

# WHY DO CANADIANS NEED CRITICAL ILLNESS INSURANCE?

The chance of being diagnosed with a critical illness is real.



**1 in 2** Canadians will develop cancer in their lifetime.<sup>1</sup>



**9 in 10** Canadians have at least one risk factor for heart condition, stroke or vascular cognitive impairment.<sup>2</sup>



Canada has one of the highest rates of multiple sclerosis in the world – with an estimated 1 in every 385 Canadians living with the disease.<sup>3</sup>



40% of people discharged following a heart, stroke or cognitive condition were re-admitted to hospital with a second related event.<sup>2</sup>

Are Canadians financially prepared if confronted with a critical illness?



**9 out of 10** Canadian families touched by cancer report some form of financial challenge as incomes decline and household costs rise.<sup>4</sup>



The financial fallout from suffering a stroke was the most significant, with a **31% drop in earning power**.<sup>5</sup>

<sup>1</sup> Canadian Cancer Statistics 2019, Canadian Cancer Society. <sup>2</sup> 2019 Report on Heart, Stroke and Vascular Cognitive Impairment, Heart and Stroke Foundation of Canada. <sup>3</sup> Multiple sclerosis statistics, available at <https://mssociety.ca/about-ms/diagnosing-ms>. <sup>4</sup> Canadian Cancer Society, available at: <https://www.cancer.ca/en/get-involved/take-action/what-we-are-doing/financial-hardship-of-cancer-in-canada-mb/?region=mb>. <sup>5</sup> Heart attack, stroke can harm earning power due to life-altering effects: study by Sheryl Ubelacker, The Canadian Press, published on January 7, 2019.

## Empire Life CI Protect<sup>®</sup>

Critical Illness Insurance  
made simple, fast & easy



**Simple design**—covers 4 major illnesses with highly competitive rates



**Fast application process**—available online in Fast & Full or paper applications



**Easy to apply**—uses Life underwriting with no additional critical illness underwriting requirements

## Empire Life CI Protect Plus<sup>®</sup>

A more comprehensive critical illness insurance solution to help protect your way of life



Covers 25 critical illnesses



Three built-in benefits to add extra protection with no extra premiums



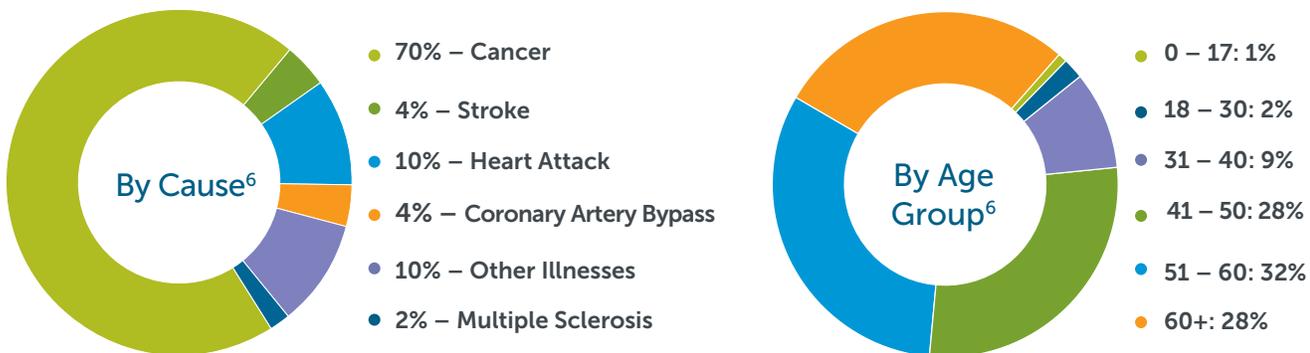
Two optional return of premium riders available



Other riders and benefits can be added to create a customized solution

## Our Claims Experience

Critical Illness Claims paid 2020



<sup>6</sup> Based on claims processed in 2020 for all Empire Life individual critical illness insurance products.

<sup>®</sup> Registered trademark of **The Empire Life Insurance Company**. Policies are issued by The Empire Life Insurance Company. The information in this document is for general information purposes only. Please seek professional advice before making any decision.

### The Empire Life Insurance Company

259 King Street East, Kingston, ON K7L 3A8

**Insurance & Investments – Simple. Fast. Easy.<sup>®</sup>**

empire.ca info@empire.ca 1 877 548-1881

INS-1296-EN-05/21

