

> Sales Ideas

TIPS FOR SELLING CANCER & 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 clients 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, clients are feeling the pinch more and more.

CANCER

Nearly 1.7 million new cases of cancer will be diagnosed in 2016¹ and with medical advances, more and more people survive this disease. Between 1975 – 2013, the five-year survival rate for cancer increased nearly 20 percent.²

HEART DISEASE

Heart disease remains one of the most prevalent afflictions in the U.S. affecting 27.6 million Americans.³ About half of Americans have at least one of the three key risk factors in heart disease: high blood pressure, high cholesterol and smoking.⁴

COSTS

- > Health care coverage deductibles have increased 67 percent since 2010⁵
- > Between 2009 – 2013 out-of-pocket costs for health grew 6.5 percent⁶
- > The average annual cost of treatment for cancer patients rose 19 percent to \$58,097 in 2014⁷

WHO TO PROSPECT

- > Clients in need of high deductible filler
- > Small business owners
- > Age 50+

SOLUTION

- > Cancer & Heart Attack/Stroke policies fit in 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 & Heart Attack/Stroke policies 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, clients can have the best of both worlds
- > With a variety of price points and options, there are numerous ways to provide clients the coverage they need

¹ <https://www.cancer.gov/about-cancer/understanding/statistics> | ² <https://seer.cancer.gov/statfacts/html/all.html>

³ <http://www.cdc.gov/nchs/fastats/heart-disease.htm> | ⁴ <http://www.cdc.gov/heartdisease/facts.htm>

⁵ <http://kff.org/report-section/ehbs-2015-summary-of-findings/>

⁶ <https://www.bloomberg.com/news/articles/2016-06-27/even-with-private-insurance-out-of-pocket-costs-for-hospital-visits-shot-up-37>

⁷ <http://www.imshealth.com/en/about-us/news/ims-health-study-global-market-for-cancer-treatments-grows-to-107-billion-in-2015-fueled-by-record-level-of-innovation>