

Assurity®

Sales Idea

Accident Insurance for Children



Meet Kyle and Kole

Kyle is watching his son Kole start his varsity football years. As a parent, he worries about Kole getting injured, but is also concerned about the financial impact:

- With a large deductible and co-pays, bills could add up quickly.
- Even after health insurance, there will still be some medical bills left to pay.
- Extra money may be needed to pay for physical therapy or other treatments.

Fortunately, Kyle purchased an **Accident Insurance Complete Plan** to protect Kole and their budget.



Choose

Kyle chooses coverage to help protect Kole if he has an accidental injury.

Total Premium
\$11.¹⁴/mo.
for the Complete Plan
with 24-Hour Coverage



Use

Kole breaks his leg during the last game of the season. He was:

- Taken by ambulance to the emergency room
- Examined by the doctor
- Given an X-Ray of his lower leg
- Taken into surgery to realign his broken bones
- Admitted for a one-day hospital stay
- Given a prescription for a scooter, which was rented from a local vendor
- Seen by the doctor during two follow-up visits
- Given 6 physical therapy appointments

Kyle filed claims online after each of Kole's treatments. The cash benefits were direct deposited into his bank account.



Claim

Kyle makes a claim for Kole's accident and receives the following cash benefits:

Ground Ambulance to Hospital	\$400
Initial Accident Treatment	\$200
X-Ray	\$60
Fracture of lower leg	\$3,300
Hospital Admission	\$2,000
Hospital Confinement	\$400
Inpatient Surgery with Anesthesia	\$2,000
Appliance (rental of scooter)	\$100
Follow-up Treatment (2 per accident)	\$200
Rehabilitative Therapy (6 per accident)	\$360
Organized Sports Injury	\$1,000

Total Benefits Paid: \$10,020

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