



## LifeStyle Assurance™

Critical illness insurance as part of your  
integrated wellness plan

## Critical Illness Happens to Other People ... *until it happens to you.*

In the past, Americans may have taken for granted the ability to acquire comprehensive health insurance coverage through their employers. That kind of coverage is becoming increasingly expensive. In an effort to manage the expenses associated with health insurance, more Americans are faced with buying health insurance coverage with higher deductibles and copays. It's the way many Americans are keeping health insurance affordable.

More than ever, you need to ask questions and be informed about your health insurance choices. Consider what you would do if you were diagnosed with an illness. Not an illness that can be handled through a simple prescription but a serious illness, a life threatening illness. In those situations, you may be faced with considerable and unexpected expenses that can be associated with the diagnosis of a heart attack, stroke or cancer. For those times you are probably going to need some help.

When faced with a critical illness, both medical and non-medical expenses arise. Out-of-pocket expenses such as in-home care, lost wages and child care come along at exactly the wrong time, and they can be devastating. Most Americans do not have sufficient savings to meet immediate out-of-pocket expenses and are forced to deplete their available assets to cover costs. More than half of all U.S. bankruptcies are based on a medical event<sup>1</sup>; the overwhelming majority of these involve people with health insurance who are nonetheless faced with tens of thousands of dollars of out-of-pocket expenses.

That's why you should consider LifeStyle Assurance™ critical illness insurance as part of your health insurance plan<sup>2</sup>. It's reasonably priced and can help if a critical illness happens to you or a covered spouse or child.

<sup>1</sup> David U. Himmelstein, MD, Deborah Thorne, PhD, Elizabeth Warren, JD, and Steffie Woolhandler, MD, MPH, "Medical Bankruptcy in the United States, 2007: Results of a National Study," American Journal of Medicine, 2009. <sup>2</sup> LifeStyle Assurance is not recommended for individuals covered under Medicaid.



## LifeStyle Assurance: How it Works

LifeStyle Assurance pays, as a lump sum, a percentage of the insurance benefit provided in the policy as listed below when you are first diagnosed with one of the following covered conditions on or after the 30th day (90th day for cancer) coverage becomes effective<sup>3</sup>.

### Covered Conditions<sup>4</sup>:

#### 100% coverage

- Invasive cancer
- Heart attack
- Stroke
- End-stage renal failure
- Major organ transplant
- Terminal illness

#### 25% coverage

- Carcinoma in situ
- Major heart surgery

#### 10% coverage

- Coronary angioplasty

#### Skin cancer benefit

- \$250 for the primary insured
- \$250 for the insured spouse
- \$75 for each insured child

Each covered person's benefit amount decreases by 35% of the benefit amount at age 65 and decreases an additional 15% at age 70. Premium is not reduced as a result of these decreases.

### Isn't a Check Better than a Get Well Card?

Benefits through LifeStyle Assurance are paid directly to you. You choose how to spend the money at a time when you and your family may need extra cash the most. Some examples of the ways in which you may choose to spend the benefit paid to you:

- Co-pays and deductibles
- Home healthcare
- Cost of caregivers
- Non-covered "experimental" treatments
- Housekeeping or childcare expenses
- Daily living expenses

From 2000 to 2010, the death rate declined by 31% from heart attacks and by 23% from stroke.<sup>5</sup>

Meet Anne, a single 50-year-old and self employed business owner living in TX with a deductible healthcare plan. Anne is a non-smoker and pays particular attention to her health as her family has a history of heart disease. As a supplement to her major medical insurance, she has a LifeStyle Assurance plan with a \$10,000 benefit amount. What is her weekly premium?

<sup>3</sup> State variations may apply; see policy for details. The summary contained in this piece is only an overview of the actual policy definitions, which should be consulted and will control. <sup>5</sup> Source: American Heart Association. The American Heart Association rates the overall financial condition of a company using a scale of A++ (Superior) to F (In Liquidation).

## Our Story

Colorado Bankers Life Insurance Company® (CBLife) has been helping working Americans successfully build and manage their insurance needs for more than 40 years. It provides individuals with voluntary, supplemental benefit products through payroll deduction programs with U.S. businesses that yield two advantages: 1) employees receive convenient and affordable financial protection for themselves and their families; 2) employers assist their employees in having greater insurance choices without incurring additional cost or obligation to themselves. In addition, CBLife offers its products directly to individuals.

### Voluntary, supplemental products currently offered by CBLife include:

- Individual term insurance with critical illness
- Individual term and whole life insurance with a flexible premium annuity rider
- Individual accident only insurance
- Accident medical expense insurance
- Level and graded whole life insurance



exas. She has a high  
n to her diet and health,  
dical plan, Anne bought a  
premium? Only \$7.49.<sup>6</sup>

**Colorado Bankers Life Insurance Company® (CBLife)**, rated B++ (Good) by A.M. Best,<sup>7</sup> provides insurance coverage in 49 states, the District of Columbia and Puerto Rico. CBLife serves unions, individuals, public and private companies, municipalities, school districts and federal, state, postal and military personnel.

l policy definitions, which should be consulted and will control. <sup>4</sup> Covered conditions are defined in the policy. The summary contained in this piece  
rt Association, Heart Disease and Stroke Statistics-2014 Update. <sup>6</sup> Premiums may vary by state. <sup>7</sup> As of December 16, 2015. A.M. Best Company

## Colorado Bankers Life Insurance Company®

Providing life, accident, critical illness, disability and annuity products to working Americans nationwide, Colorado Bankers Life Insurance Company offers voluntary, supplemental worksite benefits that are mutually beneficial to employees and their employers.

"Americans need flexibility when seeking health insurance. LifeStyle Assurance complements existing health care plans by supplementing coverage and offering benefit payments when individuals need them the most – after the first diagnosis of a covered critical illness."

— *Joe Wieser,*  
*Chief Executive Officer and President*  
*Colorado Bankers Life Insurance Company*

This document contains a general summary of benefits, exclusions and limitations. Please refer to the policy for the actual terms and conditions that apply. The terms and conditions of the policy will govern in any question about this plan. Policy form series P-CIGI 2012 and rider form series R-CIGI Spouse 2012 and R-CIGI Child 2012.

Products and services are underwritten and/or provided by Colorado Bankers Life Insurance Company® (Home Office: Charlotte, NC / Administrative Office: Greenwood Village, CO), licensed in 49 states (excluding New York), the District of Columbia, and Puerto Rico. Products and services may not be available in all states.

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# Why Critical Illness Coverage?

Thanks to advances in technology, many Americans are surviving critical illnesses that may have been fatal in the past. Almost everyone knows someone who has experienced a critical illness of some kind and survived. Critical illness insurance is designed to provide financial assistance to policyowners facing challenges associated with being diagnosed with a critical illness.

LifeStyle Assurance is a critical illness insurance policy that as part of an integrated wellness plan pays a lump sum benefit amount when a critical illness such as cancer, heart attack or stroke is diagnosed.

## Supplemental critical illness advantages:

- ◎ **It's simple to understand.** LifeStyle Assurance is guaranteed issue critical illness insurance with no pre-existing conditions limitation, no coverage termination age, and no additional medical exam needed.
- ◎ **It's affordable.** You choose a benefit amount based on what you can afford and the amount of coverage you desire.
- ◎ **It's flexible.** There are no limits/restrictions on how benefit amounts are used: It's your choice.
- ◎ **It's added protection.** Your LifeStyle Assurance policy is free from coordination with other insurance coverage.