

## Sales Idea

Tips for Selling Cancer & Heart Attack/Stroke Insurance to Med Supp Clients



**Your clients have worked hard their entire lives. And they're ready to enjoy retirement. But, as people reach the age of 65 their risk for cancer and heart disease increases. Additionally, the costs associated with addressing these conditions can drain retirement or savings quickly.**

### The Need

Nearly everyone knows someone who has been affected by cancer or heart disease. Unfortunately, many believe that their existing coverage is adequate to cover all the expenses associated with these conditions. As costs and deductibles rise, seniors are feeling the pinch more and more.

### Today's Reality

- Among seniors 65 and older, just 37% claim to have \$1,000 available in savings<sup>1</sup>
- The average couple retiring at age 65 will need \$280,000 to cover health care and medical costs in retirement<sup>2</sup>
- The total annual cost of treatment for cancer in the U.S. in 2015 was over 80 billion<sup>3</sup>

### The Solution

- 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
- Living comes with a price tag. With advances in medical treatment, people are surviving cancer and heart disease more frequently
- Cancer & Heart Attack/Stroke policies fit in well with other products and protect income for a variety of expenses, from deductibles to prescription drug to travel or time off from work expenses
- With a variety of price points and options, there are numerous ways to provide clients the coverage they need

<sup>1</sup> [http://host.madison.com/business/investment/markets-and-stocks/retired-you-still-need-an-emergency-fund/article\\_60a34e21-05a9-5c1d-8e1d-c552bf5b136a.html](http://host.madison.com/business/investment/markets-and-stocks/retired-you-still-need-an-emergency-fund/article_60a34e21-05a9-5c1d-8e1d-c552bf5b136a.html)

<sup>2</sup> <http://money.com/money/5246882/heres-how-much-the-average-couple-will-spend-on-health-care-costs-in-retirement/>

<sup>3</sup> American Cancer Society, Cancer Facts & Figures, 2019