

CRITICAL ILLNESS INSURANCE

Reap the rewards that
come with peace of mind



Do you know the risks?

Take steps to protect your business (and yourself)

If you or a business partner had a heart attack, stroke or cancer, what would happen to your business? Could it continue to thrive? Or would health problems jeopardize the business, and possibly your income?

With many small to medium-size businesses, the financial health of the company is closely tied to the physical well being of a few key people — owners, partners, or even a valued employee. As a business owner, you are probably aware of this. You may not be aware, however, of how high the statistical chances really are that one of the key people in your business could contract a critical illness. You owe it to your business and yourself to consider the possibilities — and to prepare for them.

What are the risks?

- Statistics show that the probability of having a critical illness prior to retirement (age 65) is significant. The risk is more than one in six for a 45 year old female, and even higher for a 45 year old male. When there is more than one key person in the business, the risk that *at least one of them* will suffer a CI prior to age 65 increases dramatically:

Probability of a Critical Illness Prior to retirement (age 65) ¹		
Age of partner, shareholder or employee	Individual Probability of suffering one of 22 critical illnesses ¹	Probability that at least 1 of the three will suffer a critical illness
Male 45	23.7%	50.5
Female 45	18.3%	
Male 50	20.6%	

- For two people age 45, the risk is higher than one in three. The more key people there are in the company, the higher the risk that the firm will be affected by a critical illness.
- Most business owners have considered what will happen to the company if they (or a partner) die. But a critical illness can be just as destructive to a company as the death of an essential player.
- A critical illness like cancer, heart attack or stroke could leave your company with added expenses, a compromised work force, and poor economic prospects.
- *The risk to age 75 is even greater* – even if your need for business protection will end at age 65, you and your partners may want to consider maintaining critical illness coverage for personal protection.

What can you do about it?

Critical illness insurance provides a lump sum benefit if you, a partner, or a key employee contract and survive one of the covered conditions, including Cancer, Stroke, Multiple Sclerosis and others.² The money can be used to offset business expenses that arise from the illness, and to support the financial health of the company. It can fund a buy-sell agreement, pay for training and hiring a replacement, or can be used in any way you see fit.

Critical Illness poses a very real risk for small business owners and partners. Review the risks of death, disability and critical illness with your financial advisors, and ensure that you have adequate protection in place.

¹ Critical illness probability figures are based on 2001 Canadian population incidence rates for the 22 critical illnesses covered by Standard Life Protecta Enhanced Critical Illness, Source: Munich Re/Standard Life.

² Standard Life Protecta Enhanced critical illness policy

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