

# Assurity®

# Critical Illness Insurance

## Seller's Guide



### Opportunities in today's market

For many people, the need to cover a long-term, high-deductible plan, with leaving "empty" nest funds for retirement, has become a reality. Insurance and other services, however, are still the same as of old.

**43.2%** of Americans have a high-deductible healthcare plan.<sup>1</sup>

Thousands are turning to crowdfunding websites like GoFundMe for help.

**\$650 million** raised by about 250,000 GoFundMe campaigns.<sup>2</sup>

The need to rest, take a break, or have a day off from work is a reality for many. These numbers point to the need for a new way to cover a long-term, high-deductible plan.

**Did you know** Google searches for critical illness insurance are up 15,000 and 30,000 per month. These numbers point to the need for a new way to cover a long-term, high-deductible plan.



Assurity has been part of the development of critical illness insurance since the product's beginning. Sales growth for CI is projected to increase 22 percent annually, according to Gen Re.<sup>1</sup>

Capture that growth by using this guide for a fresh, no-nonsense approach to selling our product, which we've designed with simplicity in mind – both for you and the client.

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## Where we fit best

- 25- to 55-year-old working Americans
- Household incomes of \$35,000 to \$150,000
- Any gender or ethnicity
- May be single, but more likely have one or two dependents
- Post-fulltime education and pre-retirement

# In this guide:



**Opportunities in today's market**



**Questions to ask your client**



**Features, facts and fact finder**



**Tools to help you sell**



**Underwriting made easy**



**Tips for closing the sale**

# Opportunities in today's market



The rising costs of healthcare, coupled with high deductibles, are leaving many middle-class Americans who face cancer, heart disease and other serious illnesses with thousands of dollars of debt.



Thousands are turning to crowdfunding websites like GoFundMe for help.



**The need is real.** Think of the difference \$30,000 could make for a person who has just been diagnosed with a serious illness. There's never been a better time to sell critical illness insurance.



## Did you know

Google searches for critical illness insurance average between 15,000 and 30,000 per month. These numbers peak during open enrollment season.<sup>5</sup>

# Questions to ask your client



Crowdfunding may not be the solution to high healthcare costs, but it can be a conversation starter. Here are some questions to ask your client when bringing up the need for critical illness insurance:

*When was the last time you saw someone ask for financial help on social media?*

*How is your budget handling higher deductibles and healthcare costs?*

*When was the last time you felt you had options with your health insurance plan, or were sure what your plan would pay you?*

*If you or your spouse became seriously ill, wouldn't you want to be able to afford the best treatment options available?*

## Assurity's Podcast: Tips from the Insurance Pros

Listen on the Assurity.com Agent Center, Spotify or Apple Podcasts. Hear producers and other experts share their advice for approaching clients.



# Features, facts and fact finder



Arming yourself with information during the sales process is key to your success. Today, most consumers conduct online research before meeting with you. Proving your product knowledge and personalizing each case to meet their needs shows your true value and helps to further gain their trust.

## Key Features: Assurity Critical Illness Insurance

- **Flexible lump-sum benefit amounts:** from **\$5,000 to \$75,000 for simplified underwriting** (full underwriting for amounts from \$75,001 to \$500,000); **18 to 70 (age last birthday)**
- **Covered conditions:** include **cancer, heart attack\*, stroke, advanced Alzheimer's**, organ transplant, kidney failure and more
- **Multi-benefit payout:** Unlike other CI policies that are “one and done,” ours **pays for each different critical illness covered in the policy if the diagnosis is separated from the prior critical illness by at least six months.**
- **Waiting period:** No benefits will be paid for diagnosis of invasive cancer or non-invasive cancer during the first 30 days of the policy. Coverage begins immediately for all other covered conditions.
- **Return of premium options:** If your client dies from a cause other than a specified critical illness, their premiums will be paid to their beneficiary. A return of premium rider is also available, which returns a percentage of premiums if the policy is canceled or lapses.

\* Heart attack does not include established (old) myocardial infarction occurring prior to the issue date, sudden cardiac arrest, cardiac arrest or cardiopulmonary arrest.

## Key Facts: Critical Illnesses and Growing Needs

**66%**

**of all U.S. bankruptcies are tied to medical issues.**

American Journal of Public Health Report, 2019

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**61%**

**of Americans don't have savings to cover an unexpected \$1,000 expense.**

Bankrate's Financial Security Index, January 2021

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**53%**

**of insured Americans are worried about being unable to cover their health insurance deductible.**

Kaiser Family Foundation, Americans' Challenges with Health Care Costs, 2019

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The median cost of hospitalizations from a heart attack is **more than \$53,000.**

American Heart Association,  
November 2017

Patients experience the highest out-of-pocket costs in the **first 1-3 months** after being screened and diagnosed with cancer.

American Cancer Society,  
Cost of Cancer Report, April 2020

These facts can be useful information for you and your client. Posting them on social media and offering a way to solve this problem can help you prospect.

## Fact Finder: Sales Scenario

Illustrate the true value of critical illness insurance with your client.  
Here's an example:

Sarah is **41, married** and has two school-aged daughters. She is a teacher making **\$58,000 annually** and has a **high-deductible healthcare plan**.

### Critical Illness Insurance Fact Finder

#### 1. Health Expenses Due to Illness

##### Out-of-pocket healthcare coverage maximum

In 2022, the upper limit is \$7,050 for an individual and \$14,100 for a family.<sup>6</sup>

\$14,100

##### Total amount available in Health Savings Account

—

\$2,500

Subtotal =

\$11,600

#### 2. Replacement Funds

Estimate **3 months**  
of recovery time.

##### Monthly Income (3 months)

\$13,350

##### Monthly Expenses (3 months)

Mortgage or rent

+

\$4,500

Credit card payment

+

\$675

Car loans & other debt

+

\$1,200

Subtotal =

\$19,725

Minimum coverage recommended

=

\$31,325

Total monthly cost for \$35,000 benefit

\$31.71

Total monthly premium cost with Return of Premium Rider added

\$43.44

Amount Sarah would need to save each month to cover  
out-of-pocket maximum\*

\$1,240



## **Sarah thought she was in great shape with her coverage.**

She was happy to save about \$100 a month in her health savings account (HSA), and her company contributed to her HSA each year as well. But a major illness would quickly wipe out her HSA balance and leave a real financial gap.

The numbers show how affordable it can be for Sarah and her family to close the gap if illness strikes. **For \$43.44 a month – less than the cost of one meal out with her husband and children –** she can rest assured knowing she'll have enough money to cover day-to-day expenses and any other unexpected costs.

Sarah also knows because she added the Return of Premium Rider, she will get some of her premiums back if she never needs her policy.

**Using this simple approach personalizes the coverage amount for your client and shows how you can help them with an affordable policy.**

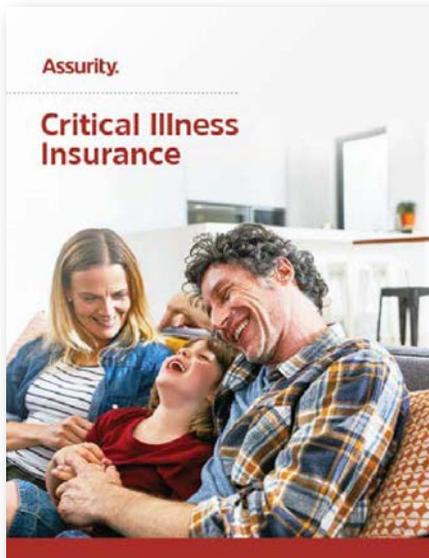
Illustration based on a 41-year-old female, Non-Tobacco

\* Calculation based on the HSA amount of \$11,600 needed divided by 12 months.

# Tools to help you sell



Educate your client about the need for critical illness insurance.  
Get these tools and more on [assurity.com/critical-outlook](https://assurity.com/critical-outlook).



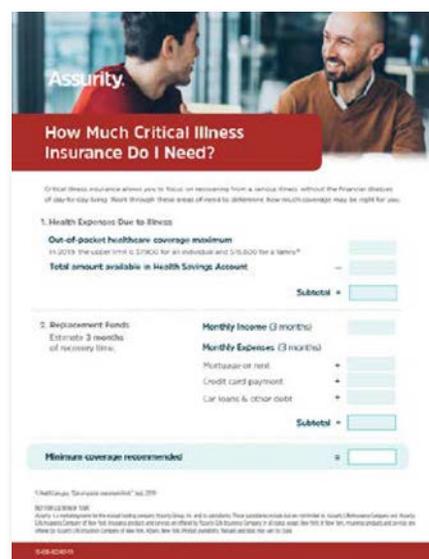
Overview brochure



One-minute video



Summary flyer



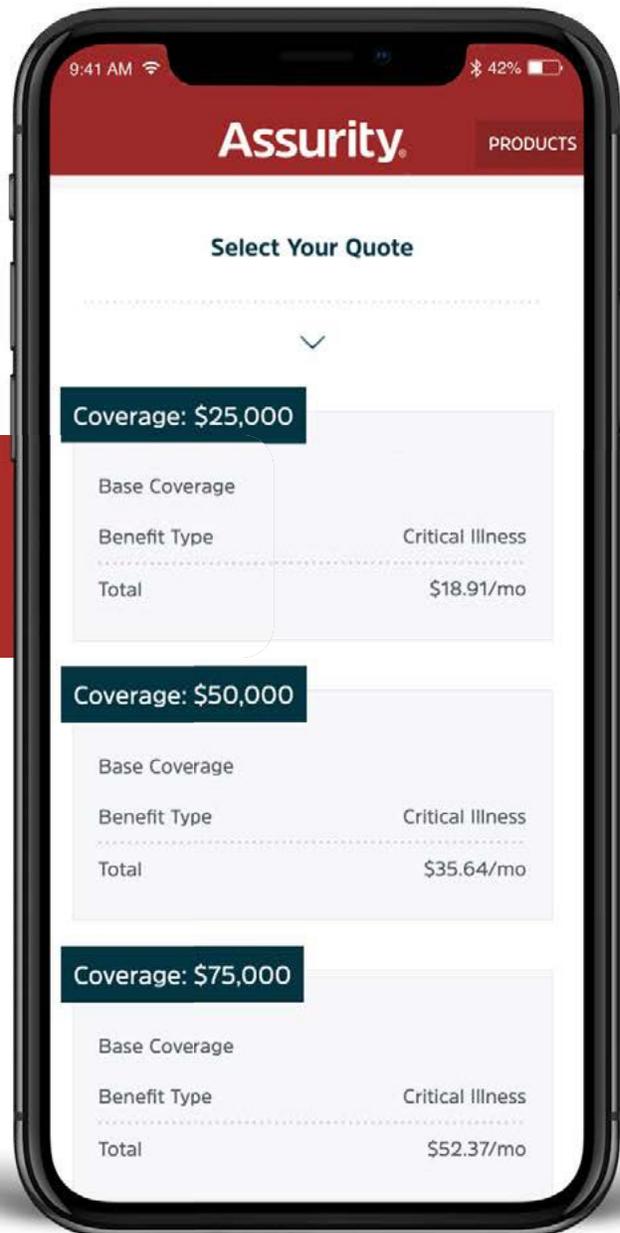
Needs worksheet

## Use Our Quick Quoter

Show the need for protection in the palm of your hand.  
After answering a few easy questions, our CI Quoter:

- ✔ **provides three customized coverage options**
- ✔ **educates your client** and expands coverage with optional riders
- ✔ **emails the quote** to both you and your client, helping you continue the conversation

**Start using the quoter today:**  
[myquote.assurity.com/ci](https://myquote.assurity.com/ci)



# Underwriting made easy



Get your business on the books faster and easier with **simplified underwriting for benefit amounts up to \$75,000.**



## Easy E-App, No Exams

With just a few simple health questions, your client can complete the application in minutes and get an **instant decision.**



## Quick Policy Delivery

With an average **2-day turnaround** for apps in good standing, our quick policy issue makes you money and gets your client the coverage they need faster.



## \$100, 4-day Guarantee

We're so confident in our simplified underwriting process, we guarantee our results.<sup>7</sup>

## **Does your client have past health conditions? Don't stop the sale.**

A past diagnosis of cancer or heart disease/stroke doesn't mean your client can't get coverage. With underwriting review, your client may still qualify and be protected against other covered illnesses.

## **One Product, Two Underwriting Paths**

A streamlined experience means one critical illness product for both simplified and full underwriting. Full underwriting is needed for benefit amounts from \$75,001 to \$500,000.

Download our underwriting guide at [assurelink.assurity.com](https://assurelink.assurity.com).

# Tips for closing the sale



## Overcoming Objections

Many insurance professionals find a Q&A approach helpful when overcoming common objections to critical illness insurance. You can help your client understand their need and the true value of the coverage by listening and asking questions.

### Objection:

*I am healthy — this won't happen to me.*

Ask the following questions to help your client realize **the need is real**.

1. Do you know someone who has been diagnosed with cancer, heart attack or stroke?
2. Did their diagnosis come as a surprise?
3. Was it tough emotionally or financially for them, their family or their business?
4. Would you want to feel more empowered in this situation?

### Objection:

*It's too expensive.*

Ask the following questions to help your client realize the **policy's true value**.

1. Do you know your maximum out-of-pocket amount on your healthcare plan?
2. Do you have a health savings account?
3. Do you know how much you would need to save each pay period to cover your deductibles or maximum out-of-pocket expenses?
4. Should we compare that amount to the cost of this coverage?
5. Did you know this plan has an optional return of premium rider? If you never use it, you can get some of your money back.



## Attach Value to Critical Illness Funds

It's not enough that your client understands they can do anything they want with the CI benefit amount. Providing specific expenses they could use the money for will help them understand how critical illness protection can help them personally rather than in some abstract way.

**They need to understand CI offers them more than money:**

- Options and choices
- Some control when they feel they have none

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## Tie It All Together

**Tell a story:** People connect to stories. Your social media feed and television are filled with stories of people who faced a critical illness but lacked the resources to get the treatment they really needed. You may even know someone personally whose life was changed by a critical illness – share their story.

**Share statistics:** Stats rarely sell insurance, but they can support the importance of why your client needs coverage. Figures on out-of-pocket expenses, costs of cancer treatments and even medical bankruptcy are all valuable in helping to frame the discussion with your client.

**Emphasize the need:** More people are surviving than ever before, but healthcare costs also continue to rise. Your client may not fully understand this reality, let alone the huge strain on finances a critical illness may bring. Remind them why this coverage is not a luxury, but a necessity.

**Make it personal:** Ask your client what they'd do if their spouse needed expensive out-of-network care, but couldn't afford it. If they're ever faced with hard times, having extra cash on hand can give them peace of mind now and into the future.

**Be confident:** When you're working with Assurity, you're working with a carrier that puts people and planet first. As a mutual organization and a Certified B Corporation, we're committed to using our business as a force for good.



**Get started growing your sales today! Our team is ready to help and just a phone call away.**



## Why we're different.

### Mutual strength

For over 130 years, our financial strength has helped people support one another through difficult times.

### A force for good

As a Certified B Corporation, we work toward positive impacts for employees, communities and the environment.

### Personal service

Get the customer service you need from real, responsive and efficient people in our Lincoln, Nebraska headquarters.

### Customer Service

800-276-7619  
Ext. 4264

### Find out more

[assurity.com](https://assurity.com)



1. Gen Re, "2018 U.S. Critical Illness Insurance Market Study Shows Continued Strong Growth," Sept. 11, 2018
2. CBS News, "Higher health insurance deductibles a sickening trend for Americans," June 13, 2019
3. [www.gofundme.com/start/medical-fundraising](https://www.gofundme.com/start/medical-fundraising)
4. Chicago Tribune, "Medical GoFundMe campaigns are a symptom of a sick health insurance system," Aug. 2018
5. Data source: Google Trends, Sept. 2021
6. HealthCare.gov, "Out-of-pocket maximum/limit," 2021
7. Your qualifying simplified underwritten application will be processed and the policy mailed within four business days, or the writing agent will receive \$100. The writing agent must be contracted with Assurity and properly licensed and appointed.

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Policy Form No. I H1820 and Rider Form Nos. R I1821, R I1822, R I1824, R I1825, R I1826, R I1827, R I1828, R I1829 and R I1830 underwritten by Assurity Life Insurance Company, Lincoln, NE.

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