



Critical illness

Nobody likes to think about it - the possibility of a serious illness affecting one’s own life and the family’s too. If the worst happens and someone dies, a life assurance policy can cover the expenses and costs associated with the loss of the primary “breadwinner”.

What most people do not fully consider are the financial consequences of surviving a critical illness:

- Ongoing living expenses
- Medical treatments and medications
- Debt reduction and mortgage repayments
- Education expenses
- Maintaining the family’s standard of living
- Any house modifications needed due to illness
- Paying for any additional care needed

Thanks to modern clinical research and effective treatments, more and more people survive serious illnesses. This can have a serious financial impact on your client’s personal lifestyle or that of their family.

The critical illness cover offered by Protected Lifestyle Lebanon can provide a cash lump sum of up to USD750,000 following the diagnosis of, or on surviving one of today’s most common illnesses, such as heart attack, stroke or cancer.

Cost is still one of the most common reasons clients choose not to take out critical illness cover. With Protected Lifestyle Lebanon it does not have to be all or nothing. Instead, your client can choose the critical illness benefit and we will advance either 50%, 75% or 100% of the sum assured depending on the level of cover chosen.

This keeps the cost of their policy down but gives them the peace of mind they need and deserve.

The key benefits of Protected Lifestyle Lebanon

- Whole of life cover with no age limit for claims
- Benefit increase option to maintain cover in line with individual requirements
- Flexibility to add the required level of critical illness cover (50%, 75% or 100% of the primary life cover) up to a maximum of USD750,000
- Guaranteed renewability (subject to meeting normal payment conditions)
- Free critical illness cover for up to three children (up to USD10,000, aged between 1 and 17 (attained))

Number of people expected to die from cancer per year by 2030*:

11,500,000

Number of people who suffer a stroke each year:**

15,000,000

Percentage of stroke victims who lose their lives or are permanently disabled:**

66%

Sources:

* World Health Organisation

** World Heart Federation

Case study

Tarek and Ayla Haddad have been married for almost six years and live in Beirut. Shortly after their marriage they took out a Protected Lifestyle Lebanon policy of \$250,000 to help provide cover for their future life together. When their first child arrived, Ayla decided to take a break from her job to look after the baby and a second child followed two years later.

Although they had life cover, as the sole breadwinner, Tarek was worried about what would happen if he became ill and was no longer able to pay the ongoing family expenses. He decided that in order to look after his family he needed to add Critical Illness (CI) cover to their policy.

Both Tarek and Ayla knew that even a small amount of CI cover could mean the difference between debt and financial security, so they were happy to choose the 50% CI cover offered under a Protected Lifestyle Lebanon contract which kept the premiums at an affordable level.

Shortly after his 40th birthday Tarek suffered a heart attack, which made him unable to return to work. Suddenly there was no regular income and the outgoings were growing higher due to monthly mortgage payments, regular bills and medical care.

Tarek's illness is covered by the Protected Lifestyle Lebanon policy and in his case it pays out a lump sum of USD125,000. With a sum like this, they are able to pay off their mortgage and outstanding bills and still have money to fall back on to pay for extra care provision, or in case Tarek needs to have a special operation. With the 50% CI cover option they also have peace of mind knowing that there is still USD125,000 worth of life cover in force.

Flexibility and choice are key to Protected Lifestyle Lebanon, which means that your clients can change their protection cover to meet their varying and changing financial needs.

This case study is an example only, and while it highlights opportunities for planning, you should recognise that it is not an exhaustive description of opportunities or pitfalls. Eligibility for benefits or the level of cover provided may be restricted as a result of age, health, occupation or other factors. The acceptance and cost of benefit provided will be subject to the information supplied, medical evidence or such other information that we may require. Full details of the illnesses and medical conditions covered are available on request.

Protected Lifestyle Lebanon. All the protection needed for life now and in the future. Because no two lives are the same.

Important information

For financial advisers only. Not to be distributed to, nor relied on by, retail clients.

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