

## When you're diagnosed with a critical illness like cancer, a stroke, or a heart attack – your focus needs to be on your physical survival – not your financial survival!

That's why AssurityBalance Critical Illness Insurance pays you a lump sum benefit at the first diagnosis of a covered illness. This benefit will relieve the financial stress in your life – it can be used for whatever is needed – there are no restrictions! You may want to pay off your mortgage, use a portion for medical deductibles, treatment outside of your HMO, or for experimental treatments. Or, it can help provide the financial cushion you and your family need to pay your bills while you focus on survival and a complete recovery.



## These people had critical illness insurance protection when they needed it!\*

Occupation	Sex	Age	Critical Illness Diagnosed	Months policy in force	Policy Amount
Lawn service owner	Male	28	Nasal cancer	5	\$37,500
Optometrist	Female	45	Breast cancer	21	\$225,000
Service staff, medical office	Female	34	Coma	18	\$50,000
Maintenance director	Male	36	Melanoma	40	\$10,000
Consultant	Male	49	Lymphoma	10	\$75,000
Business owner	Female	44	Bladder cancer	3	\$9,000
Potter	Female	46	Lung cancer	48	\$20,000
CEO, manufacturing	Male	36	Stroke	19	\$50,000
Part time clerk	Female	61	Breast cancer	30	\$7,000
Self employed	Male	48	Stroke	8	\$5,000
Minister	Male	54	Heart attack	5	\$5,000

### Cancer –

1 in 6 men age 60 and over have a chance of developing invasive cancer, compared to 1 in 10 women.<sup>1</sup>

### Stroke –

Every 40 seconds, someone in the U.S. suffers a stroke<sup>2</sup>

### Major Cardiovascular Disease (heart attack) –

Every 26 seconds, someone in the U.S. will have a coronary event, and about every minute, someone will die from one.<sup>2</sup>

**If you're struck by a critical illness, AssurityBalance Critical Illness Insurance will be there to help protect your financial world – so you can relax and concentrate on recovery.**

Policy form Nos. CI-005 or I H0810, CI-007 or I H0820. This policy has limitations. For costs and complete details of the coverage, call or write your insurance agent or Assurity Life Insurance Company.

\* Cases provided by Optimum RE Insurance Company underwriters for AssurityBalance Critical Illness Insurance

1. 2004-2006 data, Cancer Facts and Figures, American Cancer Society, 2010

2. Heart Disease and Stroke Statistics – 2008 Update, American Heart Association

Rates, benefits and policy provisions may vary by state and are subject to state approval. This is an abbreviated explanation of policy qualifications, limitations, and exclusions. Please consult the policy contract for more detailed information. Critical Illness Insurance is not a substitute for health insurance. This policy may not be appropriate for Medicaid recipients.

