

# Optional Benefits with a *twist* – another great sales opportunity for you



# Introducing Personal Benefits

Optional benefits are a great way for plan sponsors to offer more benefit choices to their plan members. Supplementing the basic insurance coverage received through their group benefits plan, optional benefits enable plan members to easily purchase the additional coverage they need.

Our new Personal Benefits take this flexibility to another level. Now when plan members purchase **Personal Life** or **Personal Critical Illness** coverage, Manulife takes on the administration and the billing is direct with the plan member. The plan member enters into the Personal Benefits contract so coverage is portable and continues even when there is a change in employment.

Personal Benefits provide you a new sales opportunity to bring choice and value to your clients.

## Personal Life Insurance

Life insurance provides an extra layer of financial protection to help care for the people and things we value most.

### Benefit features for plan member/ spousal coverage

- Units of \$25,000 to a maximum of \$500,000
- \$25,000 of coverage guaranteed with no medical underwriting
- Termination age of 70 with no reductions
- Coverage that continues even when there is a change in employment
- Living Benefit – 50% up to a maximum of \$50,000
- No waiting period to satisfy

### Coverage for eligible dependent children (under age 21)

- Flat \$20,000 with no medical underwriting

## Personal Critical Illness Insurance

Critical Illness insurance provides a lump sum payout if and when a critical illness strikes. Although the likelihood of contracting a critical illness is increasing, so are survival rates, which is why critical illness protection is such a great complement to existing group health, life and disability benefits.

### Benefit features for plan member/ spousal coverage

- 22 covered conditions (see back for details)
- Units of \$5,000 to a maximum of \$150,000 one-time lump-sum benefit the member can use any way they wish
- \$25,000 of coverage guaranteed with no medical underwriting
- Minimum coverage amount of \$10,000
- Termination age of 70, with a benefit reduction at age 65
- Coverage that continues even when there is a change in employment
- No waiting period to satisfy

### Coverage for eligible dependent children (under age 21)

- 22 covered conditions plus  
7 childhood medical conditions
- Flat \$10,000 with no medical underwriting

## Additional health services available with Personal Critical Illness

Personal Critical Illness coverage features access to **Health Service Navigator**<sup>®</sup>, an innovative service designed to assist plan members and their families in navigating the complexities of the Canadian health care system. Our services offer a health resource centre that is accessed online or through a customer care centre. Health Service Navigator can help plan members locate a family doctor or specialist, find information on illnesses, medications, provincial health coverage, and support for chronic conditions. A premier second opinion service is also available through Health Service Navigator, rounding out the services designed to maximize plan members' health care experience.

## Why promote Personal Benefits?

At a time when escalating benefit costs are in conflict with an employer's need to offer more services to compete in the war for talent, Personal Benefits can be part of the solution. As an Advisor, consulting with your clients on Personal Benefits offers a great low touch sales opportunity that can generate additional revenue and be introduced to your entire Manulife group benefits client base.

*No direct plan member sales are required.*



## Personal Benefits advantages

### Plan Sponsor

- No day-to-day benefits administration
- No payroll deductions to coordinate
- No additional cost to enhance the value of their benefits program
- No group contract
- Communications and promotional support with a range of tools that work best with their plan members
- Choice to offer Personal Life or Personal Critical Illness insurance or both as part of their benefits program

### Plan Member

- Affordable rates
- Flexibility – plan members choose the amount of coverage that's right for them
- Convenient payment of premium by credit card or pre-authorized banking withdrawal
- Personal coverage for their spouse and eligible dependent children
- Coverage that is portable and continues even when employment arrangements change
- No sales tax

## Applying is easy

We've made applying for Personal Benefits as easy and convenient as possible for plan members. They simply:

1. Decide how much insurance to purchase.
2. Complete and submit the application form along with additional medical information, if required.
3. Provide banking or credit card information for monthly premiums.

Coverage will begin on the first of the month following the approval of the application.

## Here's what advisors are saying about Personal Benefits

"Personal Benefits are a good idea. I'm looking forward to providing more choice to my clients - with a product that helps them offer a more robust benefits program to their employees who will especially like the portability. My clients will certainly like that Personal Benefits allow them to free themselves of administering payroll deductions and offer additional benefits with no additional cost!"

– Susan Gillespie, The BPC Group

"Today employers are not only trying to control their group insurance costs, but they are also looking to be the provider of choice for their employees' insurance and financial needs – an attractive and simplified optional benefits program does just that!"

– W. Michael Thomas, CFP, CLU, CH.F.C., R.F.P.;  
The Investment Guild

Personal Benefits – optional coverage with a *twist* – allow your clients to offer their plan members more benefits choice with no administration and no cost and creates another great sales opportunity for you!

For more information and tools to help you promote Personal Benefits to your clients, please call your Manulife representative or visit [www.manulife.ca/groupbenefits](http://www.manulife.ca/groupbenefits).

Group Critical Illness Covered Conditions	You and your spouse	Your child
Alzheimer's Disease	X	X
Aortic Surgery	X	X
Benign Brain Tumour	X	X
Blindness	X	X
Cancer (Life-Threatening)	X	X
Coma	X	X
Coronary Artery Bypass Surgery	X	X
Deafness	X	X
Heart Attack (Myocardial Infarction)	X	X
Heart Valve Replacement	X	X
Kidney Failure	X	X
Loss Of Limbs	X	X
Loss Of Speech	X	X
Major Organ Failure on Waiting List	X	X
Major Organ Transplant	X	X
Motor Neuron Disease	X	X
Multiple Sclerosis	X	X
Occupational HIV Infection	X	X
Paralysis	X	X
Parkinson's Disease	X	X
Severe Burns	X	X
Stroke (Cerebrovascular Accident)	X	X
Autism		X
Cerebral Palsy		X
Congenital Heart Disease (for which corrective surgery has been performed)		X
Cystic Fibrosis		X
Down Syndrome		X
Muscular Dystrophy		X
Type 1 Diabetes Mellitus		X



## Exceptions and Limitations

As with most insurance coverage some exceptions apply. Please contact your Manulife representative to find out more details about these exceptions and limitations.

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GC2436E (11/2010)

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