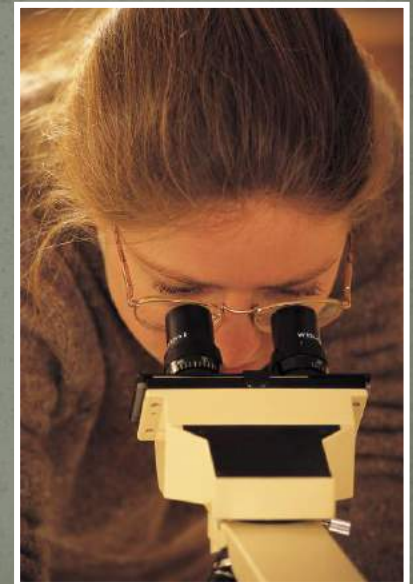
# Cancer facts: Women



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- Canada has the second highest rate of breast cancer in the world.
- 19,200 Canadian women will develop breast cancer this year.
- Breast cancer is currently the leading cause of death among women between the ages of 35 and 55.

**Source: Canadian Cancer Society,  
National Institute of Canada, 2000**



# Canada's Top 10 Cancers



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<u>TYPE</u>	<u>5 YR SURVIVAL</u>
Melanoma	81%
Breast	74%
Bladder	72%
Prostate	62%
Oral	54%
Colon	54%
Kidney	51%
Lymphoma	50%
Leukemia	37%
Lung	14%



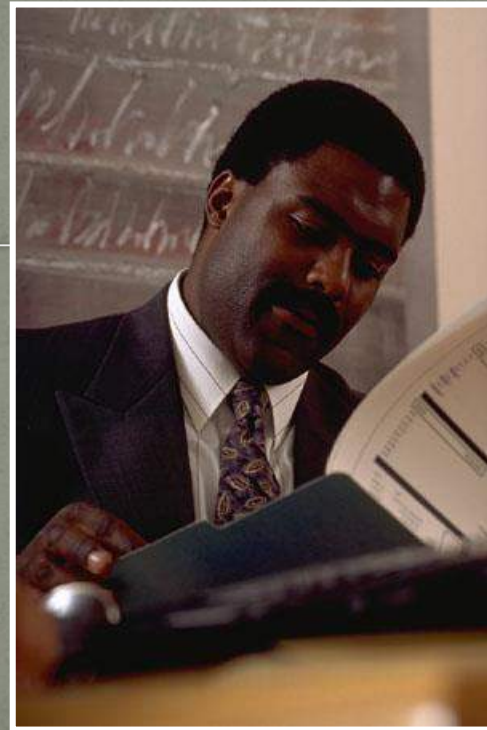


# Heart Attack Facts

- 1 in 4 will contract Heart Disease
- 1 in 2 Heart Attack victims is under age 65
- 1 in 4 currently suffer from Cardiovascular disease
- 70% of open heart operations are Coronary Bypasses



Something to think  
about...



# Who do you know...



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- Who do you know who has suffered and survived a critical illness?



# Do you know anyone ...



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- Make a list including family, friends, clients, business associates...
- Jot down what they had and how old they were when diagnosed.

## **Lifecheque**

covered conditions:

**Heart Attack**  
**Coronary Artery Bypass**  
**Cancer**  
**Stroke**  
**Multiple Sclerosis**  
**Kidney Failure**  
**Coma**  
**Major Organ Transplant**  
**Paralysis**  
**Severe Burns**  
**Deafness**  
**Blindness**  
**Loss of Limbs**  
**Loss of Speech**  
**Occupational HIV**  
**Motor Neuron Disease**  
**(ALS)**  
**Parkinson's Disease**  
**Alzheimer's Disease**



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# Now ask yourself...

- Which of them planned on being on that list?
- What difference would \$100,000 have made?

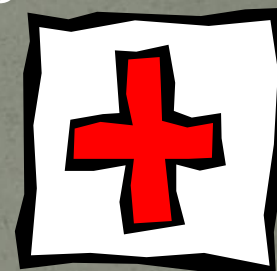




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# Insuring your RRSP

- Imagine you have been diagnosed with a life threatening cancer.
  - The surgery you require in the United States will cost you **\$50,000** US.
- Let's look at what the real cost of this **\$50,000** operation is...



# Insuring your RRSP



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- \$50,000 US is approx. \$77,000 Cdn.
  - Assume you are in a 50% tax bracket
- You will have to withdraw **\$154,000** from your RRSP in order to net \$50,000 US



# Insuring your RRSP



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- This will cost you **\$660,948** in retirement value at age 65 (assuming age 40 at 6%)



# Consider.....

- the odds of winning 6/49 ?
- ....1/14 million
- What are the odds of being diagnosed with cancer
- ...1/3
- If your odds of winning the lotto were 1 in 3 and if you would get your money back if you didn't win, would you buy a ticket?



# What would really change your life?

*Item*

*Rating 1-5*

*Are you  
insured?*

Your car is stolen

Your house is burglarized

You contract cancer

You suffer a heart attack

Your TV breaks down

You spill paint on carpets

You die

You become disabled

**Which of the following would you insure ?**



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Your golf clubs are stolen

You have a water leak in the house

Someone backs into your car

The airline loses your luggage

Now which of the following should you insure ?



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Your golf clubs are stolen

*You are diagnosed with cancer*

You have a water leak in the house

*You have a heart attack*

Someone backs into your car

*You have a stroke*

The airline loses your luggage

*You require a heart transplant*

# Choices and Chances...



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- We all either make them or take them
- Would you rather take a *little* risk or a **BIG** risk?
- Which would give you, your family and your clients more comfort?