

## Sales Idea

Fill the Coverage Gaps with  
Cancer Insurance &  
Heart Attack/Stroke Insurance



Due to a “perfect storm” of rising health care premiums and increases in treatment costs, many of your clients will be looking for a solution to help fill the gap between coverage and out-of-pocket expenses. And as the nation ages, the chances of people suffering from cancer or heart disease increases.

### The Need

Nearly everyone knows someone who has been affected by cancer or heart disease. Unfortunately, many believe that their health care coverage is adequate to cover all the expenses associated with these conditions. As costs and deductibles rise, your clients may be feeling the financial pinch more every year.

### Cancer

Nearly 1 in 3 men and women will develop cancer in their lifetime. But, thanks to medical advances, more people than ever will beat the disease. For some of the most common forms of cancer, the 5-year survival rate is 90% or greater.<sup>1</sup>

### Heart Disease/Stroke

Approximately every 40 seconds, an American will have a heart attack or stroke. About half of Americans have at least one of the three risk factors for heart disease: high blood pressure, high cholesterol and being a smoker.<sup>2</sup>

<sup>1</sup> Cancer Facts & Figures, (2019)

<sup>2</sup> American Heart Association, Heart Disease and Stroke Statistics, 2019

<sup>3</sup> The Kaiser Family Foundation, Employer Health Benefits Survey, 2019

### Costs

- Health care coverage deductibles have increased 62% in the last 10 years<sup>3</sup>
- Between 2014 and 2015, direct and indirect costs of total cardiovascular disease and stroke were more than \$351 billion<sup>2</sup>
- The cost of treatment for cancer in the US in 2015 was more than \$80 billion<sup>1</sup>

### Who To Prospect

- Clients with a family history of a covered condition
- Clients in need of high deductible filler
- Small business owners

### The Solution

- Cancer insurance & Heart Attack/Stroke insurance fit well with other products and protect income for a variety of expenses
- Discuss options for covering out-of-pocket expenses: savings, assets or insurance coverage. Mutual of Omaha's Cancer insurance & Heart Attack/Stroke insurance offer policies up to \$100,000 with limited underwriting
- With advances in medical treatment, people are surviving cancer and heart disease more frequently. Additionally, as we get older, the likelihood of experiencing one of the covered conditions increases
- With a conversion option from term to lifetime coverage, your clients can have the best of both worlds
- With a variety of price points and options, including family coverage, there are numerous ways to provide your clients the coverage they need

