



THE PULSE

Welcome to the second edition of 'The Pulse', our quarterly internal newsletter designed to provide you with updates and stories to assist you when having the 'life insurance' conversation with your clients.

The feedback from the first edition has been positive and we have seen an increase in activity and requests to make contact with your clients. I want to continue to provide you with real scenarios that you can relay to clients to explain why this is a critical insurance area for them and how it can help them either personally or in business when things don't go as planned.

As always I am happy to provide further information or discuss any client circumstances with you. Putting me in touch with your client is possibly the most rewarding thing you can do. Our first story 'Tragedy Strikes' serves to reinforce the need to act now. Please read on.....

TRAGEDY STRIKES

It was the first week of December, I received a lead from a colleague who advised they had a new client (Bruno and Skye) who were involved in a commercial and industrial plumbing business with another couple. Skye had raised a few concerns over what may happen to her if her husband Bruno was to get seriously injured, ill or were to be deceased. I called Skye and arranged to meet with her later that week.

During our meeting, Skye explained that they were dedicating their finances to an upcoming holiday and therefore would wait until they got back to make a decision. It was agreed I would contact her again late January.

Sadly, Bruno was involved in a fatal motor vehicle accident and passed away before I was able to meet with them again as arranged. Skye continues to fight for her life suffering multiple broken bones, but at this stage we are confident she will pull through.

This extremely sad story just reinforces that we never know what is around the corner. Please feel free to use this tragic story. If it is the catalyst for one of your clients to act now to secure their family's future it will be a very worthwhile conversation.

TRAUMA (CRITICAL ILLNESS) COVER

Trauma Cover pays the amount insured if you are diagnosed with a specified medical condition like cancer, heart attack or stroke. This money can help you take care of the mortgage, pay your out-of-pocket medical expenses, allow your spouse to take time off work to look after you, and generally keep your household afloat while you focus on getting better.

THE FACTS

An estimated 375,800 people (205,800 males and 170,000 females) had suffered a stroke at some time in their lives.¹

Many diseases can cause dementia, with the most common being Alzheimer disease, estimated to be responsible for about 50–75% of dementia cases.¹

Multiple Sclerosis is a chronic debilitating disease of the central nervous system. It is the most common neurological illness among young adults. Most people are diagnosed in their 20s and 30s, and 75% of them are women.²

¹ 'Australia's Health 2014' – Australian Institute of Health and Welfare, May 2014

² 'Basic needs left wanting for 20% people with MS' www.msaustralia.org.au, February 2015

BILL'S BENEFIT

For 55-year-old site manager Bill, rugby was a family tradition. Like his father and his grandfather before him, Bill had shown promise as a junior player – until a serious knee injury sidelined his professional hopes for good. Still an enthusiast though, his efforts now focussed on cheering his two teenage sons' school teams.

Over the past few years, Bill had been waking to increasing stiffness and pain in his foot and wrist. Assuming it was simply the wear and tear of a physically demanding job, Bill wasn't particularly concerned. That is, until one morning when he realised he couldn't move from his bed.

Bill's doctor diagnosed him with rheumatoid arthritis which meant he could no longer work as a site manager. As he met the definition under his Total and Permanent Disablement Cover, his insurer paid him his TPD Benefit of \$1,150,000.

This money allowed Bill to pay for his medication and physiotherapy without dipping into family savings. He was also able to pay his sons' school fees and eliminate the mortgage entirely. It also meant his family had enough money to live on while he studied sport administration full time at TAFE.

ADVICE WHEN IT MATTERED

Andrew, 39, was a married father of one and an IT salesman. His job required a regular amount of travel, both locally and nationally, but he didn't mind. He enjoyed his work, and thrived on the challenge of closing a profitable sale, especially now that he had a mortgage and a daughter about to enter primary school.

After returning to his home town following a week-long sales conference, Andrew was at the airport flagging a taxi when he went into cardiac arrest. Despite the paramedics' best efforts, Andrew was pronounced dead before the ambulance reached the hospital.

Thanks to Andrew's risk adviser, his wife was able to receive a lump sum amount of \$750,000 from his Life Cover. This money enabled her to take some time away from work, and pay for the immediate funeral costs. It also meant that she could eliminate the mortgage, and create a trust fund for her daughter.

ANY QUESTIONS?

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INCOME PROTECTION COVER

Income Protection Cover pays a monthly benefit of up to 80% of your income if you're sick or injured and unable to work. This money can help you stay on top of your debts, pay for treatment or rehabilitation, and generally give you some breathing space until you can return to work.

THE FACTS

- Arthritis and other musculoskeletal conditions affect about 6.3 million Australians. These conditions are among the leading causes of employment restrictions (among people aged 15–64): 66% of people with arthritis, 74% with osteoporosis and 80% with back problems report employment restrictions.¹
- Cardiovascular disease (CVD) is heart, stroke and blood vessel diseases, affecting one in six Australians (3.7 million) and prevents 1.4 million people from living a full life because of disability caused by the disease.²
- The latest Australian Health Survey showed there were 3 million Australians (13.6%) who reported having a mental and behavioural condition. Mood (affective) problems, which include depression, were most prevalent (2.1 million people or 9.7% of the population) followed by anxiety related problems (850,100 people or 3.8%).³
- Mental and behavioural conditions continued to be more common amongst women than men (15.1% compared with 12.0% respectively).³
- Chronic kidney disease (CKD) affects 1 in 7 Australian adults to some degree. 1 in 10 deaths has CKD listed as a contributing factor.¹

¹ 'Australia's Health 2014' – Australian Institute of Health and Welfare, May 2014

² Data and statistics – www.heartfoundation.org.au/information