



# Sales Idea

## Critical illness to fill the financial gap



### Client scenario

Sarah is 41, married and has two school-aged daughters. She is an event planner making \$58,000 annually and has a high-deductible healthcare plan.

### Concerns

Sarah is happy to save \$100 a month in her health savings account (HSA), and her company contributed to her HSA each year as well. But a major illness would quickly wipe out her HSA balance and leave a real financial gap.

### Solution

For less than the cost of a meal out for her family, Sarah can rest assured that with **critical illness insurance** she'll have enough money to cover day-to-day expenses and any other unexpected costs. Sarah also knows because she added the **Return of Premium Rider**, she will get some of her premiums back if she never needs her policy.

#### Health Expenses Due to Illness

Out-of-pocket maximum for 2020*	\$16,300
HSA Balance	\$2,500
Subtotal 1	<b>\$13,800</b>

#### Replacement Funds:

##### Estimate 3 months recovery time.

Monthly income (3 months)	\$13,350
Monthly expenses (3 months)	\$6,375
Subtotal 2	<b>\$19,725</b>

**Minimum Coverage Recommended** **\$33,525** (Subtotals 1 and 2)

#### Solution:

**\$31.71 for \$35,000 of Critical Illness**  
**\$11.73 optional Return of Premium Rider**

**\$43.44/mo.<sup>2</sup>**

1. Healthcare.gov. In 2020, the upper limit is \$8,150 for an individual and \$16,300 for a family.

2. Illustration based on a 41-year-old female, Non-Tobacco

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