



# A Look at LifeAdvance Claims



**LifeAdvance™**

*Your critical illness protection plan*

## A serious life-altering illness strikes one of three Canadians in their lifetime.

### Consider these statistics:

#### Heart Disease

- **1 in 2** men and **1 in 3** women are predicted to develop heart disease in their lifetime.
- It is estimated there are over **70,000** heart attacks in Canada each year.

#### Cancer

- **1 in 2.3** men and **1 in 2.6** women living in Canada will develop cancer during their lifetime.
- **159,900** new cancer cases are estimated to occur in Canada in 2007.

#### Stroke

- There are between **40,000 to 50,000** strokes in Canada each year.
- **80%** of stroke patients survive the initial event.

Sources: Heart and Stroke Foundation of Canada (2001-2008);

Canadian Cancer Statistics 2007

*The statistics provided in this brochure have been developed by the identified sources and are not based on the definitions of critical illnesses contained in the LifeAdvance policy. They are provided for general information only.*

# Surviving a critical illness can create overwhelming medical and financial burdens for you and your family!

## If you were diagnosed with a critical condition:

- *Could you cover all your medical expenses?*
- *Would you be able to maintain your lifestyle?*
- *Would you want access to advanced medical knowledge and treatments?*
- *Would you and your family need counselling and support services?*

## Are you prepared?

### Our personal approach makes the difference

The risks are very real and so is the probability of survival. Since January 1, 2003 to January 31, 2008, Canada Life has paid over \$42 million in claims. We are committed to paying valid claims in a timely and accurate fashion. Take a look at the following statistics and you'll see the success LifeAdvance critical illness insurance has achieved in providing Canadians with the protection they need, when they need it most.

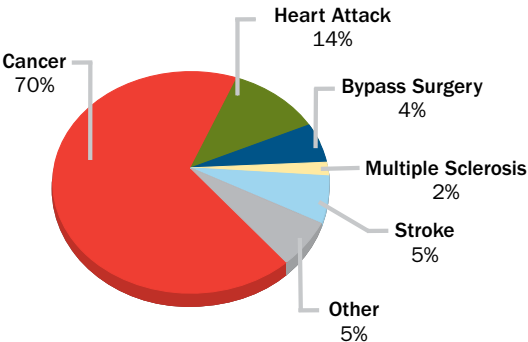
## Examples of claims paid

Age at Claim	Diagnosis	Benefit Amount
34	Cancer	\$250,000
37	Leukemia	\$250,000
38	Breast Cancer	\$300,000
41	Stroke	\$100,000
44	Cancer	\$25,000
48	Breast Cancer	\$100,000
50	Heart Attack	\$50,000
51	Prostate Cancer	\$250,000
51	Coronary Artery Bypass Surgery	\$100,000
53	Ovarian Cancer	\$100,000
55	Heart Attack	\$250,000
58	Lung Cancer	\$250,000
60	Coronary Artery Bypass Surgery	\$350,000
63	Parkinson's Disease	\$100,000
67	Stroke	\$60,000

*Benefits are payable if you are diagnosed with a critical illness insured condition as defined in your policy and you have survived the survival period. The survival period is 30 days for most insured conditions.*

### Most common causes of claim:

*Canadian industry critical illness paid claims since inception at the end of 2005*



Source: Munich Re's 2006 Critical Illness Survey

# The protection you need – when you need it most



**Dr. Marius  
Barnard,  
Critical Illness  
Insurance  
Founder**

World-renowned heart surgeon Dr. Marius Barnard helped develop critical illness insurance. Dr. Barnard witnessed the emotional strains that many of his patients faced after surviving serious illnesses. Financial stress often worked against recovery or, in many cases, left patients struggling to pay bills as they resumed their lives.

## LifeAdvance

There is a very powerful solution to this dilemma – LifeAdvance critical illness insurance from Canada Life. This product can help provide a **financial safety net**, should you be forced to rebuild your lifestyle following a critical illness. LifeAdvance offers protection against 24 covered conditions.

We know a critical illness can be very stressful emotionally on you and your family. That's why we offer access at time of claim to **counselling and support services** provided by Shepell·fgi™\*. And to help you access the **medical services** you require, you can also contact Best Doctors®\* at time of claim. Best Doctors is one of the world's pre-eminent independent authorities of healthcare, who can put you in touch with physicians and hospitals and provide treatment assistant services.

**LifeAdvance ... it's quality protection when you need it most.**

\* Canada Life is not obligated to provide the services of Best Doctors, Inc. or Shepell FGI LP and may change or cancel access to these services at any time without notice.

**For more information about  
Canada Life and its products,  
visit [www.canadalife.com](http://www.canadalife.com).**

**For more information about  
how LifeAdvance critical illness  
insurance may fit your needs  
ask your financial advisor  
for an illustration.**

The Canada Life Assurance Company, a subsidiary of The Great-West Life Assurance Company and a member of the Power Financial Corporation group of companies, provides insurance and wealth management products and services. Founded in 1847, Canada Life is the country's first domestic life insurance company.

Helping people achieve more™



**Canada Life™**

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