

## Real Wins:

# Heart Attack & Stroke Insurance Covers the Gaps



Lori is a single 72-year-old widow who lives by herself in the Midwest. She has adequate life insurance coverage, however is concerned about how she would pay for medical-related expenses (medications, doctor appointments, transportation costs, etc.) if she suffers a heart attack.

Lori wanted to learn if there was a type of coverage that could help ease her concerns about getting stuck with a large medical bill. An agent quickly identified Lori as a good fit for a Mutual of Omaha's Heart Attack & Stroke Insurance policy. The agent told Lori about the benefits a policy could provide:

- A lump-sum benefit up to \$100,000 if she suffered a heart attack or stroke
- Or a 25% of the policy benefit amount for coronary artery bypass surgery or angioplasty

During the conversation with the agent, Lori wanted to make sure the premium for the policy could fit her budget and that Mutual of Omaha's customer service was prompt if she needed assistance.

### Advantages of Mutual of Omaha's Heart Attack & Stroke Insurance

- Competitive rates
- Backed by a strong company with excellent customer service
- A policy that offers lifetime benefits



## How We Won the Case

There were several reasons why Lori chose to purchase a Mutual of Omaha Heart Attack/Stroke Insurance policy with lifetime coverage and a \$10,000 benefit amount. The deciding factors included Mutual's competitive rates and simple underwriting process, a benefit that would be paid directly to her, and an easy-to-understand and hassle-free application process.

If you have clients looking for coverage to help fill gaps in their financial plan, consider Mutual of Omaha's Critical Advantage Portfolio of products. [Learn More](#)

### Sales Tip:

Mutual of Omaha's reputation for outstanding customer service can be a key differentiator in recommending our products. The great service Mutual offers can also help establish yourself as your clients' go-to agent.