



Critical Illness Insurance

Planning for the Unexpected

Do You Know Someone Who...

- Was diagnosed with cancer?
- Suffered a heart attack?
- Survived a stroke?

Unfortunately, chances are the answer is yes. Most people know at least one person - a family member, friend or neighbour - who has recently been diagnosed with a critical illness and *survived*.

It Can Happen To You

No one likes to think "it will happen to me" but the reality is that many of us will suffer some type of serious illness during our lifetime. Consider these sobering statistics from the Heart and Stroke Foundation and the Canadian Cancer Society:

- 1 in 3 will develop cancer
- 1 in 4 will contract heart disease
- 50% of heart attack victims are under age 65
- 75% of stroke victims survive the initial event
- 60% of stroke survivors are left disabled

In fact, before age 75 you are more likely to suffer a critical illness than die.

Today's Reality

Rapid medical advances throughout the 20th century have resulted not only in healthy people living longer than ever before, but even those diagnosed with a serious illness have a much longer survival period.

Of course the downside is that while more people are surviving serious illnesses, they are often left with disabling residual effects. In addition, few people are prepared for the dramatic financial impact that accompanies an unexpected illness.

Unexpected Costs

Few people have the foresight to devise a financial plan to manage the extraordinary costs that often accompany a critical illness. Consider the following out-of-pocket costs:

- Daily hospital parking
- Private nursing/home care
- Experimental, non-insured treatment
- Daycare for children
- Home accessibility modifications
- Out-of-country medical care

Do you have the financial resources to survive a critical illness?

Financial Peace of Mind

Critical illness insurance is designed to offer you financial peace of mind during a period of complete uncertainty. It allows you to focus your efforts on your medical recovery.

A lump sum, tax-free benefit will be paid if you survive 30 days (some exceptions apply) after the diagnosis of one of the covered conditions.

The Benefits

You are free to choose when and how you use the lump sum benefit. Consider the following possibilities:

- Eliminate major debt, such as your mortgage or personal loans
- Pay for new or increased child care costs
- Fund a recovery vacation
- Avoid the premature withdrawal of your retirement savings

Planning for the Unexpected

Critical illness insurance is one of the most important components of a balanced and complete financial plan. The need to protect yourself and your family from the devastating financial effects of a critical illness is paramount. Ensuring that your finances are secure during a serious illness will allow you to focus on your most important issue - your recovery.

