

Life Insurance

CRISIS PROTECTION PLAN

Answers for Advisers

TOWER
Protection Policy

**Making life easier for you
and your clients**

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**CHOICE
+ SECURITY**

Advanced Payment for Cancer Option

Nobody likes to talk about cancer. Yet almost everyone is aware of the risks of suffering a major life-threatening illness. But what about cancers that aren't always regarded as serious? Most critical illness contracts don't provide cover for these kinds of cancers, and trying to explain to a client why their critical illness policy doesn't cover one of these could be a very difficult conversation indeed.

TOWER's Advanced Payment for Cancer Option, available under the Crisis Protection Plan (CPP), covers four cancer conditions that are not ordinarily covered under CPP for an extra cost of 5%. The events covered include:

- Carcinoma In Situ
- Early stage Melanoma
- Early stage Chronic Lymphocytic Leukaemia
- Early stage Prostate Cancer.

Of course, these cancer events could eventually develop into full-blown cancer and trigger a critical illness benefit payment. But there's no doubt that having a benefit paid when the 'less serious' condition is diagnosed, to help pay for timely treatment of that condition, is a far better alternative.

To give you an idea of just how frequently these kinds of cancers occur:

- Melanoma is the 3rd most common cancer for women and 4th most common for men.¹
- Prostate cancer is the most common cancer in men. One in 11 men are expected to develop prostate cancer by the age of 75.²
- Chronic lymphocytic leukaemia is the most common type of leukaemia suffered by Australians.³

¹ Australian Institute of Health and Welfare (AIHW) & Australasian Association of Cancer Registries (AACR) 2004. Cancer in Australia 2001.

² The Cancer Council of Australia.

³ The Cancer Council Victoria.

Multiple benefits can be paid under the Advanced Payment for Cancer Option – one benefit for each of the insured conditions. Importantly, a payment under the option only reduces the CPP benefit by the amount paid out, so your client's cover remains in place to protect against other health events that may occur in the future.

CREDIBLE + CONCLUSIVE CASE STUDY

Olivia's story

Olivia was 41 and had never been for a mammogram when a friend told her about a free breast screening program for women over 40. A fit and youthful mother of three children, with no family history of breast cancer, Olivia didn't generally worry too much about illness. However, after her conversation with her friend, she went along to a breast cancer clinic for a check up.

To her dismay, Olivia's mammogram indicated a carcinoma in situ in her breast. A biopsy confirmed the doctor's suspicions, and Olivia found herself facing treatment for her condition. Luckily, the carcinoma in situ had been caught early, and was able to be removed surgically. A course of radiotherapy followed to ensure that the carcinoma in situ didn't return.

Although Olivia had always suspected that "it would never happen to her", at the insistence of her and her husband's financial adviser she had a couple of years previously taken out some critical illness insurance. While the standard critical illness package wouldn't have covered Olivia's carcinoma in situ, her adviser knew the value of adding a little extra cover, the Advanced Payment for Cancer Option, to that package. As a result Olivia was paid a benefit of \$20,000 (10% of her critical illness benefit amount of \$200,000). This allowed Olivia to choose the hospital and specialist she wanted when receiving treatment for her carcinoma in situ, along with a little extra to make for a comfortable recovery.

**Want to know more?
Call your TOWER Sales Manager
for further information.**



Children's Cancer Institute Australia is the only independent medical research institute in Australia solely devoted to research into the causes, prevention and cure of childhood cancer. TOWER donates \$1.50 for every completed policy to Children's Cancer Institute Australia.

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