

VITAL ASSIST

HEALTH BENEFIT[®]

**Advisor
Product Guide**

Helping
employees
cope with
critical illness





HELPING EMPLOYEES WHEN THEY NEED IT MOST

Are your clients and their employees prepared to cope with the sudden onset of a critical illness? With Vital Assist they are. Vital Assist provides valuable financial protection without breaking the budget.

Vital Assist—a simplified and affordable Critical Illness solution:

- No medical underwriting, except for late enrollees
- No one is excluded at time of claim due to a pre-existing medical condition exclusion
- Coverage of the top four conditions—cancer, heart attack, stroke, and coronary artery bypass surgery—which account for 80% of Critical Illness claims¹
- No survival or waiting period once covered condition requirements are met—lump sum funds are paid immediately once a claim is approved

New coverage options:

With three levels of coverage—\$10,000, \$20,000, and \$30,000—customers can choose the total benefit amount that meets their needs. Coverage is very affordable for small businesses.

Why Vital Assist?

- A high value — it's a low cost complement to the employee benefit plan
- Pooled rates protect against increases at renewal
- Medical expense benefit encourages employees to focus on their health and recovery

Vital Assist—the perfect fit for so many of your clients.

¹ *Empire Life Critical Illness claims, 2008, Munich Reinsurance Critical Illness claims, 2008*

COVERAGE AT A GLANCE

Vital Assist is really two benefits in one: a lump sum payment and a medical expense benefit. Both are completely non-taxable. The lump sum is payable immediately once a claim is approved. There are no restrictions. This gives employees the freedom to choose how to use their money. The medical expense benefit provides up to \$5,000 to cover eligible out-of-pocket medical expenses incurred by employees and their insured dependants within 12 months of the date the employee meets the eligibility requirements. Expenses do not have to be related to the employee's illness to be eligible for reimbursement.

In this enhanced version of Vital Assist, we have added a choice of payout options so that customers can choose a higher or a lower payout depending on their needs:

	Lump sum benefit	Medical expense benefit	Total benefit	Minimum # of lives
Option 1	\$5,000	\$5,000	\$10,000	5
Option 2	\$15,000	\$5,000	\$20,000	10
Option 3	\$25,000	\$5,000	\$30,000	15

20Plus customers can allocate different benefit options to different employee classes. When choosing different options for two or more employee classes, the difference from one class to the next cannot exceed \$10,000. The following examples illustrate the requirements.

Example	Ok/Not Ok
You have 11 employees in a single class and want to give them all the \$20,000 benefit option	Ok - You have the minimum number of lives required for this option
You have 2 employee classes and want to give each a different benefit: Class A with 4 lives, \$30,000; Class B with 7 lives, \$20,000	Not Ok - You need to have 20 employees to allocate a different benefit to different employee classes; You need a total of 15 lives to allocate the \$30,000 benefit
You have 10 employees in a single class and want to give them all the \$30,000 benefit option	Not Ok - You need a total of 15 lives required to allocate the \$30,000 benefit
You have 3 employee classes and want to give each a different benefit: Class A with 4 lives, \$30,000; Class B with 12 lives, \$20,000; and Class C with 5 lives, \$10,000	Ok - You have 20 employees needed to allocate a different benefit to different employee classes; The difference between each class doesn't exceed \$10,000
You have 2 employee classes and want to give each a different benefit: Class A with 16 lives, \$30,000 benefit and Class B with 5 lives, \$10,000 benefit	Not Ok - The difference between the two benefits cannot exceed \$10,000; Change class A OR B to \$20,000 and this would be OK

IMPORTANT INFORMATION FOR YOUR CLIENTS

What is an eligible medical expense?

To be eligible for reimbursement, a medical expense must be listed in the Canada Revenue Agency (CRA) inventory of eligible medical expenses AND must not be an excluded item under the terms of your group benefits contract. Some examples of eligible expenses are:

Attendant Care expenses	Medical tests
Cancer treatment, including treatment received outside of Canada for drugs or procedures not approved in Canada	Renovating costs, if renovations are needed for access or mobility related to severe or prolonged impairment
Homeopathic services	Wheelchairs and carriers
Coinsurance or deductibles from your Health or Dental plan	At home nurses

What is not an eligible medical expense?

Items not listed in the Canada Revenue Agency (CRA) inventory of eligible medical expenses and/or items that are excluded under the terms of your group benefits contract are not eligible for reimbursement. Some examples include:

Over the counter medications	Vitamins or supplements
Personal response systems	Athletic or fitness clubs
Non-prescription birth control devices	

More details on eligible medical expenses can be found in your employee benefits booklet and at www.cra-arc.gc.ca (type, "medical expenses" in the search field).

Vital Assist is payable when an insured employee:

- Is diagnosed with one of the four covered conditions; and
- Within 60 days of the date of diagnosis, stays at the hospital as an in-patient for 72 consecutive hours OR is absent from work for two consecutive weeks as a result of the covered condition and as supported by written proof from the attending physician.

Vital Assist is payable only once in an employee's lifetime. Coverage terminates on payment of the benefit or at age 65 (or earlier if retirement or termination of employment come first).



Guaranteed, worry-free coverage

- No medical information is required to qualify for coverage, except in the case of late enrollees
- Claims will never be denied because of a pre-existing condition
- Employees do not have to be terminally ill to receive benefits
- No waiting or survival period once covered condition requirements are met. Lump sum benefit paid immediately upon claim approval.

Covered conditions*

- Cancer
- Heart attack
- Stroke
- Coronary artery bypass surgery

How do employees file a claim?

Lump sum payment – employees call the Empire Life Customer Service Team at 1 800 267-0215 to ask for the claim forms. Once we receive the completed forms, we assess the claim. If the claim meets the criteria for payment, a cheque will be issued.

Medical expense benefit – Once the initial claim for lump sum payment is approved, employees may submit eligible medical expenses. Employees complete the Vital Assist Medical Expense Claim Form, attach original receipts and submit them to Empire Life for assessment/reimbursement. Claim forms are available online at www.empire.ca. They can be found on the Plan Administrator and the Plan Member sites.

**as defined on the following page*

IMPORTANT INFORMATION FOR YOUR CLIENTS

Billing

Premiums for Vital Assist will be included in clients' monthly statements, and appear as a separate line item.

Definitions of Covered Conditions

Cancer

"Cancer" will mean a malignant tumour characterized by the uncontrolled growth and spread of malignant cells with invasion and destruction of normal tissue. The term cancer includes leukemia, lymphoma, and Hodgkin's disease. The diagnosis must be confirmed with a valid pathology report and a report from a specialist.

The following cancers are excluded:

1. All tumours, which are histologically described as benign, pre-malignant, borderline malignant, low malignant potential, or non-invasive;
2. Any lesion described as carcinoma in-situ;
3. All non-melanoma skin cancers

Heart Attack

"Heart Attack (Myocardial Infarction)" will mean the death of a portion of the heart muscle as a result of inadequate blood supply to the relevant area as a consequence of coronary artery disease. The diagnosis must be supported by all three (3) of the following criteria and be diagnostic of a new definite acute myocardial infarction:

1. Symptoms clinically accepted as consistent with the diagnosis of an acute myocardial infarction; and
2. New characteristic electrocardiographic changes; and
3. The characteristic rise above accepted normal values of biochemical cardiac specific markers. For any myocardial infarction occurring during an angioplasty, the troponin rise must be more than 3 times increased.

Angina is specifically excluded.

Stroke

"Stroke" will mean a cerebrovascular event resulting in irreversible death of brain tissue due to intracranial hemorrhage or due to embolism or thrombosis in an intracranial vessel. This event must result in permanent neurological functional impairment with objective neurological abnormal signs on physical examination by a neurologist at least two weeks after the event. The Diagnosis must also be supported by findings on brain imaging and must be consistent with the diagnosis of a new stroke.

Transient Ischemic Attacks (TIA) are excluded.

Coronary Artery Bypass Surgery

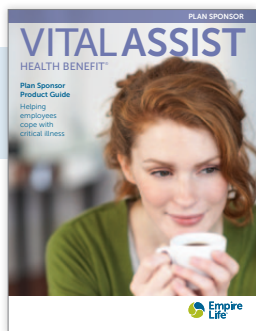
"Coronary Artery Bypass Surgery" will mean the undergoing of open-heart surgery to correct narrowing or blockage of one or more coronary arteries with insertion bypass graft(s).

Balloon Angioplasty (PCTA), stenting and all other intra-arterial catheter based techniques are excluded.



COMMUNICATING TO PLAN SPONSORS AND EMPLOYEES

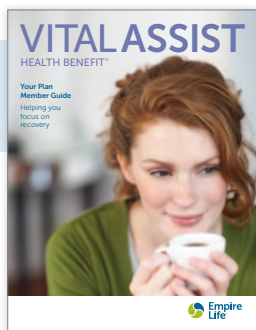
We have developed a complete suite of communication materials to help you promote the benefits of Vital Assist to your clients. All materials are available at www.empire.ca



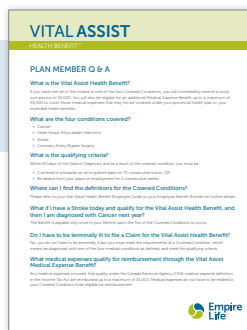
Plan Sponsor Product Guide



Plan Sponsor Flyer



Plan Member Product Guide



Plan Member Q&A

Want more information?

To learn more about what Vital Assist can do for your clients, please contact your local Account Executive or Account Manager.

The Empire Life Insurance Company (Empire Life) offers competitive individual and group life and health insurance, investment and retirement products to help you build wealth and protect your financial security.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our vision is to be the leading, independently-owned, Canadian financial services company committed to simplicity, being easy to do business with and having a personal touch.

¹ Source: Office of the Superintendent of Financial Institutions (OSFI), based on general and segregated fund assets

² As at June 22, 2011

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