



Living Benefits

Life Insurance for Life!

The Evolution of Life Insurance

**For More Than 400
Years – Life
Insurance Has Been
Death Insurance**

**Living Benefits Gives You
Life Insurance You Don't
Have to Die to Use.**



A Silent Epidemic:

"Bankruptcies resulting from unpaid medical bills will affect nearly 2 million people this year, making health care the No. 1 cause of such filings, and outpacing bankruptcies due to credit card bills or unpaid mortgages, according to new data. And even having health insurance doesn't buffer consumers against financial hardship."

Source: "Medical Bills Are The Biggest Cause of US Bankruptcies: Study" – CNBC Jun 2013



Well, maybe not so “silent”:

DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

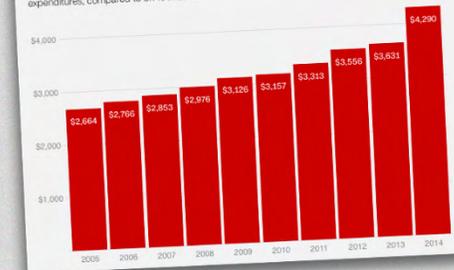
Monday 5th June

First Edition

HEALTH CARE COSTS ARE BANKRUPTING US

Rising bill for medical care

Spending on health care has increased sharply and in 2014, it amounted to 8% of household expenditures, compared to 5.7% in 2005.



CNN - 5/11/17

Rising health insurance premiums have eaten into take-home pay. What money does come home increasingly goes back out as health care deductibles, copayments and coinsurance. People cannot plan for when these expenditures will occur, nor for how big they will be. And as medical care expands to involve more people, more people experience these unpredictable expenditures -- creating more financial stress. Medical care is a common cause of personal bankruptcy.

What Can Happen to You?

You may become Terminally or Critically Ill

HEART ATTACK

About every 34 seconds, someone in the United States has a myocardial infarction (heart attack).¹

STROKE

On average, a stroke occurs every 40 seconds.²

CANCER

A new cancer is diagnosed every 30 seconds in the United States.³

1 in 2 men and women will be diagnosed with cancer in their lifetime.⁴



1. "About Heart Attacks" American Heart Association. 12 June 2011. http://www.heart.org/HEARTORG/Conditions/HeartAttack/AboutHeartAttacks/About-Heart-Attacks_UCM_002038_Article.jsp (24 April 2012).

2. "Impact of Stroke" American Stroke Association. 18 April 2012. http://www.strokeassociation.org/STROKEORG/AboutStroke/Impact-of-Stroke_UCM_310728_Article.jsp (24 April 2012).

3. "Cancer Facts & the War on Cancer" National Cancer Institute. 2012. <http://training.seer.cancer.gov/disease/war/> (24 April 2012).

4. "SEER Stat Fact Sheets: All Sites" National Cancer Institute. 2012. <http://seer.cancer.gov/statfacts/html/all.html> (25 April 2012).

The Chance of Survival...

What about financial survival?

- **1 in 8 people with advanced cancer turned down recommended care because of cost.³**
- **The cost of a severe heart attack – including direct and indirect costs – is about \$1 million.⁴**
- **800,000 Americans will declare bankruptcy this year and 60% will be due to medical bills.**



¹ "Critical Illness Statistics" Pinney Insurance Center, 2012. <http://www.pinneyinsurance.com/critical-illness/statistics.php> (13 April 2012).

² "National Survey of Households Affected by Cancer" The USA Today/Kaiser Family Foundation/Harvard School of Public Health, November 2006. <http://www.kff.org/kaiserpolls/upload/7591.pdf> (13 April 2012).

³ Shaw LJ, Merz CNB, Pepine CJ, et al. The Economic Burden of Angina in Women With Suspected Ischemic Heart Disease: Results From the National Institutes of Health National Heart, Lung, and Blood Institute-Sponsored Women's Ischemia Syndrome Evaluation. *Circulation*. August 29, 2006 2006;114(9):894-904.

⁴ "The Real Risk That You'll Have a Critical Illness" Facts About Critical Illness Insurance Coverage and Costs, 2012 <http://www.criticalillnessinsuranceinfo.org/> (13 April 2012).

What Can Happen to You?

You may become Chronically Ill

Chronic Illness affects many people and can create additional expenses for a family. Some of these expenses may include:

Nursing Home Cost for a Private Room

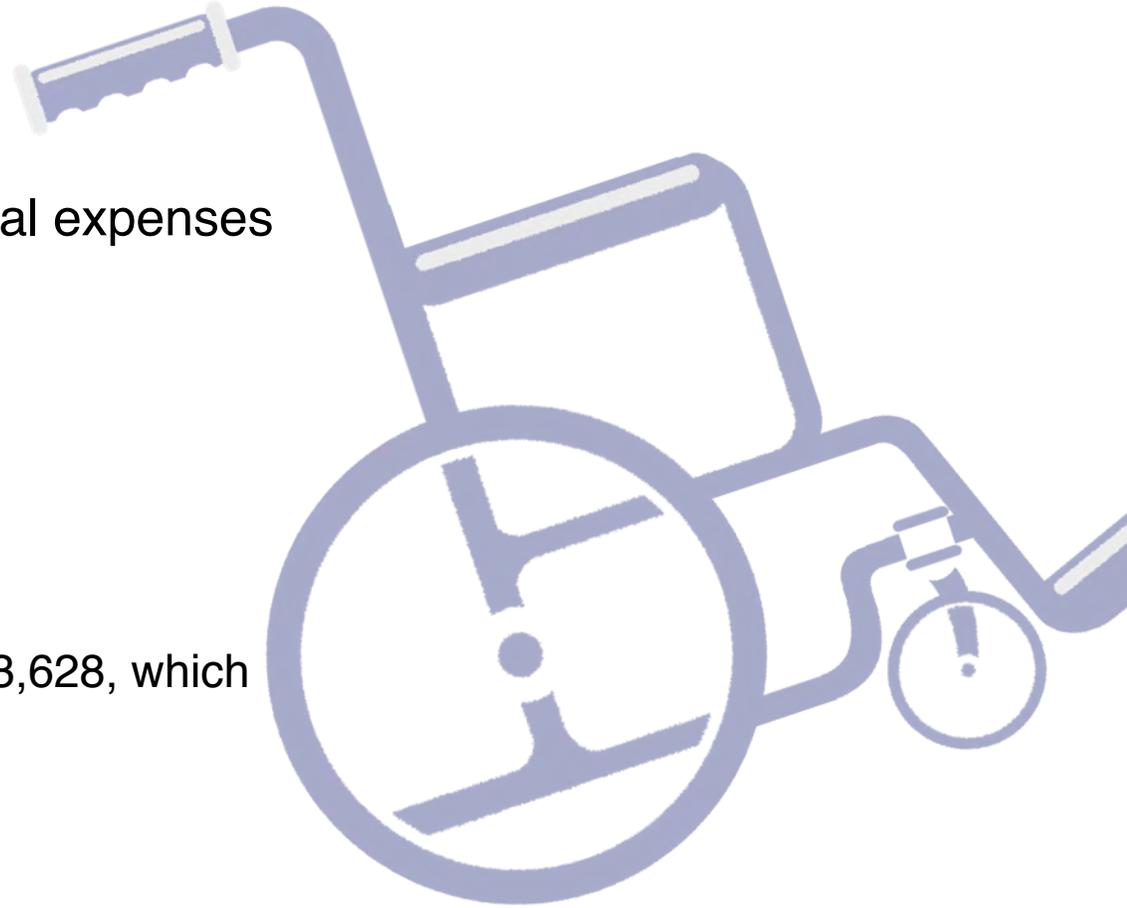
For nursing home care, the national monthly average is now \$7,698, which translates into \$92,376 annually.¹

Assisted Living Facility

For assisted living facilities, the national monthly average is now \$3,628, which translates into \$43,536 annually.¹

Home Health Aide (Certified)

For Home Health Aide, the national monthly average is now \$3,861, which translates into \$46,332 annually.¹



¹ "Cost of Care Survey" Genworth – May 2016. www.newsroom.genworth.com

Companies A & B are BOTH offering coverage including a \$250,000 death benefit if you pass away. This coverage will cost you about \$50.00/Month with BOTH companies.

Company A

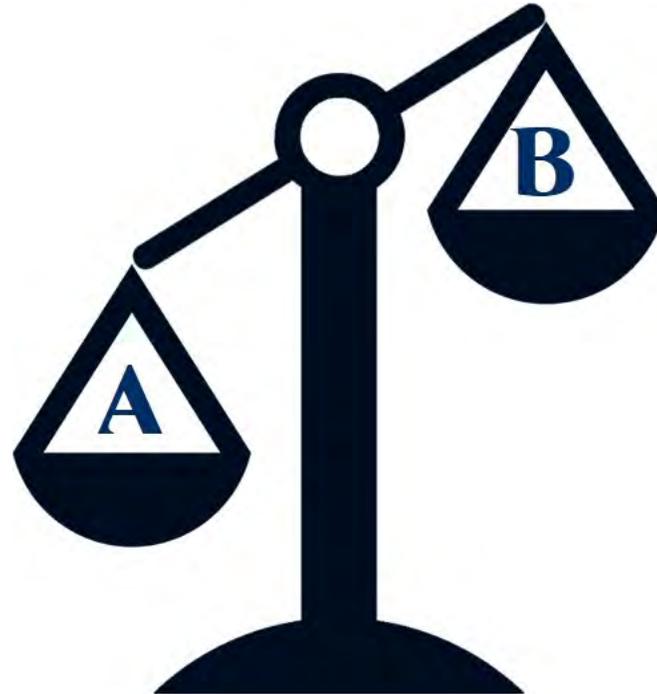
**\$250,000 Death
Benefit**

\$50/Month Premium

**Terminal Illness
Benefit**

**Chronic Illness
Benefit**

Critical Illness Benefit



Company B

**\$250,000 Death
Benefit**

\$50/Month Premium

Same price as Company B, but with more protection, options, and flexibility.

IT'S A  "NO-BRAINER"

Let's take a closer look at these added features & how Living Benefits work.



48 - 48 - 60

What do these numbers mean?

48% of mortgage foreclosures are the result of financial hardship due to *critical illness* (only 3% due to death).¹

48% of businesses that fail, fail because of a *critical illness*.²

60% or more of all bankruptcies are directly tied to medical conditions such as critical illnesses, and around 80% of the individuals were already covered by health insurance.³

1. "Get Sick, Get Out: The Medical Causes of Home Foreclosures" Health Matrix, 2008.
2. Goldstein, Mark, "Critical Illness Insurance 101" <http://ezinearticles.com/?Critical-Illness-Insurance-101&id=4450375> (13 April 2012).
3. "More People are Surviving Critical Illnesses..." United States Critical Illness Insurance Resource Center, 2012. <http://criticalillnesspolicies.com/insurance-coverage/critical-illness-statistics/> (13 April 2012).

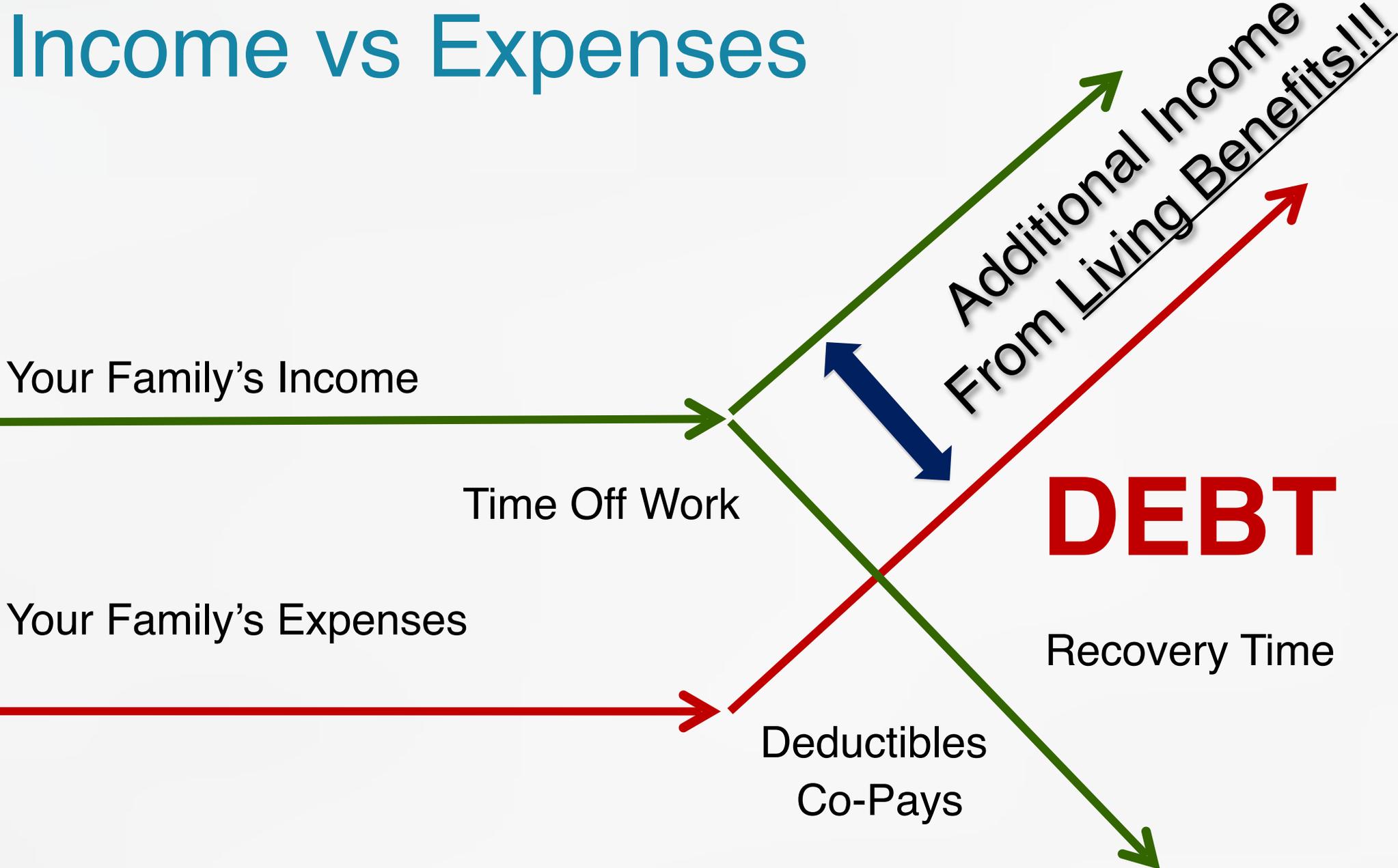
What normally happens when you suffer a Critical or Chronic Illness?



INCOME

EXPENSE

Income vs Expenses



Thank You.