

Real Wins:

Cancer Insurance Can Help Clients Cover Expenses



Roger is 62 years old and his family relies on the income he earns from his job as a forklift operator. Roger's daughter, who owns a life insurance policy with Mutual of Omaha, wanted her father to talk to an insurance agent to ensure his financial needs were adequately taken care of.

During the meeting with the agent, Roger said he didn't have a lot in savings and was concerned how his family would cover medical expenses if he was diagnosed with cancer. The agent told Roger about Mutual of Omaha's Cancer Insurance and explained that it included a lump-sum benefit of up to \$100,000 upon a cancer diagnosis.

Roger is a no-nonsense guy and didn't want any hassles. It was easy for him to understand when and how he'd receive benefits from Mutual of Omaha if he was diagnosed with cancer.

Advantages of Mutual of Omaha's Cancer Insurance

- Backed by a strong company with excellent customer service
- Provides benefits to cover expenses related to a cancer diagnosis
- Competitively priced to fit most budgets



How We Won the Case

Roger purchased a cancer insurance policy from Mutual of Omaha with a benefit amount of \$10,000. He was sold by the product's simplicity and by Mutual of Omaha's strong reputation. (He also has fond memories of watching *Wild Kingdom* episodes with his family).

A few years after purchasing the policy, Roger was diagnosed with cancer. While he was able to keep working, the benefits he received helped his family pay for doctor's appointments and related medical expenses not covered by his regular health insurance. It was the coverage his family needed during a difficult time.

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

Sales Tip:

The e-Application for Mutual of Omaha's Cancer Insurance is easy to use and can be completed in minutes.