

How (and Why) you can Help Protect your Employees and Build a Loyal Workforce

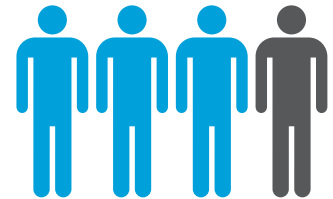
The evidence is clear: Most Canadians will face a critical illness at some point in their lives



About **2 in 5 Canadians** will be diagnosed with **cancer** in their lifetime.



About **1 in 12 Canadians** is living with **heart disease**.



And nearly **three-quarters of a million Canadian adults** live with the effects of a **stroke**.

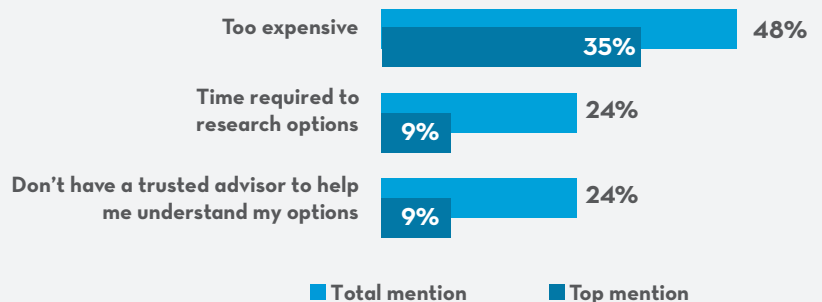


Our research proves employees are feeling the health and life protection gap.

In the event a critical illness or injury affected their ability to work, 84% of respondents feel unprepared to handle a loss of income.

Only **43% have coverage** should a major life or health event occur. Over the past three years, just **5% have added life insurance** and **3% have purchased critical illness insurance**.

BARRIERS TO BUYING LIFE/CRITICAL ILLNESS INSURANCE



Be There for your Employees

With *Protection Plus Benefits*, you have the unique opportunity to enhance your benefits plan and help your employees support their future by offering access to affordable, effective and guaranteed approval coverage* – **at no cost to you**.



Critical Illness



Life



Accidental Death and Dismemberment



Online Doctors

To find out more about this research study and how you can seamlessly fold this unique option into your benefits plan, contact your Blue Cross representative.



Sources: Statistics Canada | Ontario Stroke Network | Medavie Blue Cross-commissioned survey by Leger of 1,000 working Canadians

*Up to \$100,000 in coverage over a limited-time period.

