



Trauma cover for women.

Looking back on the last 12 months, Sally is still in disbelief at what had happened.

Out of the blue she was struck by cancer and Sally's life was turned upside down. But one decision empowered her to make the strongest possible recovery. This is Sally's story...

It was almost a year ago. Sally remembered sitting down with her husband, Mike, and deciding to go ahead with the trauma cover their financial adviser had recommended. At the time, Sally never dreamed that she would ever need it so soon. Even though Sally was reasonably fit and only 32 years old, with two young children to care for she didn't want to risk it.

Not too long after the cover was put in place, Sally was diagnosed with breast cancer. The months that followed were a whirlwind of tests, hospital visits and treatment. But the \$250,000 payout from Sally's trauma cover made it a whole lot easier to face.

Sally and Mike were able to use some of the funds to pay off a big part of the mortgage reducing the pressure on the family budget. Sally was also able to leave her part time job so that she could spend more time with her children and focus on recovery.

Even after doing all that, they still had enough left over from the payout to fund a long awaited touring holiday of New Zealand with the family.

Sally couldn't help but think how desperate things would have been if she had decided to take her chances and risk living without her serious illness protection.

It won't happen to me

It's natural to think it won't happen, but the statistics on major illness for women prove otherwise:

- the lifetime risk of women developing breast cancer before age 75 years is 1 in 11.*
- the risk of being diagnosed with any type of cancer before the age of 75 years is 1 in 4 for females.#

Many women also think that heart disease is generally a male condition, but the statistics tell a different story:

- heart disease is the number 1 killer of Australian women and women are almost 3 times more likely to die of it than breast cancer.*
- in 2004–05, it was estimated that one in every five women in Australia had some form of cardio vascular disease.^

While the incidence of serious illness is alarming, the good news is the improvement in survival rates has dramatically improved:

- the relative survival estimate for females for all cancers combined increased from 53% in 1982–1986 to 64% in 1998–2004.#
- the death rate for cardio vascular disease for women has decreased on average by 3.2% every year during 1987–1996 and 4.5% during 1997–2006.o

A widening protection gap

Greater survival rates are good news, but they also create a need to fund a strong recovery and quality of life after illness.

Many women already have life insurance and those who are in paid employment may even have income protection insurance, but if serious illness strikes there can be a serious protection gap involving a whole range of extra costs that these forms of insurance can't cover:

- if you don't die, you won't be entitled to receive any pay out from your life insurance; and
- your income protection may pay a percentage of your income, but for serious illness this may not be enough.

Trauma Cover empowers women to control their future

Trauma Cover can bridge the protection gap and give women a lump sum cash payment that they can use for:

- funding specialised medical costs that may not be covered by private health insurance;
- purchasing any special equipment;
- relieving stress that can hinder recovery;
- creating the freedom to spend quality time with family;
- making a long family holiday possible; and
- having a choice about continuing to work.

It's not just for women in paid employment

Trauma Cover can be even more important for women who choose to stay home to care for children and the home. If you are not in paid employment you are not eligible for income protection insurance, but because Trauma Cover is not limited to those earning an income, any woman can apply for it.

The value of a home maker in dollar terms also underscores the importance of having cover in place. Imagine what it would cost your family to fund all the duties you perform if serious illness prevented you from doing them yourself:

- cleaning and laundry;
- transporting children;
- shopping and cooking;
- ensuring children are supervised and cared for; and
- managing home finances.

It's not just cancer and heart disease that are covered

Trauma cover gives you a protective financial shield against more than 40 different serious medical conditions, such as:

- stroke;
- multiple sclerosis,
- paralysis; and
- organ transplant.

Payment is generally made upon diagnosis, so you have the funds as early as possible after the condition strikes, to help you cope, survive and rebuild your life with confidence.

Life is full of uncertainties

There is no way of knowing what is around the corner. Even if you take good care of yourself and try to stay safe and well, some things will always be out of your control. The opportunity for women now is to choose to protect against those events that have some of the worst consequences. ClearView Trauma Cover gives you a simple, affordable and powerful way to help you maintain your financial independence.

To find out more about trauma cover, please contact us today.

Sources:

* Australian Institute of Health and Welfare Breast cancer in Australia: an overview 2009

Australian Institute of Health and Welfare Cancer In Australia; An Overview 2010

^ Australian Institute of Health and Welfare. Women and heart disease: cardiovascular profile of women in Australia 2010.

+ National Heart Foundation of Australia, Health living women and heart disease 2013

o Australian Institute of Health and Welfare 2010. Cardiovascular disease mortality: trends at different ages.

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