

WHY THE TIME IS NOW TO SELL CANCER, HEART ATTACK & STROKE INSURANCE

Recently, medical professionals have had unprecedented success with treating cardiovascular diseases and cancer. You can contribute to the recovery effort by providing individuals with the means to pay for hospital stays, treatments, routine bills, and more after a health event.



THE PREVALENCE OF THESE CONDITIONS



Every 40 seconds someone in the U.S. has a heart attack.¹



Approximately 805,000 heart attacks occur in the U.S. each year.²



The annual rate of death due to heart disease declined 31.8% between 2006 and 2016.³



Every 40 seconds someone in the U.S. has a stroke.⁴



Approximately 795,000 Americans have a stroke each year.⁵



About 662,000 (83%) of those people now survive the event.⁶



Every 30 seconds someone is diagnosed with a new cancer.⁷



Approximately 1.7 million new cancer diagnoses may occur in the U.S. in 2019.⁸



About 69% of people now survive 5+ years after a cancer diagnosis.⁹



THE POTENTIAL COSTS RELATED TO THESE CONDITIONS

A heart attack, stroke, or cancer can lead to the following:

- Ambulance rides
- Hospital stays
- Medical procedures/tests
- Prescription medicines
- Rehabilitation services
- Adaptive equipment
- Travel/lodging
- Going out to eat
- Additional child care
- Time off work
- Reduced income
- Other expenses

Fact: Cardiovascular diseases and cancer are among the top 5 causes of long-term disability claims.¹⁰



THE PERKS OF THIS INSURANCE

It supplements enrollees' primary health plans.

- Policies available to people ages 18 to 99 years old
- Lump sum from \$5,000 to \$500,000 distributed after a qualifying diagnosis
- Money can go toward whatever expenses the enrollee desires (medical or non-medical)
- Riders available to give enrollees additional protection against out-of-pocket costs

Note: Issue ages, benefits, and spending rules vary by carrier, plan, and state.

Ready to learn more? It's never too late to start offering this product. Call 800-769-1847 for more info!

Sources:

^{1,2,3,4}Benjamin, Emelia J., et al. "Heart Disease and Stroke Statistics 2019 At-a-Glance." American Heart Association and American Stroke Association, 31 Jan. 2019.

^{5,6}Benjamin, Emelia J., et al. "Heart Disease and Stroke Statistics 2018 At-a-Glance." American Heart Association and American Stroke Association, 31 Jan. 2018.

⁷"CANCER FACTS & THE WAR ON CANCER." SEER Training Modules, National Cancer Institute. Accessed 7 Jan. 2020.

^{8,9}"Cancer Facts & Figures 2019." American Cancer Society, 2019.

¹⁰"Ten-year review of Unum's disability claims shows trends in workplace absences." Unum, 3 May 2018.

