



# CRITICAL ILLNESS INSURANCE

## Sample script and other tools

### SCRIPT TO HELP OPEN THE DISCUSSION

“As I mentioned on the phone, I wanted to meet with you to discuss a health insurance product that should be part of everyone’s financial plan. Critical illness insurance. Have you heard about it? What do you know about critical illness insurance? *(Let them answer.)*”

I believe that critical illness insurance is an important part of a financial plan because it helps take care of you and your family, while you’re still alive. The risk of suffering from a critical illness is very real and thanks to advances in medicine, more and more people are surviving.

Do you know anyone who has suffered from a critical illness? *(Let them answer.)*

If they say yes...	If they say no...
<p><i>(Ask them a few questions to uncover the financial impact of the critical illness.)</i></p> <p>Do you think they experienced any financial challenges?</p> <p>Were they able to take time off work to recover or did they have to return to work immediately?</p>	<p>TIP: Create a picture for them. Share some of the statistics below, or better yet, share stories of people you know who have suffered from a critical illness. Talk about the financial challenges those people faced. Have these stories prepared ahead of time.</p> <p>You’ve probably seen the stats: <i>(Give a couple of statistics. Don’t read this list like a news report!)</i></p> <ul style="list-style-type: none"> <li>• 42% of women and 45% of men will develop cancer during their lifetime.<sup>1</sup></li> <li>• The annual household wage loss from cancer is \$17,729 per person. Caregivers typically lose 23% of their workable hours.<sup>2</sup></li> <li>• Heart disease and stroke are the leading cause of hospitalization<sup>3</sup> and the second leading cause of death<sup>4</sup> in Canada.</li> <li>• Canada has the highest rate of Multiple Sclerosis in the world.<sup>5</sup></li> </ul>

Survival can be expensive. Many people are forced to deplete their life savings or take on additional debt to cover treatment costs and the day-to-day expenses associated with living with a critical illness.

Think about your own situation. If you were to suffer from a critical illness, what would be your greatest financial worry?

*(Give them time to answer. Don’t jump in too quickly to supply the answers. They need to hear it in their own words and voice. If they can’t think of an answer, ask some of the questions below to help get them thinking.)*

Would you be able to:

- Pay off your mortgage or even make your mortgage payments?
- Pay for specialized treatments outside of Canada?
- Pay for in-home care?
- Pay for home and vehicle modifications needed to improve accessibility?
- Hire someone to keep the business viable while you recuperate? *(if a business owner)*

What happens if you can’t afford to take care of your biggest financial worry?

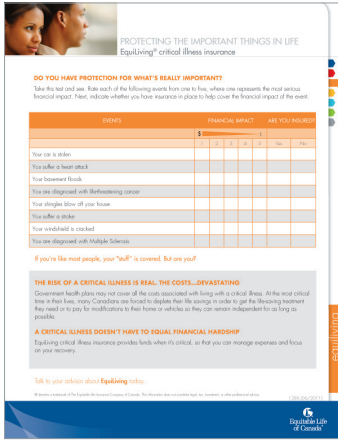
Critical illness insurance helps remove those worries so that should it happen, you can focus on recovery.

Let’s take a look at the options and then you can decide which one would be right for you. Okay?”

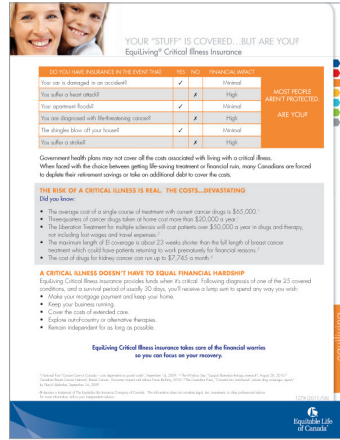


## MARKETING MATERIAL TO HELP PROVIDE SOUND ADVICE TO YOUR CLIENTS

Once your client has agreed to discuss Critical illness insurance, there are a number of tools available to help uncover the need, present the solution and determine the amount of critical illness insurance required.



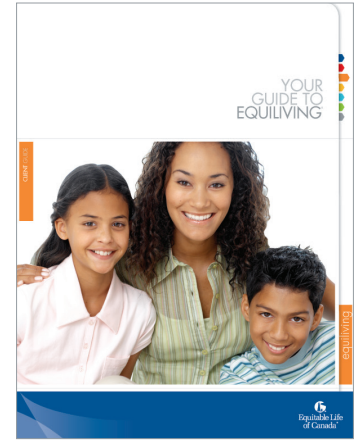
Protecting the important things in life (checklist) [1286](#)



Sample premiums flyer [1274](#)



How much do you need? ([online calculator](#))



Your Guide to Equiliving (client guide) [1258](#)

## CRITICAL ILLNESS INSURANCE FOR CHILDREN

When “Kiss it and make it better” isn’t enough

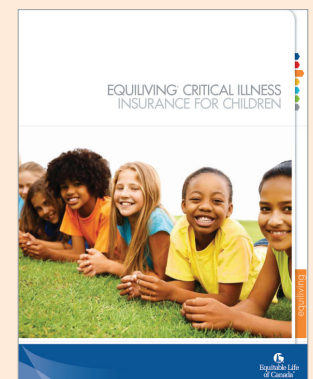
Once parents commit to critical illness insurance for themselves, discuss the need for insurance on their children as well.

“While no parent wants to consider the possibility of their child becoming sick, the reality is that it happens more frequently than we think. If it happened to your family, would you or your spouse want to take time off work to be by your child’s side during their treatments and recovery? What would be the impact of that on your financial situation and your ability to not only cover day-to-day expenses, but also medical bills?”

Equiliving critical illness insurance for children ([1287](#)) tells a story of how an entire family is impacted, both financially and emotionally, when a child gets sick. Share that story, or one of your own, to help your clients see the need for critical illness insurance on their children.

Equiliving can provide funds to help:

- Cover expenses so that one parent can take a leave from work to be with their child.
- Pay for respite care so that parents can share some personal time with the other children in their family.
- Continue saving for a special family vacation, their children’s education, or their own retirement.



## ADVISOR USE ONLY

<sup>1</sup> Canadian Cancer Society’s Advisory Committee on Cancer Statistics. Canadian Cancer Statistics 2016

<sup>2</sup> Financial hardship of cancer in Canada. [www.cancer.ca/manitoba](http://www.cancer.ca/manitoba) and [www.canceraction.ca](http://www.canceraction.ca)

<sup>3</sup> 2016 Report on the health of Canadians, Heart & Stroke Foundation.

<sup>4</sup> 2012/13 data from the Public Health Agency of Canada’s Canadian Chronic Disease Surveillance System (CCDSS)

<sup>5</sup> Multiple Sclerosis International Federation, Atlas of MS 2013, Mapping multiple sclerosis around the world