



*Why Buy Critical Illness  
Insurance?*

*Financial Support when you need it most*

1 in 3 Canadians will contract a critical illness during their lifetime.

Thanks to medical advances, the good news is ...you will survive!



*Could it really happen to me?*

## **80% of heart attack victims survive**

- 1 in 4 Canadians will develop some form of heart disease during their lifetime
- Over 80% of heart attack patients admitted to hospital survive
- Half of the heart attack victims are under age 65



*Could it really happen to me?*

## **132,100 new Canadian cancer cases in 2000**

- 1 in 3 people will develop cancer during their lifetime
- 3 out of 4 families will be affected
- For women, 2 in 19 will develop breast cancer, 1 in 18 will develop colorectal cancer and 1 in 20 will develop lung cancer
- For men, 1 in 9 will develop prostate cancer, 1 in 11 will develop lung cancer and 1 in 16 will develop colorectal cancer

*Could it really happen to me?*

## **1/3 of stroke victims are under age 65**

- There are 50,000 new strokes reported in Canada annually
- Close to 300,000 Canadians are stroke victims
- After age 55, the risk of stroke doubles every 10 years
- Stroke is the leading cause of transfer from hospital to long-term care

*Could it really happen to me?*

## **MS affects 1 in 1,600**

- Women are affected about 60% of the time
- The disorder most commonly begins between the ages of 20 and 40
- Multiple Sclerosis involves repeated episodes of inflammation of nervous tissue in any area of the central nervous system. The exact cause of the inflammation is associated with MS in unknown.


*Could it really happen to me?*

## **Alzheimer's affects all family members**


- Alzheimer's Disease is the most common type of dementia and accounts for 64% of all dementia
- 316,500 Canadians have dementia
- The number is expected to grow by the year 2031 to over 750,000 people
- There is no known cause or cure for this disease



## *Many Financial Consequences*



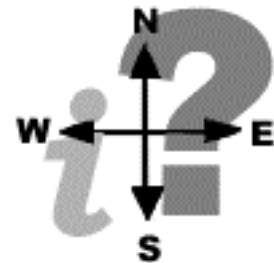
There are many financial consequences to surviving a critical illness. Here are just a few considerations...

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- Absence from work
  - Cost of home care during illness and recovery
  - Treatment outside of Canada
  - Children's education
  - Early retirement



## *What is Critical Illness Insurance?*

Critical illness insurance is the payment of a lump sum amount when the life insured is diagnosed with a “critical illness” condition covered in the policy. Payment is made when the life insured survives the 30 days waiting period. It is this amount that is provided to help with the financial burden of surviving a critical illness.



# *How does Critical Illness Insurance work?*

## **Applying for critical illness**

Applying for critical illness insurance is the same as applying for life insurance:

- Determine the necessary coverage amount needed
- Choose an appropriate plan to fit your future needs
- Complete the life application with your AIG broker

# *How does Critical Illness Insurance work?*

## **Common Covered Conditions**

There are many types of conditions covered by a critical illness plan, most types are as follows:

Heart Attack

Stroke

Cancer

Coronary Bypass Surgery

Multiple Sclerosis

Kidney Failure

Alzheimer's Disease

Parkinson's Disease

Benign Brain Tumour

Deafness

Occupational HIV

Major Organ Transplant

*(surgery or waiting list)*

Paralysis

Blindness

Loss of Speech

Loss of Limbs

Coma

Severe Burns

Motor Neuron Disease

*(Lou Gerhig's Disease/ALS)*

# *How does Critical Illness Insurance work?*

## **At time of diagnosis...**

For most conditions, diagnosis can be immediate, but for some, there is a waiting period before a diagnosis is possible.

Two conditions must be met for a valid diagnosis; the life insured must not be diagnosed with Cancer within 90 days of issue; and the life insured must survive the 30 day survival period from diagnosis, for each covered condition.



## *How does Critical Illness Insurance work?*

### **At time of claim...**

When a diagnosis is confirmed and the survival period (usually 30 days) is satisfied, AIG Life of Canada pays the life insured a lump sum amount.

This lump sum cash benefit can be used for anything the policy owner wishes to use it for. There are no strings and no conditions for it's use.



## *AIG's Living Benefit Plans*

### **Living Benefit 10**

- More affordable critical illness coverage

### **Living Benefit 65**

- Coverage beyond the working years

### **Living Benefit 100**

- The best return of premium option in the Industry

### **Living Benefit 75**

- Maximum protection during a critical period

### **Living Benefit Plus**

- Life and critical illness under one plan

*After the claim cheque...*

**Offering a “helping hand” when you need it most...**

Now included with every critical illness plan from AIG Life of Canada is the Critical Care Assist Benefit. This benefit allows someone diagnosed with a covered condition access to top medical information and a second opinion on their treatment options or alternatives.

AIG Life of Canada is the first life insurance company to guarantee this benefit in the policy contract, ensuring that a “helping hand” will be there for the duration of your plan.



# Sheehan & Rosie Ltd.

## Critical Illness Summary

Dear Client:

As requested – Keeping you informed!

Just a note on the new exciting Critical Illness Policy (Sample used - AIG Life)

The attached gives some info on Critical Illness Policies (in general) and some of the reasons for owning such a policy. Note the issue ages are to age 65 and coverage is to age 100.

Many people have an interest in this type of coverage but often do not hear of the concept. When you read the attached, might I ask that you think of it in this manner?

Let's say you were going to save approx. \$\$\$ (a sum of money) in the next 10 years for something special

.....**You name it !**

With interest rates the way they are today – the return would be minimal .....right! Well with this policy you may pay that exact amount of money on a monthly basis - but during the saving period – you would have “Critical Illness Coverage”!

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Should there be a critical illness (survived 30 days) -  
\$50,000/\$1,000,000 (your actual policy amount) would be  
paid out in full .....

*- AT THE VERY TIME YOU NEED IT MOST!*

This may be truly referred to as Life Insurance not Death Insurance – It is for you & your family while you are living at a time you need it the most.

*Of particular interest, should there be no claim – in 10 years there would be a refund of all premiums*

.....*TAX FREE* .....

*for that something special you wanted.*

You get the coverage you wish now & you get all your money back in 10 years if there is no claim.

It is not often we get to “Have Our Cake & Eat It Too”!

Please review the attached (AIG sample description) - I would be pleased to send you a personal illustration by mail, fax or e-mail.

Please review and give me a call with any questions regarding this or any insurance related matter

Sincerely,

Rick Thomson

Manager - Life & Employee Benefits

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