Today more people are living longer and surviving illnesses such as cancer, heart attacks and strokes. Every year the number of people surviving cancer is increasing, and over the last 40 years the cancer survival rate has doubled\(^1\). Although people are living longer, they are living a greater proportion of their lives in poor health. As a result, many people may suffer from multiple serious illnesses over their lifetime.

**HOW VITALITY’S COVER WORKS?**

VitalityLife’s cover has been designed to cater for multiple claim payouts with our unique Plan Account. The amount of Life Cover and Serious Illness Cover your client has and the amount of benefit they could receive are linked to their Plan Account.

With VitalityLife, your clients are protected against multiple claim events where they would have otherwise been uninsured and most likely uninsurable if they had cover with another insurer.

**Vitality’s Serious Illness Cover has been designed unlike other typical critical illness cover:**

- Allows for multiple claims – both subsequent claims for other conditions that your client may develop, and progressive claims should your clients’ condition worsen
- Enables your client to claim up to three times their original cover amount
- Continues to provide cover after a claim for a condition that results in a 100% payout
CASE STUDY – COVER FOR MULTIPLE CLAIMS WITH THE PLAN ACCOUNT

Craig has taken out £200,000 Life and £50,000 Serious Illness Cover. The plan account is equal to the amount of Life Cover selected. In this example, the Serious Illness Cover amount is 25% of the Life Cover amount.

Craig has claimed £87,500 yet he still has £28,125 Serious Illness Cover if he needs it. Overall, Craig could claim up to £150,000 of Serious Illness Cover – that’s three times his original sum assured of £50,000. This feature is unique to Vitality and will protect your client for serious illnesses as long as they have Life Cover remaining.

CASE STUDY

– COVER FOR MULTIPLE CLAIMS WITH THE PLAN ACCOUNT

Craig aged 35, takes out £200,000 Life and £50,000 SIC.
Aged 40 Craig has a heart attack and receives 100% payout.
Craig has fully recovered and still has cover in place.
At 60 Craig loses his hearing and receives 100% payout.
Following two 100% claims Craig still has cover in place if he needs it.

£200,000
Life cover

£50,000
Serious illness cover

£50,000

£150,000
Life cover

£37,500
Serious illness cover

£37,500

£112,500
Life cover

£28,125
Serious illness cover

£50,000

£37,500

£50,000

PROTECTED LIFE COVER

Protected Life Cover is an optional benefit that ensures any payments made from the plan account for Serious Illness Cover would not affect the amount available for a future Life Cover claim.

In the example, if Craig had selected Protected Life Cover, his Serious Illness Cover would function in the same way but he would have £200,000 Life Cover remaining at the end of the plan when he passes away. Meaning, Craig could claim £350,000 i.e. £200,000 on Life Cover and £150,000 on Serious Illness Cover.

SERIOUS ILLNESS COVER

SERIOUS ILLNESS COVER CAN PAY UP TO 3 TIMES THE ORIGINAL LEVEL OF SELECTED COVER

CRITICAL ILLNESS COVER

CRITICAL ILLNESS PLAN PAYS OUT

UNINSURED AND UNINSURABLE?

£ VITALITY PAYS OUT

£ VITALITY PAYS OUT

FIND OUT MORE

To find out more about VitalityLife’s Serious Illness Cover visit vitality.co.uk/life-insurance

Source
2. Heart Disease and Stroke Statistics, 2017 Update: A Report from the American Heart Association
3. State of the Nation Stroke statistics, February 2018