

“Give me one good reason to buy optional critical illness insurance.”

We’ve got three.

1. **The price:** you’ll never have the opportunity to buy critical illness insurance at rates as low as these. In fact, for less than what you could spend on your daily morning coffee or the latest application for your phone, you could have the coverage you need if you ever got really sick.
2. **The security:** did you know that not all medical treatments are covered by your provincial health care plan and that you would have to pay for them? Medical advancements are saving lives, but the average cost of a course of treatment with some recent cancer drugs can cost upwards of \$65,000?* Without the added security of critical illness insurance, 27% of people with cancer went into debt to cover medical costs.†
3. **The control:** when you get sick, really sick, your life can seem out of control. Well, there’s one thing you’ll know you can control - how you spend your optional critical illness insurance benefit. When your claim is approved, you get the benefit paid in full. You can choose to use the money to help cover everyday expenses while you’re off work and on disability, you can pay for medical treatment, modify your home, pay off debt - the choice is yours.

No-one wants to think about getting sick, but the reality is - people do. In Canada, there are an estimated 70,000 heart attacks every year** and one in three people will develop cancer at some point in their lifetime*.

You can buy optional critical illness insurance at the same time you elect your other employee benefits. For details on this option, please see your employee booklet.



Visit www.sunlife.ca/myClstory to hear, first-hand, how critical illness insurance has helped others.

* Canadian Cancer Society, 2009.

† Canadian Breast Cancer Network & Study, 2009.

** Heart and Stroke Foundation of Canada, 2010.