

**CRITICAL ILLNESS INSURANCE SERIES****Critical illness – the risk is real...but so is the opportunity**

The risk of suffering from a critical illness is greater than dying prematurely.<sup>1</sup> Yet, in general, purchasing insurance to protect oneself from a critical illness is far less common than purchasing life insurance.

**Why critical illness protection makes sense**

While many Canadians have heard of critical illness insurance, they may not fully understand the importance it plays as part of a sound financial plan. And chances are your clients know someone that has had cancer, or suffered a stroke or heart attack. The physical, emotional and financial impact to an individual and their family can be devastating. The good news is that with advances in technology and medicine, many will recover and continue to lead healthy and productive lives, but at what financial cost?

**Hidden and out-of-pocket costs may include:**

- Medication and treatment options not covered by government and employee health plans
- Increased expenses related to day care, hospital visits (including parking and food)
- Home care assistance & home renovations to accommodate illnesses
- Covering losses of income (for both the insured and caregiver)

**CRITICAL ILLNESS SURVIVAL RATES AND COSTS****63%**

is the likelihood, in Canada, of surviving at least five years after a cancer diagnosis compared to the survival rate of 25% in the 1940's<sup>2</sup>

**More than 90%**

of Canadians who experience a heart attack and more than 80% who experience a stroke will survive after hospitalization<sup>3</sup>

**\$13,000**

is the annual out-of-pocket costs for newer cancer drugs<sup>4</sup>

## Developing a critical illness can be a reality

Look at these critical illness statistics and see how they align with Manulife's critical insurance (CI) claims paid in 2015.



**Almost 1/2**

of Canadians will develop cancer in their lifetime<sup>2</sup>

**50+**

**89%**

of Canadians who develop cancer are **over age 50**<sup>2</sup>



**1/2**

of cancer drugs are not covered by the publicly funded health system<sup>4</sup>



**70,000**

heart attacks occur each year that send Canadians to emergency rooms across the country<sup>5</sup>



**1.6 million**

Canadians are living with heart disease or the effects of a stroke<sup>5</sup>



**9 in 10**

Canadians surveyed have *at least one risk factor* for heart disease or stroke<sup>5</sup>

**PERCENTAGE OF  
MANULIFE'S CI  
CLAIMS PAID (2015)<sup>6</sup>**

**67%**  
Cancer

**14%**  
Heart attack

**6%**  
Stroke

<sup>1</sup> According to the Manulife InsureRight risk calculator <sup>2</sup> According to a report published by Canadian Cancer Statistics, Canadian Cancer Society, 2015 <sup>3</sup> [http://www.huffingtonpost.ca/2014/02/03/canadian-heart-attacks-and-stroke\\_n\\_4717180.html](http://www.huffingtonpost.ca/2014/02/03/canadian-heart-attacks-and-stroke_n_4717180.html) <sup>4</sup> Average cost per patient for newer oncology drugs is \$65,000 per year with an average co-insurance amount of 20 per cent. Report: Cancer Drug Access for Canadians, September 2009, Canadian Cancer <sup>5</sup> According to a poll conducted by the Heart and Stroke Foundation. 2014 Report on health - Creating Survivors, Heart & Stroke Foundation <sup>6</sup> Based on coverage count of active claims for individual non-cancellable CI products.

## An opportunity to focus on health and recovery

Educate your clients on the realities of suffering from a critical illness and how it can affect them and their family. Help them to prepare with Lifecheque<sup>®</sup> critical illness insurance and to decrease the financial burden associated with suffering from a critical illness. Lifecheque helps your clients worry less on finances and to focus more on what really matters – getting better!

Want to learn more? Contact your Manulife Insurance wholesaler today.



**Insurance**

FOR ADVISOR USE ONLY.

Lifecheque is sold by and is a registered trademark of Manulife (The Manufacturers Life Insurance Company). Manulife, Manulife Insurance, the Block Design, the Four Cube Design, and Strong Reliable Trustworthy Forward-thinking are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under licence.