



8 REASONS TO CHOOSE DESJARDINS' CRITICAL ILLNESS INSURANCE TODAY!

ON FEBRUARY 23, Desjardins Insurance launched our newly revamped Critical Illness (CI) products called Health Priorities! Here are 8 REASONS why you should be selling Health Priorities today!

REASON 1

We are the only insurer in Canada to cover all types of cancers.

REASON 2

We are the only insurer to provide advance benefits for aortic aneurysm and the following surgical procedures: endovascular treatment of aortic aneurysm or disease and the insertion of cardiac pacemaker or cardiac defibrillator.

REASON 3

We are the only insurer that does not require a survival period for cancer.

REASON 4

We are the only provider of critical illness insurance

DID YOU KNOW:

According to the Canadian Cancer Society, 1 of 2 Canadians will be diagnosed with cancer.

that pays a minimum of 25% of the insurance amount upon the insured's death with the refund of premiums upon death option.

REASON 5

The Executive Health Plan (EHP) sales concept is specifically designed for business owners and offers a tax-efficient retirement strategy. We have one of the most SOLID approaches.

REASON 6

The Refund of Premiums/Health Benefit starts as early as the end of the 4th year for Health Priorities - Business, Child, Term to 100, 10-Pay and 20-Pay.

REASON 7

We offer comprehensive and built-in long-term care coverage on the market that pays a 15% advance for temporary loss of independence.

REASON 8

Over the past 15 years, Desjardins Insurance has paid over \$80 MILLION in benefits to Canadians who faced a critical illness! 67% of claims was due to cancer and the average age of benefit recipient is 49 years old.

WHERE CAN I FIND MORE INFORMATION ON HEALTH PRIORITIES?

If you would like more information on our NEW Health Priorities, click on the link below!

[**HEALTH PRIORITIES**](#)

WHO CAN I CALL FOR ADDITIONAL INFORMATION?

Desjardins' Sales Team is ready to assist with you any questions! Contact your Desjardins Insurance Regional Sales Director or Regional Sales Consultant and they would be happy to help with illustrations! If you are not sure who your Sales Team is, click on the link below!

[**SALES TEAM**](#)

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Desjardins Insurance refers to Desjardins Financial Security Life Assurance Company.

